

Frozen 2027 EOY LTO

Q3– Q4, 2027



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

Grape is experiencing a major resurgence within beverages driven by nostalgia & high demand for bold, recognizable fruit flavors. Grape blends playful, comfort, & boldness that focuses on Gen Z & Millennial consumers, which over indexes with these groups.⁷

NEW
NOW

Limited-Time-Only Flavor

Highest percent of multicultural consumers¹
(more than any other Fruit SSD brand)

GenZ is Frozen's biggest fan!
71% of Gen Z prefer a Frozen Beverage⁶

Fanta is the
#1
driver of
FCB volume
for TCCC⁵



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"

91%

of consumers report they are likely to choose one restaurant chain over another if they offer LTOs or new items³

OPPORTUNITY:

Bring Fanta Grape LTO to life in **frozen format exclusively**

SKU:

2.5 gal Fanta Grape FCB

Channels:

- FSOP
 - CR
- (Anywhere FCB is served)

Scope:

US

Price:

Line priced 2027 FCB pricing

PURPLE Is one of the fastest growing color trends in beverages, surging by nearly **30%** year over year in popularity driven by social media appeal & the vibrancy that dominates once the consumer sees it & then wants it.

Color in general is arguably at its most influential and purple is wining.⁸