



**FROZEN  
Minute  
Maid®**

**Hibiscus  
Lemonade**

**FROZEN BEVERAGES  
CONTINUE TO GROW AS  
CONSUMERS SEEK QUICK,  
INDULGENT TREATS**

Minute Maid®  
**97%**  
Brand Awareness<sup>1</sup>

Minute Maid® Is the  
**#1**  
Juice/FDA brand in  
FSOP in the Coca-Cola  
System<sup>2</sup>

Minute Maid®  
Frozen Ades **diversify**  
frozen beverage  
portfolios and add  
**incrementality**  
to frozen SSD lineups<sup>3</sup>

**807M**  
servings of Frozen  
Fruit/Other Slushy  
annually<sup>4</sup>

**+11%**  
growth on Frozen  
Fruit/Other Slushy vs.  
year ago<sup>4</sup>

Nearly  
**1 in 3**  
consumers ages 18-34  
have had a frozen slushy  
in the past 3 months<sup>5</sup>

**MENU PENETRATION**



Lemonade is found on  
**61% of menus in  
U.S. restaurants<sup>6</sup>**



**+46% growth in  
Hibiscus flavor  
(beverage & food)<sup>6</sup>**

| Product                                     | Package            | Minute Maid SAP | Price                            |
|---|--------------------|-----------------|----------------------------------|
| Minute Maid Frozen FCB<br>Hibiscus Lemonade | 2.5-gal Bag-in-Box | 412188          | Reference Distributor Price List |

Sources: 1. Bev360 Aided Brand Awareness rolling 12 m/e Dec 2020. 2. MFE, EQ Shipments 2021. 3. Frozen Flavors BASES Variety Rank & Sort, Nielsen IQ, October 2022 (QSR consumers past 3 months who are open to frozen beverages). 4. NPD CREST 12MMT Feb 2022. 5. Technomic Away From Home Cold Beverage Report, Spring 2021. 6. SNAP Datassential, 2022.

Hibiscus and Lemonade flavored  
with other natural flavors.  
Contains 0% juice.