

Overview of Share A Coke on Freestyle

What is Share A Coke on Freestyle?

- It's a new way to share a drink with someone you love.
- Guests can personalize a drink based on their loved one's unique personality and text it to a loved one inviting them to purchase a Freestyle drink and taste their unique recipe.

What's New

- A new capability called Live Promo that leverages internet connectivity to create real-time personalized drinks.
- A proprietary AI-powered Recipe Engine responds to guest input with delicious recipes generated in seconds.
- A phone-based experience lets guests connect directly to the dispenser via QR code.

Why Guests Will Love It

- Capturing the magic of Share A Coke, Freestyle has names and nicknames just like the ones on bottles and cans.
- Guests can create a special moment of connection by designing a unique recipe and texting it to someone they love.
- There is nothing to download or log in to – the program works using guests' native camera app and simple web page.

Why Customers Will Love It

- The program is designed to entice incremental traffic! By sharing a special drink with someone, guests are inviting people to come in and purchase a drink.
- There's no work needed to participate – the program runs itself and fits into customer's existing beverage operations.
- It works on all dispensers unless a customer has opted out



Classified - Confidential



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Creating & Sharing



Pouring

