

MINUTE MAID® Aguas Frescas

▶ Minute Maid is the right brand to make a big splash with Latin American inspired Aguas Frescas

BASE FEATURES/INGREDIENTS:



Real Fruit Juice



Latin American Inspired



90 Calories per Can



Aluminum Cans to drive trial with Gen Z

31.6%

of Minute Maid Aguas Frescas sales are coming from consumers spending more in the category¹



1/3
of those who try are repeat purchasing!²

Target Consumer: Multicultural; Gen Z and Gen Z Household Shoppers

Primary Flavors:³



Strawberry

#3 most appealing fruit juice flavor in the U.S. (after apple and orange)



Mango

+240% growth in product launches with Mango flavors over the last 10 years



Hibiscus

+331% Hibiscus menu penetration since 2011

Available SKUs: (Availability varies by flavor, package, and channel)



16oz Can



12oz 6-pack

Competitive Comparison:



Minute Maid Aguas Frescas

90 calories (16oz)

Performing in Top 20 still SKUs at Walmart

Brand consumers are nearly 2x as likely to be Millennial/Gen-Z⁴



Arizona Fruit Drinks

180 calories (16oz)

Brand shoppers are ~1.4x as likely to be Gen-Z⁵



Snapple Fruit Drinks

190 calories (16oz)

Brand shoppers are ~1.7x as likely to be Gen-Z⁶

*Compared to the averages of national shopper demographics

Source: 1. Numerator, New Item Source of Volume Report, September 2022. 2) Trial & Repeat Data, 2023. 3) Datassential MenuTrends 2021. Statista Report "Most appealing fruit juice flavors in the United States in 2019". Innova Market Insights via Food Navigator "Exotic, but not too Exotic: Esarom Believes Mango Flavours Are Poised For Growth." 4) Numerator, Consumer Profile, MM Aguas Frescas, Gen-Z index, 2023. 5) Numerator, Consumer Profile, Arizona Fruit Drinks, Gen-Z index, 2023. 6) Numerator, Snapple Fruit Drinks, Index for Gen-Z, 2023.