

Introducing...

NEW!

Minute Maid®

Zero Sugar Chilled Singles

1st Ship Date
March 2027
IMD: 4/8/27

**NEW
Pack Size**



**Grow your category
with Minute Maid
Zero Sugar**

- **30%** of D&L juice are out of home
- **64%** of consumers would drink MMZS on the go
- **31%** growth of \$61.7M Single Serve lemonades category

Winning Flavors

- Top two performing flavors in the MMZS portfolio that consumers know & love in the chilled format

**Excellent Source of
Vitamin C!**

Minute Maid Zero Sugar Lemonade

Minute Maid Zero Sugar Strawberry Lemonade

Single Serve – 11.5 fl oz – Serve Chilled

**Minute
Maid®
zero
sugar**

Classified - Confidential

Sources 1. NielsenIQ Retail Measurement | US Coke - Total Beverage | Entire Dataset Last refreshed: 3/21/26; BMM consumer research 12/25 3. Nielsen BASES; 4. Consumer research on FDA preferred pack size

Minute Maid®

Zero Sugar Chilled Singles



Key Insights

- MMZS has **73%** market share in the D&L category & continues to drive juice category growth
- **56%** of consumers prefer lemonade in a single serve format

First Ship: 3/18/27

IMD: 4/8/27

Case count: 6

UPCs

Lemonade

Unit UPC



Case UPC



Strawberry Lemonade

Unit UPC



Case UPC



Zero Sugar. #1 Market Leader. On the Go.

**Minute
Maid®**
zero
sugar

Introducing...

NEW!

Minute Maid®

Zero Sugar Strawberry Watermelon

**NEW
Flavor!
IMD: 1/4/27**

Winning Flavor

- Strawberry Watermelon was the top performing FDA flavor by consumers

Grow your category with Minute Maid Zero Sugar

- #1 Market Leader in the chilled D&L category
- MMZS has 4x velocity vs. competitors
- MMZS has a 50% repeat rate with 2.5M new buyers to the brand in 2025



**Excellent Source of
Vitamin C!**

**Minute Maid Zero Sugar Strawberry Watermelon
Multi Serve – 52 fl oz – Serve Chilled**

**Minute
Maid®
zero
sugar**

Classified - Confidential

Sources: 1. CAMBRI MM Portfolio Expansion Feb 2025; 2. NielsenIQ Retail Measurement | US Coke - Total Beverage | Entire Dataset Last refreshed: 3/21/26 3. BMM consumer research 12/25; Total Market Brand equity landscape: "Based on what you know of MINUTE MAID ZERO SUGAR, please select which statement(s) you associate with it. Base (unweighted): Those aware of MMZS n=442"

Minute Maid®

Zero Sugar Strawberry Watermelon

Key Insights

- MMZS has **73%** market share in the D&L category & continues to drive juice category growth
- Sugar is the **#1** barrier to juice consumption. MMZS will lead category growth by recruiting juice skeptics & lapsed juice buyers



First ship: 12/14/26

IMD: 1/4/27

Case count: 6

UPC



Unit UPC



Case UPC

Zero Sugar. #1 Market Leader. #1 Flavor.

**Minute
Maid®**
zero
sugar