



Drive Incremental Growth!



Attractive Category

Top Performing Brand

YTD Growth

8%

2%

SS Bottled
Lemonade

Canned and
Bottled Tea

Source: IRI MULO+C

#1

Velocity

Fastest turning brand
in category

~3x

Growth

Growing nearly three
times faster than category

+\$28

Basket
Driver

+\$28 when Calypso
is in-basket vs.
out-of-basket

How to Win with Calypso in 2020

1

Place
Core Four
in
Distribution

2

Capture
Incremental
Cold
Placements

3

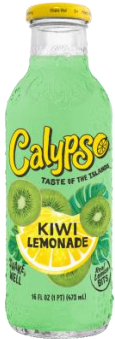
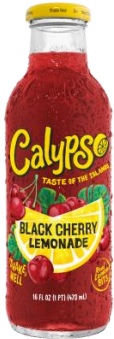
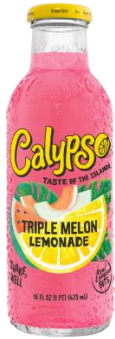
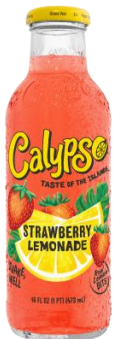
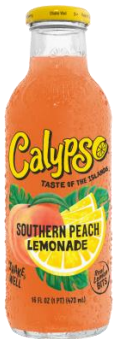
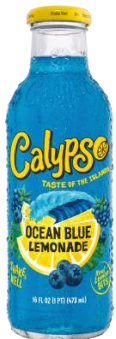
Make Sure
You Have
Back Stock

4

Add
Additional
Flavors

5

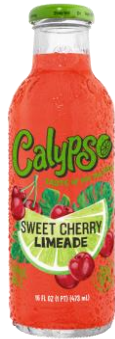
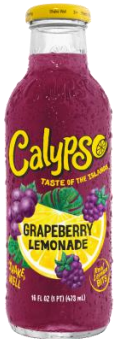
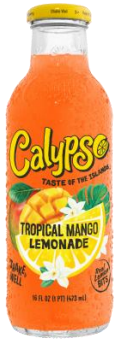
Add Rack,
Cooler, or
Display



New




0 79581 18412 6



Packout		Case			Pallet Qty	Pallet Weight	Tier
12/16 oz Glass		L	W	H	108	2,307 lbs	6
		11.38"	8.56"	8.38"			
Case Cube	Case Weight	Truckload Qty	Pallet Height	Cases/Tier			
0.47"	21 lbs	2,052	55.25"	18			