

Drive Sales and Profit In the Sports Drink Category!

drive
dollar sales



- ✓ The Sports Drink Category is growing (+3%)
- ✓ Powerade is the **only sports drink with Ion4 electrolyte formulation**
- ✓ Powerade Zero is the **only zero-calorie sports drink**
- ✓ Powerade 20oz offers a traffic-driving **99¢ retail price**
 - ✓ Retailer Margin: 35+%
- ✓ 32oz Powerade offers **year round 2/\$2.50 multiple pricing** to drive traffic and sales (single at \$1.69)
 - ✓ Retailer Margin: 35+%

NEW in 2017
Citrus Passionfruit



Place 4+ shelves of
Powerade in your Sports
Drink section

ION⁴
helps replenish
4 electrolytes
lost in sweat