

WHY ICEE?



STRONGEST BRAND RECOGNITION
IN THE FROZEN CARBONATED BEVERAGE INDUSTRY



86%
BRAND AWARENESS

& THE HIGHEST 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 BE DEMONSTRATED WITH BRANDED VS NON-BRANDED SIGNAGE AND CUPS:
- **SALES INCREASE A MINIMUM OF 15% WHEN AN ICEE BRANDED CUP IS BEING ADVERTISED & SOLD**

