

NEW\*

# MTN DEW SPARK

P2W1 2022

We are launching the next huge thing in flavors: Mtn Dew Spark and Spark Zero Sugar. This innovation takes the highly popular flavor of raspberry lemonade- and gives it a bold and refreshing twist that only Dew can deliver.



## #1

Raspberry Lemonade ranked #1 Flavor for overall CSD drinkers<sup>1</sup>



## 95%+

Utility Score among heavy & medium Mtn Dew drinkers<sup>1</sup>



## 58%

Flavors are driving 53% of CSD sales and 58% of CSD growth<sup>2</sup>



## +31%

Zero Sugar CSD dollar sales +31% YoY vs. Total CSD +7%<sup>3</sup>



### P2W1 NATIONAL LAUNCH January 24, 2022

### TARGET CONSUMER Gen Z / Millennials, Zero CSD drinkers, & Diet Rejectors

### MTN DEW SPARK 20oz PET, 12pk cans, MPPET 16/16.9oz 6pk/8pk

### MTN DEW SPARK ZERO SUGAR 20oz PET, 12pk cans

Source: 1) Zappi New Dew Flavors, Max/Diff Flavor Optimization, 2021, 2) IRI MULOC, Total Flavored CSDs vs. CSD Category, L52 6-27-21, 3) IRI MULOC, Zero CSDs vs. CSD Category, 2018-2021.  
\* Now available nation-wide.