

Sprite Chill

THE COLDEST-EST
SPRITE IS HERE
TO STAY!



PACKAGE DESIGN SUBJECT TO CHANGE

NEW SUSTAINING INNOVATION

MAR 3, 2025

Unique
Cooling
Sensation
&
Delicious Cherry
Lime Flavor

#1 Flavor Combination¹

among SSD non-rejectors

#1 Sensation Innovation Concept¹

Consumers see it as a 'perfect fit for Sprite'

#1 20oz innovation launch of 2024²

1.2x

Repeat
rate
vs. original
Sprite²

1.65x

Gen Z
drinkers
vs. SSD
average²

Outstanding Performance at retail³
compared to previous Sprite LTO

62%

higher
volume³

12%

higher
velocity³

**DRIVE TRIAL AND
CONVERSION:**

With enhanced cut-through refreshment that is performing well in volume & velocity

SKUs:

FULL SUGAR:

- 20oz PET
- 12oz 12PK

ZERO SUGAR:

- 12oz 12PK

NEXT STEPS:

Drive trial and awareness of Sprite Chill by:

1. Adding to your SSD sets
2. Featuring in impulse display and coolers
3. Executing the spring program in the perimeter

Sources: 1) Upslide Idea Test (Non-Rejectors) 4/27/23. 2) Mid-campaign report, 5/6/2024 - 6/2/2024. 3) Nielsen AMC w/e 5/20/23 - 8/12/23 (Sprite Chill FS + ZS, Sprite Lymonade Legacy)

COLDEST-EST IN THE GAME

Add Sprite Chill to your permanent Shelf set and execute with a powerful retail marketing campaign

Solutions to build awareness, trial, and recruit consumers to the Sprite TM lineup

RETAIL SUPPORT



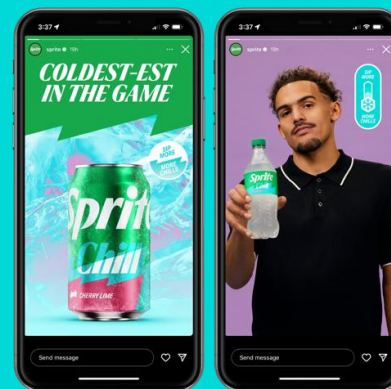
- ✓ NEW shopper tools



- ✓ NEW eye-catching 3D POI



- ✓ NEW social-first digital extensions to reach Gen Z



- ✓ NEW LOOK to better communicate Cherry Lime flavor across packs

CONSUMER TARGET

Sprite is the **#1** beverage brand for Gen Z¹

Sprite Chill is our latest innovation to inspire Multicultural Gen Z consumers and variety-seeking SSD consumers to pick up a one-of-a-kind Sprite that will engage all their senses



PRODUCT EDGE

New & Next without compromising **Taste**

Sprite Chill appeals to an audience looking to break up the monotony and find the next, latest, and greatest drinking experience

MERCHANDISING RECOMMENDATIONS

Large Store:

- SSD set
- Perimeter Merchandising units/shippers

Convenience Retail:

- Incremental cold availability in cold vault, impulse, and counter coolers

FSOP:

- Cold placement POS



Sprite Chill 20oz



Sprite Chill 12pk 12oz Can



Sprite Chill Zero Sugar 12pk 12oz Can

