

NEW!

Coca-Cola
Strawberry
Float

Coca-Cola
ZERO SUGAR
Strawberry
Float

LIMITED TIME OFFER
MAY 17, 2027 – AUG 22, 2027

The classic Coke float,
reimagined for summer

DRIVE CONVERSION

Building on the success of Coca-Cola Cherry Float (2026), Strawberry Float attracts younger flavor seekers, drives variety, and fuels category growth

FLAVORS

- Coca-Cola Strawberry Float
- Coca-Cola Zero Sugar Strawberry Float

SKUs

- 20oz PET
- 12oz 12PK

NEXT STEPS

Add to your SSD set and activate off-shelf displays to capture incremental sales this summer



66% of **Gen Z** consumers are interested in purchasing¹

70% of **Coke flavor shoppers** “are always looking to **try new flavors**” of SSD²

~40% of **consumers who try limited-time flavors later purchase** Coke OT, Coke Zero, or Diet Coke³

Launching Coca-Cola Strawberry Float in summer lets you tap into peak nostalgia, indulgent refreshment, and flavor-led recruitment.

Recruit New Consumers

Strong purchase intent among all consumers—especially Gen Z—with 2 in 3 interested in trying Strawberry Float.¹

Fuel Variety-Driven Purchases

70% of Coca-Cola flavor shoppers actively seek out new SSD flavors, making limited-time innovations a powerful driver of repeat purchases.²



All marketing images are FPO. Designs subject to change.

MERCHANDISING RECOMMENDATIONS

RETAIL CHANNELS

- Large Store
- CR
- Drug
- Value
- On-Premise
- E-Comm

Integrate into Summer GOAT Programming



12oz 12PK

- First POI/Lobby
- Perimeter
- Endcap
- Beverage aisle

20oz PET

- Ambient shippers
- Cold vault
- Open air coolers

Merchandise with Sprite Chill Strawberry Kiwi LTO



FSOP

- 20oz focus, cold placement, +1 ambient execution



Coca-Cola Strawberry Float
20oz PET Bottle



Coca-Cola Zero Sugar Strawberry Float
20oz PET Bottle



Coca-Cola Strawberry Float
12oz 12PK



Coca-Cola Zero Sugar Strawberry Float
12oz 12PK

