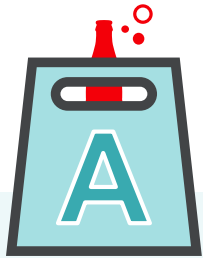
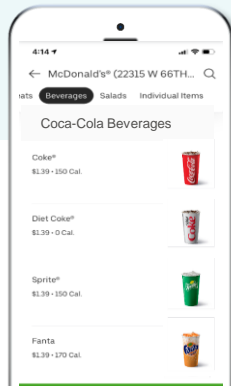


Our menu optimization framework (“ABCs”) drives tangible results.

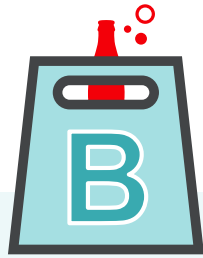


Assortment & Awareness

Include the right product assortment + optimize digital shelves with correct images and descriptions.

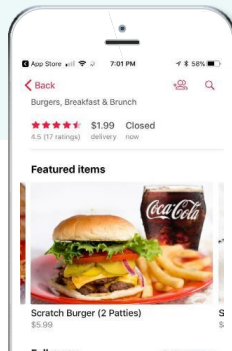


Adding a beverage menu can drive a **14-point** life in beverage attachment + adding images can drive an additional **5 points**



Bundles

Influence addition of meal bundles/ combos that include a beverage. Ensure they are highly visible.



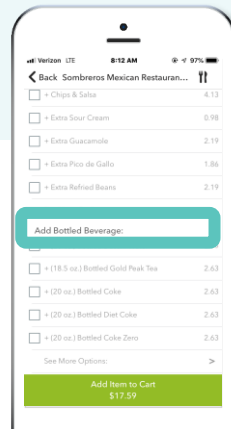
Featuring bundles with clear images & descriptions can drive beverage attachment up to **10 points**

Brilliant basics & fundamentals that drive sustained long-term beverage incidence.

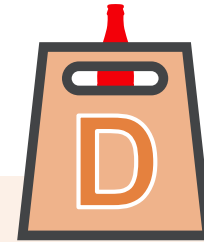


Capture the Upsell

Create an upsell feature to add Coca-Cola beverages to an order.

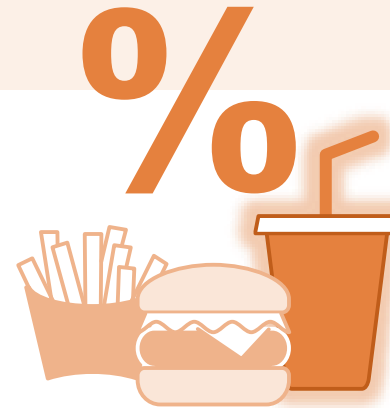


When combined with bundles, images & descriptions, upsells can drive an additional **10-point** lift in beverage attachment

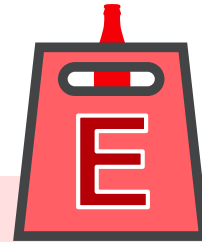


Data

Use data to measure performance and leverage insights for ongoing optimization.

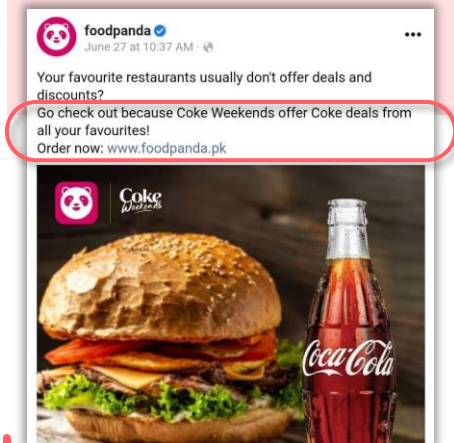


Data is used to **validate beverage incidence and inform decisions.**



Execute Marketing

Create a frictionless consumer journey that links DME to transactions.



Marketing initiatives can be leveraged as a **value exchange to secure execution** and commitment of A-D