

2014 Beverage Quick Reference Guide

How to Use this Guide:

1. Select from three account options:
 - Non-Exclusive Account
 - Exclusive Coca-Cola
 - Exclusive Pepsi

2. Align Plan-O-Gram Assortment at the Sub-Category Level

1. % Mix is provided in the sub-category colored box. Be sure space to sales is planned appropriately.



2. Include **Core Products** in Plan-O-Gram
3. If space allows, include **Optional Brands/Extensions**

Core Products

Regular CSDs
18%

1. Mountain Dew
2. Coca Cola
3. Pepsi
4. Dr. Pepper
5. Sprite

Diet CSDs
15%

1. Diet Coke
2. Diet Mountain Dew
3. Diet Pepsi
4. Diet Dr Pepper
5. Coke Zero

Water
18%

1. Aquafina
2. Dasani
3. Smart Water

Juice
10%

1. Tropicana Orange No Pulp
2. V8
3. Naked Green Machine

Juice Drinks
10%

1. Snapple Kiwi Stwbry
2. Minute Maid White Lemonade

Enhanced Water
6%

1. Vitamin Water XXX Acai Bibr Pom
2. Vitamin Water Power C
3. Vitamin Water Squeezed Lemonade Zero

Energy
8%

1. Red Bull
2. Red Bull Sugar Free

RTD Tea
6%

1. Lipton Green Tea Citrus
2. Lipton Diet Green Tea Citrus
3. Lipton Pure Leaf Tea Sweet

RTD Coffee
2%

1. Starbucks Frap Mocha
2. Starbucks Iced Coffee with Skim

Sport / Isotonic
7%

1. Gatorade Lemon Lime
2. Gatorade Fruit Punch
3. Core Power Chocolate

Optional Brands/Extensions

Regular CSDs
18%

1. Cherry Coke
2. A&W Root Beer
3. Wild Cherry Pepsi
4. Fanta
5. Canada Dry Ginger Ale

Diet CSDs
15%

1. Sprite Zero
2. Diet Pepsi Caf Free
3. Diet A&W Root Beer
4. Diet Sunkist
5. Diet Wild Cherry Pepsi

Water
18%

1. Perrier
2. Poland Springs

Juice
10%

1. Naked Mighty Mango
2. Odwalla Blueberry B
3. Minute Maid Orange
4. Minute Maid Apple
5. Ocean Spray CranGrape

Juice Drinks
10%

1. Snapple Fruit Punch
2. V8 Splash Tropical

Enhanced Water
6%

1. Sparkling ICE Blk Raspberry
2. Sparkling ICE Orange Mango
3. Zico Natural

Energy
8%

1. Monster
2. Monster Energy Zero Ultra
3. Rockstar
4. Kickstart Fruit Punch
5. Monster Rehab Tea Lemonade

RTD Tea
6%

1. Arizona
2. Gold Peak
3. Arizona Half & Half

RTD Coffee
2%

1. Starbucks Frapp Vanilla
2. Starbucks Double Shot
3. Starbucks Frapp Coffee

Sport / Isotonic
7%

1. Gatorade Orange
2. Gatorade G2 Grape
3. Gatorade Cool Blue
4. Gatorade G2 Glacier Frz

Legend

Demographics & Regional Preferences May Impact Exact Brand Selections

% Mix of Total Bev - Align assortment at sub-cat level

Core Products

Optional Brands/Extensions

Regular CSDs 18%		<ol style="list-style-type: none"> 1. Coca Cola 2. Sprite 3. Fanta Orange 4. Cherry Coke 5. Pibb/ Dr. Pepper*
Diet CSDs 15%		<ol style="list-style-type: none"> 1. Diet Coke 2. Coke Zero 3. Sprite Zero 4. Cherry Coke Zero 5. Diet Dr Pepper*
Water 18%		<ol style="list-style-type: none"> 1. Dasani 2. Smart Water 1L 3. Smart Water 20 oz 4. Dasani Drops
Juice 10%		<ol style="list-style-type: none"> 1. Minute Maid Orange 2. Minute Maid Apple 3. Simply Orange 4. Simply Lemonade 5. Odwalla Blueberry B
Juice Drinks 10%		<ol style="list-style-type: none"> 1. Minute Maid White Lemonade 2. FUZE Strawberry Melon
Enhanced Water 6%		<ol style="list-style-type: none"> 1. Vitamin Water XXX Acai Blbry Pom 2. Vitamin Water Power C 3. Vitamin Water Squeezed Lemonade Zero 4. Vitamin Water Zero Drops
Energy 8%		<ol style="list-style-type: none"> 1. Monster 2. Monster Energy Zero Ultra 3. NOS Ultra
RTD Tea 6%		<ol style="list-style-type: none"> 1. Gold Peak Sweet Black 2. Gold Peak Diet 3. FUZE Sweet Lemon 4. Honest Honey Green
RTD Coffee 2%		<ol style="list-style-type: none"> 1. ILLY Cappuccino 2. Monster Java
Sport / Isotonic 7%		<ol style="list-style-type: none"> 1. Powerade Mountain Berry Blast 2. Powerade Fruit Punch 3. Core Power Chocolate 4. Powerade Drops

Regular CSDs 18%		<ol style="list-style-type: none"> 1. Barq's 2. Mello Yello 3. Seagrams Ginger Ale
Diet CSDs 15%		<ol style="list-style-type: none"> 1. Fresca 2. Fanta Orange Zero 3. Mello Yello Zero 4. Diet Coke with Lime
Water 18%		<ol style="list-style-type: none"> 1. Dasani 1 L 2. Smart Water 700 ML 3. Dasani Sparkling Lemon 4. Zico Natural 5. Zico Chocolate
Juice 10%		<ol style="list-style-type: none"> 1. Minute Maid Cran/Apple/Rasp 2. Odwalla Mango Tango 3. Minute Maid Drops
Juice Drinks 10%		<ol style="list-style-type: none"> 1. Minute Maid Pink Lemonade 2. Minute Maid Fruit Punch 3. FUZE Banana Colada
Enhanced Water 6%		<ol style="list-style-type: none"> 1. Vitamin Water Energy 2. Vitamin Water Revive 3. Vitamin Water XXX Zero 4. Fruitwater Black Raspberry
Energy 8%		<ol style="list-style-type: none"> 1. Full Throttle Original 2. Monster Rehab Tea Lemonade
RTD Tea 6%		<ol style="list-style-type: none"> 1. FUZE Diet 2. Honest Not Too Sweet
RTD Coffee 2%		<ol style="list-style-type: none"> 1. ILLY Latte Macchiato
Sport / Isotonic 7%		<ol style="list-style-type: none"> 1. Powerade Orange



Legend

*Items approved in regions where Coca-Cola is DSPG brand distributor

% Mix of Total Bev - Align assortment at sub-cat level

Core Products

Regular CSDs 18%		<ol style="list-style-type: none"> 1. Mountain Dew 2. Pepsi 3. Dr. Pepper* 4. Crush Orange* 5. Sierra Mist
Diet CSDs 15%		<ol style="list-style-type: none"> 1. Diet Mountain Dew 2. Diet Pepsi 3. Diet Dr Pepper* 4. Pepsi Max 5. Diet Sierra Mist
Water 18%		<ol style="list-style-type: none"> 1. Aquafina 20 oz 2. Aquafina 16.9 oz 3. Aquafina 1.0 Ltr
Juice 10%		<ol style="list-style-type: none"> 1. Tropicana No Pulp 2. Tropicana Some Pulp 3. Ocean Spray Cranberry 4. Naked Juice Green Machine 5. Naked Juice Protein Zone
Juice Drinks 10%		<ol style="list-style-type: none"> 1. Lipton Brisk Straw Melon 2. Lipton Brisk Fruit Punch 3. Sobe Energize Citrus 4. Sobe Smooth Pina Colada 5. Hawaiian Punch Fruit Juicy Red
Enhanced Water 6%		<ol style="list-style-type: none"> 1. Sobe Life Water Yumberry Pom 2. Aquafina Flavorsplash Grape 3. Propel Zero Kiwi Strawberry 4. Sobe Life Water Straw Drgnfruit 5. Aquafina Flavorsplash Wild Berry
Energy 8%		<ol style="list-style-type: none"> 1. Rockstar Original 2. AMP Original 3. Rockstar Sugar Free 4. Starbucks Double Shot Mocha 5. Kickstart Fruit Punch
RTD Tea 6%		<ol style="list-style-type: none"> 1. Lipton Pure Leaf Sweet Tea 2. Lipton Pure Leaf Unsweetened 3. LIT Citrus Green Tea 4. LIT Citrus Green Tea Diet 5. Lipton Brisk Lemon
RTD Coffee 2%		<ol style="list-style-type: none"> 1. Starbucks Frap Mocha 2. Starbucks Iced Coffee Low Cal 3. Starbucks Frap Vanilla 4. Starbucks Frap Coffee 5. Starbucks Refreshers Straw Lemonade
Sport / Isotonic 7%		<ol style="list-style-type: none"> 1. Gatorade Lemon Lime 2. Gatorade Fruit Punch 3. Gatorade Orange 4. G2 Grape 5. G2 Glacier Freeze

Optional Brands/Extensions

Regular CSDs 18%		<ol style="list-style-type: none"> 1. Mt. Dew Code Red 2. Pepsi Wild Cherry 3. Mt. Dew Live Wire 4. Schweppes Ginger Ale* 5. Mug Root Beer
Diet CSDs 15%		<ol style="list-style-type: none"> 1. Diet Wild Cherry Pepsi 2. Diet CF Pepsi 3. Pepsi Next 4. Crush Diet Orange* 5. Schweppes Diet Ginger Ale*
Water 18%		
Juice 10%		<ol style="list-style-type: none"> 1. Ocean Spray Orange 2. Ocean Spray Apple 3. Naked Juice Mighty Mango 4. Naked Juice Blue Machine 5. Ocean Spray Cran Grape
Juice Drinks 10%		<ol style="list-style-type: none"> 1. Lipton Brisk Lemonade 2. Sobe Smoothie Straw Daiquiri 3. Sobe Lizard Fuel Straw Banana
Enhanced Water 6%		<ol style="list-style-type: none"> 1. Sobe Life Water Fuji Apple Pear 2. Sobe Life Water Blood Orng Mango 3. O.N.E. Coconut Water 4. Propel Zero Grape 5. Sobe Pacific Coconut Water
Energy 8%		<ol style="list-style-type: none"> 1. Rockstar Punched Trop Punch 2. Starbucks Double Shot Van 3. Rockstar Zero Carb 4. Rockstar Lemonade Diet 5. AMP Cherry
RTD Tea 6%		<ol style="list-style-type: none"> 1. Lipton Pure Leaf Sweet Tea Lemon 2. Lipton Pure Leaf Extra Sweet 3. Lipton Brisk Sweet Tea 4. Lipton Brisk Tea Lemonade 5. Lipton Brisk Raspberry
RTD Coffee 2%		<ol style="list-style-type: none"> 1. Starbucks Iced Coffee 2. Starbucks Iced Coffee Van 3. Starbucks Doubleshot 4. Starbucks Refreshers Rasp Pom 5. Starbucks Frap Caramel
Sport / Isotonic 7%		<ol style="list-style-type: none"> 1. Gatorade Cool Blue 2. Gatorade Frost Glacier Freeze 3. Gatorade Frost Riptide Rush 4. Gatorade Fierce Strawberry 5. G2 Fruit Punch