



# IBC Still The Best!



## Key Consumer Insights

• Nearly 3 out of 5 adults agree that soft drinks made with natural ingredients are healthier.

### Guests want natural.

- Guests are willing to spend more on premium products.
- Exceed your guests' expectations with the premium taste and natural ingredients that IBC Root Beer delivers.

Item Code	Brand / Label	Product Description	Pack/ Size	Tier 1 Pricing	Tier 2 Pricing
10087190	IBC	12OZ IBC ROOT BEER W/ CANE SUGAR GLS 4PKX6	24	\$13.92	\$14.35
10087191	IBC	12OZ IBC CREAM SODA W/ CANE SUGAR GLS 4PKX6	24	\$13.92	\$14.35
10087195	IBC	12OZ IBC BLACK CHERRY W/ CANE SUGAR GLS 4PKX6	24	\$13.92	\$14.35
10087201	IBC	12OZ DT IBC ROOT BEER GLS 4PKX6	24	\$13.92	\$14.35
10087194	IBC	12OZ IBC CHERRY LIMEADE W/ CANE SUGAR GLS 4PKX6	24	\$13.92	\$14.35

\* Pricing does not reflect the mark-up or landed price from the distributors

# Create a Month of Cool Profits with IBC Root Beer This Summer.



## Increase Sales & Profits

- Gourmet CSDs continue to grow as consumers look for more premium options.
- Gourmet CSD products command a premium price vs. fountain drinks.
- Snack visits are 12 Billion strong and Floats offer the tasty, refreshing, thirst quenching PM Snack solution consumers are looking for.
- More than 946 million floats are served at Restaurants each year.
- New occasion sells more soda & increase profits.
- **Promote floats made with IBC to increase guest check.**

## Easy Execution

- If you already have ice cream, soft serve or scoop, adding a float made with IBC to the menu **adds variety** without adding SKUs

## Instructions

- Place a large, well packed scoop of vanilla ice cream on the edge of a frosted mug.
- Fill the glass  $\frac{3}{4}$  full with IBC Root Beer
- Set the fountain glass on a salad plate, for overflow.
- Serve floats with straws and parfait spoons.



August 6<sup>th</sup> National Root Beer Float Day