

# WHY ICEE?



**STRONGEST BRAND RECOGNITION**  
IN THE FROZEN CARBONATED BEVERAGE INDUSTRY



# 86%

**BRAND AWARENESS**

& THE HIGHEST  
“UNAIDED” BRAND  
AWARENESS OF ALL  
FROZEN CARBONATED  
BEVERAGES.

HEAVY CATEGORY  
PURCHASERS  
CONSIDER ICEE TO BE  
THEIR FAVORITE  
BRAND.

THE ICEE BRAND **DOMINATES** THE MARKET & IS GROWING **AROUND THE WORLD**

## THE FACTS

- **BRANDED** FROZEN BEVERAGES OUTSELL **NON-BRANDED** FROZEN BEVERAGES IN ALL INSTANCES
  - CONSUMERS PERCEIVE **NON-BRANDED** FROZEN BEVERAGES AS “**FAKE**” OR LOWER QUALITY
  - THE IMPORTANCE OF ICEE BRANDING HAS BEEN DEMONSTRATED WITH BRANDED VS NON BRANDED SIGNAGE AND CUPS:
- ★ SALES INCREASE A **MINIMUM OF 15%** WHEN AN **ICEE BRANDED CUP** IS BEING ADVERTISED & SOLD.

