want some refreshing news?

93% household penetration

$1,150 per store, per week, which is the 5th highest VPO

585 million servings per day

71% of US population consumed an SSD in the past 4 weeks

3.2 billion trips made to convenience stores per year that include SSD, or about 1 in every 5 trips made to C-Stores

sparkling is the 2nd most expandable consumption category in the store

in the CR channel, Coca-Cola® is up 3.8% in Sparkling Dollars and leads Sparkling Beverage Growth

15.4% of millennials’ trips included the purchase of an SSD

1 Nielsen Homescan Panel, Total U.S. 52 weeks ending 3.28.15
2 Beverage Digest 2014
3 B3 Consumer Survey, 12 MMT March 2015 vs. YA, Total U.S. Population Ages 13-64
4 Kantar Retail Shopper Genetics, April 2012
5 Nielsen Homescan Panel, Total U.S. Small Stores, 52 weeks ending 4.4.15
6 Nielsen Databank Total U.S. CR – YTD thru 11.21.15; performance measured as dollar sales % change vs YAG
7 Coca-Cola iSHOP Study 2014, Total U.S. Population Ages 16-75, Monthly* Grocery Shoppers, 12 ME March 2015

for more information visit cokesolutions.com/retail

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