

JAMESON ORANGE

x



NATIONAL PARTNERSHIP WITH #1 LEMON-LIME SODA



#1 Preferred Serve
4 in 5 consumers like
Jameson Orange + Sprite²

**Jameson Orange over-indexes
with the same multicultural audiences**
190 index with AfAm consumers
108 Index to Latin X

**Sprite over-indexes with
multicultural audience**
large portion of demo drink regularly

Unlocking Drink Strategy at Scale
cross-merchandising opportunity
with National Scale



PROPOSITION

CONSUMER TESTED AND LOVED DRINK STRATEGY

**JAMESON[®]
ORANGE**

+



=

#1 Mixer
(4/5 consumers like)

