

INTRODUCING!

LARGE STORE, HEALTHY FAST CASUAL, TRAVEL, SPECIALITY RETAIL, HEALTH / HOSPITAL, COLLEGE/UNIVERSITIES, FOOD TRUCKS, CAFES



Flavors that Just Sip Different.



Real Fruit Juice



Herbal Extracts



Filtered Sparkling Water



Exceptional Effervescence

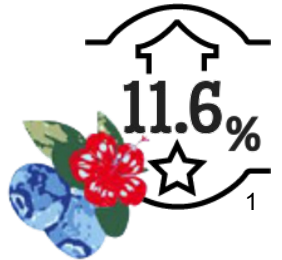


2023 PEOPLE'S Food Award Winner for "Best Sparkling Water"

March 2024 3 Flavors in 8pk



CATEGORY OPPORTUNITY:



Sparkling flavored water expected to grow faster than total NARTD* through 2024²

*Non-Alcoholic Ready-To-Drink beverages. Sources: 1) Nielsen, AMC, 52 weeks ending 5/21/2022; (2) GAG internal estimates a/o Dec-21.

NEXT STEPS:

Leverage the legendary taste of the Topo Chico brand to introduce this new incremental Sparkling Flavored Water option to consumers.

Ingredients:

- Less than 15 calories per can
- ~1 gram of sugar per can
- No added sweeteners

From Mexico's authentic premium sparkling mineral water brand...



All three Sabores flavors exceeded the Overall Liking vs. Spindrift among sparkling water consumers¹

50% of Topo Chico monthly+ consumers also consume Premium Flavored Water; brand cache likely to travel²

FILTERED MINERAL WATER



DIAL UP FLAVOR CUES

Flavor is the first selection criteria for consumers, so we will highlight flavor pairings that blend familiar favorites with adventurous, unique tastes

EXECUTION RECOMMENDATIONS:

- Leverage the strength of Topo Chico Sparkling Mineral Water as an entry point to try Sabores.
- Activate incremental space in the premium flavor sparkling water set.
- Introduce as local sell into Healthy Fast Casual, Universities and local staples.

ACTIVATIONS:

- Sparkling Water sets
- Pallet drops
- Side stacks
- Endcaps

(Merchandising solutions to be provided)

SUPPORTED BY A ROBUST MARKETING CAMPAIGN:



Social Media | PR
Experiential

All campaign designs are subject to change



Sources: 1) Topo Chico Sabores CLT, Jan. 2023 2) Numerator, 2022-03-01 to 2023-02-28