



**THE CHOICE OF  
THE THIRSTY  
GENERATION**

# PEPSI IS WELL PLACED TO GROW THE COLA CATEGORY



1



Pepsi Max is the No1 Cola with black cola driving all the growth

2



Backing Pepsi Max exponentially delivers category growth

3



Pepsi Max Cherry has become the first flavoured cola to surpass £100m RSV

4



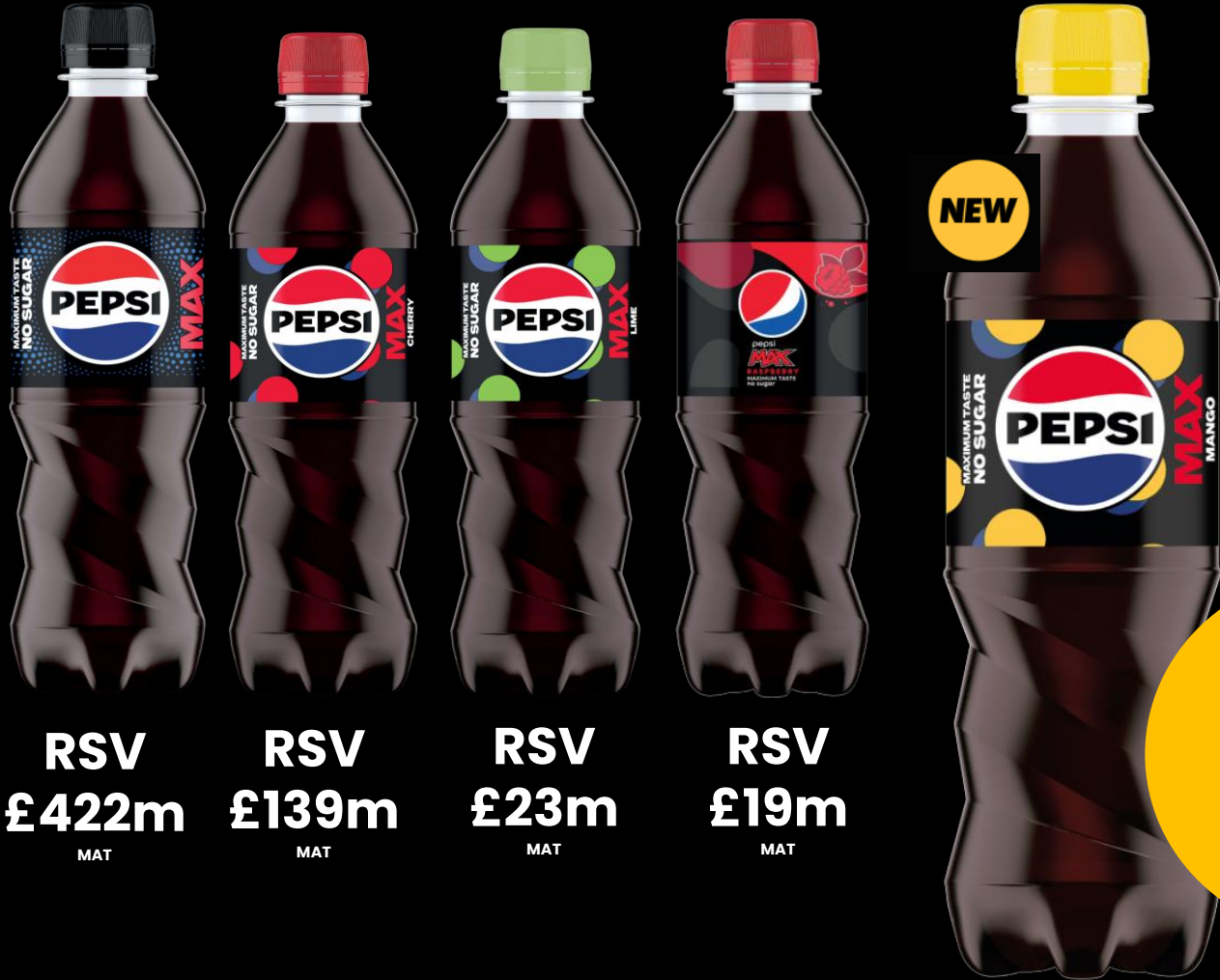
A great tasting portfolio offering choice & removing sugar from nation's diet

5



Driving relevance through events and occasions

# WITH GREAT TASTING LIQUIDS & THE TOP 3 FLAVOURS IN THE NO SUGAR COLA CATEGORY WORTH OVER £188M RSV



**RSV**  
**£422m**  
MAT

**RSV**  
**£139m**  
MAT

**RSV**  
**£23m**  
MAT

**RSV**  
**£19m**  
MAT

**NEW**

**NEW MANGO  
REPLACING  
RASPBERRY**

**PROVEN  
FLAVOUR  
TERRITORY**

**65%**  
SHARE OF FLAVOURED  
COLA **+5%** L12 val

**+38%**  
**HIGHEST  
REPEAT  
RATES IN  
CATEGORY**

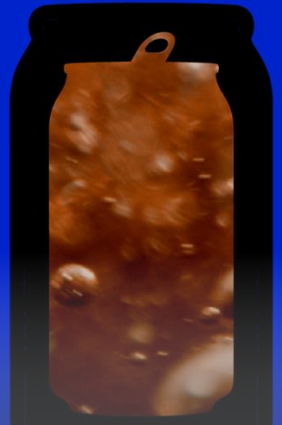
\*Sources: NielsenIQ RMS, Total Coverage, MAT Value Sales to 28.01.23 | Pepsi Max flavours, Britvic Defined, MAT to WE 28.01.23 Kantar – Purchase – Colas – TSD – 52 w/e 30 Oct 2022

**THIRSTY  
FOR MORE**



**UNEXPECTED  
FOOTBALL  
ENTERTAINMENT**





**TAKING TASTE & REFRESHMENT  
TO A NEW LEVEL OF CRAVE**





# WE'LL BE INCORPORATING OUR HUGELY SUCCESSFUL TASTE CHALLENGE & 'YOU PROBS PREFER PEPSI MAX' MESSAGING

**PEOPLE.**  
70% OF THE UK PREFER PEPSI MAX\*

**YOU PROBS PREFER PEPSI MAX**

#THIRSTYFORMORE

**PEOPLE HAVING A BAD HAIR DAY**

70% OF THE UK PREFER PEPSI MAX\*

**YOU PROBS PREFER PEPSI MAX**

**LONDONERS**

**YOU PROBS PREFER PEPSI MAX**

70% OF THE UK PREFER PEPSI MAX\*

\*When compared with the taste of the UK's biggest-selling full sugar cola. Visit [www.pepsi.co.uk/faq](http://www.pepsi.co.uk/faq)

# WE HAVE BIGGER & BOLDER PLANS FOR 2024



**Q1**

Oct - Dec



**EA SPORTS  
& CHRISTMAS**

**Q2**

Jan - Mar



**PEPSI RESTAGE**

**Q3**

April - June

**THIRSTY FOR MORE**  **UNEXPECTED FOOTBALL ENTERTAINMENT**



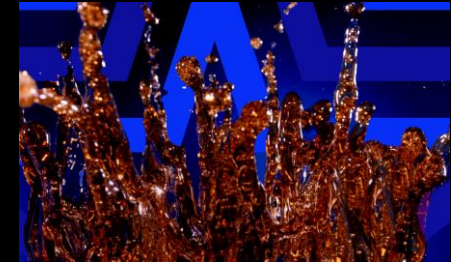
**UCL**

**Q4**

July - Sept



**TAKING TASTE & REFRESHMENT TO A NEW LEVEL OF CRAVE**



**SUMMER OF TASTE**

**+ TACTICAL WITH FOOD OPPORTUNITIES THROUGHOUT THE YEAR**