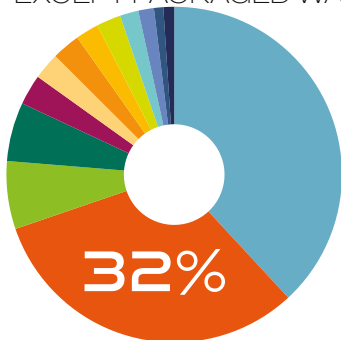


FIVE
REASONS
WHY

DELIGHTING CSDs

1 RELY ON THE
BIGGEST
NON ALCOHOLIC
BEVERAGE
CATEGORY
EXCEPT PACKAGED WATER



SOURCE:
GLOBAL
DATA
2023

2 BUILD ON
**LONG
TIME
FAVOURITS**
WITH A
**TRENDY
TWIST**



3 DELIGHT
YOUR FANS
WITH
**NEW CSD
CONCEPTS**



ACCORDING TO
CURRENT TRENDS

- LESS SWEET
- MORE NATURAL
- GROWNUP TASTE

4 **SPARKLE
PEOPLES
DAY**

WITH
TINGLY
TASTE
SENSATIONS



5 **MIHMM!**
GIVE PEOPLE
**INDULGENT
MOMENTS**
WITH TASTY TREATS

BOOST THEIR
WELLFEELING
AND SUPPORT THEIR
MENTAL HEALTH

MIHMM!

esarom
YOUR
PARTNER
IN TASTE.

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