

recruit

# Minute Maid Refreshment Is the ONLY Juice Drink You Need In Your Cold Vault!

**+42%  
CAGR**



- ✓ Minute Maid Refreshment is the **fastest growing juice drink brand (+18%)**
- ✓ 20oz Minute Maid Refreshment sells **more than the next four competitors COMBINED!**
- ✓ Minute Maid Refreshment has **led juice drink category growth for the past 3 years**
- ✓ Suggested Retail Price: 99¢ or less
- ✓ Retailer Margin: 35+%

**NEW in 2017**  
Berry Punch



Place 2+ shelves of Minute Maid Refreshment in your Juice Drink section!

Source: 1. Nielsen Total Beverage Database, Consolidated Convenience, YTD July 2, 2016; 2. Nielsen Total Beverage Database, Consolidated Convenience, Annual 2013-Annual 2015