

FUTURE CONSUMPTION BEVERAGES

play an important role in convenience retail

From The Coca-Cola Company Knowledge & Insights iSHOP Tracking Study

Compared to your average Convenience Retail (CR) shopper, the Future Consumption (FC) Beverage CR Shopper is more likely to:



These trips are more likely to:



On average,

FC shoppers who buy **2-liter bottles**.*



On average,

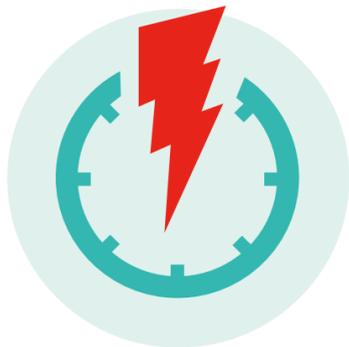
FC shoppers who buy **12-packs**.*



*Source: Shopper card data from leading CR retailers

The CR store layout should feature a **“STORE WITHIN A STORE”** to cater to FC shoppers.

Examples:



Grab & Go section for traditional CR shopper on a quick trip



Mini-Market section for the FC CR shopper on a fill-in food trip



About iSHOP: Individual Shopping Habits, Occasions and Perceptions (iSHOP) is available exclusively through The Coca-Cola Company. iSHOP is an ongoing study that covers all channels; shopper demographics, habits and attitudes; shopping occasions; and consumers' perception of retailers. iSHOP surveys shoppers of over 300 retailers in the U.S., and in many cases we customize these learnings for each retailer. Data provided Sept. 2015.