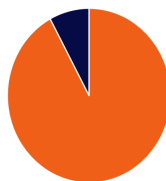


WHAT IS HAPPENING IN BEVERAGES?



Did you know **SUSTAINABLE PACKAGING** claims are **up 17.4%** in Beverages?

7.9% OF SALES OCCUR ONLINE



ONLINE SHARE +0.5 PTS YoY

BEVERAGE \$ SALES

\$86B

Total US xAOC



KOMBUCHA TOP SEARCH TERM IN FUNCTIONAL BEVERAGES

-16% YoY

FASTEST GROWING BEVERAGES

Beverage combo packs	+45.3%
Water	+16%
Lemonade	+15.1%
Soft drinks	+14.4%
Seltzer	+14.2%

TOP 5 CLAIMS

(based on \$ share)

1. RECYCLABLE
2. SUGAR FREE
3. CONTAINS AMINO ACID
4. SODIUM CONSCIOUS
5. FREE FROM CAFFEINE

Source: NIQ Total US xAOC L52W ending 1/28/23