

Capture High-Margin Impulse Purchases with 16oz Cans!

recruit
new shoppers

- ✓ The 16oz can is the **fastest growing Immediate Consumption package (+25%)**
- ✓ Coca-Cola brand 16oz cans **sell 22% more than the nearest competitor**
- ✓ Suggested Retail Price: 99¢ or less
- ✓ Retailer Margin: 35+%



Drive impulse purchases by placing a suction rack featuring 16oz can innovation in your cold vault door!



Place 1+ shelves of 16oz cans in your cold vault