

# Minute Maid Juice to Go Is the ONLY Juice You Need In Your Cold Vault!

drive  
dollar sales



- ✓ Minute Maid Juice To Go is the **#1 juice brand, selling 28% more than Tropicana**
- ✓ New 10oz packages invite consumers back into the Juice Category
- ✓ Minute Maid Juice To Go is **#1 in dollar growth**
- ✓ Suggested Retail Price: **15.2oz \$1.69 or 2/\$3.00; 10oz \$1.19 or less**
- ✓ Retailer Margin: 40+%

**NEW in 2017**

10oz – When just a little juice is all you want!



Place 2+ shelves of  
Minute Maid Juice to Go  
in your Juice section!