

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 teas 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

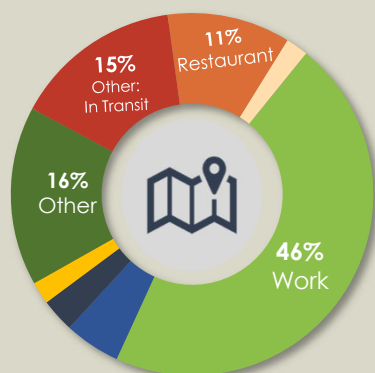
faster than the category

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



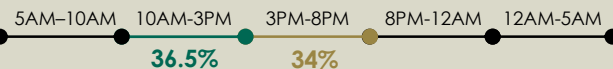
WHEN



WEEKDAY



WEEKEND



WHY

SATISFYING MEAL COMPLEMENT

ENERGY AND ALERTNESS

SATISFYING THIRST QUENCHER



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18.5oz lineup

Highlighting cane sugar in lineup and less calories and sugar in flavored teas.

91% of consumers agree cane sugar is more natural than other sugars and 68% of non-buyers agree that amount of sugar is important in their decision to purchase.

Introducing

- ✓ Real Brewed Tea
- ✓ New Cane Sugar Claim across the line up
- ✓ 25% Less Calories and Sugar Flavored Teas
- ✓ Zero-Sugar Sweet Tea (formerly Diet)
- ✓ New graphics that emphasize Real Brewed Tea and High-Quality Ingredients

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



UPC	UPC Name	SAP Code
0-8390000575-7	Gold Peak Sweet Black Tea 18.5 FL OZ Label PET Bottle	202977
0-8390000577-1	Gold Peak Unsweetened Black Tea 18.5 FL OZ Label PET Bottle	202979
0-8390000597-9	Gold Peak Green Tea 18.5 FL OZ Label PET Bottle	203179
0-8390000576-4	Gold Peak Zero Sugar Sweet Tea 18.5 FL OZ Label PET Bottle	202978
0-49000-06792-7	Gold Peak California Raspberry Tea 18.5 FL OZ Label PET Bottle	328277
0-49000-06793-4	Gold Peak Georgia Peach Tea 18.5 FL OZ Label PET Bottle	328278
0-49000-07154-2	Gold Peak Extra Sweet 18.5 FL OZ Label Loose	336377
0-49000-07249-5	Gold Peak Slightly Sweet Tea 18.5 FL OZ Label PET Bottle	348378
0-83900-00596-2	Gold Peak Lemon Sweet Tea 18.5 FL OZ Label PET Bottle	202980