

**NEW!**

# Coca-Cola SPICED

THE NEXT CATEGORY DISRUPTOR...

OUR BOLDEST TASTING INNOVATION EVER

SSD Flavors  
are growing!  
**+15.7%**  
\$ Volume  
Growth<sup>1</sup>

**SKUs:**

- 12oz 12PK (with Zero Sugar availability)
- 20oz PET (with Zero Sugar availability)
- 0.5 Liter 6PK
- 7.5oz 10PK
- 2 Liters
- 7.5oz 30PK
- 12oz Sleek (Bottler Option)



COCA-COLA  
REFRESHMENT



RASPBERRY  
FLAVOR



SPICED  
FLAVORS

COCA-COLA  
**+14%**

BASE BUSINESS  
SALES YEAR-TO-DATE<sup>2</sup>

RASPBERRY SSD  
**+25%**

4-YEAR AVERAGE  
SALES GROWTH<sup>3</sup>

**+124%**

WILLINGNESS TO TRY  
SPICE IN BEVERAGES  
SINCE 2019<sup>3</sup>

**NEXT STEPS:** Drive Trial and Awareness by reserving permanent space in your SSD sets for Coca-Cola Spiced!

All product designs are  
subject to change

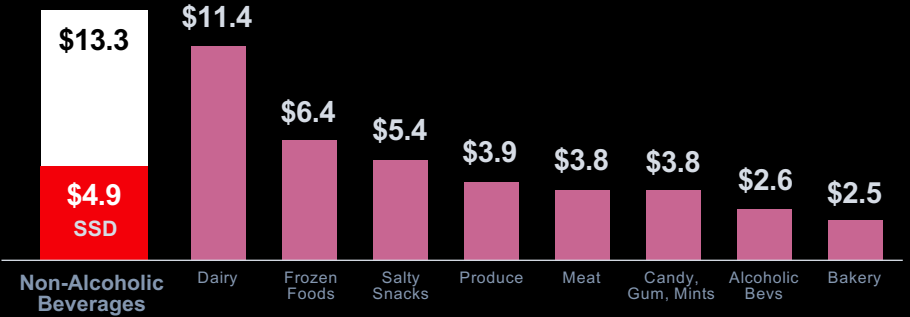
Source: 1) ) Nielsen TTL All Measured Channels. FY 2022 + 2023 YTD. 2) NIQ 52WE 7/1/23 vs PY, SSD beverage Dollar Sales by Key Mfg. and Key TM for AMC. 3) KALSEC 2022, Nielsen 2022, Whole Foods Trend Council, Beverage Industry.



**TOP SALES VOLUME:<sup>1</sup>**

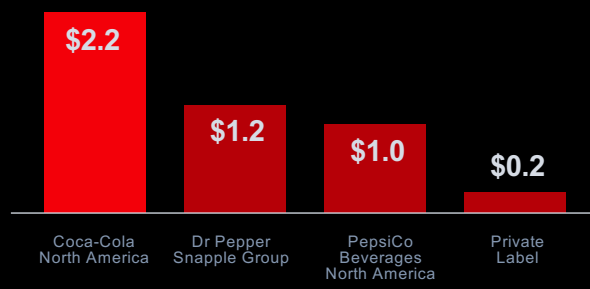
1. Non-Alcoholic Beverages: \$136B
2. Dairy: \$92B
3. Meat: \$91B
4. Produce: \$81B
5. Tobacco: \$78B
6. Frozen Foods: \$78B

**CATEGORY DOLLAR GROWTH VS. PREVIOUS YEAR (IN BILLIONS)<sup>1</sup>**



**COCA-COLA'S SSD PORTFOLIO is #1 in dollars and drove the same growth as next two suppliers combined<sup>2</sup>**

**SSD DOLLAR GROWTH VS. PREVIOUS YEAR (IN BILLIONS)<sup>2</sup>**



All Data is for All Measured Channels (Large Store, CR, etc.)

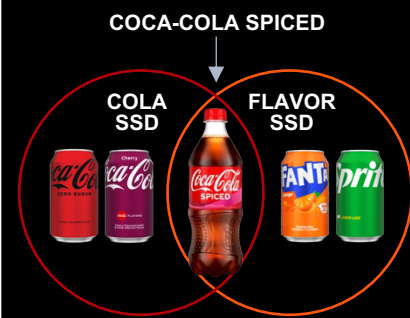


**Q: Why is Coca-Cola launching a new innovation?**

A: We have an opportunity to disrupt the category, fulfill an unmet need in the marketplace and drive continued category growth.

**Q: What is the innovation?**

A: We are responding to category trends and consumer demand via a NEW sub-brand within the Coke Portfolio, with a unique recipe in a differentiated taste territory between Coca-Cola base and our SSD Flavors portfolio.



**Q: How is this different than Coca-Cola Creations?**

A: Creations are limited edition innovations that are targeted to recruit Gen Z drinkers. Spiced will have mass appeal, and it will be a permanent addition to our SSD line-up.

**Q: How is this different from a regular Coca-Cola flavor?**

A: The recipe composition is significantly different from our current Flavors lineup as it will play in a new flavor territory, creating a bolder taste profile that will disrupt the category.

**LET US TURBO-CHARGE YOUR TOP SALES CATEGORY!**

**MERCHANDISING RECOMMENDATIONS:**

**Coca-Cola Spiced will hold permanent space with SSD sets**

- 12oz 12PK - SSD sets (Warm section and end caps) plus off shelf displays
- 20oz PET – Cold vault, sandwich coolers, and ambient shippers
- 0.5L PET - SSD sets (Warm section and end caps) plus off shelf displays
- 10PK Mini Cans - SSD sets (Warm section and end caps)
- 2 Liter - SSD sets (Warm section and end caps) plus off shelf displays

**MARKETING TOOLS**

**Retail:** Brand Wall, Lugons, Shippers, Basewrap, Boomerack, Prism, Case Card, Shelf Talker, Aisle Interrupter, Pump Topper, Push Pull, Bollard Cover, etc.

**On Premise:** Window Clings, Table Tent, Counter Card, etc.

Source: 1) NIQ Discover Latest 52WE 7/1/23 and Chg to PY, Total Store, AMC. 2) NIQ 52WE 7/1/23 vs PY, SSD beverage Dollar Sales by Key Mfg. and Key TM for AMC.