



poppi

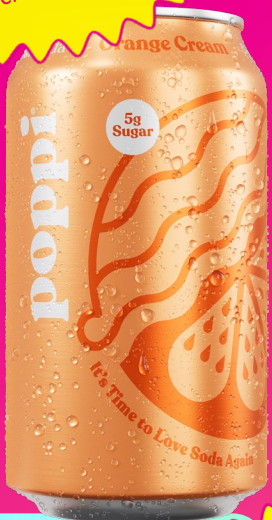


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the viral soda

2024 so far...

945k
Social Followers



First in person
pop up



+180%
Household
Penetration



+111%
Aided Awareness



3 New
Flavors



Since December 2023

YouGov data ending 7/1/2024; Numerator p/e 6/19/24

Soda Express Portfolio

Current Portfolio



Available
March 1st



Alpine Blast

Available
Oct-Dec



Cranberry Fizz

Available
Oct 1st




Ginger Ale

Poppi Sku Ranking – Locally & Nationally

PacNW Poppi Item Rank

POPPI C 12/12 RASPBERRY ROSE	13.3%	20.6%	0.6%	-0.8%
POPPI C 12/12 STRAWBERRY LEM	12.1%	20.6%	-8.8%	-9.9%
POPPI C 12/12 ORANGE CREAM	9.2%	0%	100%	100%
POPPI C 12/12 DOC POP SODA	8.5%	7.8%	69.7%	67.4%
POPPI C 12/12 ORANGE	8.1%	10.5%	19.7%	18.5%
POPPI C 12/12 GRAPE	6.7%	6.8%	54%	52.5%
POPPI C 12/12 CHERRY COLA	6.6%	0%	100%	100%
POPPI C 12/12 CHERRY LIME	6.4%	9.3%	6.5%	5.4%
POPPI C 12/12 WILD BERRY	5.9%	0%	100%	100%
POPPI C 12/12 GINGER LIME	5.3%	8.9%	-7.4%	-8%
POPPI C 12/12 POST MALONE	4.4%	0%	100%	100%
POPPI C 12/12 CLASSIC COLA	3.9%	5.6%	10.2%	8%
POPPI C 12/12 WATERMELON	3.4%	5.5%	-4.3%	-4.9%
POPPI C 12/12 LEMON LIME	3%	0%	100%	100%
POPPI C 12/12 ROOT BEER	2.1%	4.6%	-29.7%	-31%

National Poppi Item Rank

Poppi Item	\$/SS/W	ACV
LTO! Poppi Cran Fizz Soda 12 Oz	\$43.19	14.5 
Poppi Wild Berry Soda 12 Oz	\$18.40	23.6
Poppi Cherry Cola Soda 12 Oz	\$15.46	26.1
Poppi Raspberry Rose Soda 12 Oz	\$14.95	70.0
Poppi Orange Cream Soda 12 Oz	\$14.70	52.1
Poppi Strawberry Lemon Soda 12 Oz	\$14.39	70.1
Poppi Orange Soda 12 Oz	\$12.71	66.0
Poppi Cherry Lime Soda 12 Oz	\$12.47	60.7
Poppi Watermelon Soda 12 Oz	\$11.76	30.0
Poppi Doc Pop Soda 12 Oz	\$11.59	60.7
Poppi Grape Soda 12 Oz	\$10.08	56.1
Poppi Cola Soda 12 Oz	\$9.89	56.8
Poppi Ginger Lime Soda 12 Oz	\$9.32	34.6
Poppi Root Beer Soda 12 Oz	\$8.44	26.1
Poppi Lemon Lime Soda 12 Oz	\$7.91	49.9

**NEW ITEMS!
COMING Q4**



- ✓ **Alpine Blast**
Kind of like a “Mountain Dew”
- ✓ **Cranberry Fizz (Limited)**
- ✓ **Ginger Ale**

poppi Cran Fizz is the #1 poppi flavor in the country!

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At Retailer A, consumers prefer poppi Cran Fizz over Olipop's seasonal offerings!



\$97.99



Poppi Cran Fizz Soda 12oz

Retailer A: \$/S/W

poppi Cran Fizzsells:
+3x more than all of Olipop's seasonal skus



\$29.91



Olipop Crisp Apple 12 Oz



\$23.73



Olipop Ginger Ale 12 Oz



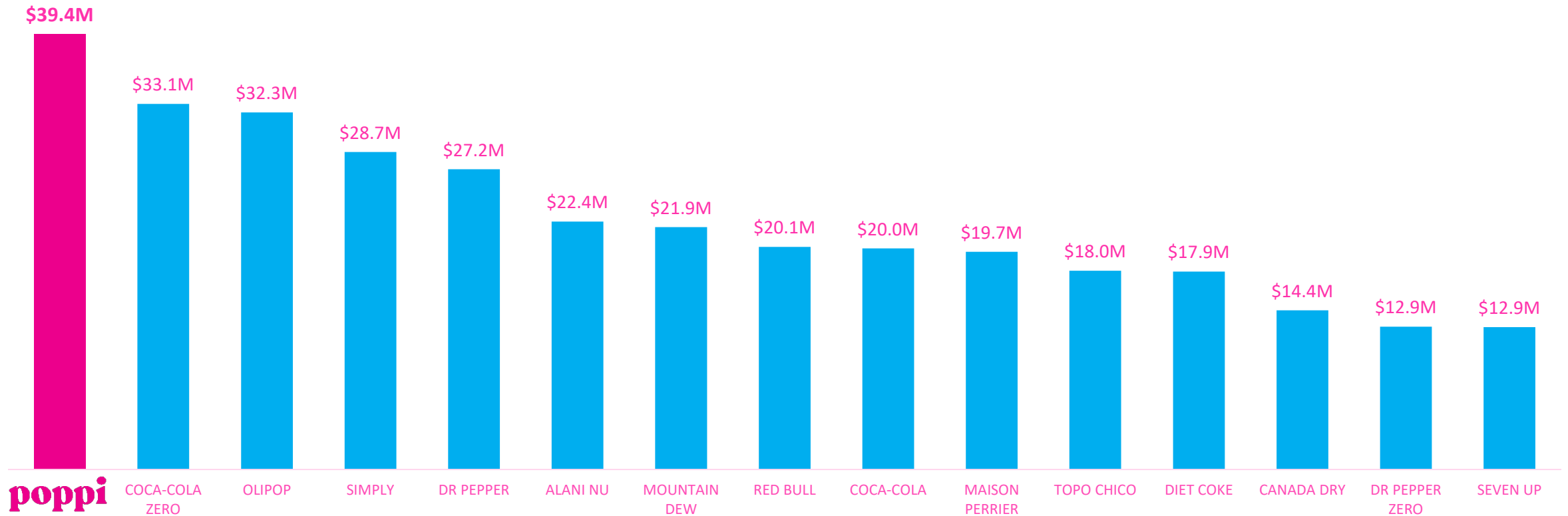
\$23.04



Olipop Vintage Cola 12 Oz

Beyond Functional Soda, poppi is the #1 fastest growing brand among ALL beverages!

Top 15 Brands Dollar Sales Growth vs YA
Total US Food + Natural

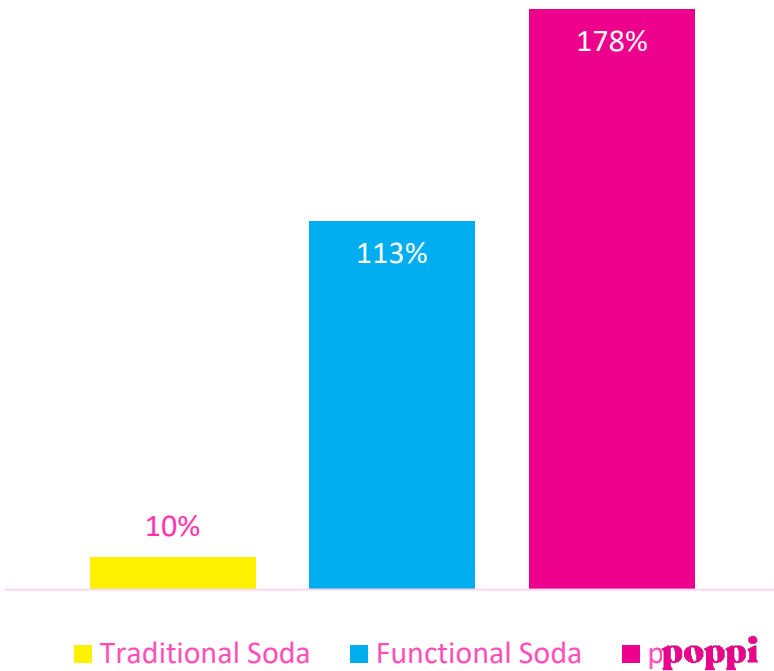


poppi is on **FIRE** in the Pacific NW market

poppi growth outpaces traditional & functional soda

poppi vs Traditional & Functional Soda

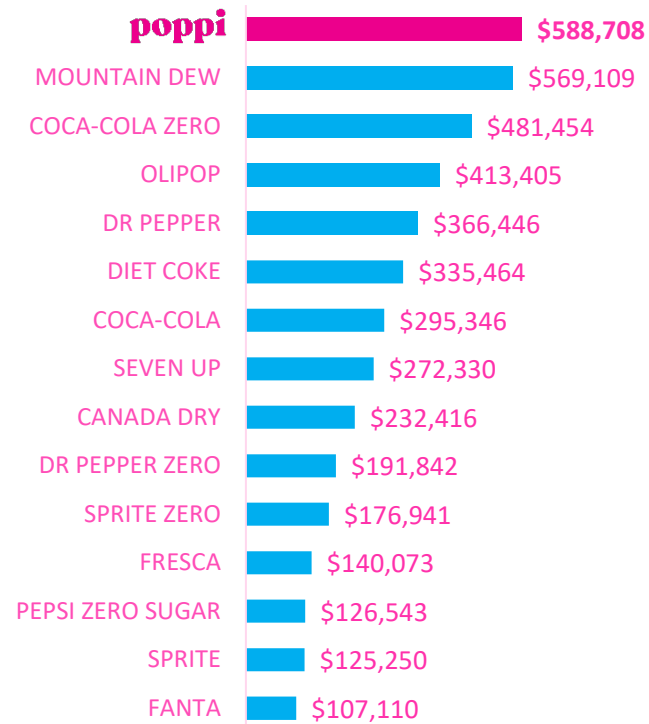
\$ Vol % Chg. vs YA, L4W



poppi is the fastest growing brand in all soda

poppi vs. All Soda Brands

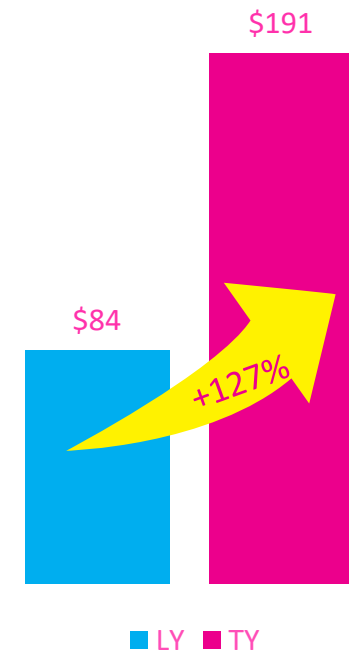
\$ Chg. vs YA, L4W



poppi velocities continue triple digit growth

poppi \$/S/W

L4W



the awakening is happening

poppi Growth by Gen

#1 Source of Volume

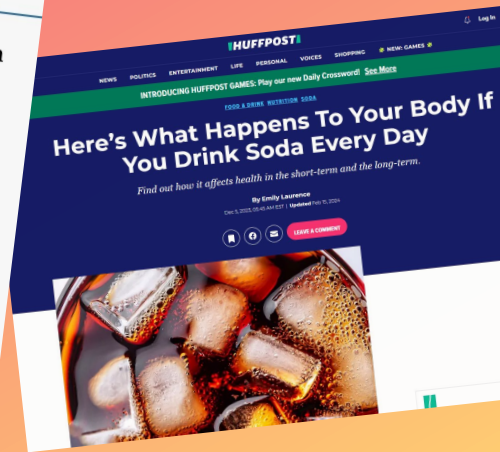
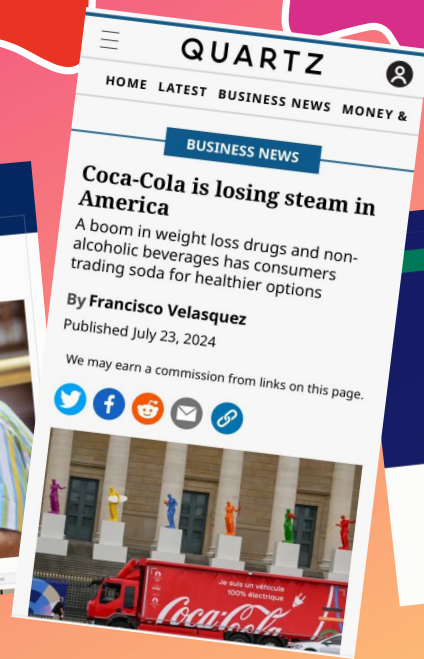
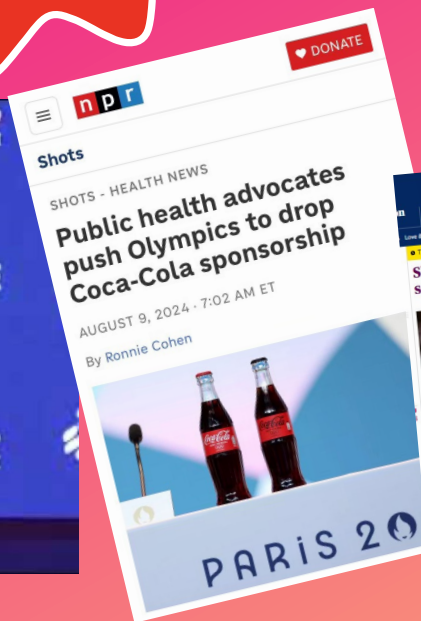


Gen Z:
+120%
+800K

Boomers:
+283%
+2MM

2020:
Sparkling
Water

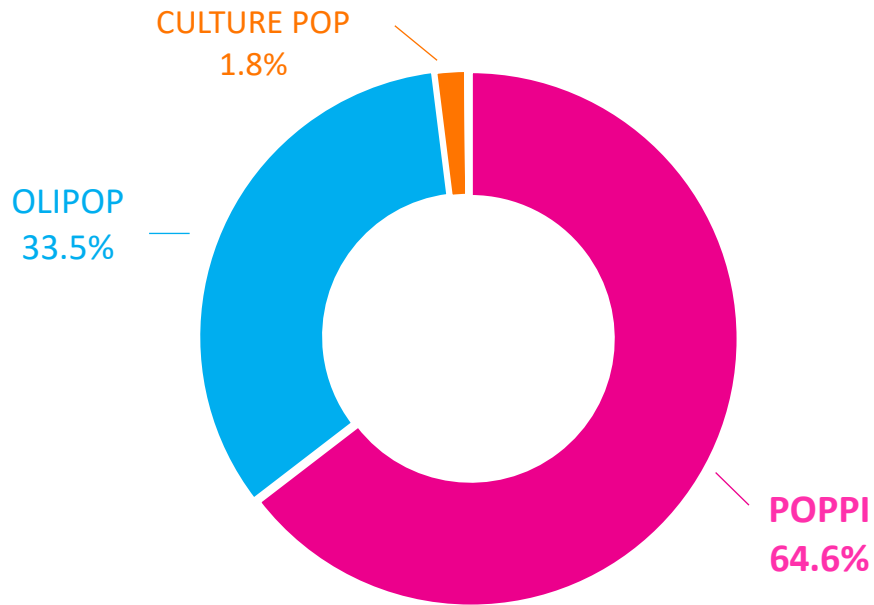
2023:
Trad.
Soda



In Convenience, poppi is driving more \$ sales and growth than the competition combined

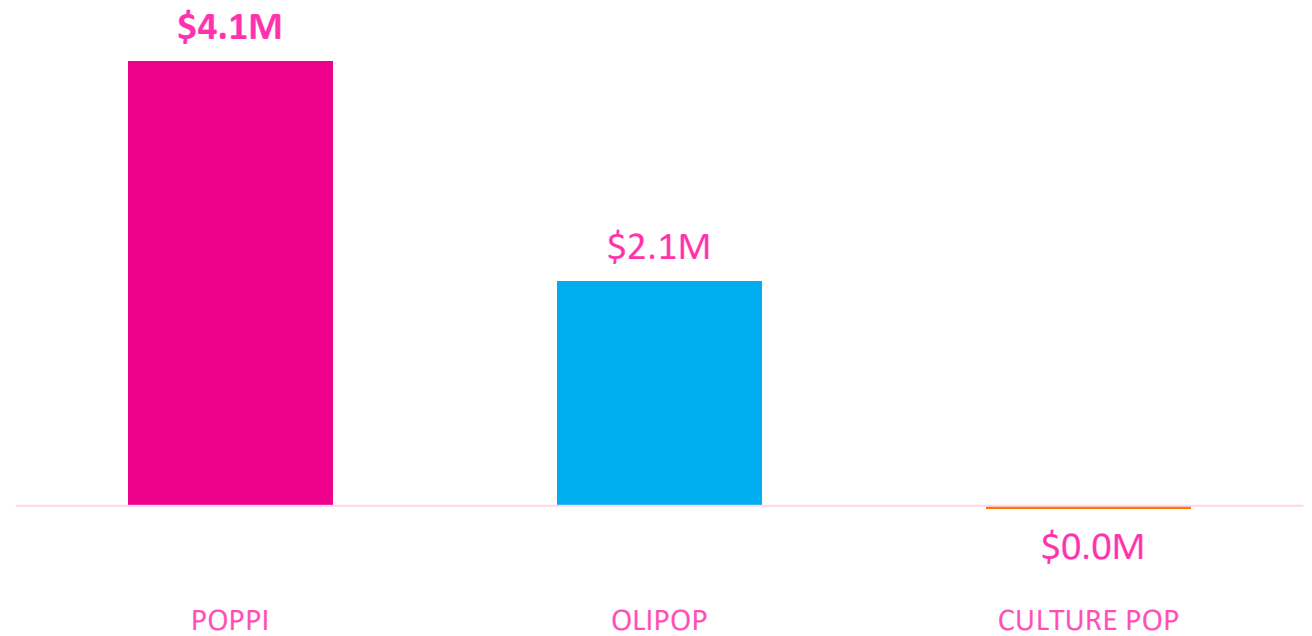
Poppi sells 2x more than Olipop

Total US Convenience
Dollar Share, L12W



Poppi delivers 2x more growth than Olipop

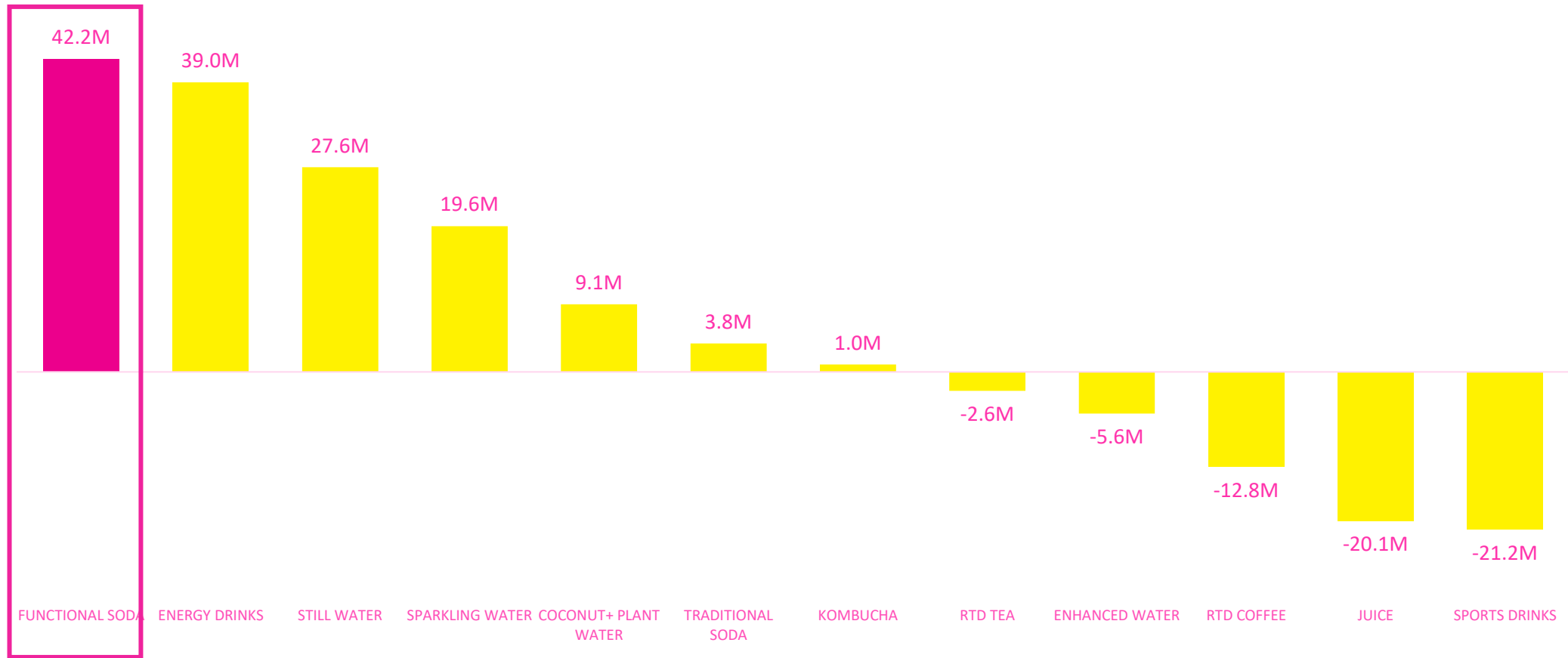
Total US Convenience
Dollar Change vs. YA



Functional Soda is the fastest growing beverage category!

Beverage Category Unit Change vs. YA

Total US MULO+Natural+C, L12W

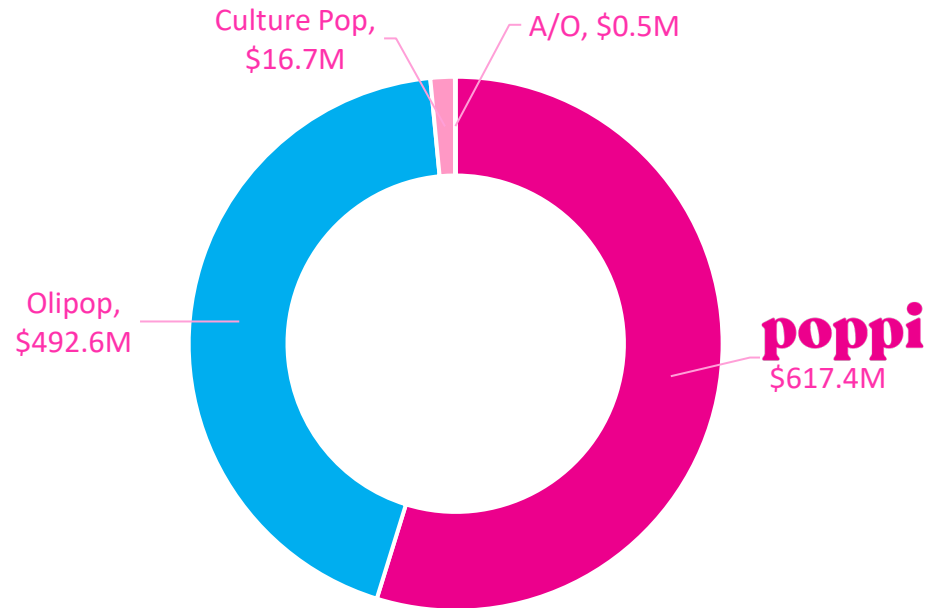


Poppi is the #1 Functional Soda brand and leads the growth of the category

Poppi is the #1 Functional Soda brand generating **55%** of the total sales in the category

Functional Soda Dollar Sales

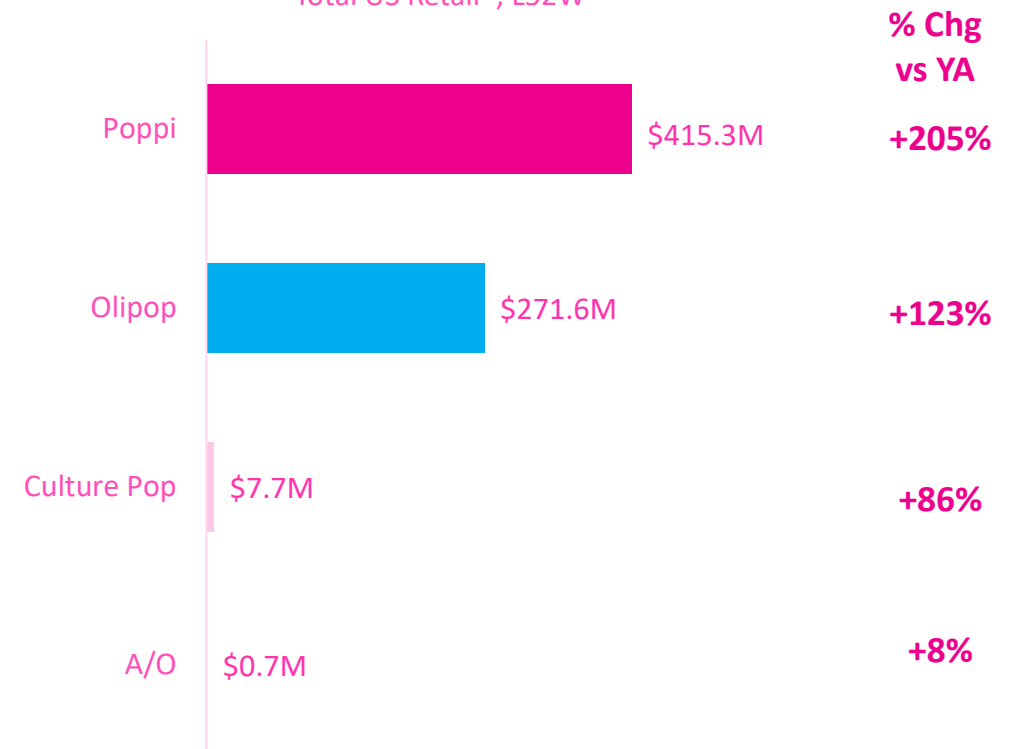
Total US Retail*, L52W



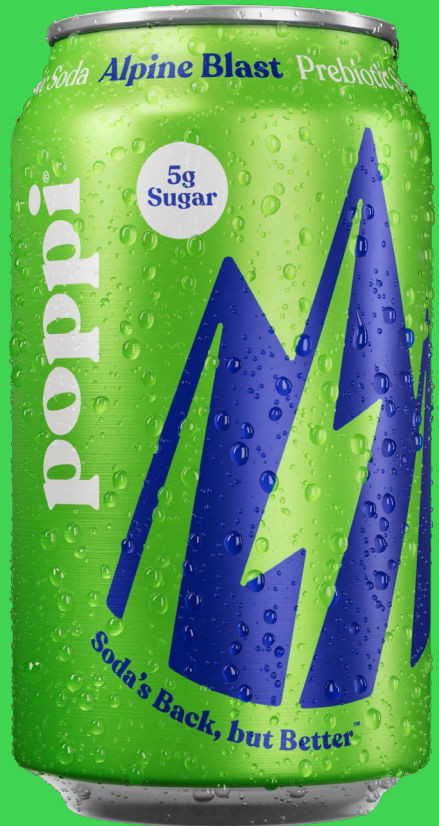
Poppi is the fastest growing Functional Soda brand

Functional Soda Dollar Sales Chg vs YA

Total US Retail*, L52W



Alpine Blast



12 oz



12 oz 12 pk

Pack configurations:

12 oz x 12 pk Tray

6 x 4 pk Tray

Shelf life

“guaranteed shelf life 183 days”

Reasons to Believe

70% of poppi p3m purchasers would purchase incrementally

Mountain is the #4 flavor in the soda category

85% top 2 box purchase intent among poppi p3m purchasers



Ingredients You Can Love

Flavor Description

They say lightning doesn't strike twice, but maybe that's just 'cause they haven't tasted this energizing burst of citrus flavor yet.

5g Sugar

30 Calories

Ingredients You Can Love

Prebiotics

Infused with Apple Cider Vinegar

Caffeine Boost



Prebiotics

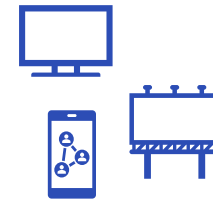


Infused with Apple Cider Vinegar

Program Support



Retail Program



Media Support



Natural Caffeine

12oz Wild Berry*

Sales to Retailer: 7/15



Pack configurations:

12 pl tray / 12oz

Shelf life

"guaranteed shelf life 183 days"



12 oz



12 oz: 12pk case

Reasons to Believe

Traditional berry flavoring has high fructose corn syrup and an unnatural flavor profile. Big opportunity for better for you option of a fan favorite seltzer flavor!

Berry is one of the fastest growing flavors outside of the soda category.

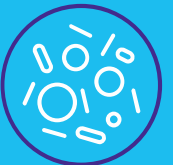
There is not yet a healthy berry option in the soda category



Flavor So Bubbly

Flavor Description

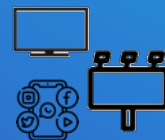
Have you heard? These berries are taking their natural flavors and putting blackberry, blueberries into strawberry. We're mixing them together. Oop!



Prebiotics

stats	
5g of sugar	25 calories
Flavor So Bubbly	Prebiotics
Wild Berry	Apple Cider Vinegar

Program Support



Media Support



AVANTSTAY
Retail Hook
Summer Vacation



Evergreen POS +
Summer Enhancers



Infused with
Apple Cider Vinegar

Cherry Cola

Sales to Retailer: 8/26

Market Launch: 9/10

Target Exclusive Launch: 7/7



Pack configurations:

12 pl tray / 12oz

Shelf life

“guaranteed shelf life 183 days”



12 oz



12 oz: 12 pk

poppi

Reasons to Believe

Cherry Cola is the only segment with growth within the \$19B Cola Category

Cherry Sodas have 3x the growth of all other sodas

Cherry Cola is #1 with 66% share of all Cherry Sodas



Flavor So Bubbly

Flavor Description

When two favs maximize their joint slay, everybody wins. Ripe cherry collabs with crisp, refreshing cola for this juicy twist on a classic.

5g of sugar

25 calories

Flavor So Bubbly

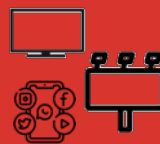
Prebiotics

Infused with apple Cider Vinegar



Prebiotics

Program Support



Media Support



Evergreen POS + BTS and Tailgate Enhancers



Infused with Apple Cider Vinegar

Orange Cream

Sales to Retailer: 5/15
Market launch: 6/4
Kroger/Target STR: 4/30



Pack configurations:
12 pl tray / 12oz
Shelf life
"guaranteed shelf life 183 days"



12 oz



12 oz: 12 pk

Reasons to Believe

A healthy twist on a traditional soda shop classic without the fake stuff.

Orange Cream beverages
are +54% vs. YA!

poppi's last LTO flavor
was #1 in the portfolio



Flavor So
Bubbly

Flavor Description

You hear that? It's the sound of your tastebuds dreams coming true. Smooth vanilla joins zesty orange for a flavor that's nostalgic and totally fresh. Grab this soda shop classic, reimagined with 5g sugar, clean ingredients, and prebiotics.

5g of sugar

25 calories

Flavor So
Bubbly

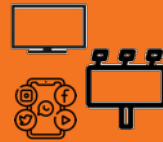
Prebiotics

Infused with
apple Cider
Vinegar



Prebiotics

Program Support



Media Support



Retail Hook
Summer Vacation



Evergreen POS +
Summer Enhancers



Infused with
Apple Cider Vineg

Cranberry Fizz

Nov-Dec
LTO

Sales to Retailer: 10/15
Market Launch: 11/1



Pack configurations:
12 pl tray / 12oz
Shelf life

“guaranteed shelf life 183 days”



12 oz



12 oz: 12 pk

Reasons to Believe

During the 2023 Holidays, **poppi** Cranberry Fizz 4pk was the #1 Cranberry-flavored beverage for dollar velocity

**Cranberry Soda is +39%,
10X more growth than
Total Soda**

**poppi holiday SKUs are #1
in the portfolio when
available**



Flavor So
Bubbly

Flavor Description

Sip, sip, celebrate! 'Tis the season to treat yourself to this limited-edition seasonal flavor that we've heard on good authority Santa likes even more than milk and cookies.

4g of sugar

25 calories

Flavor So
Bubbly

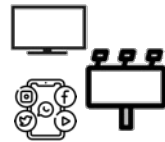
Prebiotics

Infused with
Apple Cider
Vinegar



Prebiotics

Program Support



Media Support



Retail Hook
Food Network



Holiday POS



Infused with
Apple Cider Vinegar