

Drive Profitable Sales With The #1 Base Water Brand!

drive
dollar sales



- ✓ Dasani is the **#1 Base Water** brand in the US
- ✓ Dasani 20oz is the **#1 water package** outselling its nearest competitor by 27%
- ✓ Suggested Retail Price: **20oz** – \$1.19 or 2/\$2; **1L** - \$1.89 or 2/\$3
- ✓ Retailer Margin: 35+%

- ✓ Sparkling Water is the **fastest growing beverage category** in the US
- ✓ Dasani Sparkling is **driving Sparkling Water category growth (+7%)**
- ✓ Suggested Retail Price: \$1.19 or less
- ✓ Retail Margin: 40+%



Place 2+ shelves of Dasani and Dasani Sparkling in your Base Water door