

BEATBOX®



COLD BOX MERCHANDISING STANDARDS

BEATBOX GREAT 8



1 2 3 4 5 6 7 8

Innovation & Party Picks



9 10 11 12 13 14 15

4-Packs (Multipacks)



Variety Packs



BEATBOX®

LARGE + LIQUOR FORMAT PRIORITIES

LEAD WITH 4-Packs (Multipacks)



1

2

3

4

5

The Core Flavors aka "The Great 8"



1

2

3

4

5

6

7

8

Innovation & Party Picks



9

10

11

12

13

14

15

Variety Packs



Own the Cold Space.
Lead with Multipacks.
Lock in the Great 8.

BEATBOX[®]



SMALL FORMAT PRIORITIES

Shelf 1: BEATBOX GREAT 8



1 2 3 4 5 6 7 8

Shelf 2: Innovation & Party Picks



9 10 11 12 13 14 15

Shelf 3: 4-Packs (Multipacks)



BEATBOX®

2026 Flavor Wall

But Nothing Beats COLD. Remember, COLD = SOLD!



Top Shelf – The Great 8

Double face & block high-velocity core flavors at eye level.
(If space allows, move Tea to Shelf 2.)



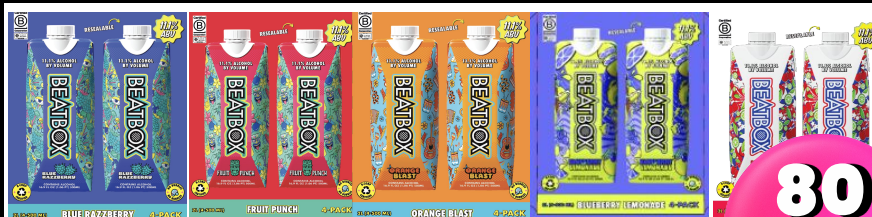
Second Shelf - Party Picks

Drive exploration with innovation, regional favorites and NEW callouts.



Third Shelf - Multi Packs

Support grab-and-go and trade-up with 4-packs and variety.



80%

Of BeatBox buyers agree they **prefer** purchasing BeatBox when it's refrigerated/chilled.

Use shelf bursts like “**#1 Flavor,**” “**NEW,**” “**Fan Favorite,**” or “**Limited Drop.**”
Keep **pricing visible** and **add shelf strips** for extra pop!