

Minute Maid®

FRUIT PUNCH FUB

WHY MINUTE MAID®?

#1

CONSUMERS' #1
FAVORITE JUICE AND
JUICE DRINK BRAND¹

98%

BRAND AWARENESS²

56MM

U.S HOUSEHOLDS BUY
MINUTE MAID®³



- **40%** of consumers have purchased Juice Drinks in the past 3 months⁴
- **+6% increase in Juice menu incidence** Q1 2017 – Q1 2020⁵
- **+9% growth in Fruit Punch menu penetration** over the past 4 years in U.S. restaurants⁶
- **51%** of parents with children under 18 have purchased Juice Drinks in the past 3 months⁴
- Minute Maid® 59oz Chilled Fruit Punch is the #1 best-selling SKU across all Minute Maid Chilled products⁷
- Minute Maid® 59oz Chilled Fruit Punch is the #1 fastest turning SKU across all Minute Maid Chilled products⁷

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

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.



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FRUIT PUNCH FUB



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**