

discover the **new**
power of poppi



poppi

the soft drink that will transform the category

feel-good flavours, standout cans.

Better for drinkers. Better for sales. A premium US breakout brand with built-in pulling power, poppi combines high fibre and low sugar with bold shelf standout – driving talkability, trade-up and stronger margins across your soft drinks range.

a winning flavour range

A line-up designed for UK tastes – and proven to deliver.



A 5026656
poppi Raspberry
Rose

A 5026654
poppi Orange

A 5026658
poppi Strawberry Lemon

A 5026659
poppi Wild Berry

A 5026653
poppi Lemon Lime



**2nd Fastest
Growing Brand
in US history¹**



**No.1
Functional
Soda²**



**High
Fibre**



**Low
Calorie**



**Low
Sugar**

Sources: 1. Company Reports, Forbes, Internal Sources. 2. Total Poppi Retail Sales (SPINS, Circana-Costco, Stackline-Amazon).
For further information please contact Carlsberg Britvic at pressoffice@carlsbergbritvic.co.uk.