

**#1 Non - Cola
CSD Brand**
Source: Beverage Digest Fact Book '24

**#2 Trademark
on Fountain**
Source: NPD Group/CREST®
based on servings

**#2 CSD Brand
Dr Pepper Reg**
Source: Beverage Digest Fact Book '24

**38 MILLION
SERVINGS**
served every day

Source: Microstrategy L52W 9.30.24 Shipments
(BCP+ Postmix), assumption 12oz is one serving

Dr Pepper
is the most widely
available Brand on valve!

It's sold in both Coke & Pepsi lineups.

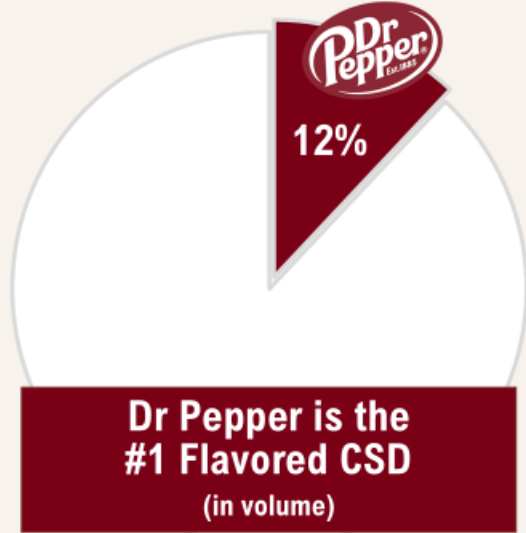
Source: Penetration Report Top 300 National Accounts June 2020



IT'S A
pepper
THING™



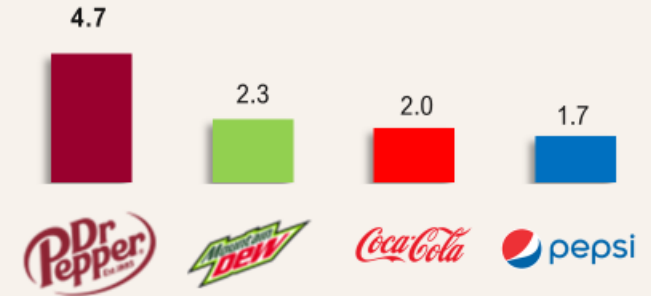
DR PEPPER HAS DELIVERED OVER 7 YEARS OF CONSECUTIVE \$ SHARE GROWTH!



We have a dual brand strategy to:

- (1) Recruit new consumers by building consideration
- (2) Increase availability across every touchpoint by capitalizing on earned momentum

Treat occasions are the fastest growing need in the CSD Category
& Dr Pepper is the #1 CSD associated with Treat



DR PEPPER REG IS THE #2 CSD BRAND!

Dr Pepper Reg accounts for **62%** TM VOLUME



Dr Pepper Reg accounts for **51%** TM \$ GROWTH



EQUITIES

EMOTIONAL



Treat Myself

FUNCTIONAL



Craveable Flavorful
Thirst-quenching

DEMAND SPACE



Connecting With Friends

POSITIONING



REGULAR DR PEPPER:

For Carefree Indulgers 25-54 who drink CSDs to indulge and treat themselves

Diet Dr Pepper tastes most like Regular!

According to consumers¹

#**2** Flavored
Diet CSD Brand²

6 MILLION SERVINGS
served every day³

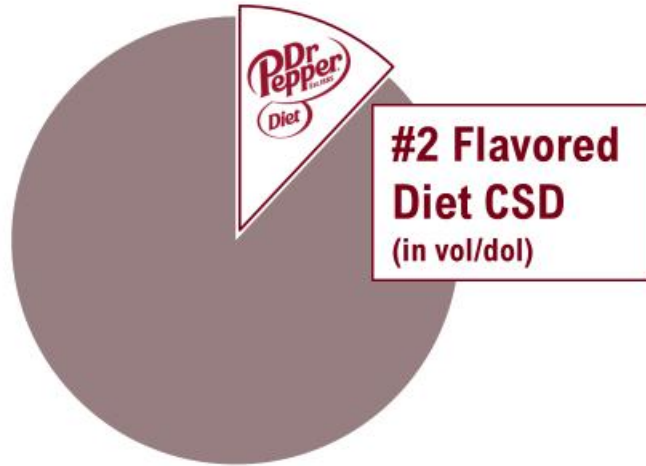
18% OF DR PEPPER BUYERS
exclusively drink DDP⁴



STRONG BRAND
heritage dating
back to **1962!**



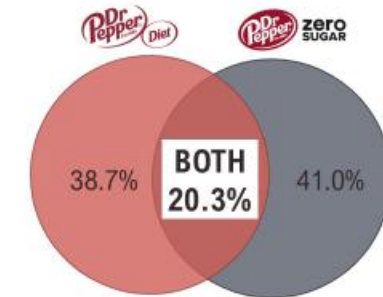
DIET DR PEPPER ACCOUNTS FOR ~60% OF DR PEPPER'S NO-CAL PLATFORM (DIET + ZERO SUGAR)



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There is high buyer exclusivity between DDP and DPZS. Only 20% of No-Cal DP buyers are willing to purchase both variants.



PORTFOLIO

Diet Dr Pepper accounts for
~20%
TM VOLUME



18%
of all Dr Pepper buyers
(all variants) exclusively buy Diet Dr Pepper

EQUITIES

EMOTIONAL



Ritual
Guilt-free goodness

FUNCTIONAL



Guilt-free Dependable
Convenient

DEMAND SPACE



Connecting With Friends

POSITIONING



DIET DR PEPPER:
For Guilt Free Ritualists 35-54 who drink CSDs with zero calories to avoid feeling guilty