

# Minute Maid®

## FRUIT PUNCH

### WHY MINUTE MAID®?

# #1

CONSUMERS' #1  
FAVORITE JUICE AND  
JUICE DRINK BRAND<sup>1</sup>

# 98%

BRAND AWARENESS<sup>2</sup>

# 56MM

U.S HOUSEHOLDS BUY  
MINUTE MAID®<sup>3</sup>



Contains 3% juice blend of pear, pineapple,  
orange and passionfruit juices

- **40%** of consumers have purchased Juice Drinks in the past 3 months<sup>4</sup>
- **+6% increase in Juice menu incidence** Q1 2017 – Q1 2020<sup>5</sup>
- **+9% growth in Fruit Punch menu penetration** over the past 4 years in U.S. restaurants<sup>6</sup>
- **51%** of parents with children under 18 have purchased Juice Drinks in the past 3 months<sup>4</sup>
- Minute Maid® 59oz Chilled Fruit Punch is the #1 best-selling SKU across all Minute Maid Chilled products<sup>7</sup>
- Minute Maid® 59oz Chilled Fruit Punch is the #1 fastest turning SKU across all Minute Maid Chilled products<sup>7</sup>

#### SOURCES:

1. Bev360 Aided Favorite FDA Brand - Total Population rolling 3 m/e June 2020. 2. Bev. 360 Total Brand Awareness of MM Fruit Drinks & Lemonades – Jan. 2020. 3. Numerator HH Penetration Aug 2020. 4. Juice and Juice Drinks: Incl Impact of Covid-19, U.S., Mintel June 2021. 5. Trending on US Menus: Juices, Smoothies & Shakes, Mintel 2021. 6. Datassential SNAP™ 2020. 7. Nielsen Total US AMC L52W (w/e 6.13.21) vs.



# Minute Maid®

## FRUIT PUNCH



### 2.5 Gallon BIB:

- SAP #: 332666
- UPC #: 00 25000081484
- GTIN #: 000 25000081484

### 5 Gallon BIB:

- SAP #: 332667
- UPC #: 00 25000081477
- GTIN #: 000 25000081477



- **3% juice blend of pear, pineapple, orange and passionfruit juices**
- **Contains natural flavors**
- **Gluten Free**
- **Certified Kosher**
- **100 calories per 8oz serving**