

Frozen 2027 Kickoff LTO

Q1– Q2, 2027



Fanta is the lip-smacking deliciousness you can't resist. Mischievous, fun, and built for fun moments with friends – Wanta?

This **limeade** paired with **cherry** flavor meets the nostalgic element consumers are wanting from their beverages¹⁰

NEW
NOW

Limited-Time-Only Flavors



Highest percent of multicultural consumers²
(more than any other Fruit SSD brand)



GenZ is Frozen's biggest fan!
71% of Gen Z prefer a Frozen Beverage³

Fanta is the
#1
driver of
FCB volume
for TCCC⁶



TARGET CONSUMER:

Gen-Z; More likely to be Multicultural (Black/HA)



CONSUMER PSYCHOGRAPHICS:

Our Tribe: Neo-Hedonists

Teens who seek pleasure in the everyday to flourish.



CONSUMER BENEFIT:

Fanta delivers taste and enjoyment better than anyone: To have a drink which has a great taste is the #1 reason 13-29 year olds drink Fanta!¹¹ (120i to category) "To lift mood/cheer me up" is another top reason (120i to category).

82%

of consumers 'treat themselves' with affordable impulses like food and drink⁴

OPPORTUNITY:

Bring Fanta Cherry Limeade LTO to life in **frozen format exclusively**

SKU:

2.5 gal Fanta Cherry Limeade FCB

Channels:

- FSOP
 - CR
- (Anywhere FCB is served)

Scope:

US

Price:

Line priced 2027 FCB pricing

57% of consumers try their first Fanta in an FSOP channel⁷

Fanta is the #1 snacking SSD brand for Gen Z⁸

#1 Seller in Fruit SSDs¹

Source: 1) Nielsen AMC Fruit SSD \$Vol YTD w/e 12/30/23; 2) Consumer Learning Test – Blind Taste Test vs. Sunkist, Crush, Great Value - March 2023; 3) Numerator – 11/1/2023 – 10/31/2024; BEACH – Sep 2024 12MMT; 4) Fanta Audience Summary – 2024; 5) Numerator – Fanta TM – YTD 1/1/2024 – 8/11/2024; BEACH – July 2024 12M/E – Fanta TM; 6) MVR 2024; 7) Numerator 2025; 8) BEACH – Fanta TM - July 2025 12M/E; 9) YouGov analysis 2025; 10) Newton, W. (2026). Innovation featuring cherry flavors is accelerating. Foodbusinessnews.net Food Business News; 11) BEACH - US - Drinkers aged 13-29; Jan 2026 12M/E