

NOW AVAILABLE
AS A FCB!

FANTASTIC. FROZEN. FUN.

97% BRAND AWARENESS¹

NOSTALGIC & FUN

Nearly 1 in 3 consumers 18-34 have had a frozen slushy in the P3M, and Hi-C overindexes with these young consumers.²

ORANGE IS A TOP FLAVOR FOR CONSIDERATION AMONG FROZEN DRINK CONSUMERS³



COMING JANUARY 2025 FOR A LIMITED TIME

PRODUCT	PACKAGE	SAP#	PRICE
Hi-C Orange Lavaburst FCB (Frozen Carbonated Beverage)	2.5-gal Bag-in-Box	Coming Soon	See Distributor List

Sources: 1. BEACH YTD November 2022; 2. Source: Technomic Away from Home Cold Beverage Report, Spring 2021; 3. Frozen Category Attitudes & Usage 2023;