

TOP PROVEN WAYS TO MAXIMIZE PROFITS WITH FROZEN BEVERAGE PROGRAMS

Presented By



SPEAKERS

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The background image shows two women at an outdoor beach volleyball court. The woman on the left is wearing a dark tank top and sunglasses, holding a frozen drink with a straw. The woman on the right is wearing a light-colored t-shirt and sunglasses, holding a white Franklin brand volleyball and another frozen drink. A net is visible behind them, and a banner with the words "SPORTS" and "& SUNS" is partially visible in the background. The entire image is overlaid with a semi-transparent blue filter.

10 WAYS TO INCREASE PROFITS WITH FROZEN BEVERAGE PROGRAMS

- 1.** Create Impulse
- 2.** Variety & Rotation
- 3.** Innovation
- 4.** Complementary Frozen Programs
- 5.** Vivid Experiences
- 6.** Brands Matter
- 7.** Food Pairings
- 8.** Differentiation via Customization & Options
- 9.** Better-for-You Options
- 10.** Frozen Premium Lines





1

CREATE IMPULSE

Over 50% of All Drink Purchases are Impulse Buys

ENCOURAGE IMPULSE BUYS

- In-store, point-of-purchase collateral
- On-pump merchandising
- Signage to drive people into the stores



ICEE's Strategy

- Influence the purchase decision through strategic point-of-sale marketing.
- Drive Customers from the pumps to the stores.

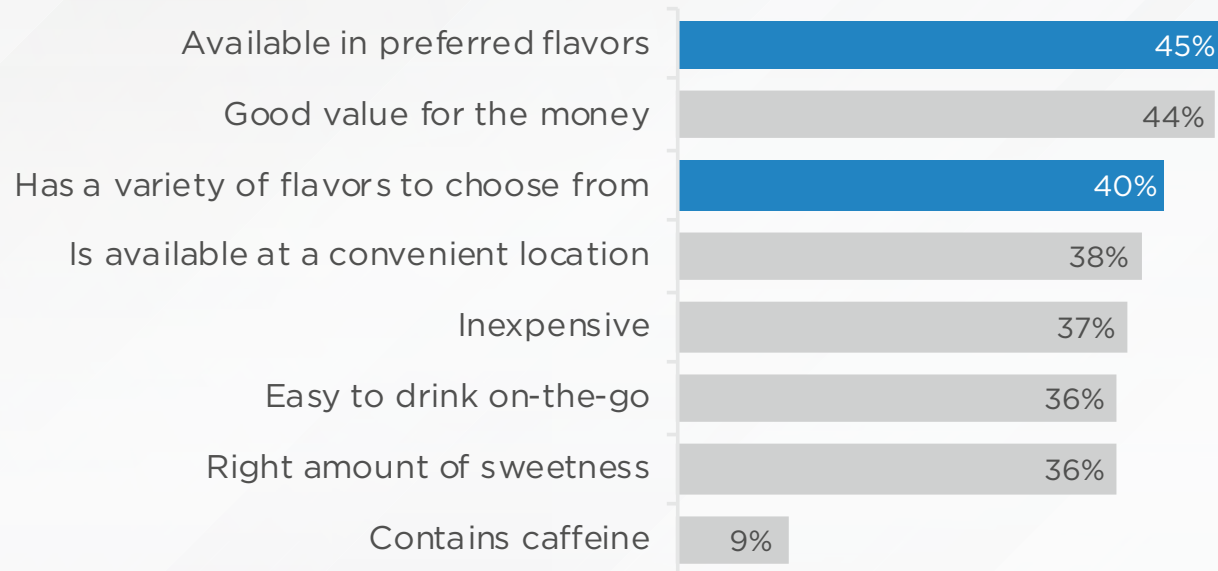


The image features a blue-tinted background showing three hands holding large ICEE cups. The cups have the 'ICEE' logo and 'Coldest Drink in Town' text. A red circle with the white number '2' is centered over the middle cup. The entire scene is overlaid with a semi-transparent blue filter.

2

VARIETY & FLAVOR ROTATION

Flavor is King in the Frozen Beverage World



Source: Coca-Cola, Frozen A&U and Innovation Presentation

“Great taste is the most important quality of a successful ICEE trip.”

BLUE COLLAR MALE, LOS ANGELES

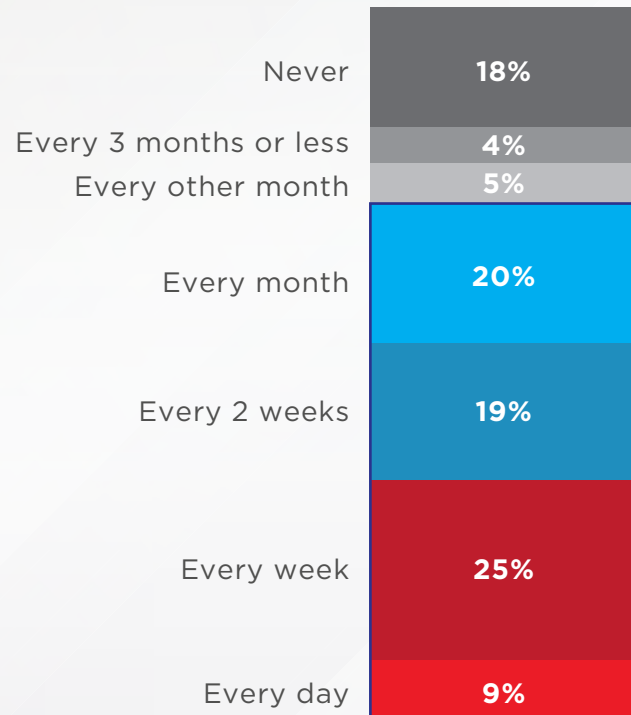
“To decide where I’m going, I think about which stores have which flavors, and then I make my decision... I like variety to choose from.”

MILLENNIAL, DETROIT



Flavor and Variety Rotation

Keep Consumers Coming Back



73%

of FCB purchasers would like new flavors to be offered at least once a month.

Unique Offerings



Source: Not available



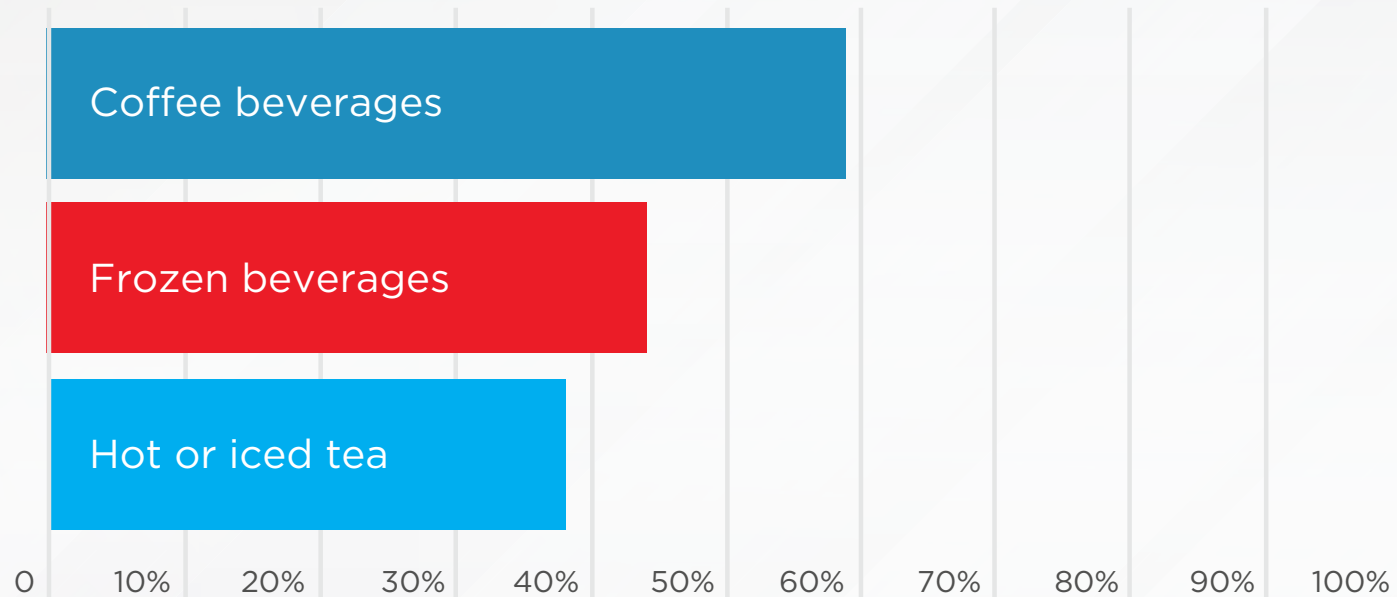


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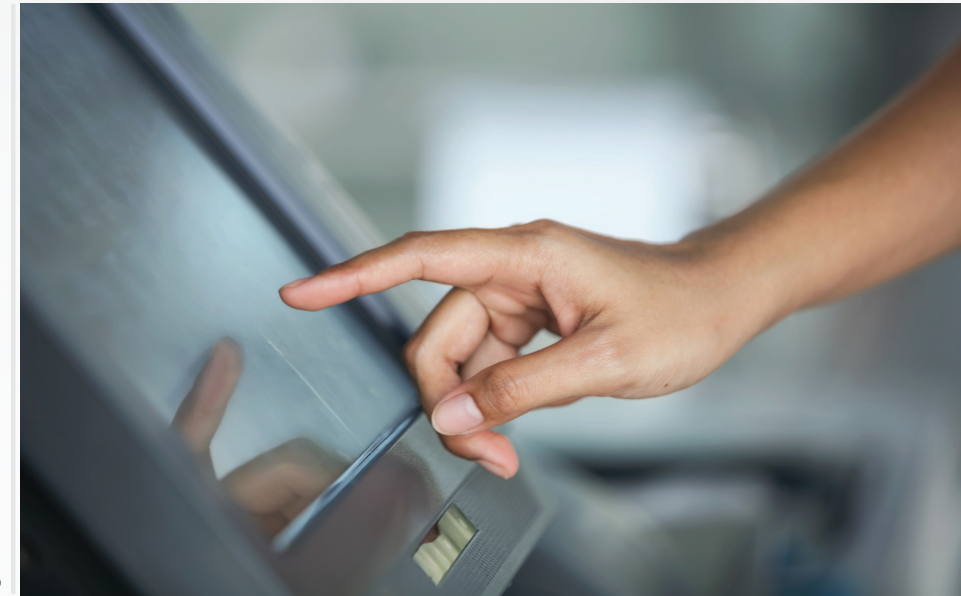
INNOVATION

Digital Media Displays

AMOUNT THAT WOULD LIKE TO CUSTOMIZE WITH TOUCHSCREEN ORDERING

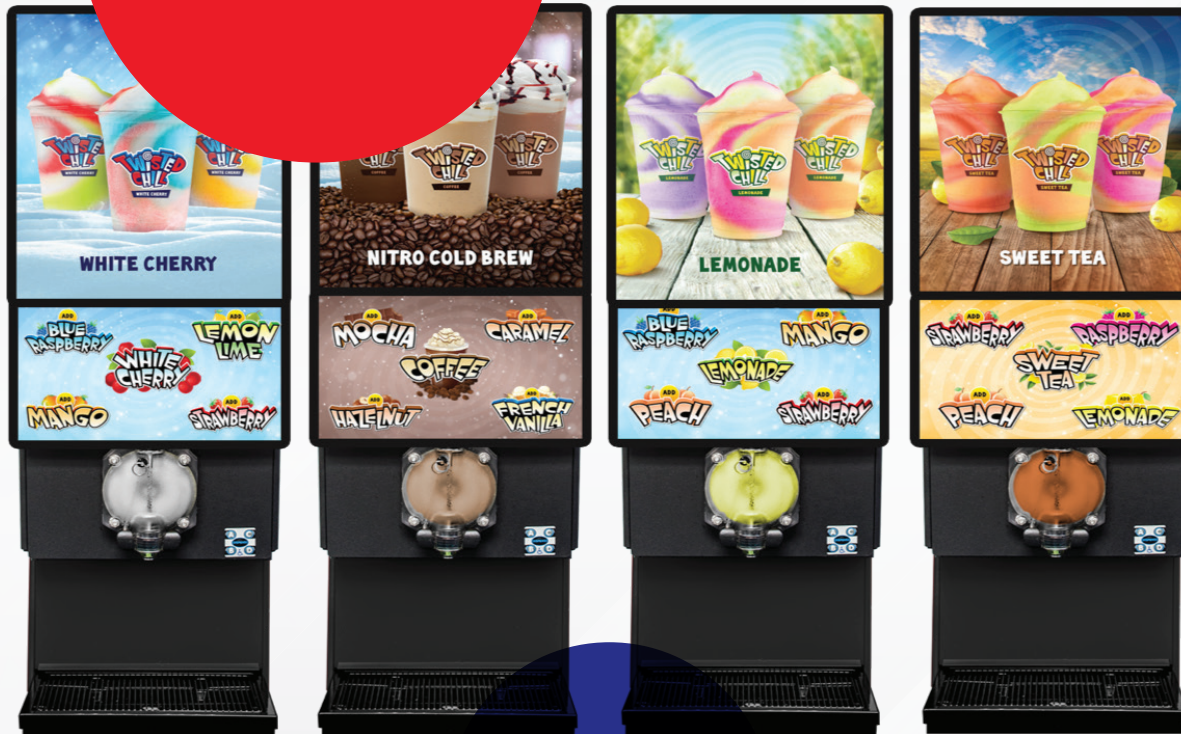


Source: Technomic Convenience Store Consumer MarketBrief Q1 2017



ICEE's Strategy

- New Handcrafted Beverage Lines Using State-of-the-Art FBD 561 Machines



Twisted Chill
by ICEE



Frozen
Cocktails





4

COMPLEMENTARY PROGRAMS

**Add Complementary
FUB Programs**
to Add Value to Frozen
Beverage Lineup



ICEE's Strategy

- Maximizing Complementary Programs



A blue-tinted photograph of two young women sitting in the back of a car. They are both smiling and looking towards the camera. The woman on the left is holding a clear plastic cup with a red lid and a straw, with the word 'ICEE' printed on it. The woman on the right is also holding a similar cup. A red circle with the number '5' is centered over the image.

5

VIVID EXPERIENCES

Create Vivid Experiences and Beverage Destinations

- CUSTOMIZATION
- FUN ADD-INS
- COLOR

“Larger than life”
drinks capture
millennial trial and
increase social
media exposure.



ICEE's Strategy

- ICEE Desserts – Innovating a Classic





6

BRANDS MATTER

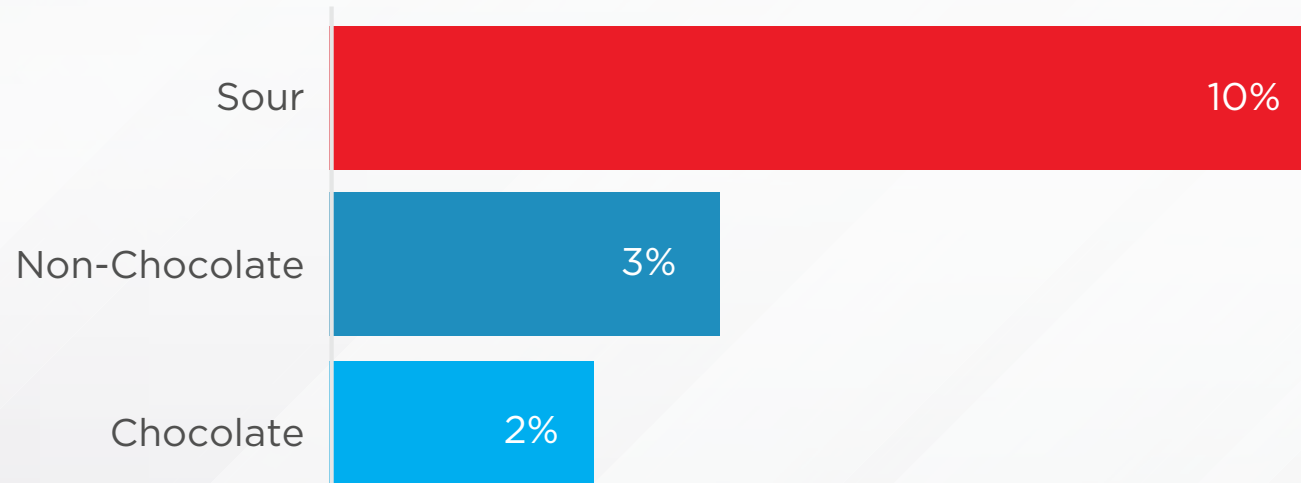
Increase in Brand Loyalty among Millennials and Generation Z

65% of people in Generation Z are more likely to purchase an item made with branded ingredients.



ICEE's Strategy

- ICEE partners with the best brands to bring trending flavors to both retailer and consumer.
- ICEE & Warheads Partnership
 - In the convenience channel, WARHEADS brand has grown **12%** YOY.
 - Sour candy is growing at **3X** the rate of the total non-chocolate segment.



Source: Warhead Company- Impact Confections



ICEE's Strategy

- ICEE & Coca-Cola Partnership
 - ICEE is Coca-Cola's **#1** customer of Frozen Carbonated Beverage concentrates.



ICEE's Strategy

- ICEE's Partnership with Coca-Cola allows for creative flavor development and nationwide rollout.



Create FUN desserts with easy add-ins!



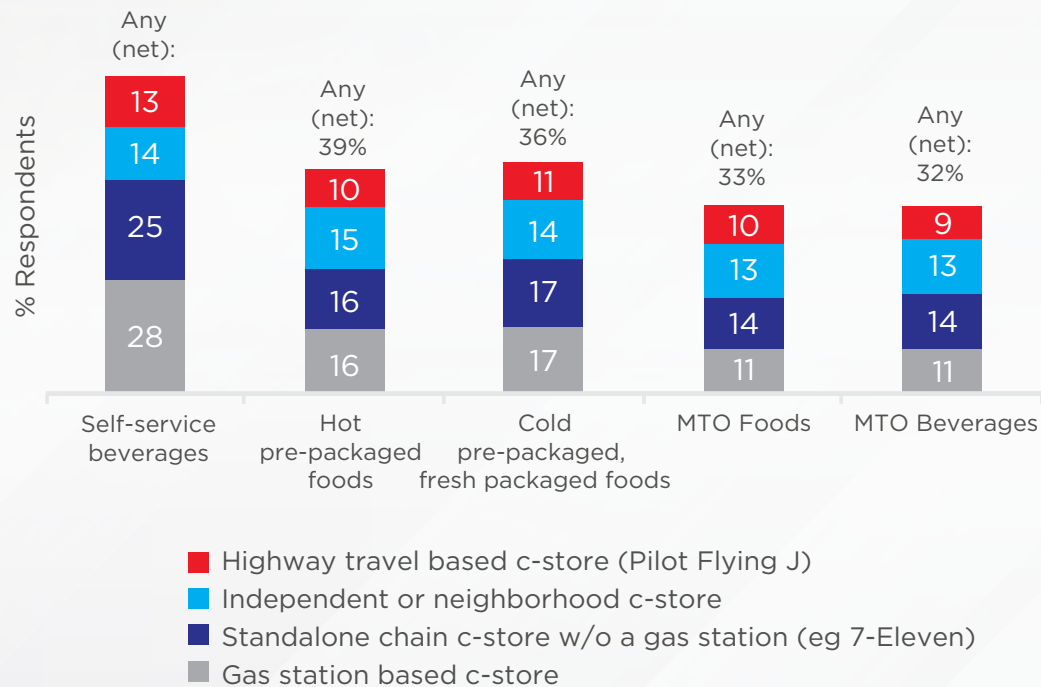
MADE WITH **Fanta** PRODUCTS



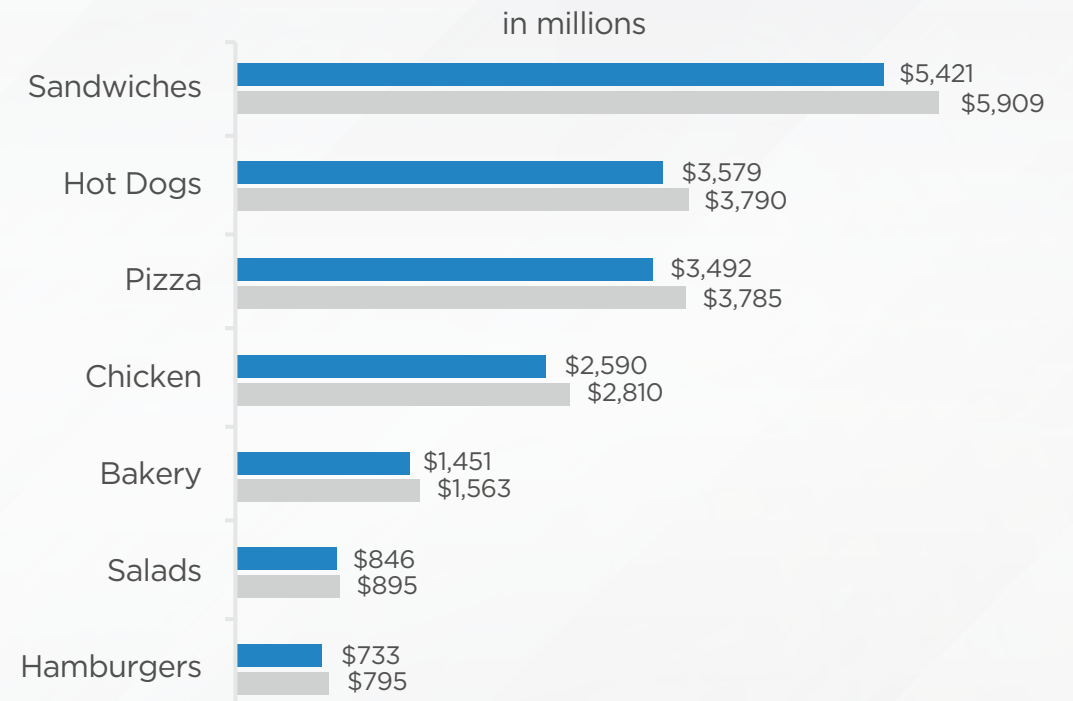
7

FOOD PAIRINGS

Self-Serve Beverages and Prepared Foods Remain the Foodservice Items Most Often Purchased in C-stores



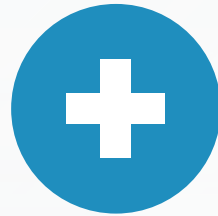
Source: Lightspeed/Mintel



Source: Lightspeed/Mintel



Customers Seek Combo Deals



Frozen Beverage Purchases are Most Often Accompanied by Snacks and Treats

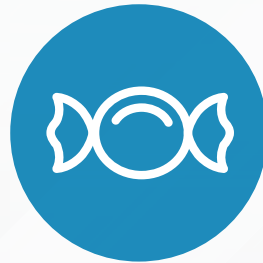
38%

Salty Snacks



29%

Candy & Gum



20%

Sweet Snacks
(Excluding Ice Cream)



ICEE's Strategy

- ICEE & Popcorn Combo Promotions

“Key to life is ICEE
and popcorn at Target.”

MOM, LOUISIANA



A blue-tinted background image showing a person's feet wearing white sneakers with black checkered laces. An ICEE cup is placed between the feet. The cup has the word "ICEE" in large, stylized letters and a cartoon character holding a drink. A red circle with the number "8" is centered over the cup.

8

DIFFERENTIATION VIA CUSTOMIZATION & OPTIONS

Uniqueness Sells

28% of Millennials and older members of Generation Z say they like to try new and unique beverages at restaurants.



Holiday-Themed Flavors and Containers & Packaging

Company research revealed **41%** of consumers look to discover new products during the holidays, and about **25%** will share photos of their drinks on social media. For restaurants, bars, coffee shops and other retailers, it's key to offer a selection of great-tasting, visually appealing and on-trend beverages.





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BETTER-FOR-YOU OPTIONS

Health and Wellness Revolution

With a pronounced “Health and Wellness Revolution” taking hold of the food and beverage industries, teens and their parents are more concerned about sugar content in juices and soft drinks.



ICEE's Strategy

- Providing Healthier Frozen Beverage Options Using Real Fruit Juices and Real Cane Sugar
- Juice 100
- Handcrafted Chill Frozen



Juice
100



Handcrafted
Chill
Frozen





10

FROZEN PREMIUM LINES

Coffee's Role in the Frozen Beverage Industry

Frozen blended coffee drinks continue to be popular, and the most demanded flavors include French vanilla, hazelnut and mocha.



ICEE's Strategy

- Twisted Chill Nitro Cold Brew



NITRO COLD BREW



Q A