

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

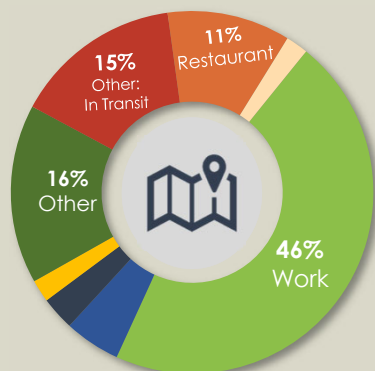
faster than the category

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



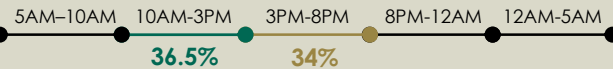
WHEN



WEEKDAY



WEEKEND



WHY

SATISFYING MEAL COMPLEMENT

ENERGY AND ALERTNESS

SATISFYING THIRST QUENCHER



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Dispensed Lineup

Gold Peak is the Real Brewed, Authentic Tea brand available in Brewed and Post-Mix varieties. Gold Peak Real Brewed Tea is the fastest growing tea brand in FSOP at 83.6% menu penetration growth³ over the past 4 years. And now enjoys +89% Brand Awareness.⁴

REAL BREWED

Gold Peak® is brewed in a large industrial kettle, just like at home. The process involves steeping tea leaves in large tanks of heated water to make brewed tea

Introducing

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

Brewed flavors



BIB flavors



Type	SKU Name	Size	SAP Code	UPC	UPC Name
Brewed	Classic Blend Tea	32 - 2.75 ounces	202881	083900900915	Gold PeakClskBlndTea 32-2.75ONZ PP PH CC FDSV
	Classic Blend Tea	96 - 2.75 ounces	202882	083900900922	Gold PeakClskBlndTea 96-2.75ONZ PP PH CC FDSV
	Classic Blend Tea	96 - 0.9 ounces	202879	083900900892	Gold PeakClskBlndTea 96-0.9ONZ PP PH CC FDSV
	Traditional Blend Black Tea	32 - 3.5 ounces	344477	049000996258	Gold PeakTrdtnlBlndBlkTea 32-3.5ONZ PP PH CB FDSV
	Traditional Blend Black Tea	96 - 3.5 ounces	346377	049000996296	Gold PeakTrdtnlBlndBlkTea 96-3.5ONZ PP PH CB FDSV
	Green Tea	32 - 3.05 ounces	235478	083900900939	Gold Peak Grn Tea 32-3ONZ PP PH CC FDSV
	Hibiscus Berry	34 - 3 ounces	390697	049000996951	GoldPkHbscsBryHrblBrwdTea 24-3ONZ PP PH CB FDSV
BIB	Southern Style Tea (Extra Sweet)	5 gallon	240379	083900900687	Gold Peak South Style Tea 5GLL COR BB CB FDSV
	Southern Style Tea (Extra Sweet)	2.5 gallon	164080	083900900670	Gold Peak South Style Tea 2.5GLL COR BB CB FDSV
	Peach Tea	2.5 gallon	254277	083900990503	Gold Peak Pch Tea 2.5GLL COR BB CB FDSV
	Raspberry Tea	2.5 gallon	254287	083900990527	Gold Peak Rspbry Tea 2.5GLL COR BB CB FDSV
	Sweet Black Tea	2.5 gallon	138880	083900900564	Gold Peak Swt Blk Tea 2.5GLL COR BB CB FDSV
	Unsweetened Black Tea	2.5 gallon	164081	083900900656	Gold Peak Prm Unswt Tea 2.5GLL COR BB CB FDSV