

COCA-COLA® offers a variety of brands to support the **ON THE GO: BREAK TIME** occasion.
Key beverage categories for the **ON THE GO: BREAK TIME** occasion: bottled water, tea, and juice drinks.

Places of work and schools account for over half of total beverage consumption when consumers are away from home.
One of every two consumers is looking for a variety of beverage options during break times.¹



**ON THE GO:
BREAK TIME**

Still beverages for
consumers to enjoy while
taking a break from their
busy day



Why consumers purchase beverages during **ON THE GO: BREAK TIME**

| Basic thirst quencher ¹ | | | Energy and Alertness, Nutritional Boost ¹ | |
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| #1 BASE WATER BRAND IN DOLLARS AND AMONG SINGLE SERVE WATER BRANDS ³ | 1.9x SALES VS NEAREST COMPETITOR ³ | #1 DOLLAR SHARE IN CATEGORY ⁴ | +7.4% \$ growth since Gold Peak Real Brewed Launch ⁵ | #1 SELLING IMMEDIATE CONSUMPTION JUICE AND JUICE DRINKS BRAND ⁶ |

SOURCES: 1. Consumer Beverage Landscape Study 2019, 2. Nielsen Scanning, AMC 2018, 3. Nielsen 6.2020, 4. Nielsen Scanning, AMC 2020, 5. Nielsen Scan I AMC I RTD Tea I Q1 2019 thru Q2 QTD 2020, 6. Nielsen Scantrack Data – 52 w/e 10/03/20 – Dcl Vol