93% household penetration<sup>1</sup>

## want some refreshing news?

most frequently purchased beverage category<sup>1</sup>

\$1,150 per store, per week, 5th highest **VPO**<sup>5</sup>

of US population consumed an SSD in the past 4 weeks3

> 15.4% of millennials' trips included the purchase of an SSD'

3.2 billion

trips made to convenience stores per year that include SSD, or about 1 in every 5 trips made to C-Stores'

585 million servings per day<sup>2</sup>

> sparkling is the 2nd most expandable consumption category in the store

for more information visit cokesolutions.com/retail

in the CR channel, Coca-Cola® is up 3.8% in **Sparkling Dollars and** leads Sparkling **Beverage Growth<sup>6</sup>** 





 <sup>5</sup> Nielsen Homescan Panel, Iotal U.S. Small Stores,
52 weeks ending 4.4.15
6 Nielsen Databank Total U.S. CR - YTD thru 11.21.15;
performance measured as dollar sales % change vs YAG
7 Coca-Cola iSHOP Study 2014, Total U.S. Population
Ages 16-75, Monthly+ Grocery Shoppers, 12 ME March 2015



Nielsen Homescan Panel, Total U.S. 52 weeks ending 3.28.15
Beverage Digest 2014
B3 Consumer Survey, 12 MMT March2015 vs. YA, Total U.S. Population Ages 13-64
Kantar Retail Shopper Genetics, April 2012
Nielsen Homescan Panel, Total U.S. Small Stores,
Saveyer podies 4.415