

Fanta Dragon Fruit FCB LTO

Why Fanta Frozen?

- **Trusted:** Given a choice of Fanta-branded flavors and equivalent “generic” flavors, FCB buyers select Fanta flavor brands 3 to 1¹
- **Great Tasting:** Consumers expect Fanta FCBs to consistently deliver a better, bolder taste than generic options¹
- **COMING 2023!**

Why Dragon Fruit?

- Fanta is adding a new and exotic LTO flavor to its vibrant family
- Dragon Fruit is inspired by the tropical fruit native to Mexico and Central American

Ordering Info

Product	Package	Product/Package Code	SAP Material #	Price
2.5 gal BIB	TBD	TBD	TBD	TBD

