MTN DEW RISE ENERGY
HOW
DEW®
DOES ENERGY

All images FPO

CONSUMERS ARE LOOKING FOR ENERGY TO CONQUER THEIR DAY

GET STARTED	KEEP GOING	CHARGE UP	TUNE IN	ELEVATE THE NIGHT

LIGHT ENERGY, MILLENNIAL

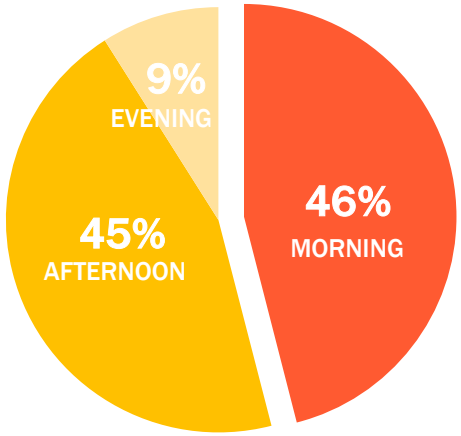
HEAVY/MEDIUM & NEW DRINKERS, GENZ

GAMERS, GEN Z & MILLENNIALS

All images FPO Source: MARC Research, Energy Consumer Segmentation, June 2020

WITH GREAT OPPORTUNITY IN MORNING OCCASIONS

PORTION OF DAY
% OF OCCASIONS



NEED MORE ENERGY

74% AMERICANS
DON'T GET ENOUGH
SLEEP

MORE WORK
+173 HOURS/YEAR VS.
1980

MILLENNIAL FOCUS
DOLLAR SPEND

$2.6B
GEN Z

$7.7B
MILLENNIAL

$3.5B
GEN X

$1.3B
BOOMERS

Source: Kantar iBev Beverage Tracker, Q2 2020
Source 2: May 2019 Mintel Report: Pg 17, 10 and National Safety Council 2017 Source 3: IRI Panel – L52wks Ending April, 2019

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WE HAVE ANALAYZED THE TOP RANKED ENERGY INGREDIENTS

CAFFEINE
180 mg / 16 oz
EQUIVALENT TO ~2 CUPS OF COFFEE

VITAMINS A&C
ANTIOXIDANTS

0g Added Sugar
AND ONLY 25 CALORIES

CITICOLINE + CAFFEINE
INCREASE MENTAL CLARITY

ZINC
IMMUNE SUPPORT

REAL FRUIT JUICE
5% JUICE

52% OF CURRENT DRINKERS TURN TO ENERGY TO "HELP ME FOCUS"

59% WANT FRUIT FLAVORS LIKE BERRY, GRAPE, BLUEBERRY, TROPICAL, ORANGE, PUNCH, ETC.

49% CONSIDER JUICE TO BE AN "EXTREMELY" OR "VERY" IMPORTANT INGREDIENT

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INTRODUCING MTN DEW RISE

Timing:
- Now!

What Is It?
- Introducing Mtn Dew's big entrance into the energy category, RISE! Formulated with the energy consumer in mind, RISE will include functional ingredients to help get your day started. With 180mg caffeine, citicoline, zinc, & antioxidants, these 6-exciting juice-based flavors will capture the Gen Z and Millennial customer base seeking healthier energy options.

Consumer Target:
- Ambitious self-starters seeking a physical and emotional boost in their day.

Insights:
- MTN DEW RISE meets consumer needs
  - Energy is growing 2 faster than LRB[1]
  - 42% of consumers use Energy to start their day and keep going[2]
  - 6 flavors offered as young consumers expect flavor diversity[2]
  - Fortified with vitamins, 5% real juice, and fewer calories

Flavors/Package Scope
- Pomegranate Blue Burst (16oz SS Can/12 pk Case)
- Berry Blitz (16oz SS Can/12 pk Case)
- Tropical Sunrise (16oz SS Can/12 pk Case)
- Peach Mango Dawn (16oz SS Can/12 pk Case)
- Strawberry Melon Spark (16oz SS Can/12 pk Case)
- Orange Breeze (16oz SS Can/12 pk Case)

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Source 1: IRI POS MULOC L52 ending 2/23/20
Source 2: Mintel Report May 2019 – US Energy. Page 9, 10, 11,, 17, 24 and National Safety Council 2017