

NEW
LOOK!!

Sprite

WINTER SPICED CRANBERRY

2022 HOLIDAY SEASON:

\$38MM IN SALES¹ (+153%)

And Sprite Winter Spiced Cranberry is still our #1 LTO

#1

Most preferred
flavor²

#1

Most preferred
Zero Sugar flavor²

#1

Flavor for
incremental sales²

LIMITED TIME OFFER!

September through December 2024



85%

of Consumers see
Sprite Winter Spiced
Cranberry as 'new
and different'¹

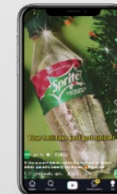
ALL
IMAGES
FPO

ROBUST MARKETING SUPPORT:

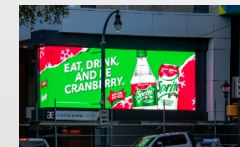
TV



SOCIAL



OUT OF HOME



NEXT STEPS: Capture holiday occasions and drive sales
with this festive LTO in the frozen barrel showcasing flavor
innovation overlapping in multiple formats