

# Minute Maid®

## LEMONADE

REAL LEMON JUICE | REAL CANE SUGAR

### WHY MINUTE MAID®?

- 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>
- Minute Maid is one of consumers' favorite lemonade brands<sup>4</sup>



### LEMONADE

- 93% of consumers say they drink lemonade monthly or more frequently<sup>5</sup>
- Lemonade is available on 66% of U.S. restaurants' menus<sup>5</sup>
- Lemonade menu penetration has grown +11% since 2015<sup>5</sup>
- Total Lemonade servings grew +17% 2019 vs. 2015<sup>6</sup>

Contains 3% lemon juice

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. Image and Awareness Tracker 2019
5. Datassential SNAP™ 2020
6. NPD Decision Key, YE Dec 2019



## 2.5 Gallon BIB:

- SAP #: 338378



- 2% juice
- < 100 calories per 8oz serving