Coca-Cola Vanilla

Coca-Cola ZERO SUGAR Vanilla

LIMITED TIME OFFER

AUG 31 – DEC 31

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[2]

60%

Drove majority of Coca-Cola TM growth[3]

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.

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

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® Vanila 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. ®Coca-Cola Ltd., used under license.



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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

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

CAPTURE DEMAND FOR APPLE FLAVORED ENERGY

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



Source: GlobalData Flavor Review 2017-2030F

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.

BAD APPLE WINS BIG

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

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
*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.
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LIMITED EDITION
PUNCH
MONSTER
ENERGY