

GOLD PEAK

REAL BREWED TEA

MADE WITH CANE SUGAR

TEA PICKED FOR PEAK TASTE

2022 Gold Peak

Gold Peak continue its momentum as the real brewed tea for real families with new visual identity system and campaign highlighting 'authentic goodness.'

Strong overall brand growth

#1

RTD Tea Brand in Fooding/Meals Occasion

\$1.8B

Brand

+\$48MM

Dollar volume growth over the last year

DROVE 15%

of category growth

2x GROWTH

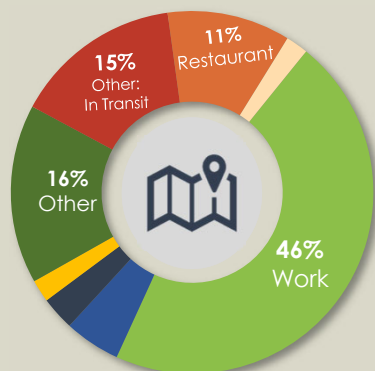
faster than the category

89% Brand Awareness

37% Goes well with food

Who is the Gold Peak consumer?

WHERE



WHO



58% Female
42% Male



53% White
21% African American



30% 35-49 YO
24% 50-64 YO



43% > \$75k



WHAT



49% With Family



28% At Work
23% Lunch Away from Home



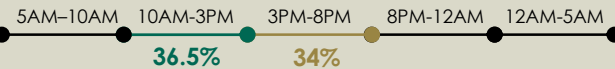
WHEN



WEEKDAY



WEEKEND



WHY

SATISFYING MEAL COMPLEMENT

ENERGY AND ALERTNESS

SATISFYING THIRST QUENCHER



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BIB Lineup

Introducing:

- ✓ Real Brewed Tea
- ✓ Available in bag in box
- ✓ New graphics that emphasize Real Brewed Tea and High-Quality Ingredients

BIB flavors



SKU	SAP Code	UPC
Southern Style Tea 5 gallon (Extra Sweet)	240379	083900900687
Southern Style Tea 2.5 gallon (Extra Sweet)	164080	083900900670
Peach Tea 2.5 gallon	254277	083900990503
Raspberry Tea 2.5 gallon	254287	083900990527
Sweet Black Tea 2.5 gallon	138880	083900900564
Unsweetened Black Tea 2.5 gallon	164081	083900900656

BIB innovation

GOLD PEAK Frozen Minute Maid Lemonade + Gold Peak Tea Opportunity



Leverage Frozen Uncarbonated (FUB) Dispensers on the menu to drive beverage incidence based on trending growth in the Arnold Palmer® category.

+31% Arnold Palmer trending growth (4-year trend)¹

6% Arnold Palmer Menu Penetration¹

1 in 2 households in the U.S. purchase both Aides and Tea²

How to bring to life

- ❖ Cost: \$2,500 + installation
- ❖ Dispensers are sold, installed and serviced by BUNN
 - For chain customers, please contact Steve Johnson <steve.johnson@bunn.com> at BUNN directly to order.
 - For single units or local customers, please contact BUNN customer service (800-626-2866) to order.
- ❖ Brand equipment graphics available from Coca-Cola Parts or Superior Imaging

