



# Minute Maid Smoothies



Minute Maid Smoothies is a line of frozen mixes designed to produce high quality fruit smoothies made with real fruit juices and fruit purees.

6 flavours Available (Strawberry Banana, Mango, Pomegranate Berry, Strawberry, Peach and Lemon).



Flexibility to include  including Yogurt, other fruits (frozen or fresh) or vegetables to enhance the flavours and provide additional healthy benefits.

**You'll receive Alliance Rebates as well as Special Pricing!! Ask your GFS rep for pricing information and flavour selection.**



# Package and Storage Info

## 3 delicious flavours amongst top ranking flavours/ingredients

- Strawberry Banana
- Mango
- Pomegranate Berry



## Serving size

- A case will produce approximately 72 servings of 473ml finished drinks (at a 2 plus 1 ratio)
- It requires thawing 24 hours before use



## Packaging/Storage details

- Packed in single flavour cases, with twelve cartons to a case, in 946ml gable top carton
- Once the product is thawed, it stays fresh 60 days (refrigerated) – if unopened, and 21 days (refrigerated) – if opened
- The carton keeps frozen for up to 2 years

## Easy to prepare!

### 473ml Frozen Smoothies:

200ml Minute Maid Smoothies  
40ml water  
275ml ice

BLEND

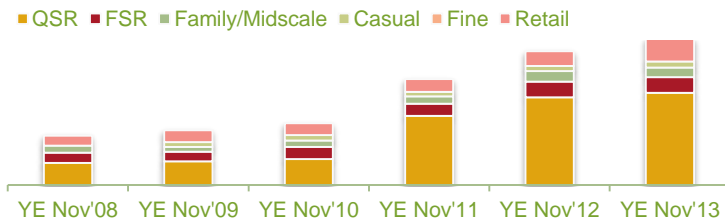
# Appendix



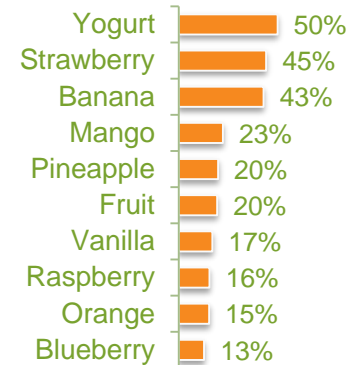
# The Opportunity: Canadian Foodservice Smoothies Category Insights

## Smoothie Consumption in 000's<sup>1</sup>

- Smoothie servings grow year over year across all segments



## Top Flavours/Ingredients for Smoothies<sup>1</sup>



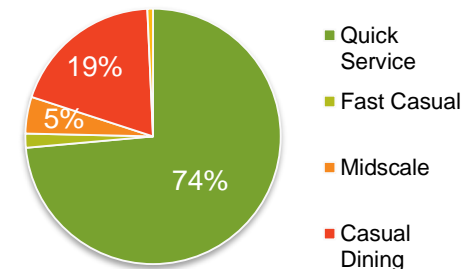
## Menu Incidence - % of total menu items<sup>1</sup>



- Menu incidence for Smoothies within Foodservice remains fairly flat but did increase in Q1 2014 vs. 2013

## Distribution of Foodservice Smoothies by Segment<sup>1</sup>

- QSR represents the largest opportunity followed by Casual Dining



# The Opportunity: Foodservice Beverages Consumer Insights

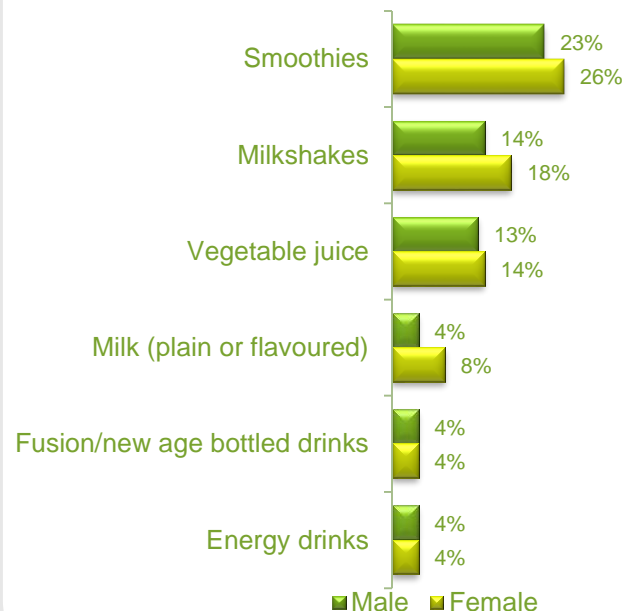
## Parity in taste of fast food smoothies to smoothie shops

- Over ¼ of consumers aged 18–24 say fast-food smoothies are just as good as smoothies offered at smoothie shops



## Smoothies are the preferred meal replacement option

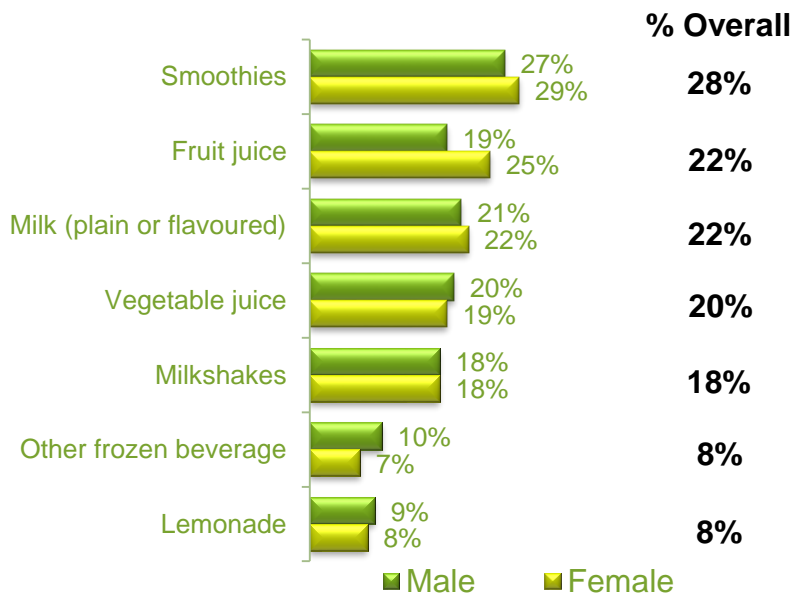
- Consumers feel that smoothies are the best beverage option to be used as a meal replacement



# The Opportunity: Foodservice Beverages Consumer Insights

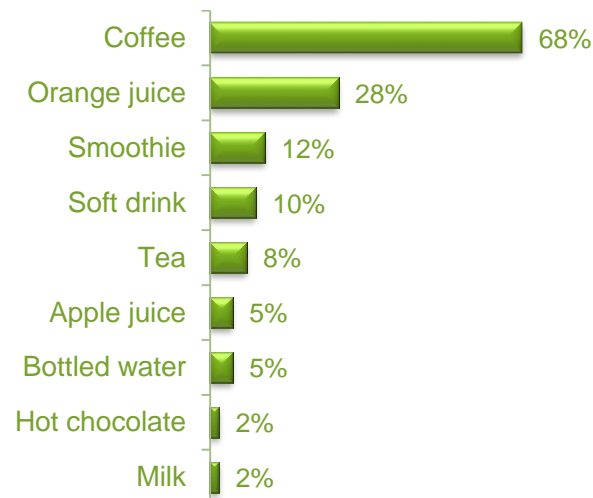
## Smoothies are top of mind amongst beverages for healthy snacking options

- More substantial or filling beverages that carry a healthy positioning, such as smoothies, are top of mind for snacking occasions



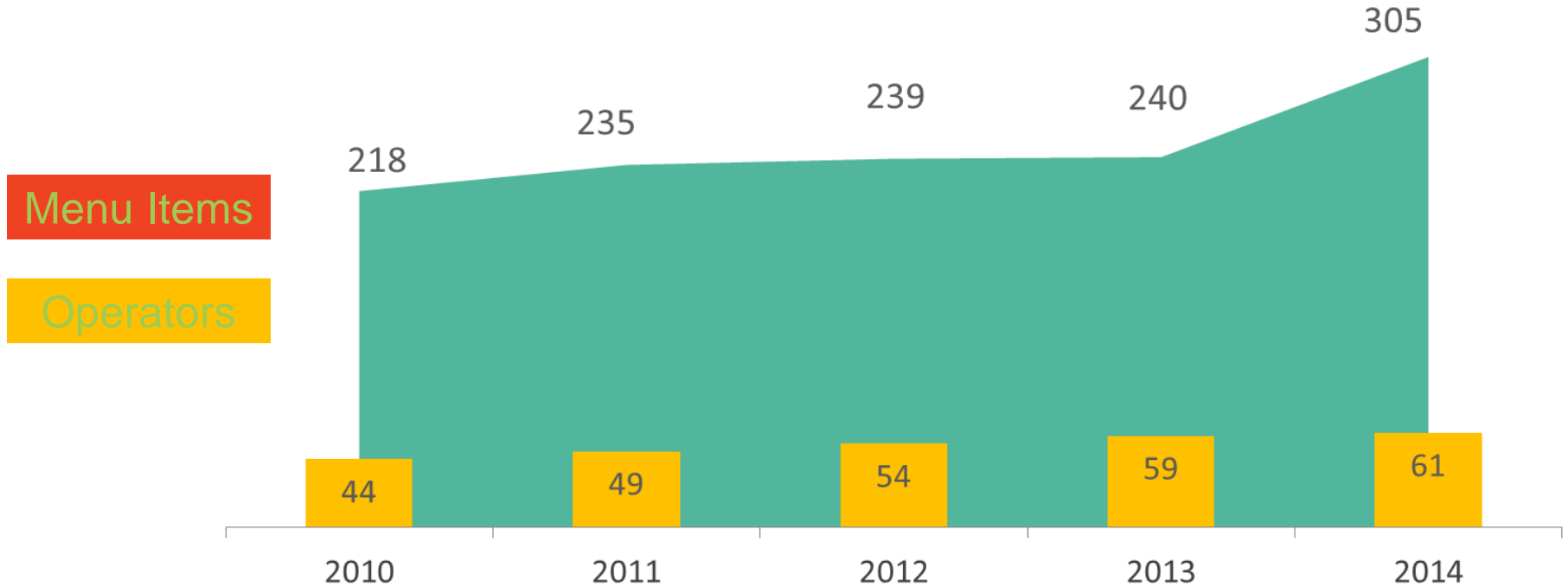
## Smoothies is the 3<sup>rd</sup> largest beverage consumed in Family Style restaurants

- Smoothies is just behind orange juice as a beverage option at family-style restaurants among Canadian consumers



# SMOOTHIES by the numbers

**40%** Five Year Growth



## Penetration

**27 %**  
Quick Service

**22 %**  
Midscale

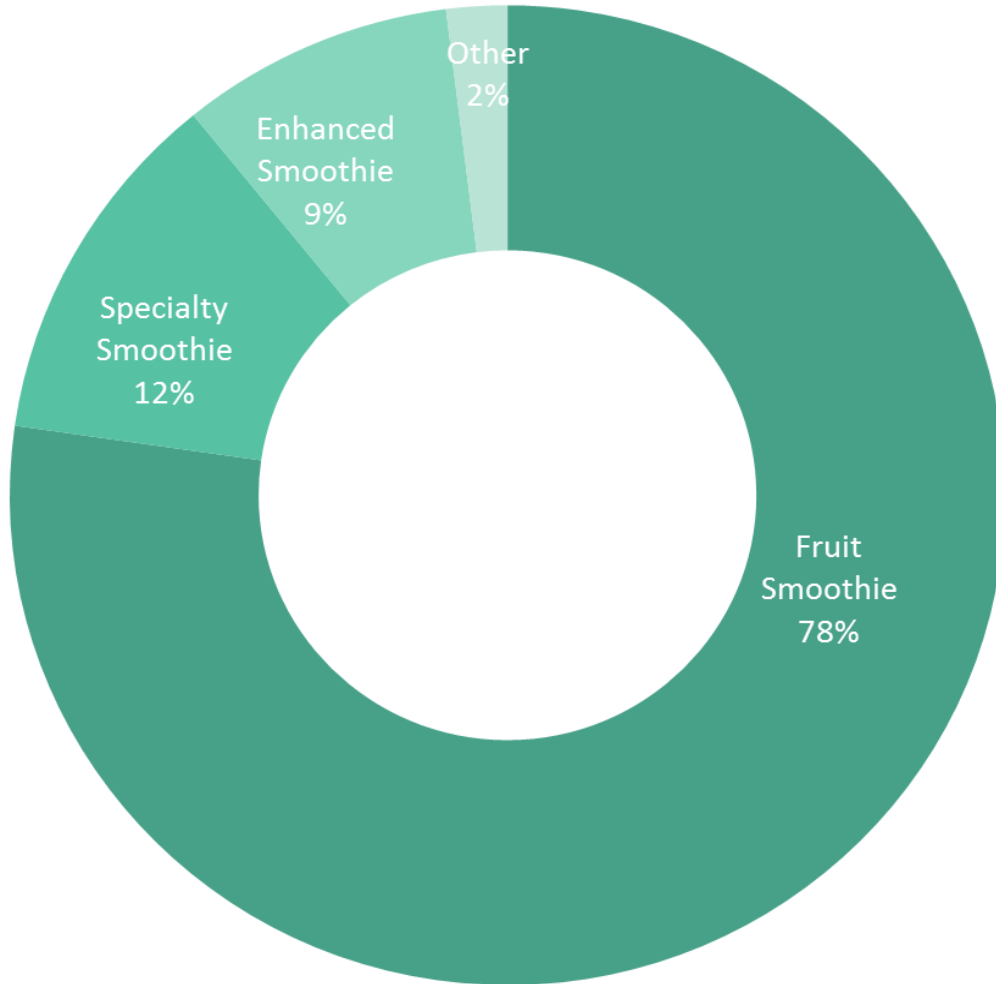
**17 %**  
Casual Dining

**13 %**  
Fast Casual

**5 %**  
Fine Dining

# SMOOTHIE by category

## Top Flavors



- 41% Strawberry
- 40% Banana
- 21% Mango
- 18% Pineapple
- 18% Vanilla
- 16% Raspberry
- 14% Blueberry
- 13% Orange
- 8% Berry
- 8% Peach
- 7% Passion fruit
- 6% Coconut
- 6% Cranberry
- 5% Apple