



Drive Incremental Growth!



Attractive Category

Top Performing Brand

YTD Growth

6%



SS Bottled Lemonade

Canned and Bottled Tea

Source: IRI MULO+C

#1

Velocity

Fastest turning brand in category

~2x
Growth

Growing nearly twice as fast as category

+\$28

Basket Driver

+\$28 when Calypso is in-basket vs. out-of-basket

How to Win with Calypso in 2020

1

Place Core Four in Distribution

2

Capture Incremental Cold Placements

3

Make Sure You Have Back Stock

4

Add Additional Flavors

5

Add Rack, Cooler, or Display



Packout	Case			Pallet Qty	Pallet Weight	Tier
12/16 oz Glass	L 11.38"	W 8.56"	H 8.38"	108	2,268 lbs	6
Case Cube	Case Weight		Truckload Qty	Pallet Height	Cases/Tier	
0.47"	21 lbs		2,052	55.25"	18	