

ANYTHING
BUT SUBTLE™



SPARKLING
ICE®

2025 New Innovation

6pks, Popwell, SIE Raspberry Sky, Starburst 16oz. Red's Pack, SI Starburst FP & Watermelon, Cuties, Mini Cans, K9 6pks

Sparkling Ice® 17 oz 6 Packs

Timing: March 2025

Your favorite Sparkling Ice flavors are now available in 6 Packs!



Insights:



Black Raspberry, Orange Mango, and Classic Lemonade are top-performing flavors in the Sparkling Ice portfolio.



Consumers perceive a 6 pack as highly versatile, making it suitable for a variety of different occasions.*



Mid-size pack provides single serve consumers the opportunity to trade up on their favorite flavors, driving bigger basket size.

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

* Suzy (06/05 - 06/06, 2024) Respondent: SW Category shoppers (n=292)

Sparkling Ice® 17 oz 6 Packs

Timing: March 2025

Black Raspberry – 6 Pack | FG00596



Master Pack/Case (4 x 6 pk) (GTIN)



10016571960121

Master Pack/Case (4 x 6 pk)



0 16571 96026 1

6 Pack



0 16571 96027 8

Single Bottle



0 16571 91030 3

Classic Lemonade – 6 Pack | FG00598



Master Pack/Case (4 x 6 pk) (GTIN)



10016571960145

Master Pack/Case (4 x 6 pk)



0 16571 96030 8

6 Pack



0 16571 96031 5

Single Bottle



0 16571 94035 5

Orange Mango – 6 Pack | FG00597



Master Pack/Case (4 x 6 pk) (GTIN)



10016571960138

Master Pack/Case (4 x 6 pk)



0 16571 96028 5

6 Pack



0 16571 96029 2

Single Bottle



0 16571 91031 0

Specs:

TI/HI: 12 cases per layer x 5 layer high

Pallet Count: 60 Cases

Pallet Dimensions:
48" x 40" x 51.75" (L x W x H)

Pallet Cube: 57.5 cu ft

Pallet Weight: 1,778 lbs

Case Weight: 29 lbs

Case Cube: 0.76 cu ft

Case Count: 4 x Six (6) 17oz bottles

Case Dimensions:
14.5" x 9.75" x 9.25" (L x W x H)

Unit Dimensions:
7.125" x 4.625" x 9.25" (L x W x H)

Bottle Dimensions:
9.17" x 2.37" (H x D)

MSRP:
Lined priced with portfolio

Sparkling Ice® x K9s For Warriors

6 Packs

Timing: March - June 2025

Toast to new beginnings

Everyone deserves a second chance to get a new leash on life. We're proud to support, encourage, and celebrate our veterans and rescue pups on their new adventures together with more confidence, more support, and a fresh start.



Partnership Details:



Determined to end veteran suicide, K9s For Warriors provides highly trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma.



With the majority of dogs being rescues, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery.



Talking Rain sponsors dogs to be paired with veterans and first responders.

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

Sparkling Ice® x K9s For Warriors

Timing: March - June 2025

Black Raspberry - 6 Pack | FG00596



Master Pack/Case (4 x 6 pk) (GTIN)



Master Pack/Case (4 x 6 pk)



6 Pack



Single Bottle



Orange Mango - 6 Pack | FG00597



Master Pack/Case (4 x 6 pk) (GTIN)



Master Pack/Case (4 x 6 pk)



6 Pack



Single Bottle



Classic Lemonade - 6 Pack | FG00598



Master Pack/Case (4 x 6 pk) (GTIN)



Master Pack/Case (4 x 6 pk)



6 Pack



Single Bottle



Specs:

TI/Hi: 12 cases per layer, 5 layers high

Pallet Count: 60 Cases

Pallet Dimensions:
48" x 40" x 51.75" (L x W x H)

Pallet Cube: 57.5 cu ft

Pallet Weight: 1,778.0 lbs

Case Weight: 29 lbs

Case Cube: 0.76 cu ft

Case Count: 4 x six (6) 17 oz bottles

Case Dimensions:
14.5" x 9.75" x 9.25" (L x W x H)

Unit Count: Six (6) 17 oz bottles

Unit Dimensions:
7.125" x 4.625" x 9.25" (L x W x H)

Bottle Dimensions:
9.17" x 2.37" (H x D)

MSRP:
Lined priced with portfolio

Sparkling Ice® x Sparkling Ice® STARBURST™ 12 Pack

Collaboration Mix

Timing: January-April 2025

For a limited time, enjoy a mix of Sparkling Ice® and Sparkling Ice® STARBURST™ flavors in a variety 12 pack!

Insights:



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio and sparkling water category.



Watermelon and Fruit Punch are beloved flavors found in the #2 best selling Starburst pack: Fave Reds.



Fave Reds dominates 60% of social media mentions.



Kiwi Strawberry (3), Black Cherry (3),
Sparkling Ice® STARBURST™ Fruit Punch (3),
Sparkling Ice® STARBURST™ Watermelon (3)

Item Number: FG00599

Specs:

TI/HI: 25 cases per layer x 5 layer high

Pallet Count: 125 cases

Pallet Dimensions:
48" x 40" x 51.75" (L x W x H)

Pallet Cube: 57.5 cu ft

Pallet Weight: 1,858 lbs

Case Weight: 14.46 lbs

Case Cube: 0.38 cu ft

Case Count:
Twelve (12) 17 oz bottles

Case Dimensions:
9.75" x 7.25" x 9.25" (L x W x H)

Bottle Dimensions:
9.17" x 2.37" (H x D)

12 Pack (GTIN)



12 Pack



Sparkling Ice® STARBURST™

Watermelon & Fruit Punch

Timing: February 2025

Where Fruity meets Fizzy

What happens when two fruity, juicy worlds collide? You get two new Sparkling Ice flavors packed with all the mouthwatering juiciness of STARBURST® fruit chew candies.



Insights:



Watermelon and Fruit Punch are beloved flavors found in the #2 best selling Starburst pack: Fave Reds.



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio and sparkling water category.



Both STARBURST® and Sparkling Ice over-index with the fastest growing and most influential buyer group - Gen Z - who is always on the hunt for new and exciting innovation.*

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Gen Z's Most Loved Brands; Morning Consult, 2024

Sparkling Ice® STARBURST™

Timing: February 2025

Sparkling Ice® STARBURST™ Watermelon | FG00594



Case (12 x 17 oz bottles)(GTIN)



Case (12 x 17 oz bottles)



Single Bottle



Sparkling Ice® STARBURST™ Fruit Punch | FG00595



Single Bottle



Sparkling Ice® STARBURST™ Fruit Punch will NOT be available as a single serve flavor. It will only exist in the "Reds Pack" (the Sparkling Ice Core/Sparkling Ice® STARBURST™ mingled pack). Sparkling Ice® STARBURST™ Watermelon will exist as a single serve flavor.

Specs:

TI/HI: 25 cases per layer x 5 layer high

Pallet Count: 125 Cases

Pallet Dimensions:

48" x 40" x 51.75" (L x W x H)

Pallet Cube: 57.5 cu ft

Pallet Weight: 1,858 lbs

Case Weight: 14.46 lbs

Case Cube: 0.38 cu ft

Case Count: Twelve (12) 17 oz bottles

Case Dimensions:

9.75" x 7.25" x 9.25" (L x W x H)

Bottle Dimensions:

9.17" x 2.37" (H x D)

MSRP:

Lined priced with portfolio

Sparkling Ice® STARBURST™

16 oz Cans

Timing: January 2025

Where Fruity meets Fizzy

What happens when two fruity, juicy worlds collide? You get three Sparkling Ice flavors packed with all the mouthwatering juiciness of STARBURST™ fruit chew candies, now available in 16 oz cans!



Insights:



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio and sparkling water category.



Both STARBURST® and Sparkling Ice over-index with the fastest growing and most influential buyer group - Gen Z - who is always on the hunt for new and exciting innovation.*



Year to date, Sparkling Water represents 1% of total beverages in Convenience, but is growing rapidly at +15%.**

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Gen Z's Most Loved Brands; Morning Consult, 2024
**Circana USA CONV, YTD 2024 w/e 6.16.24.

Sparkling Ice® STARBURST™

Timing: January 2025

Sparkling Ice® STARBURST™ Cherry | FG00582



Case (12 x 16 oz cans)(GTIN)



Case (12 x 16 oz cans)



Single Can



Sparkling Ice® STARBURST™ Strawberry | FG00579



Case (12 x 16 oz cans)(GTIN)



Case (12 x 16 oz cans)



Single Can



Sparkling Ice® STARBURST™ Orange | FG00581



Case (12 x 16 oz cans)(GTIN)



Case (12 x 16 oz cans)



Single Can



Specs:

TI/HI: 20 cases per tier, 7 tiers per pallet

Pallet Count: 140 Cases

Pallet Dimensions:

48" x 40" x 49.25" (L x W x H)

Pallet Cube: 54.72 cu ft

Pallet Weight: 1,922 lbs

Case Weight: 13.37 lbs

Case Cube: 0.30 cu ft

Case Count: Twelve (12) 16oz cans

Case Dimensions:

10.5" x 8" x 6.25" (L x W x H)

Can Dimensions:

6.19" x 2.6" (H x D)

MSRP:

Lined priced with portfolio

Sparkling Ice®

10 Pack 7.5 oz Cans

Timing: March 2025

Sparkling Ice is now available in 7.5oz mini cans!



Insights:



Kiwi Strawberry, Fruit Punch, and Classic Lemonade are top-performing flavors in the Sparkling Ice portfolio. These four flavors are favored by demo groups that are outside our traditional target consumers.



Mini cans unlock new occasions and tap into unmet need states, driving incremental purchases and increased frequency.



Consumers perceive mini cans as perfect for parties and lunch boxes.*

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Data source: Suzy (06/05 - 06/06, 2024) Respondent: SW Category shoppers (n=292)

Kiwi Strawberry Pack



Kiwi Strawberry Case | FG00591

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Kiwi Strawberry Can



Fruit Punch Pack



Fruit Punch Case | FG00619

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Fruit Punch Can



Specs:

TI/HI: 11 cases per layer, 11 layers high

Pallet Count: 121 Cases

Pallet Dimensions:
48" x 40" x 54.3" L x W x H)

Pallet Cube: 60.4 cu ft

Pallet Weight: 2,036.8 lbs

Case Weight: 16.4 lbs

Case Cube: 0.414 cu ft

Case Count: 3 x Ten (10) 7.5oz Mini Cans

Case Dimensions:
13.875" x 11.625" x 4.438" (L x W x H)

Unit Dimensions:
11.25" x 4.5" x 4.25" (L x W x H)

Can Dimensions: 4.090" x 2.26" (H x D)

MSRP:
Lined priced with portfolio

Classic Lemonade Pack



Classic Lemonade Case | FG00618

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Classic Lemonade Can



Specs:

TI/HI: 11 cases per layer, 11 layers high

Pallet Count: 121 Cases

Pallet Dimensions:
48" x 40" x 54.3" L x W x H)

Pallet Cube: 60.4 cu ft

Pallet Weight: 2,036.8 lbs

Case Weight: 16.4 lbs

Case Cube: 0.414 cu ft

Case Count: 3 x Ten (10) 7.5oz Mini Cans

Case Dimensions:
13.875" x 11.625" x 4.438" (L x W x H)

Unit Dimensions:
11.25" x 4.5" x 4.25" (L x W x H)

Can Dimensions: 4.090" x 2.26" (H x D)

MSRP:
Lined priced with portfolio

Sparkling Ice®

10 Pack 7.5 oz Cans

Sparkling Ice is now available in 7.5oz mini cans!

Timing: April 2025
Kiwi Strawberry~Fruit Punch~Classic lemonade

Timing: September 2025
Coconut Pineapple



Insights:



Kiwi Strawberry, Fruit Punch, Classic Lemonade, and Coconut Pineapple are top-performing flavors in the Sparkling Ice portfolio. These four flavors are favored by demo groups that are outside our traditional target consumers.



Mini cans unlock new occasions and tap into unmet need states, driving incremental purchases and increased frequency.



Consumers perceive mini cans as perfect for parties and lunch boxes.*

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Data source: Suzy (06/05 - 06/06, 2024) Respondent: SW Category shoppers (n=292)

Sparkling Ice®

Timing: April 2025
Kiwi Strawberry~Fruit Punch~Classic lemonade

Timing: September 2025
Coconut Pineapple

Kiwi Strawberry Pack | FG00588



10 Pack (GTIN)



10016571960046

10 Pack



0 16571 96013 1

Kiwi Strawberry Case | FG00591

Master Pack/Case (3 x 10 pk)(GTIN)



10016571960077

Master Pack/Case (3 x 10 pk)



0 16571 96019 3

Kiwi Strawberry Can



Single Can



0 16571 96014 8

Fruit Punch Pack | FG00617



10 Pack (GTIN)



10016571960190

10 Pack



0 16571 96040 7

Fruit Punch Case | FG00619

Master Pack/Case (3 x 10 pk)(GTIN)



10016571960213

Master Pack/Case (3 x 10 pk)



0 16571 96038 4

Fruit Punch Can



Single Can



0 16571 96042 1

Specs:

TI/HI: 11 cases per layer, 11 layers high

Pallet Count: 121 Cases

Pallet Dimensions:

48" x 40" x 54.3" L x W x H)

Pallet Cube: 60.4 cu ft

Pallet Weight: 2,036.8 lbs

Case Weight: 16.0 lbs

Case Cube: 0.414 cu ft

Case Count: 3 x Ten (10) 7.5oz Mini Cans

Case Dimensions:

13.875" x 11.625" x 4.438" (L x W x H)

Unit Dimensions:

11.25" x 4.5" x 4.25" (L x W x H)

Can Dimensions: 4.090" x 2.26" (H x D)

MSRP:

Lined priced with portfolio

Timing: April 2025
Kiwi Strawberry~Fruit Punch~Classic lemonade

Timing: September 2025
Coconut Pineapple

Classic Lemonade Pack | FG00616



10 Pack (GTIN)



10 Pack



Classic Lemonade Case | FG00618

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Classic Lemonade Can



Single Can



Coconut Pineapple Pack | FG00590



10 Pack (GTIN)



10 Pack



Coconut Pineapple Case | FG00593

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Coconut Pineapple Can



Single Can



Specs:

TI/HI: 11 cases per layer, 11 layers high

Pallet Count: 121 Cases

Pallet Dimensions:

48" x 40" x 54.3" L x W x H)

Pallet Cube: 60.4 cu ft

Pallet Weight: 2,036.8 lbs

Case Weight: 16.0 lbs

Case Cube: 0.414 cu ft

Case Count: 3 x Ten (10) 7.5oz Mini Cans

Case Dimensions:

13.875" x 11.625" x 4.438" (L x W x H)

Unit Dimensions:

11.25" x 4.5" x 4.25" (L x W x H)

Can Dimensions: 4.090" x 2.26" (H x D)

MSRP:

Lined priced with portfolio

Sparkling Ice® x Cuties®

Mini Can 10 Packs

Timing: July 2025

The Cutest Collab

A juggernaut of fruity orange flavors crammed perfectly into a lunchbox-sized can. Arriving just in time for 2025 back-to-school season.



Insights:



Both flavors have a 78% purchase intent among consumers surveyed.*



“Orange” profile was one of the Top 10 new flavored items to enter the Sparkling Water category in the L52W.**



Sparkling Ice and Sun Cuties both over index with zillennial consumers.**

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

*Suzy (7/30-8/4, 2024)
**OmniMarket Core Outlets, Total US – MULO+ with Convenience, Latest 52 Weeks Ending 9-08-2024

Sparkling Ice® x Cuties®

Timing: July 2025

Mandarin Pack



Mandarin Case | FG00642

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Mandarin Can



Orange Cream Pack



Orange Cream Case | FG00643

Master Pack/Case (3 x 10 pk)(GTIN)



Master Pack/Case (3 x 10 pk)



Orange Cream Can



Specs:

TI/HI: 11 master cases/layer, 11 layers high

Pallet Count: 121 Cases

Pallet Dimensions:
48" x 40" x 54.3" (L x W x H)

Pallet Cube: 60.4 cu ft

Pallet Weight: 2,036.8 lbs

Case Weight: 16.0 lbs

Case Cube: 0.414 cu ft

Case Count: 3 x Ten (10) 7.5oz Mini Cans

Case Dimensions:
13.875" x 11.625" x 4.438" (L x W x H)

Unit Count: Ten (10) 7.5oz Mini Cans

Unit Dimensions:
11.25" x 4.5" x 4.25" (L x W x H)

Can Dimensions: 4.090" x 2.26" (H x D)

MSRP:
Lined priced with portfolio

Sparkling Ice® Energy 12 oz

Raspberry Sky

A NEW flavor in the Sparkling Ice® Energy line with an energizing blue raspberry taste and 160mg of natural caffeine to fuel your own sky-high, gravity-defying force.

Insights:



In a recent consumer test comprised of 700 target Energy consumers, the Blue Raspberry flavor scored as the top choice under Peach Mango.*



This flavor is well established in the Energy market and will further diversify our Clean Energy offerings.*



Our Raspberry Sky formula has the highest purchase intent score among all 4 Sparkling Ice Energy SKUs.**



Blue Raspberry is the #1 Sparkling Ice +Caffeine SKU, validating that Sparkling Ice loyalists enjoy this flavor.***

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			



Timing: Available April 2025

Item Number: FG00535

Specs:

TI/HI: 26 cases per layer x 8 layer high

Pallet Count: 208 cases

Pallet Dimensions:
48" x 40" x 55.5" (L x W x H)

Pallet Cube: 61.1 cu ft

Pallet Weight: 2,152 lbs

Case Weight: 10.2 lbs

Case Cube: 0.237 cu ft

Case Count: Twelve (12) 12 oz cans

Case Dimensions:
9.38" x 7.00" x 6.25" (L x W x H)

Can Dimensions:
6.18" x 2.28" (H x D)

MSRP:
Lined priced with portfolio

12 oz Single



12 Pack



SOURCES:
*GUTCHECK REPORT: SPARKLING ICE + ENERGY PERSONA CONNECTOR, 2023
**SI+E FLAVOR TEST DEC 2023
***CIRCANA 2023

POPWELL™

PREBIOTIC SODA



12 oz Standard Can

POPWELL™

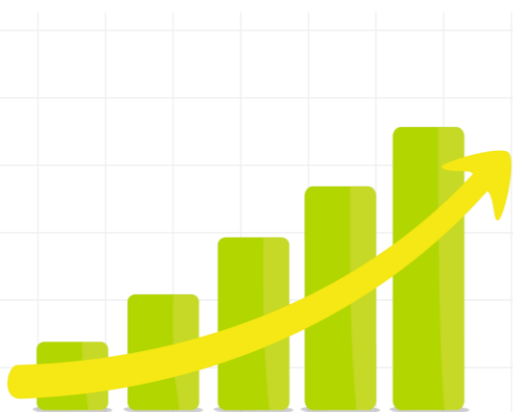
PREBIOTIC SODA

From the makers of Sparkling Ice®

Start of Ship
Feb 2025

Popwell is the perfect product to enhance the growth in the prebiotic soda category.

Immunity Support | 1g of Sugar | Vitamins & Antioxidants



Prebiotic beverages are expected to **grow +121% CAGR** in the next three years with consumers looking for benefits beyond gut health like **flavor, focus, and immunity.**



45% of US consumers agree they are interested in digestive health products that also provide other benefits such as flavor and immune support.*



62% of consumers agree that 'improves immunity' (eg lower risk of infection) appeals as an added benefit when choosing food or drink.*





Blackberry Lime
FG00558

12 oz Single Can



Case (12 x 12 oz Cans)



Cherry Citrus
FG00557

12 oz Single Can



Case (12 x 12 oz Cans)



Orange Cream
FG00635

12 oz Single Can



Case (12 x 12 oz Cans)



Lemon Lime
FG00637

12 oz Single Can



Case (12 x 12 oz Cans)



Cream Soda
FG00636

12 oz Single Can



Case (12 x 12 oz Cans)



Tropical Mango
FG00556

12 oz Single Can



Case (12 x 12 oz Cans)



Start of
Ship
February
1st, 2025

POPWELLTM
PREBIOTIC SODA



Never heated, never bland,
always delicious.

SPECS

TI/HI: 20 cases/layer x 10 layers high

Pallet Count: 200 cases

Pallet Dimensions: 48" x 40" x 55.5" (L x W x H)

Pallet Weight: 2,015 lbs

Pallet Cube: 61.66 cu ft

Can Dimensions: 4.83" x 2.6" (H x D)

Case Count: Twelve (12) 12 oz cans

Case Dimensions: 10.5" x 8" x 5" (L x W x H)

Case Weight: 9.8 lbs

Case Cube: 0.23 cu ft

POPWELL™

PREBIOTIC SODA

SPECS

- **TI/HI:** 20 cases/layer x 10 layers high
- **Pallet Count:** 200 cases
- **Pallet Dimensions:** 48" x 40" x 55.5" (L x W x H)
- **Pallet Weight:** 2,015 lbs
- **Pallet Cube:** 61.66 cu ft
- **Can Dimensions:** 4.83" x 2.6" (H x D)
- **Case Count:** Twelve (12) 12 oz cans
- **Case Dimensions:** 10.5" x 8" x 5" (L x W x H)
- **Case Weight:** 9.8 lbs
- **Case Cube:** 0.23 cu ft



**Never heated, never bland,
always delicious.**



Blackberry Lime FG00558	Cherry Citrus FG00557	Orange Cream FG00635	Lemon Lime FG00637	Cream Soda FG00636	Tropical Mango FG00556
12 oz Single Can	12 oz Single Can	12 oz Single Can	12 oz Single Can	12 oz Single Can	12 oz Single Can
Case (12 x 12 oz Cans)	Case (12 x 12 oz Cans)	Case (12 x 12 oz Cans)	Case (12 x 12 oz Cans)	Case (12 x 12 oz Cans)	Case (12 x 12 oz Cans)

	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

POPWELL™

PREBIOTIC SODA



12 oz Standard Can

2024 Skus

POPWELL™

PREBIOTIC SODA

SPECS

- **TI/HI:** 20 cases/layer x 10 layers high
- **Pallet Count:** 200 cases
- **Pallet Dimensions:** 48” x 40” x 55.5” (L x W x H)
- **Pallet Weight:** 2,015 lbs
- **Pallet Cube:** 61.66 cu ft
- **Can Dimensions:** 4.83” x 2.6” (H x D)
- **Case Count:** Twelve (12) 12 oz cans
- **Case Dimensions:** 10.5” x 8” x 5” (L x W x H)
- **Case Weight:** 9.8 lbs
- **Case Cube:** 0.23 cu ft



Never heated, never bland,
always delicious.



Juicy Orange
FG00555



Cherry Citrus
FG00557



Tropical Mango
FG00556



Blackberry Lime
FG00558



	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

LTO's and consumer promotions driven by innovation will keep the Sparkling Ice consumer thirsty for more!



Initiative	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Core x Starburst	1											
6pk x K9's for Warriors				2								
Mini Cans x Cuties							3					



Consumers are thirsty for more Starburst. We are delivering two new flavors, one in the ultimate spin on SI's very own 12-pk "Favorite Reds Pack."



Introducing our new 6pks, SI consumers will have the opportunity to join SI in donating to K9's for Warriors, who pairs struggling Warriors with a shelter dog trained to help veterans with PTSD.



The cans may be mini, but we are partnering with the "juiciest" of Brands to squeeze BIG flavor into (2) new 10pk-Mini Cans.

Sparkling Ice x Starburst

SPARKLING
ICE®

When:

- Jan – Apr 2025

What:

- Starburst Watermelon 17oz.
- Fav Reds 12pk 17oz.
 - NEW Starburst Watermelon and Fruit Punch
 - SI Kiwi Strawberry and Black Cherry

Insight(s):

- Following the Core 4, the Starburst Fav Reds Pack is a consumer favorite, highly anticipated by Libbie
- In year one, Starburst flavors were 79.5% incremental to the brand, raking in +\$43.9M in sales

National Marketing:

- POS
- Recipe content
- Social Media & Influencers
- Impact events in culture
- Display ads & CTV
- Valentines' Day activation

Shopper Marketing:

- TO BE FILLED OUT BY SHOPPER MANAGER



Sparkling Ice x K9s for Warriors

When:

- April – Jul 2025

What:

- Sparkling Ice 6pk 17oz. | Donation activation
 - Black Raspberry
 - Orange Mango
 - Lemonade

Insight(s):

- When polled, 37% of SI consumers said they would be interested in donating to animal related charities and 19% said military or veteran related
- 80% of Libbie's own pets, reflecting their strong interest
- Veterans continue to be a key community pillar supported by Sparkling Ice

National Marketing:

- POS
- Social Media
- Influencers
- Memorial Day activation
- 4th of July activation

Shopper Marketing:

- TO BE FILLED OUT BY SHOPPER MANAGER



Sparkling Ice x Cuties

When:

- July – Dec 2025

What:

- Sparkling Ice 10pk 7.5oz. Mini Cans
 - (2) Consumer driven Mandarin flavors

Insight(s):

- Sparkling Ice and Cuties have a 148i cross shop
- Mandarins / oranges are a top 10 fruit sold in the US

National Marketing:

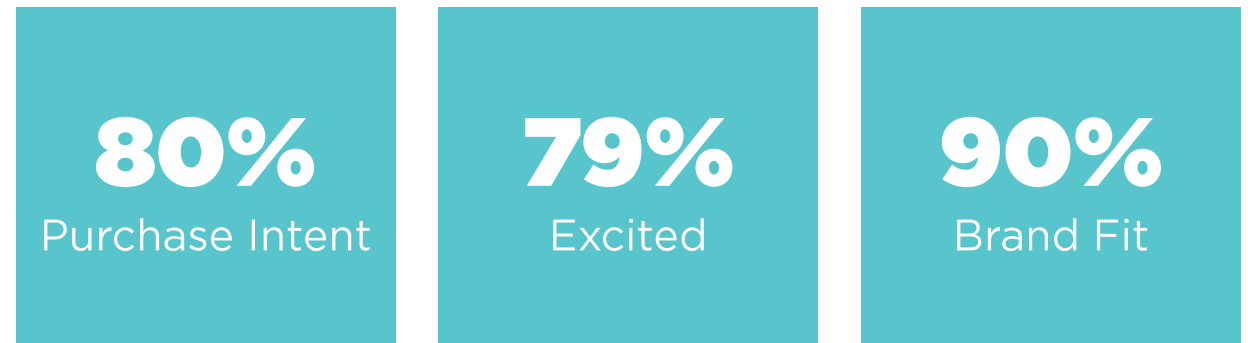
- POS & co-displays
- Social Media & influencers
- Impact events in culture
- Display ads & CTV
- Back to School activation
- Mandarin season activation

Shopper Marketing:

- TO BE FILLED OUT BY SHOPPER MANAGER



In testing, SI consumer said:



“We buy Cuties regularly in this household, so the familiarity definitely is a draw and fits with the fruit theme of Sparkling Ice...”

“Partnering with an actual fruit brand really backs up the idea that it tastes like that fruit...”