



UP&GO NO ADDED SUGAR



IN ALL PACK FORMATS AS EACH PLAYS A ROLE IN THE SEGMENT

- ENTRY PRICE POINT TO RECRUIT NEW SHOPPERS THROUGH TRIAL



- LARGEST PROMO BUNDLE IN UP&GO



**BIGGEST LAUNCH
IN UP&GO
HISTORY!!**

\$5m
IN
MARKETING
SPEND

**1/2
PRICE**

IN-STORE
EXECUTION

DIGITAL TV ON
LINE SOCIAL

OOH

TVC

EDM

LAUNCHING IN MARKET DURING PEAK SALES PERIOD:

JAN 2017 JAN 2018 JAN 2019
UP&GO UNIT SALES

SUPPORT WITH PROMOTIONAL ACTIVITY & DISPLAYS IN-STORE

| ITEM CODES | DESCRIPTION | UPC | Price / RRP | APN |
|------------|----------------------------|-----|-----------------|---------------|
| 182422 | UP&GO CHOC ICE NAS 3x250ML | 8 | Line Price 3pks | 9300652809596 |
| 359638 | UP&GO VAN ICE NAS 3x250ML | 8 | Line Price 3pks | 9300652809626 |
| 182414 | UP&GO CHOC ICE NAS 6x250ML | 4 | Line Price 6pks | 9300652809602 |
| 182406 | UP&GO VAN ICE NAS 6x250ML | 4 | Line Price 6pks | 9300652809633 |

- PRICE & PROMOTIONS ALIGNED WITH CORE RANGE**
- AVAILABLE IN CHOC ICE & VANILLA ICE 3PKs, 6PKs**
- AVAILABLE TO ORDER JANUARY 2020**

