



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

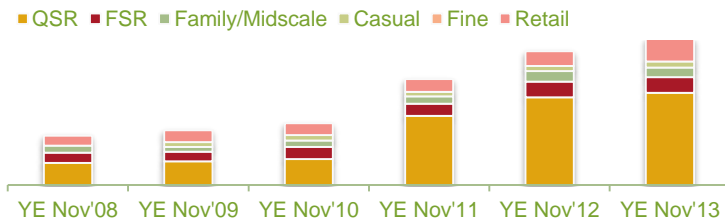
Appendix



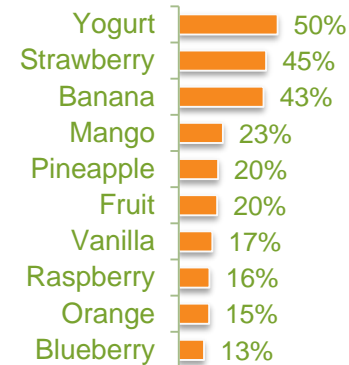
The Opportunity: Canadian Foodservice Smoothies Category Insights

Smoothie Consumption in 000's¹

- Smoothie servings grow year over year across all segments



Top Flavours/Ingredients for Smoothies¹



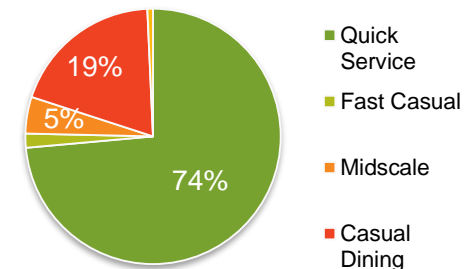
Menu Incidence - % of total menu items¹



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

Distribution of Foodservice Smoothies by Segment¹

- QSR represents the largest opportunity followed by Casual Dining



The Opportunity: Foodservice Beverages Consumer Insights

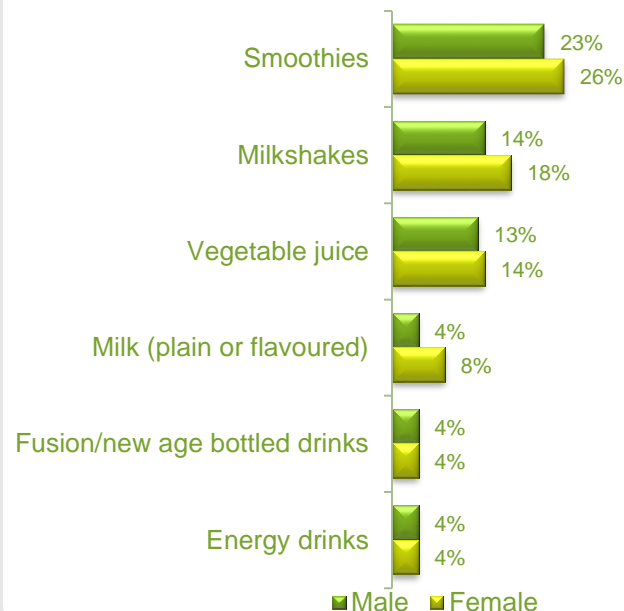
Parity in taste of fast food smoothies to smoothie shops

- 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

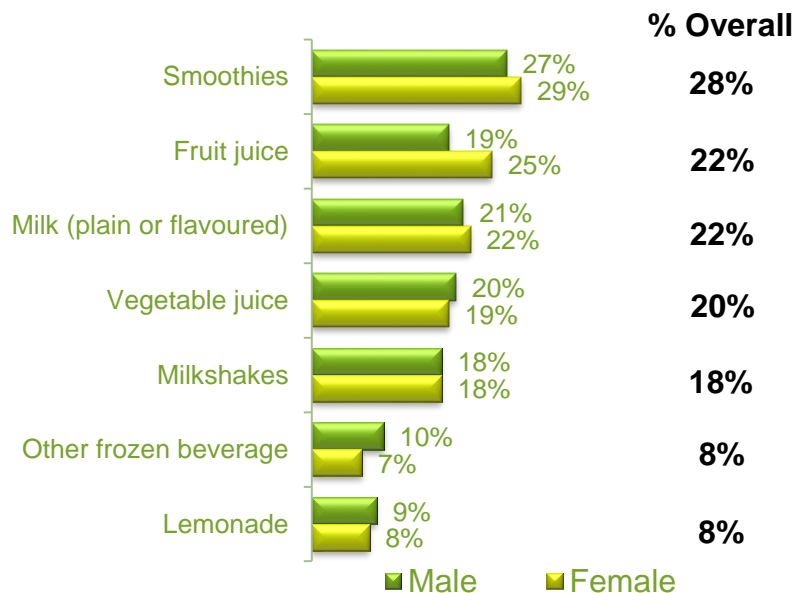
- Consumers feel that smoothies are the best beverage option to be used as a meal replacement



The Opportunity: Foodservice Beverages Consumer Insights

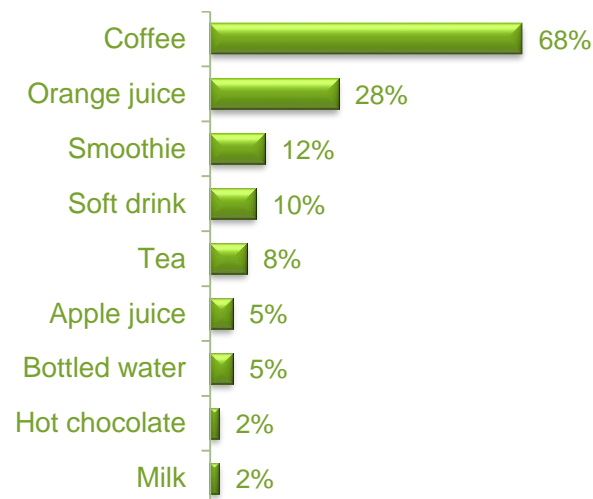
Smoothies are top of mind amongst beverages for healthy snacking options

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



Smoothies is the 3rd largest beverage consumed in Family Style restaurants

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



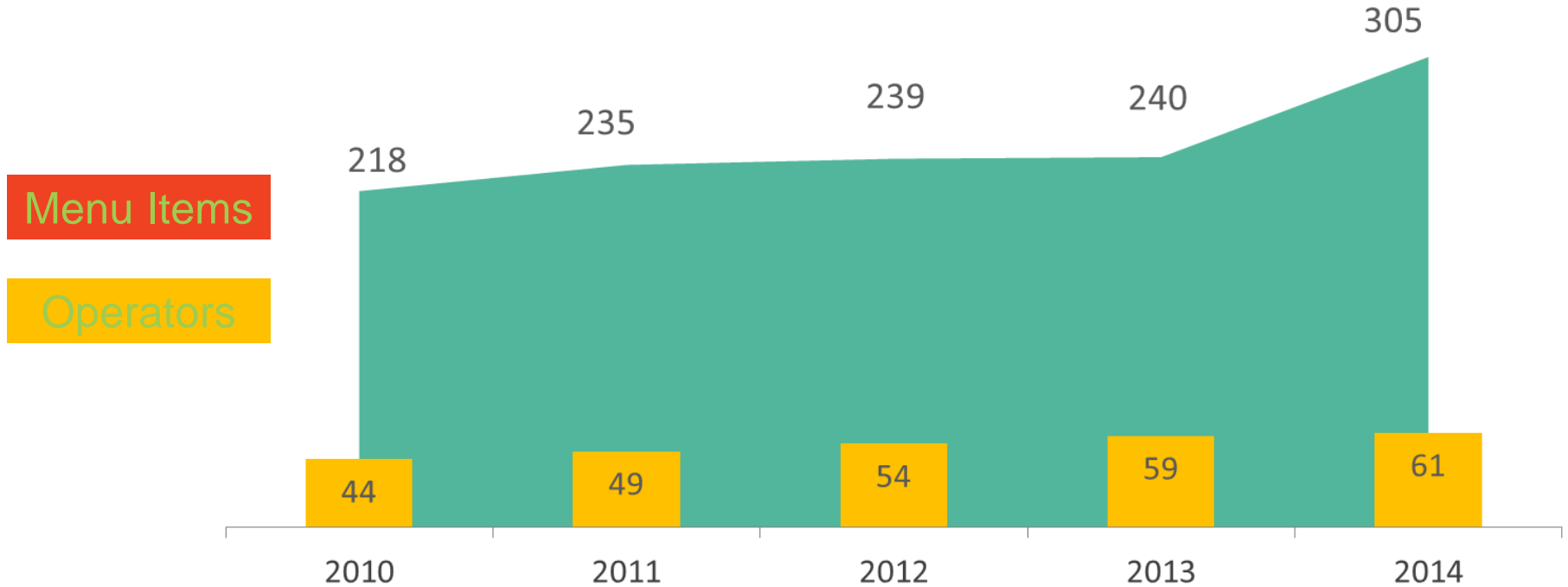
Base: Varies based on the % that have consumed each beverage in the past month
Findings for iced/blended coffee should be considered directional only due to low base
Source: Technomic, Inc., The Canadian Beverage Consumer Trend Report (2012)

Base: 40 consumers aged 18+ who visited a family-style restaurant for breakfast on their most recent occasion and ordered a beverage.

Source: Technomic, Inc., The Canadian Future of Family & Casual Dining Consumer Trend Report Page 6

SMOOTHIES by the numbers

40% Five Year Growth



Penetration

27 %
Quick
Service

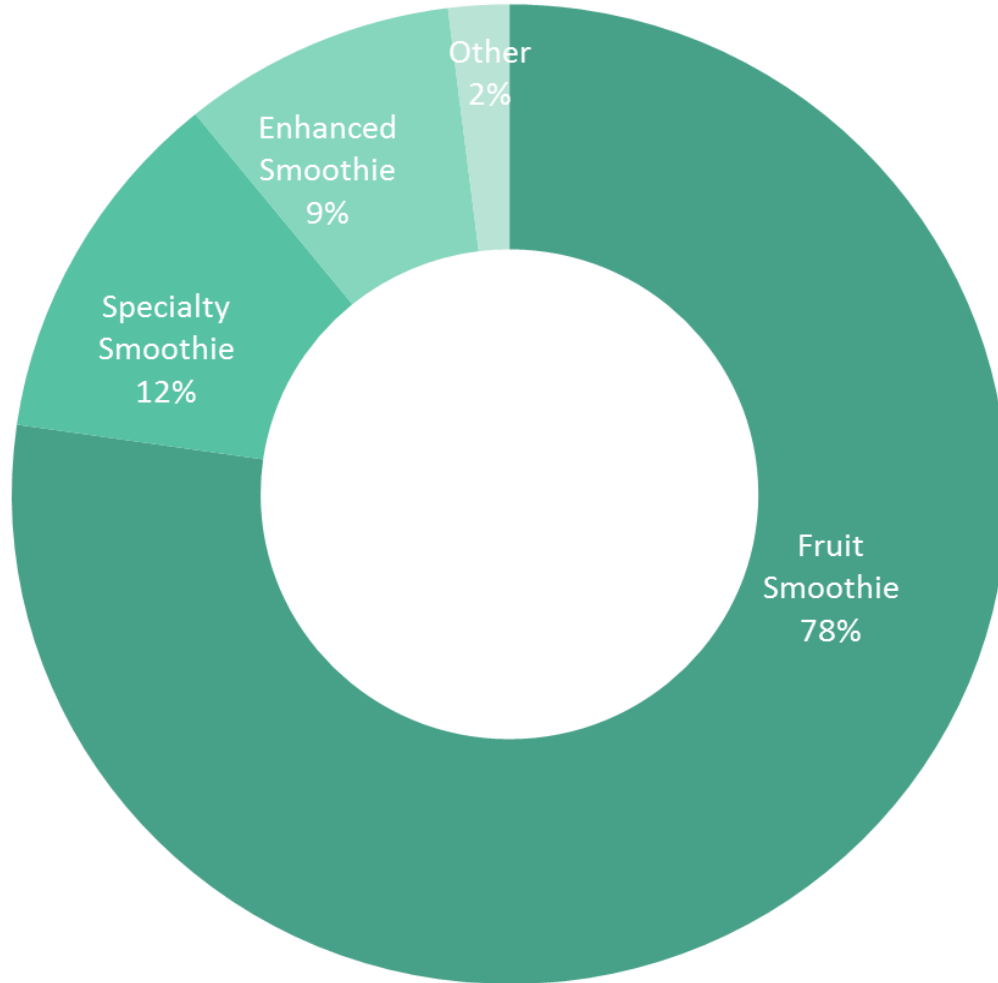
22 %
Midscale

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

