Holiday MyCoke Offer

NOV 14 - DEC 31, 2026



OFFER AT A GLANCE

- **Buy 10+ cases** of eligible 1 L Coca-Cola®, CANADA DRY® or DASANI® beverages in one MyCoke transaction.
- Enter for a chance to win **$500 in product credit**. One prize is available.

No purchase necessary. Open to legal residents of Canada who have reached the age of majority in their province or territory. Skill-testing question required. See official contest rules for full details.

One prize will be drawn in January and the winner contacted directly. The $500 product credit will be applied to your choice of items and added to your next order.

SUSTAINING RACKS

Q RACKS / MODULIZER	XPAND LITE	GOODZ2GO	GAMECHANGER	FLM COOLER TOP	FREEZER TOP	WOODEN RACK





Suggested Planogram & Order of Entry for Growth

Door: 1 of 1

Section:	Door 1	Shelf:	5	Width:	26	Height:	1	Depth:	22	Merch:	12.5

	Name	Size	Package	UPC	Face
1	Coca-Cola (Canada)	500mL	bottle	67000110825	4
2	Coca-Cola Zero Sugar (Canada)	500mL	bottle	67000110719	2
3	Diet Coke (Canada)	500mL	bottle	67000110726	2

Section:	Door 1	Shelf:	4	Width:	26	Height:	1	Depth:	22	Merch:	9

	Name	Size	Package	UPC	Face
1	Sprite (Canada)	500mL	bottle	67000110733	2
2	Canada Dry Ginger Ale (Canada)	500mL	bottle	62100010044	2
3	FUZE Lemon Iced Tea (Canada)	500mL	bottle	80793793594	2
4	FUZE Lemon Zero Sugar Iced Tea (Canada)	500mL	bottle	80793793617	2

Section:	Door 1	Shelf:	3	Width:	26	Height:	1	Depth:	22	Merch:	8.5

	Name	Size	Package	UPC	Face
1	Minute Maid Apple (Canada)	355mL	bottle	59600038128	1
2	Minute Maid Orange (Canada)	355mL	bottle	59600038098	1
3	Monster Energy (Canada)	473mL	can	70847030706	2
4	Monster Ultra Zero (Canada)	473mL	can	70847036456	2
5	Core Power Chocolate (Canada)	414mL	bottle	811620022866	2

Section:	Door 1	Shelf:	2	Width:	26	Height:	1	Depth:	22	Merch:	10.5

	Name	Size	Package	UPC	Face
1	Powerade Mixed Berry (Canada)	591mL	bottle	67000111020	2
2	BodyArmor Strawberry Banana (Canada)	473mL	bottle	67000012310	2
3	vitaminwater xxx (Canada)	591mL	bottle	786162650122	2
4	vitaminwater zero xoxox (Canada)	591mL	bottle	786162103642	2

Section:	Door 1	Shelf:	1	Width:	26	Height:	1	Depth:	22	Merch:	11.5

	Name	Size	Package	UPC	Face
1	Dasani (Canada)	591mL	bottle	67000102226	4
2	smartwater (Canada)	591mL	bottle	786162650368	4



SPECIALTY RETAIL PRIORITY PACKAGES



Limited Time Offers (LTOs)

DECEMBER 2026



Coca-Cola Canada Bottling Limited

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

DRIVE CONVERSION:

Recruit Gen Z and Millennials looking for SSD flavour variety

FLAVOURS:

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

SKUs:

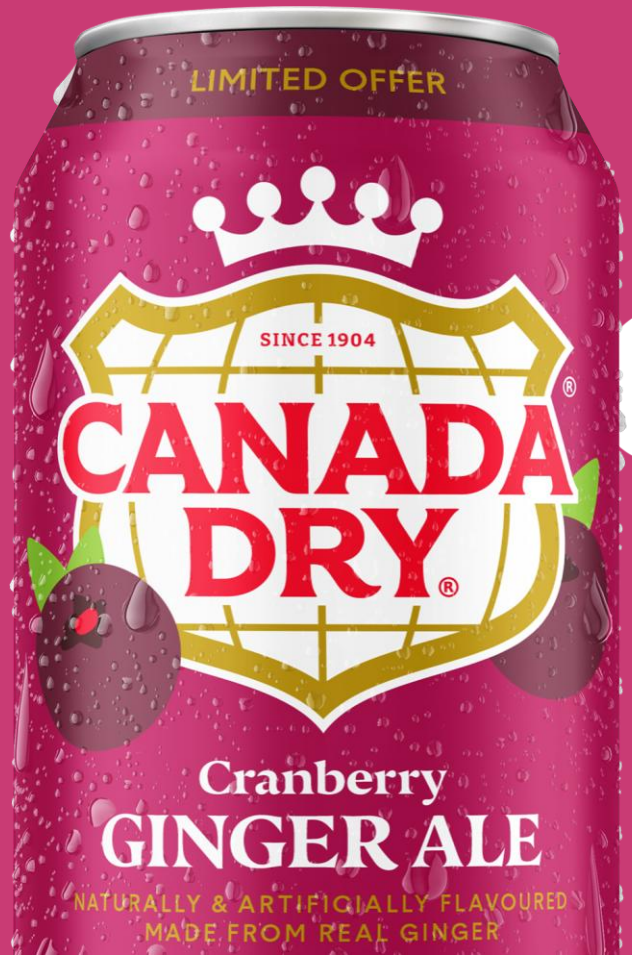
- 500mL PET
- 355mL 12PK
- 710mL 6PK (FS only)
- 355mL Sleek Can (FS only)
- 355mL 32PK (ZS only)

NEXT STEPS:

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

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.

MADE FROM REAL GINGER



Canada Dry Cranberry Ginger Ale

In Market: SEP 15 – DEC 31, 2026
Channel: Small Store

THE IDEA

Drive:	Incremental sales by recruiting new users who seek unique flavour options
Who:	Young Professional 25-34 who seek variety and unique flavours
By / how	Provides choice, the right flavour in the right package, refreshing flavour that satisfies craving to experiment.
Occasion	Immediate consumption

THE PRODUCT

Flavour	Canada Dry Cranberry Ginger Ale
Features	Made From Real Ginger and No Caffeine
Description	Canada Dry Cranberry Ginger Ale has the refreshing, crisp and clean taste of ginger ale paired with a delicious cranberry flavour

PRODUCT DETAILS

Size	**Cans**: 355ml Sleek, 222ml. **PET**: 500ml
Package	**Cans:** 1 x 355ml Sleek, 6 x 222ml **PET**: 1 x 500ml
Channel	Small Store
Pricing	Retail and Promo Price aligned with Core Sparkling Beverages
Shelf Life	39 weeks (cans), 17 weeks (PET)

THE OPPORTUNITY

Retailer

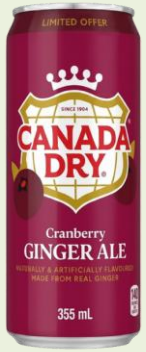
- Canada Dry **Flavours are driving double digit growth:** up 13% in $vol YTD vs LY[1]
- CD 500mL Flavours are **up 37% in $vol** YTD vs LY[1]

Consumer

- **59%** of consumers cite **new flavours as a top attribute** when buying beverages[2]
- **82% of consumers actively seek out new flavours**[3]

THE PACK SIZES









Sources:
1. Nielsen, NATIONAL EX NFLD GB +DR +MM, YTD - 17 w/e 25/04/26 2. groceryBUSINESS: Beverage Report: Sip Signals, October 4, 2025 3. Beverages: 3 trends to watch in 2025, FMCG Gurus