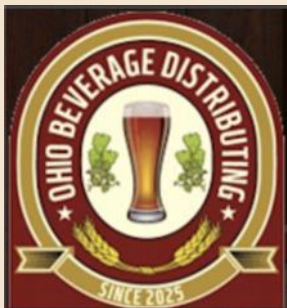


SUPERCOFFEE®



2026 PLANNING



SUPER COFFEE 2026 WJBP MEETING

Super 2026 DSD Portfolio

Priorities & Standards

Grocery Channel



Convenience & Independent



Mass Channel



On-Prem, Food Service, & Natural



Primary Line



Secondary Line

XXTRA Protein, XXTRA Flavor, XXTRA Fun!



Current 15oz XXTRA

NEW & IMPROVED 15oz XXTRA

Key Improvements:

XXTRA PROTEIN (20G) powered by **Ultrafiltered Milk**, and now prominently featured in the center of the label, to clearly communicate functional value of **ADDED PROTEIN**.

0g SUGAR callout has been added to front of label to reinforce the BFY positioning, AND has **Reduced Total Sugar, Carb & Calorie Content!**

Hyper-Indulgent Flavor Cues: Updated artwork includes specific flavor visuals to convey richness and indulgence.

Upgraded Color Palette & Coffee Cues: Improved color balance and more appetizing foam and mug details deliver stronger shelf impact and elevate appetite appeal.

Super Coffee XXTRA vs. Core 15oz Can Competition!

**SUPER
COFFEE®
XXTRA™**



Mocha



Vanilla



Mocha



Mocha



Mocha

Serving Size	15oz	15oz	15oz	15oz	15oz
Added Sugar	0g	24g	23g	14g	17g
Total Sugar	3g	35g	35g	29g	18g
Protein	20g	8g	8g	12g	5g
Calories	110	220	220	220	130
Total Carbs	5g	37g	37g	35g	20g
Mct Oil	Yes	No	No	No	No
Caffeine	200mg	200mg	300mg	135mg	300mg

SUPER COFFEE® PROTEIN+



 Dairy Based Protein

 MCT Oil

 100% DV of Vitamin B3, B6 & B12

 1 cup of Coffee's worth of Caffeine!



1g SUGAR



**NO SEED
OILS**



**99%
LACTOSE
FREE**



MCT OIL



**GLUTEN
FREE**

2026 Priority Chain Account Outlook / Goal: A Year of TDP Growth!



2025 Carried SKUs:

(2) 15oz XXTRA
(3) 12oz Lattes
(1) 12oz Protein+



2026 Confirmed SKUs:

(3) 12oz Lattes
(3) 12oz
PROTEIN+



2025 Carried SKUs:

(3) 15oz XXTRA



2026 Confirmed SKUs:

(3) 15oz XXTRA
(3) 12oz PROTEIN+





2026 Super Giant Eagle Portfolio

Introducing Vanilla & Cafe Latte Protein+!





Super Giant Eagle

2026 Planned Promo Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
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Q1 / New Year	Q2 / Spring	Q3 / Peak Season	Q4 / Holidays
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Protein+



2 for \$7 - Feb/Mar Dump Bin, 2/5 - 2/18	2 for \$7 - Jun/July	2 for \$7 - Jun/July	
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12oz Lattes



	2 for \$6 - April/May	2 for \$6 - Aug/Sept	
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2026 Planned Chain Distribution Grid



<u>Giant Eagle</u>	ON POG	ON POG	ON POG	ADDING	ADDING	ADDING	ON POG	ON POG	TBD	TBD	TBD	TBD
<u>True North</u>	AUTH	AUTH	AUTH	ADDING	ADDING	ADDING	ON POG	ON POG	ON POG	TBD	TBD	TBD
<u>Walmart</u>	ON MOD	ON MOD	AUTH	TBD	TBD	TBD	AUTH	AUTH	AUTH	TBD	TBD	TBD
<u>Love's</u>	TBD	TBD	TBD	TBD	TBD	TBD	TBD	ON POG	ON POG	TBD	TBD	TBD
<u>Heinens</u>	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH
<u>ACME Fresh Marketplace</u>	AUTH	AUTH	AUTH	AUTH	AUTH	AUTH	TBD	TBD	TBD	TBD	TBD	TBD