



newell
BRANDS

2024/2025 Beverage Display

contigo® cubba® Coleman®



Agenda

Reasons And Seasons

When Members Buy Beverage

The Chief Hydration Officer

Display Vehicles

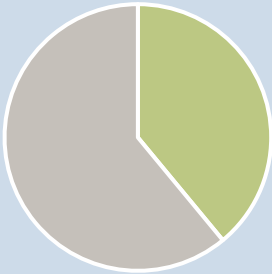


Consumers shop personal beverage for several reasons in several seasons

Beverage Reasons

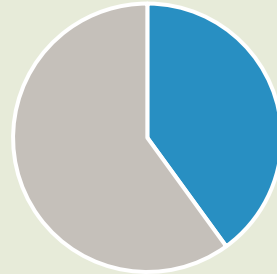
Adult Beverage Top Seasons

39% of Adult Beverage containers are impulse purchases¹



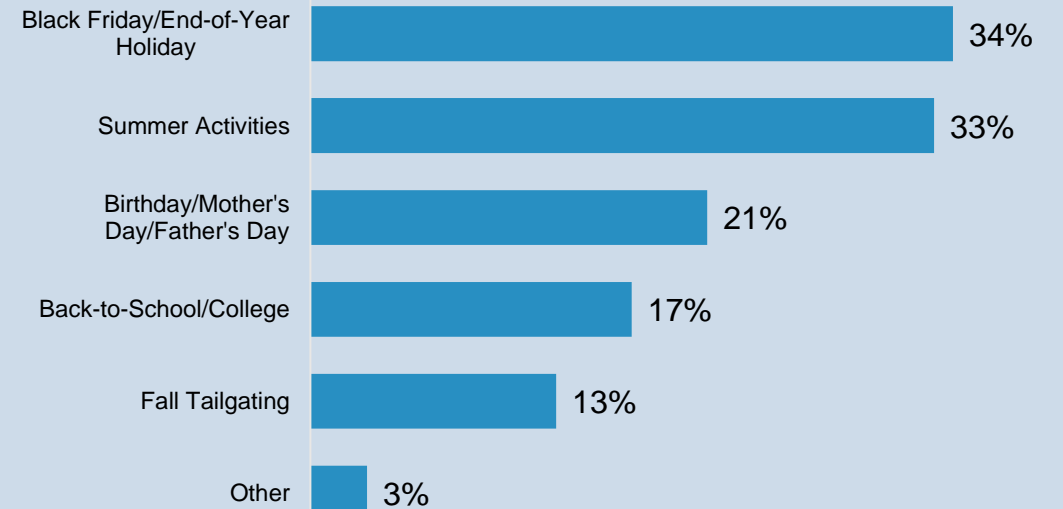
Kids Beverage Top Seasons

40% of Adult Beverage containers are impulse purchases¹



Beverage Seasons

Adult Beverage Top Seasons



Top Beverage touchpoints when consumers shop beverage in store²:

1

Touched or felt the product in store (40%)

2

Saw a **special display** (15%)

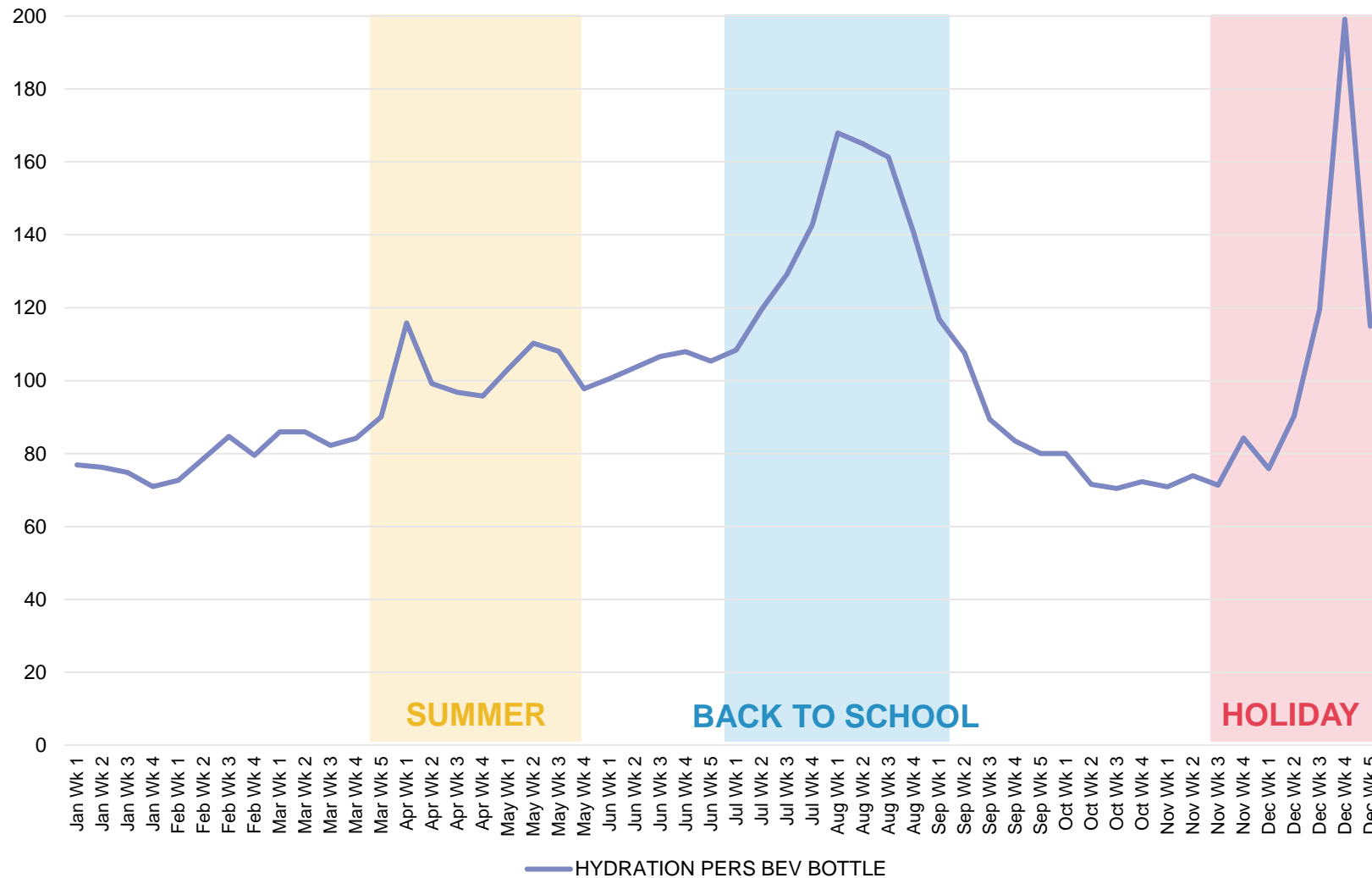
3

Looked at **info/photos on pack** (13%)

When do customers shop Water Bottles?

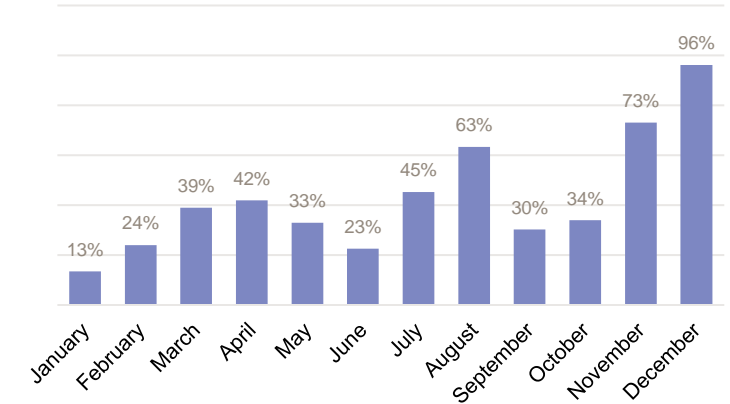
About 29% of Total Beverage Sales

Water Bottle 2023 Weekly \$ Index (Total US)



Rank	Week	\$ Index
1	Dec Wk 4	199
2	Aug Wk 1	168
3	Aug Wk 2	165

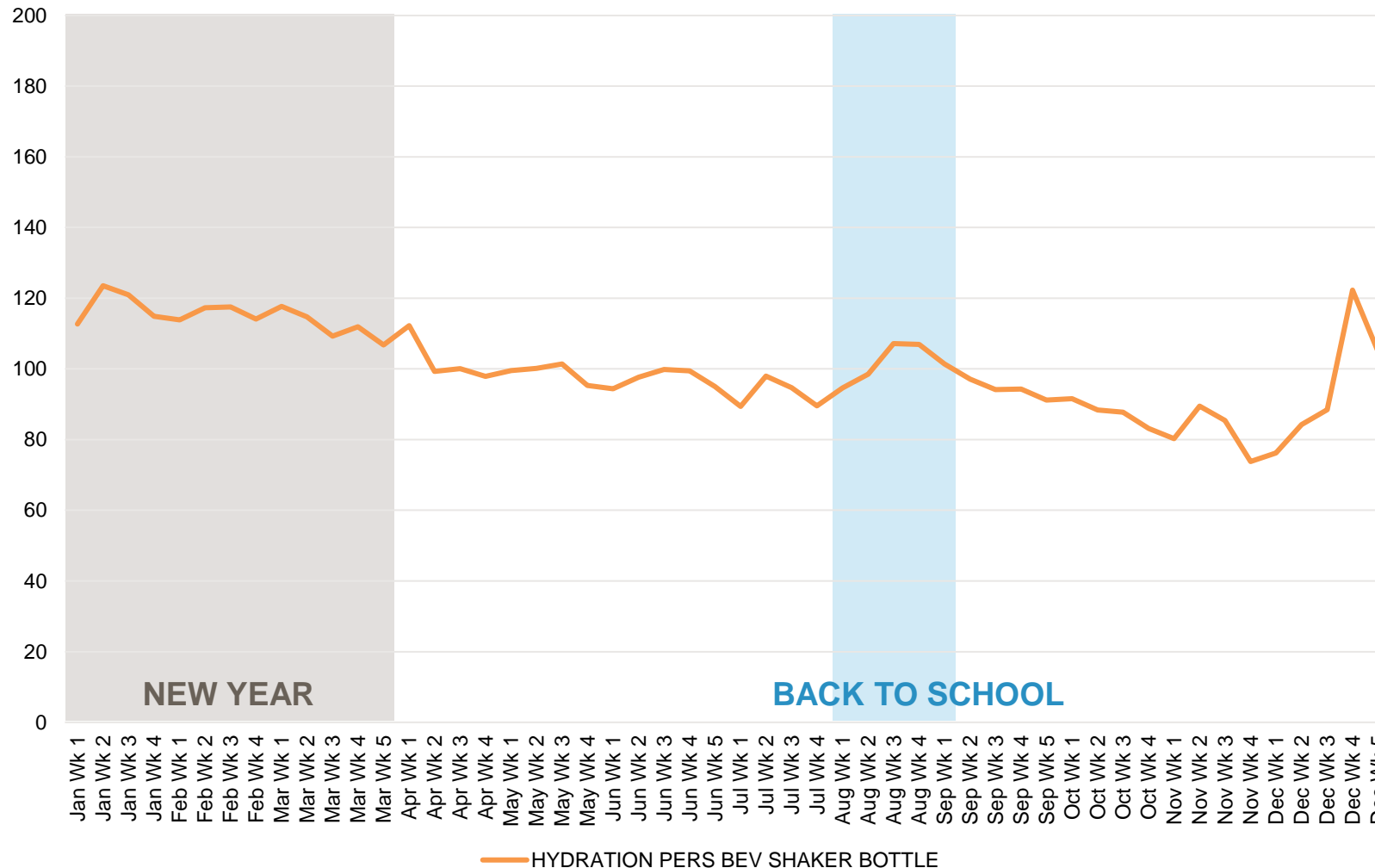
Incremental % Lift for Water Bottles Merchandised (2023)



When do customers shop Shaker Bottles?

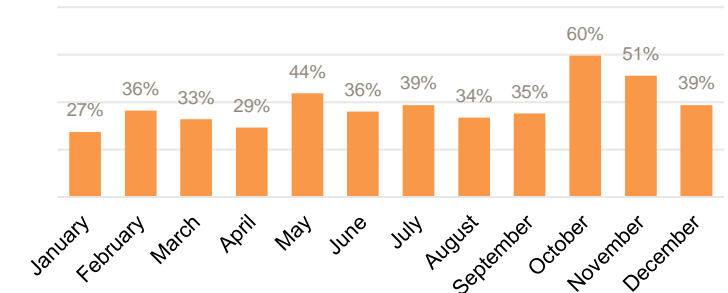
About 3% of Total Beverage Sales

Shaker Bottle 2023 Weekly \$ Index (Total US)



Rank	Week	\$ Index*
1	Jan Wk 2	124
2	Dec Wk 4	122
3	Jan Wk 3	121

Incremental % Lift for Shaker Bottles Merchandised (2023)



Meet our new Chief Hydration Officer

Fashion Icon
Fitness superstar,
Ally Love



contigo[®]
♡ ALLY LOVE

Contigo® and Ally Love Are an Authentic Match on Values and Target Consumer

ALLY'S MISSION AND CONTIGO® BRAND PROMISE



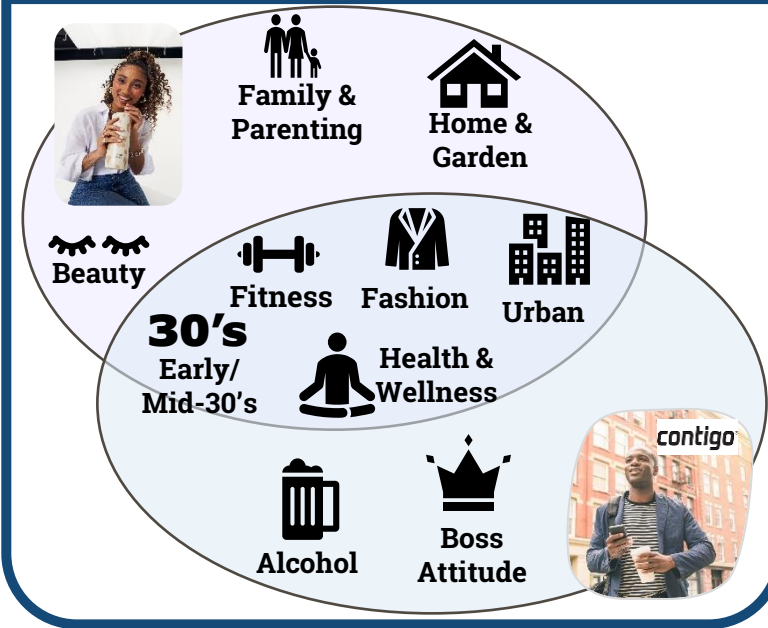
Where passion meets purpose, and fitness is a lifestyle

Lead by example while empowering people to approach wellness and fitness in a positive light

Built for the Urban Hustle
Contigo is with you at every movement and moment.
Where You. We go. With You.

contigo®

ALLY'S AUDIENCE AND CONTIGO® TARGET



ALLY LOVE APPEAL AMONG BEVERAGE CONSUMERS

83%
Celebrity Appeal

65%
Engagement

83%
Fit with Contigo®

Source: Newell Suzi Celebrity – Contigo® Affinity Check October 2023, n=488; Celebrity Pulse Check April 2024, sample 659 respondents

Ally Love Partnership Floor Stands – 2025 #1 Priority Across All Seasons

Floor Stand

PO#	
Store Name	
Street Address	
City, State, Zip	
Contact Name	
Phone/email	



FPO



Ideal for home or office: Enjoy your favorite drink mess-free

Vacuum-insulated stainless steel: Drinks stay cold up to 24 hours and hot up to 8 hours

Introducing AutoClose technology: Designed for easy shaking and mixing

Leak-proof lid: Designed for on-the-go activities, when the straw is removed

Nonslip base: Protects surfaces from scratches and helps tumbler stay put

Reliable performance: Limited life-time guarantee [see GoContigo.com for details]

© NEWELL BRANDS CONFIDENTIAL

SKU# / UPC#:	SKU# 2220486 / UPC# 00607869322382		
SKU Description:	DISPLAY SVILLE 2.0 24OZ AL FLOOR STAND		
Dimensions:	17.25"W x 10.75"D x 56.5"H		
MSRP:	\$1,007.64 (\$29.99)		
Prepaid1 List Price:	\$665.04 (\$18.47)		
Individual Map:	\$27.99		
Initial MOQ:	500 Shippers		
Tumbler Assortment:	Bottle	Color	Qty
	Streeterville 24oz	Licorice	12
	Streeterville 24oz	Stellar Jay	12
	Streeterville 24oz	Oat Milk	12
		Total	36

New Year New You

27 Piece Shake & Go FIT 2.0 28oz Display



Avoid Messes: Leakproof lid keeps your drink inside while shaking.

Easy-Carry Caribiner Handle: Handle doubles as a clip that attaches bottle to your gym bag.

No Clumps: Better mixing with an improved agitator ball and rounded bottom.

BPA-Free: Dishwasher-Safe

Easy To Clean: Lid and body are top-rack dishwasher-safe for easy cleaning.

PO#	
Store Name	
Street Address	
City, State, Zip	
Contact Name	
Phone/email	

SKU	QTY	DESCRIPTION	UPC	L	W	H	WEIGHT	TI	HI	TTL	Individual Invoice	MSRP
2201533	27	Shake & Go FIT 2.0 28oz 27 PC Display	607869314370	14	11.5	45	24.23	10	1	1		
2165014	18	Shake & Go FIT 2.0 28oz Sake	607869295778	3.93	3.56	9.4	.49				\$6.91	\$ 9.49
2164970	9	Shake & Go FIT 2.0 28oz Bubble Tea	607869295730	3.93	3.56	9.4	.49				\$6.91	\$ 9.49

Bracket	List Price
DISTPPD	\$161.08