

Dr Pepper fuels
INCREMENTAL
Sales and
Profits



Don't lose sales, carry the right mix
Add Dr Pepper & Diet Dr Pepper
to your beverage lineup today!

SAY **YES** to
making more
Money!

Dr Pepper & Diet Dr Pepper Fuel INCREMENTAL Sales and Profits



BRANDS MATTER

Source: Technomic Away-From-Home Beverage Study 2019, Total Foodservice

39% of consumers won't buy if their favorite Brand is not available.

That's nearly **4** in **10** people; 23% leave, 16% stay, but don't get a drink

#4 CSD Brand
in the U.S.A.

Source: Beverage Digest Fact Book 2019



+1.6%
CAGR

In fact,
52 MILLION
SERVINGS
are sold every day.

Source: MicroStrategy, Dr Pepper™ 12MM Dec 2019

#1 Non-Cola
CSD Brand

Source: Beverage Digest Fact Book May 2019



16 years of consecutive
GROWTH
in fountain foodservice!

Source: MicroStrategy, Dr Pepper™ 12MM Dec 2019

62% of CSD consumers drink
more than 2 varieties, you need
MORE THAN JUST COLA

Source: Mintel Carbonated Soft Drinks U.S. 2019

Dr Pepper drinkers buy in
BIGGER
SERVING SIZES

XL reg. sizes index **115**
compared to CSD category
XL diet indexes **140**

Source: NPD Group/CREST® based on servings, December 2019



In **1** of **3** U.S. Households

Beverage Digest Fact Book 2019

Dr Pepper is the most widely
available Brand

It's sold in both Coke & Pepsi lineups.
Source: Penetration Report of Top 250 National Account Chains, April 2019

Diet Dr Pepper
tastes more like Regular!

According to consumers.

#1 Flavored Diet
CSD Brand

Source: Beverage Digest Fact Book 2019

11 MILLION
SERVINGS
served every day

Source: MicroStrategy, Dr Pepper™ 12MM Dec 2019



It's the
Sweet
One

