

want some refreshing news?®

93%
household
penetration¹

**most
frequently
purchased
beverage
category¹**

\$1,150
per store, per week,
which is the
**5th highest
VPO⁵**

71%
of US population
consumed an
SSD in the past
4 weeks²

15.4%
of millennials'
trips included
the purchase
of an SSD³

3.2 billion
trips made to
convenience stores
per year that include
SSD, or about
1 in every 5 trips
made to C-Stores⁴

585
million
servings
per day²

**in the CR channel,
Coca-Cola® is
up 3.8% in
Sparkling Dollars and
leads Sparkling
Beverage Growth⁶**

**sparkling is the
2nd most
expandable
consumption
category in the store⁷**

**open
happiness®**



for more information visit
cokesolutions.com/retail