



# The portfolio Canadians are choosing more often



# Innovations Coke 2027

Cherry Lime

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Feb – April 2027



A Fresh Twist on  
Coca-Cola

Strawberry Float

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May – Aug 2027



Introducing for Summer

Creamy Vanilla

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Oct – Dec 2027



The Return of a Holiday  
Favourite

# Diet Coke

Feb – 2027

## Diet Coke Loves Love



Cherry Coke

**#2** Diet Cola Brand in Canada

**\$170M**

In annual sales +14% VYA

Diet/Zeros Segment



**1.2X**

Average basket vs. Diet Pepsi

Source: 1) Nielsen Canada AMC, YTD P/E 5.30.26; #2 ranked on \$ volume; 2) BEACH NAOU Dashboard, 12MMT April 2026 VYA Index to Diet Pepsi

# Innovations Sprite 2027

## Sprite Strawberry Kiwi LTO

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Apr – 2027



Fresh flavour of  
Strawberry Kiwi right for  
the summer.

## Sprite Vanilla Frost LTO

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Nov – Dec 2027



Expanding our successful  
innovation platforms creating a  
new Holiday tradition.

# Innovations FANTA 2027

## FANTA GAMING LTO

Apr – 2027



Elevated Orange Fanta with more fizz and caffeine to fuel gamers while they play

## FANTA HALLOWEEN LTO

Sept – Oct 2027



New! Ghost Face Punch!  
Icon in Halloween culture.  
90% agree this flavour is delicious

## Dirty SODA LTO

Sept – Oct 2027



Gen Z loves dirty soda and 31% of Canadians drinking more hybrid/fusion drinks

# INNOVATION HYDRATION 2027

## Sour watermelon

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Jan – Dec 2027



Drive trial & excitement  
on trend: sour & flavour  
standout, bold packaging

## Powerade Zero Sugar team pack

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Feb – 2027



Trend: zero sugar  
Grow baskets  
Consumer value

## POWERADE FIFA WOMEN'S WORLD CUP

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May – Jul 2027



Trend: zero sugar & tropical flavours  
Fifa & soccer fandom  
Drive trial & excitement

# INNOVATION HYDRATION 2027

**vitaminwater  
Formula 100**

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**Mar - 2027**



**A fan favourite returns...  
at 100%  
Mental Clarity**

**smartwater  
1 L 6 pk**

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**Feb - 2027**



**76% T2B Purchase intent  
#2 Velocity ranked pack in premium  
water category**



# 2027 INNOVATIONS

## Strawberry Lemon Sugar free

Feb - 2027



### First Zero Sugar

+9% More Consumers

**+28%**

Growth L2Y In RTD Tea Diet/Light

## Watermelon Lime

Feb - 2027



### Flavour Excitement

+12% More Consumers

**142 index**

Gen Z with flavours vs. other age group

# 2027 AHA INNOVATIONS

Feb – 2027



- Flavours that lead category sales
- New packaging stands out on shelf



- AHA's superior taste
- Breakthrough Challenger marketing to make a splash with Gen Z & Millennials



# Innovations 2027

Peach Mango  
Ginger Ale LTO

Jan - 2027



Year 1 Sold out in 4 weeks!  
New in 2027 will be the sleek can  
offering in Zero Sugar

Strawberry Lemonade  
Ginger Ale LTO

May - 2027



Owning Summer Refreshments.  
New in 2027 will be the sleek can  
offering in Zero Sugar

Cranberry  
Ginger Ale LTO

Sept 2027



The #1 LTO in CSD.  
New in 2027 will be the sleek can  
offering in Zero Sugar



# GROWTH LEVERS

## INNOVATION ACCELERATION 2027

Speed to market

» JAN



MONSTER  
ULTRA PUNK  
PUNCH  
473MLSTORM  
+ STORM  
TROPICAL  
355ML



MONSTER  
ORIGINAL  
STRAWBERRY  
SHOTS 473ML



MONSTER  
ORIGINAL  
ZERO SUGAR  
STRAWBERRY  
SHOT 473ML



MONSTER  
ULTRA  
PUNK PUNCH  
355ML



MONSTER  
ULTRA WILD  
PASSION  
355ML

» FEB



STORM 355ML  
LAUNCH  
+  
STORM  
TROPICAL  
355ML

» MAR



BANG 355ML  
LAUNCH  
+  
BANG LIME  
POP DROP  
355ML



MONSTER  
PUNCH  
VOODOO  
GRAPE 473ML



REIGN  
WATERMELON  
SOUR GUMMY  
473ML



MONSTER  
LANDO NORRIS  
ZERO SUGAR  
473ML

» AUG



MONSTER  
PUNCH BAD  
APPLE 473ML  
LTO



MONSTER ULTRA VARIETY  
PACK(ZERO ULTRA/BLUE  
HAWAIIAN/PUNK PUNCH)  
12/473ML



MONSTER ULTRA VARIETY  
PACK(ZERO ULTRA/BLUE  
HAWAIIAN/PUNK  
PUNCH/PEACHY KEEN)  
8/355ML

**Coca-Cola**  
Vanilla

**Coca-Cola**  
ZERO SUGAR  
Vanilla

LIMITED TIME OFFER

AUG 31 – DEC 31



**DRIVE  
CONVERSION:**

Recruit Gen Z and  
Millennials looking for  
SSD flavour variety

**FLAVOURS:**

- Coca-Cola Vanilla
- Coca-Cola Zero Sugar  
Vanilla

**SKUs:**

- 500mL PET
- 355mL 12PK
- 710mL 6PK (FS only)
- 355mL Sleek Can (FS only)
- 355mL 32PK (ZS only)

**NEXT STEPS:**

Activate off-shelf displays  
(perimeter & lobby) and  
other POIs to increase trial  
and transactions

Delight variety seekers with a  
delicious new LTO flavour

BUILT UPON A PROVEN FOUNDATION:

Creamy Vanilla was a hit  
with Canadians in 2025:

Drove

**50%**

Incremental Households  
to the SSD Category<sup>2</sup>

**60%**

Drove majority of  
Coca-Cola TM growth<sup>3</sup>

Nov.–Dec. timeframe

Sources: 1) Numerator Shopper Survey, Nielsen BASES December 2025. 2) Nielsen SSD L52W, Food  
Business News, Gen Z Disrupting Beverage Trends, July 2025. 3) Numerator Cross Purchase Report.

Your **Dollar Store** With More

Purchase any 8 cases of  
500 mL Coca-Cola® beverages and  
**GET 1 FREE\* CASE OF**  
**500 ML COCA-COLA®**  
**VANILLA**

**ORDER NOW**

\*Must purchase a minimum of 8 cases of any Coca-Cola® beverages 12 x 500 mL to receive 1 free case of Coca-Cola® Vanilla 12 x 500 mL. Products must be purchased together to qualify. Single units sold at regular price. Offer valid at participating locations starting August 31st, 2026 at 12:00am until September 30th, 2026 11:59pm. Subject to availability, while supplies last. Not valid with any other offer. This product may not be suitable for everyone. Please read the label for instructions.

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# UNLOCK SEASONAL WITH MONSTER BAD APPLE

LIMITED TIME  
Sep 14 – Dec 13



## +13%

\$ Vol. % Chg YA



NATIONAL EX NFLD GB +DR +MM+C&G - Cal yr 2025

## CAPTURE DEMAND FOR APPLE FLAVORED ENERGY

Apple flavour projected to **outpace**  
5yr energy category trends

Bad Apple is a breakout performer in the U.S., delivering over **\$27.5M** and **9.5M units**. One of the fastest-growing innovations in the lineup.

Source: Nielsen Total US x AOC + Conv | L26wks - ending 02/21/26 | TDE



Punch Monster is a powerhouse, **ranking 1st in \$ growth** among full-sugar energy brands & **fueling over 40% of the segment's expansion**



Source: GlobalData Flavor Review 2017-2030F

## BAD APPLE WINS BIG

## SEASONAL DEMAND DRIVERS

Consumers respond strongly to scarcity, limited-time seasonal launches create urgency and drive trial.

### SEASONAL FLAVOURS MATTER:

**64.5%** of consumers say unique or seasonal releases influence their purchase decisions, reinforcing that seasonal energy drinks offer meaningful incremental demand

Source: GlobalData Flavor Review 2017-2030F

## MERCHANDISING:

### ON-SHELF:

- Replace one double facing of Punch with Bad Apple

### OFF SHELF:

- Monster Cooler
- Bad Apple Case Stacker

## PRODUCT OVERVIEW

### Flavour Profile:

Sweet fuji apple. Crisp, dry flavour that's not too sweet.

### Calories:

170 cal per 12/473mL can

### Efficacy:

160 mg of caffeine per 473mL can

### Shelf Life:

2 years

### Package:

12/473mL

### Pricing:

Line priced with Punch Monster 473mL singles

Your **Dollar Store** With More

Purchase any 8 cases of  
473mL MONSTER ENERGY® in any flavour and

**GET 1 FREE\* CASE OF  
473mL MONSTER ENERGY®  
PUNCH BAD APPLE™**

**ORDER NOW**

**NEW**

**LIMITED  
EDITION**



\*Must purchase a minimum of five (5) cases of 473mL Monster Energy® in any flavour, to receive one (1) free case of 473mL Monster Energy® Punch Bad Apple™. Products must be purchased together to qualify. Subject to availability, while supplies last. Single units sold at regular price. This product may not be suitable for everyone. Please read the label for instructions. Offer valid at participating locations starting Oct 1st, 2026, at 12:00 am ET until Oct 30th, 2026, 11:59pm ET. The trademarks that appear are the property of their respective trademark owners.