

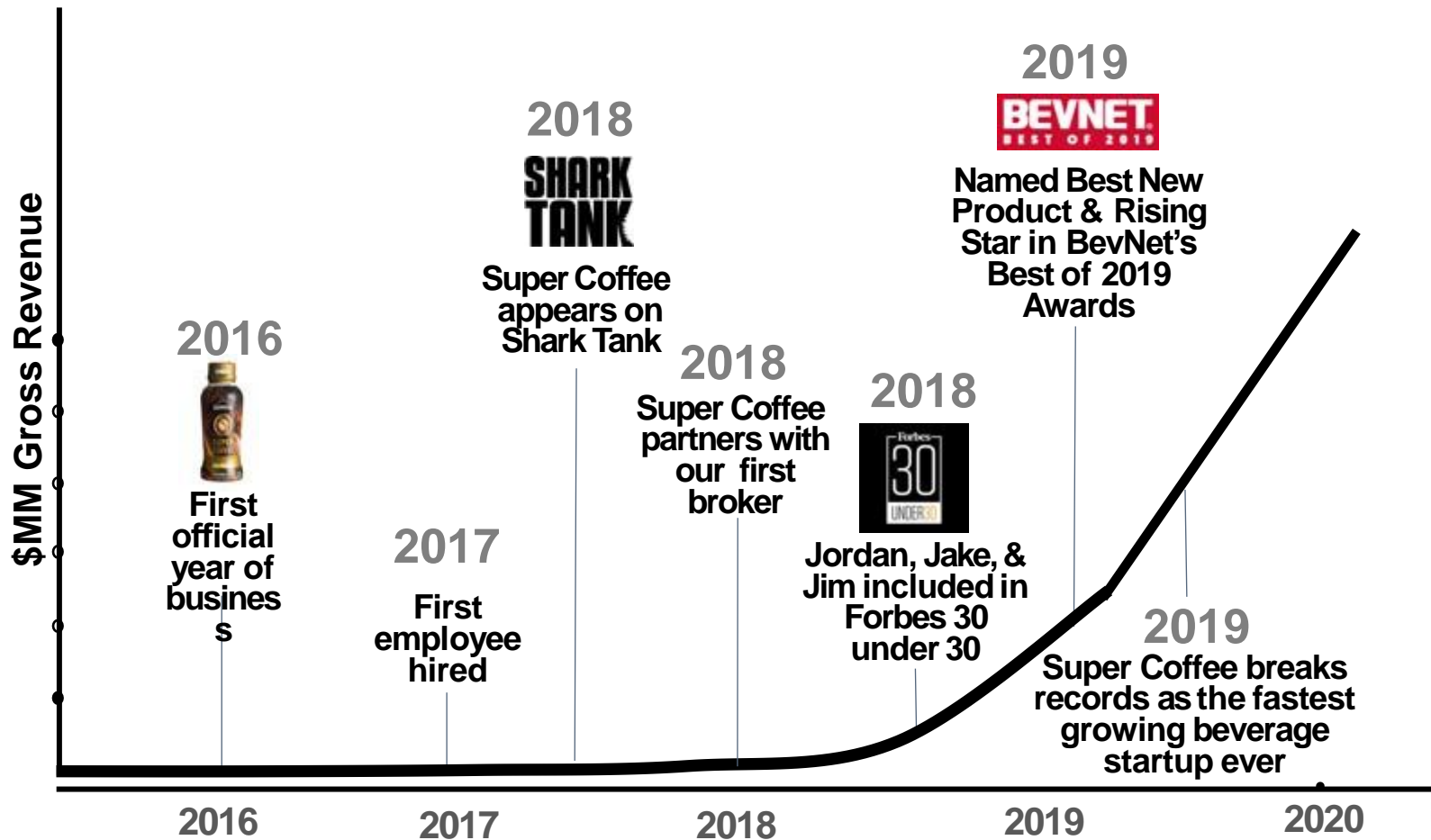


SUPER COFFEE®

Exclusively Distributed By:



THE HISTORY OF **SUPERCOFFEE®**



AS DEMAND GROWS, SO DOES OUR TEAM



DECEMBER 2019

DECEMBER 2018



SUPER COFFEE RECEIVES INDUSTRY PRAISE AS THE NEXT MEGA BRAND IN BEVERAGES



BEVERAGE BUSINESS INSIGHTS



published 100+x a year

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Publisher: Benj Steinman Editor: Gerry Khermouch Senior Editor: Jim Sullivan

Super Coffee has 'come out of nowhere to claim #4 spot... it's velocity of \$244K per SKU handily leads [the] category (only Dunkin' and Starbucks Frappuccino are close at \$222K and \$193K respectively, and they're declining)... **Super Coffee's velocity is 8X that of La Colombe, 14X Bulletproof, and 20X High Brew'**

SUPERCOFFEE'

Source: Beverage Buzz and the Wells

"MONSTER JAVA IS GETTING HAMMERED BY SUPER COFFEE, ONE OF FASTEST GROWING BRANDS IN THE COUNTRY."

SOURCE: 060319| PG 8 | EQUITY RESEARCH TEAM |
BEVERAGE & C-STORE | WELLS FARGO
SECURITIES, LLC

The Category

Why we're winning.



THE PERPETRATORS



20g SUGAR
180 CALORIES



44g SUGAR
260 CALORIES



40g SUGAR
250 CALORIES



45g SUGAR
290 CALORIES

SUPERCoffee®

THE SUPER HERO

KITU SUPERCoffee®



NOTHING ARTIFICIAL

0G ADDED SUGAR

10G PROTEIN



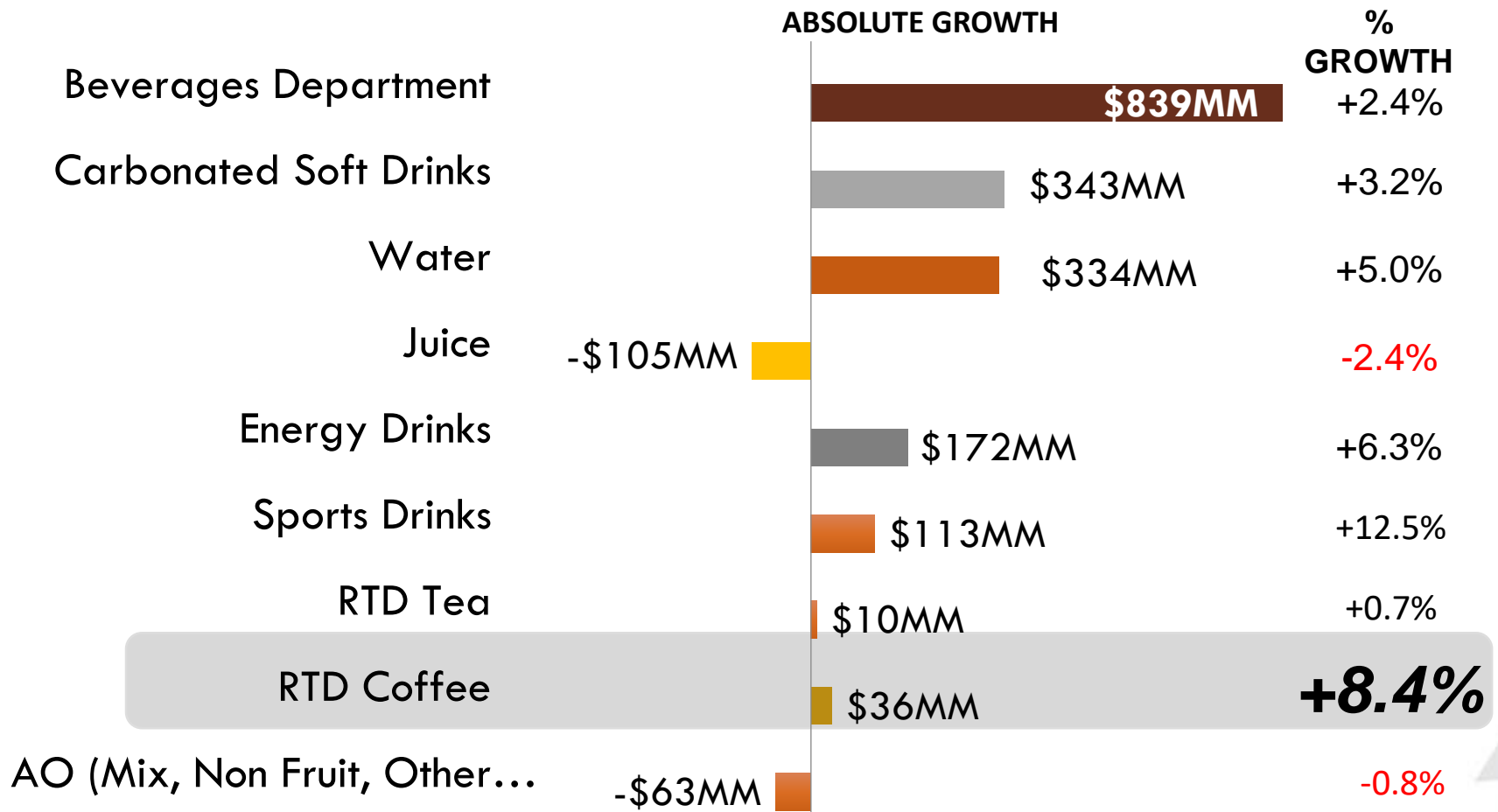
MCT OIL

**KITU removed over
1MM pounds of
sugar from the
American diet in
2019!**



IT SHOULD BE NO SURPRISE THAT THE TWO FASTEST GROWING BEVERAGE SEGMENTS ARE ENERGY DRINKS AND RTD COFFEE

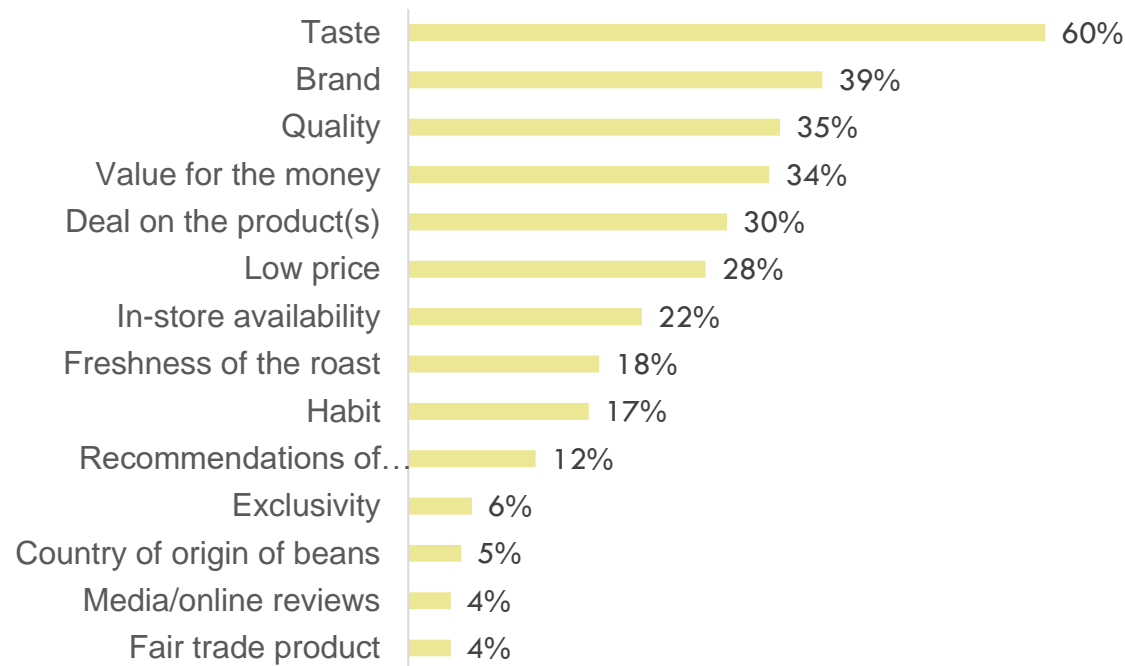
Absolute Dollar Change (\$MM) & % Change by Sub-Category



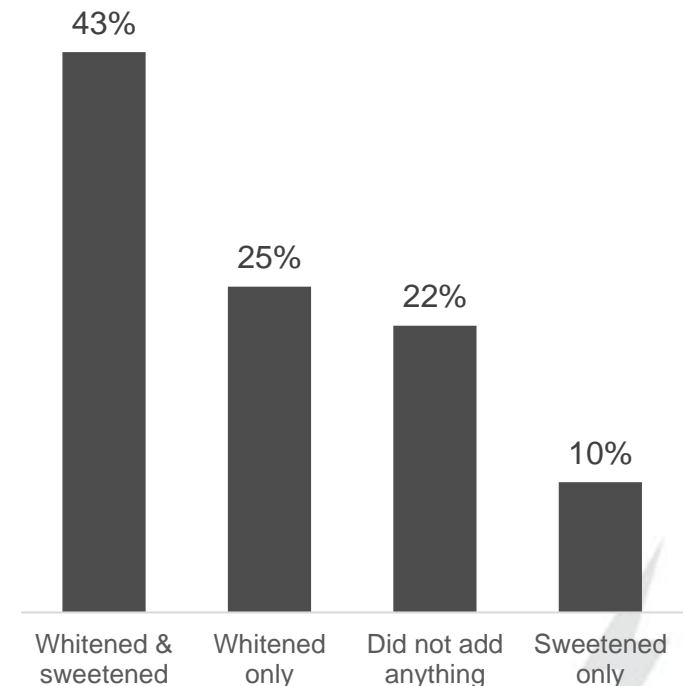
HOWEVER, THE NUMBER ONE PURCHASE DRIVER FOR COFFEE IS TASTE, AND THE US CONSUMER LIKES COFFEE WHITENED & SWEETENED

Based on which criteria do you usually select your coffee?

Share of Respondents



Share of coffee consumers by additive type



THE PROBLEM: SUGAR & HIGH CALORIES

More than 35% of American have diabetes or pre-diabetes,
and nearly 40% of US adults suffer from obesity

**Daily Added Sugar
Limit**

No more than:

6 teaspoons
25 grams
100 calories

9 teaspoons
36 grams
150 calories

MEN

WOMEN

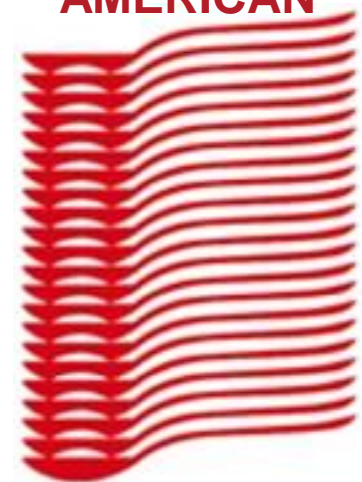


SUPERCOFFEE®

**Daily Added Sugar
Intake***

Over 22 teaspoons!

**AVERAGE
AMERICAN**



*2009 American Heart Association Scientific Statement, n = 17,888 Americans age 1+

KITU HAS WHAT CONSUMERS DESIRE: ZERO SUGAR, HEALTHY FATS, SUSTAINED ENERGY, & HIGH PROTIEN

Consumers are exploring functionality beyond energy, including products made with MCT oil & probiotics, gravitating toward companies with much wider ranges of functional benefits than were previously available

The Next Mega-Trend?

58%

of consumers **avoid sugar** – a trend that has increased over time and is expected to continue

Sugar-Free Market

\$72B

Expected global sugar-free food and beverages market size in 2021



7%

Expected CAGR of global sugar-free food and beverages market between 2017-2021

Kitu Life's competitors are out of position when it comes to sugar-free products, and are losing market share as a result

What Makes Super Coffee "Super"(-,

MCT Oil

\$225B

Expected global MCT oil market growth from 2017 to 2022⁽²⁾

>6%

Expected CAGR of global MCT oil market between 2017-2022⁽²⁾

Keto-Certified

\$15.6B

Expected global ketogenic diet market size in 2027⁽⁴⁾

5.5%

Expected CAGR of global ketogenic diet market between 2018-2027⁽⁴⁾

Lactose-Free Protein

\$10.8B

Global lactose-free market size in 2018⁽⁵⁾

5.4%

Expected CAGR of global lactose-free market between 2019-2025⁽⁵⁾

High in Protein

\$1.2B

U.S. RTD protein beverage market size in 2018⁽⁶⁾

7.0%

Expected CAGR of U.S. RTD protein beverage market between 2019-2025⁽⁶⁾

Kitu Life's products offer a clean and sustainable energy boost with significant added benefits

SUPERCOFFEE™

Sources: (1) Euromonitor – RTD Coffee in the U.S. Report 2019

(2) Technavio

(3) Kitu Life Custom Research

(4) Research and Markets

(5) IndustryARC

(6) Statista

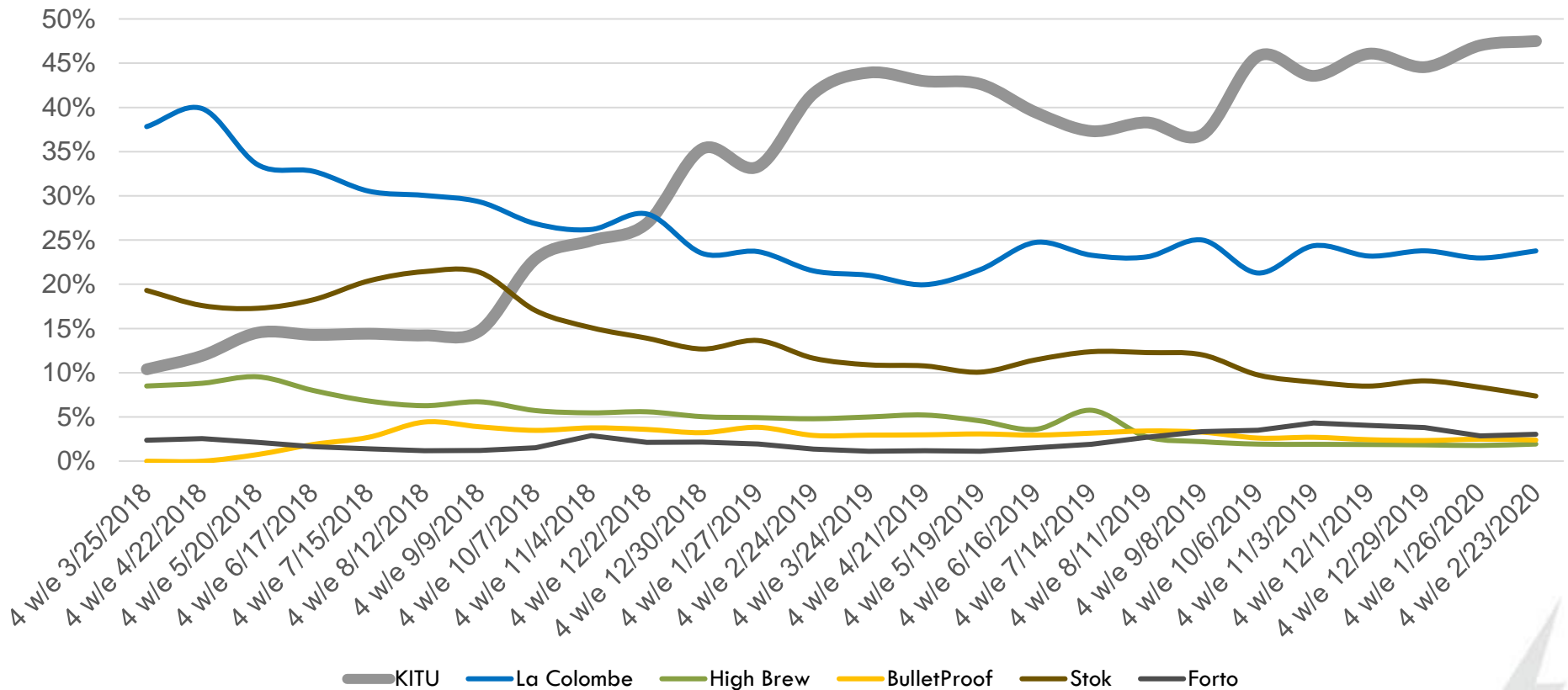
Regional Success

Born in the Northeast



DUE TO THIS IMPRESSIVE GROWTH, SUPER COFFEE IS NOW THE LARGEST INDEPENDENT COFFEE BRAND IN THE NORTHEAST BY A WIDE MARGIN!

Dollar Share of Independent SS RTD Coffee Brands
(Northeast Region Food)

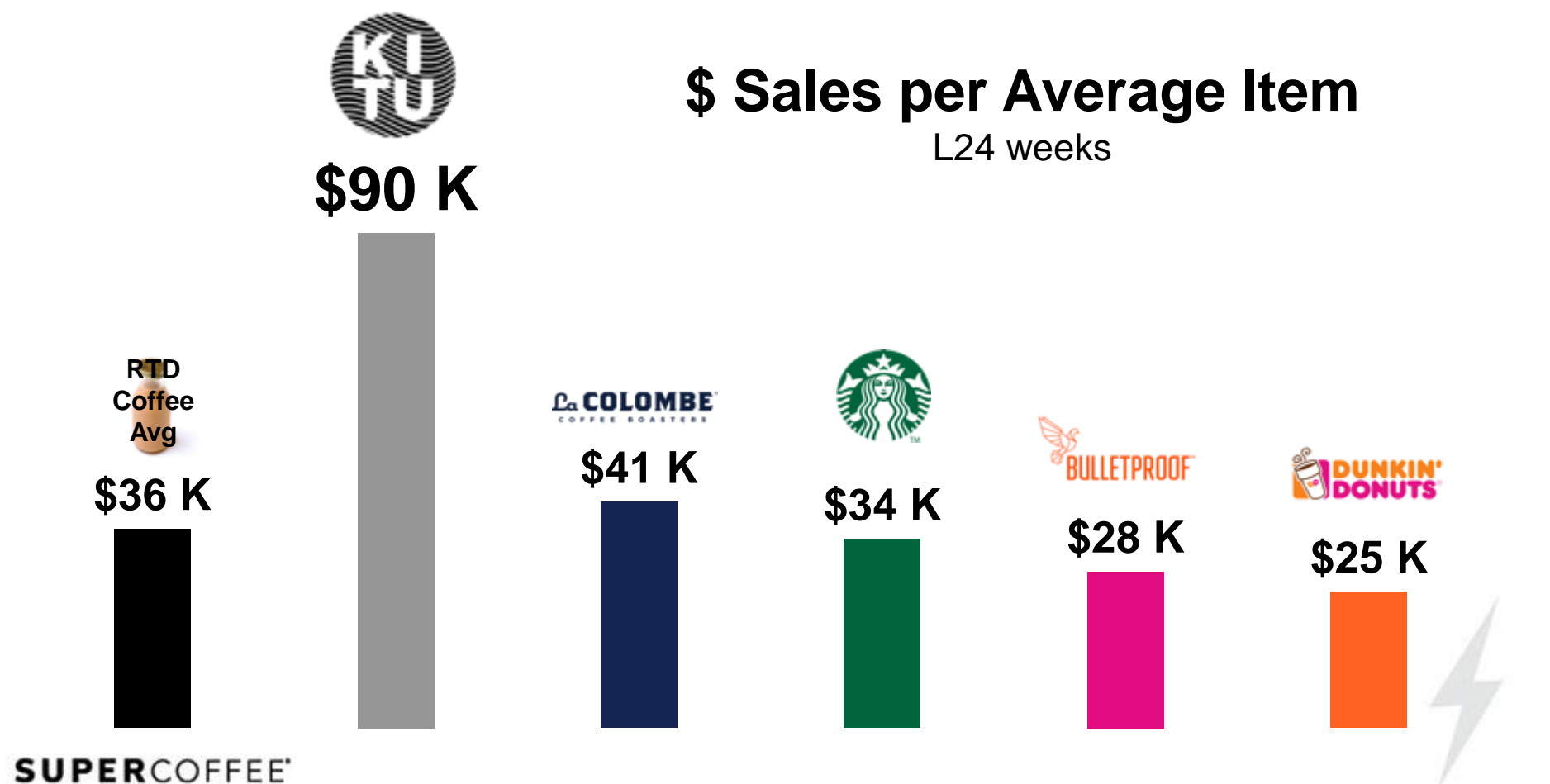


'Independent' brands are those not wholly owned or exclusively distributed by Coca-Cola or Pepsi

SUPERCoffee®

Source: IRI Infoscan SS RTD COFFEE, Northeast Food, Latest 4 week periods through 2/23/20

IN A PREMIER REGIONAL GROCER, SUPER COFFEE IS THE MOST PRODUCTIVE BRAND BY FAR AND IS DRIVING GROWTH MORE EFFICIENTLY THAN ANY OTHER BRAND



Source: IRI Infoscan RTD COFFEE, Premier Regional Grocer, Latest 24 w/e 2/23/20

THAT PERFORMANCE IS DRIVEN BY MOCHA & VANILLA, THE BEST-SELLING SS RTD COFFEE SKUs BY A WIDE MARGIN

Top 5 RTD Coffee SKUs \$ Sales

L24 weeks



Kitu
Mocha

\$188 K

\$1,900



Kitu
Vanilla

\$140 K

\$1,416



Starbucks
Mocha

\$113 K

\$1,139



Kitu
Hazelnut

\$108 K

\$1,090



Starbucks
Vanilla

\$100 K

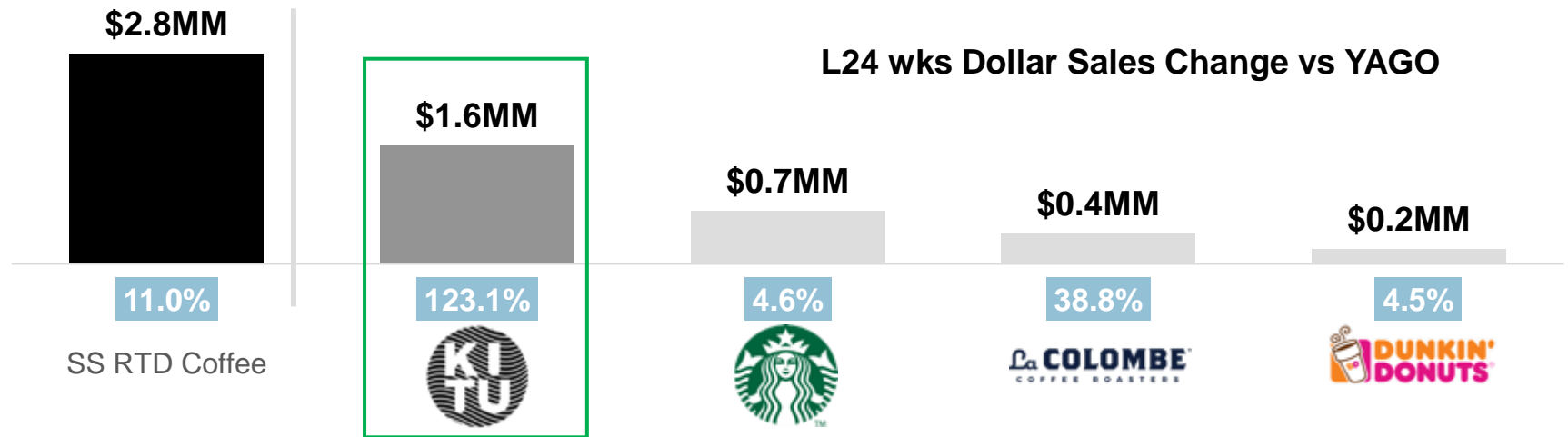
\$1,014

Velocity
(\$ per store
selling)

SUPERCOFFEE®

Source: IRI Infoscan RTD COFFEE, Premier Regional Grocer, Latest 24 w/e 2/23/20

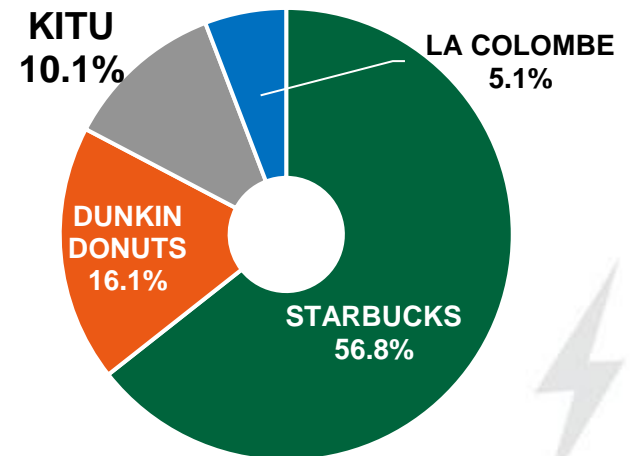
FROM A BROADER REGIONAL PERSPECTIVE, SUPER COFFEE IS THE KEY DRIVER OF CATEGORY GROWTH



L24 wks Dollar Sales, Share & Share Change vs YAGO

STARBUCKS	\$15,810,337	56.8%	(3.5) pts
DUNKIN DONUTS	\$4,497,726	16.2%	(1.0) pts
KITU	\$2,820,261	10.1%	+5.1 pts
LA COLOMBE	\$1,428,338	5.1%	+1.0 pts
MONSTER	\$940,903	3.4%	(0.3) pts

Dollar Share



SUPERCoffee®

Source: IRI Infoscan SS RTD COFFEE, Northeast Region Food, Latest 24 w/e 2/23/20

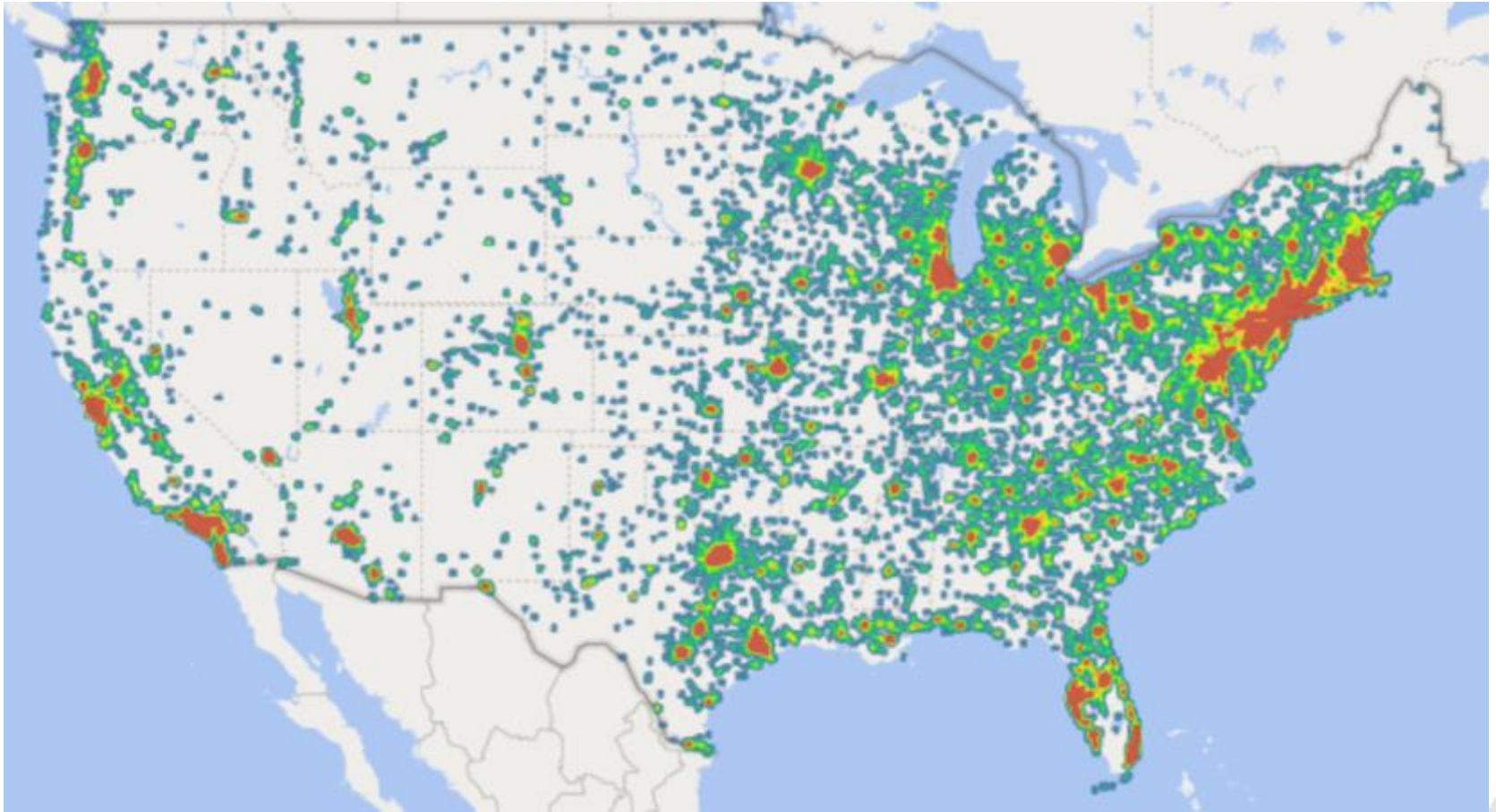
National Success

Super from Coast-to-Coast



KITU PRODUCTS WERE SHIPPED TO EVERY STATE IN THE NATION IN 2019

NY, CA, & TX Ordered the highest volume, accounting for nearly 30% of total e-comm sales



*Although not shown on this heatmap, Alaska & Hawaii each had over 300 cases ordered in 2019

SUPERCOFFEE'

Source: Shopify & Amazon shipment data – calendar year 2019

SUPER RETAIL AUTHORIZATIONS

Wegmans



Harris Teeter
Your Neighborhood Food Market



meijer



Lucky's Market



weis



ingles



GIANT

Wawa



Healthy Food. Healthy Values.

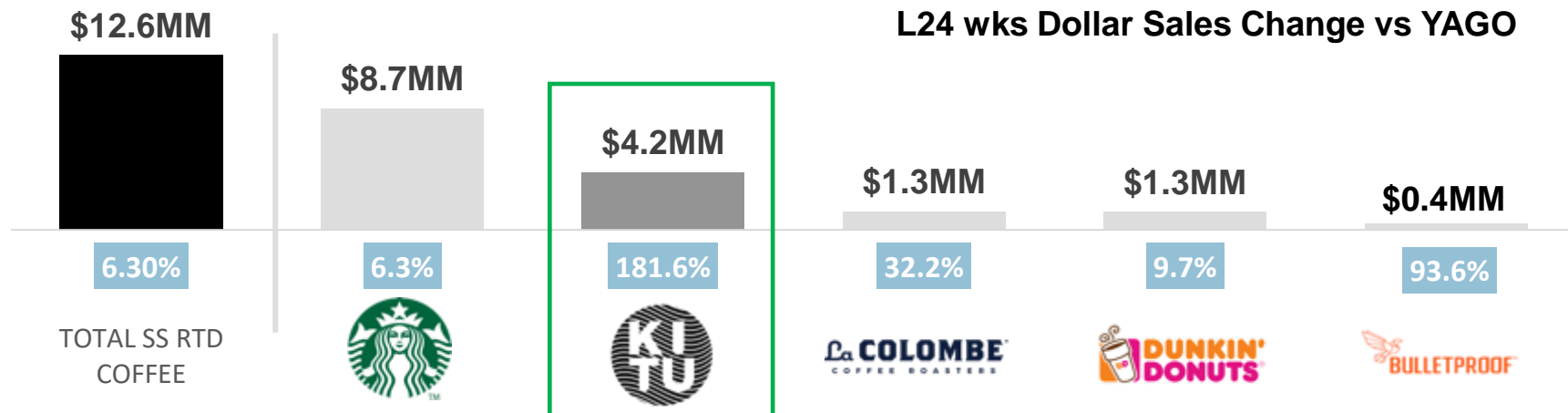


ACME
SUPERCOFFEE

Walgreens

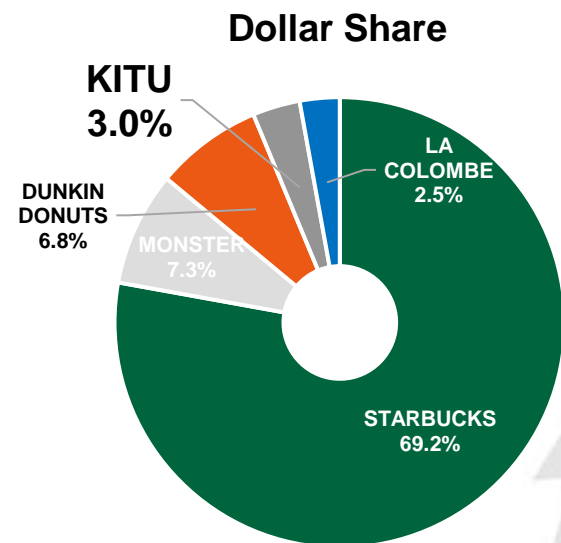


ON A NATIONAL SCALE, SUPER COFFEE IS SECOND ONLY TO STARBUCKS IN DRIVING SS RTD COFFEE GROWTH DESPITE BEING 23x SMALLER



L24 wks Dollar Sales, Share & Share Change vs YAGO

STARBUCKS	\$147,271,937	69.2%	0.0 pts
MONSTER	\$15,496,943	7.3%	(0.5) pts
DUNKIN DONUTS	\$14,557,768	6.8%	+0.2 pts
KITU	\$6,439,674	3.0%	+1.9 pts
LA COLOMBE	\$5,415,535	2.6%	+0.5 pts



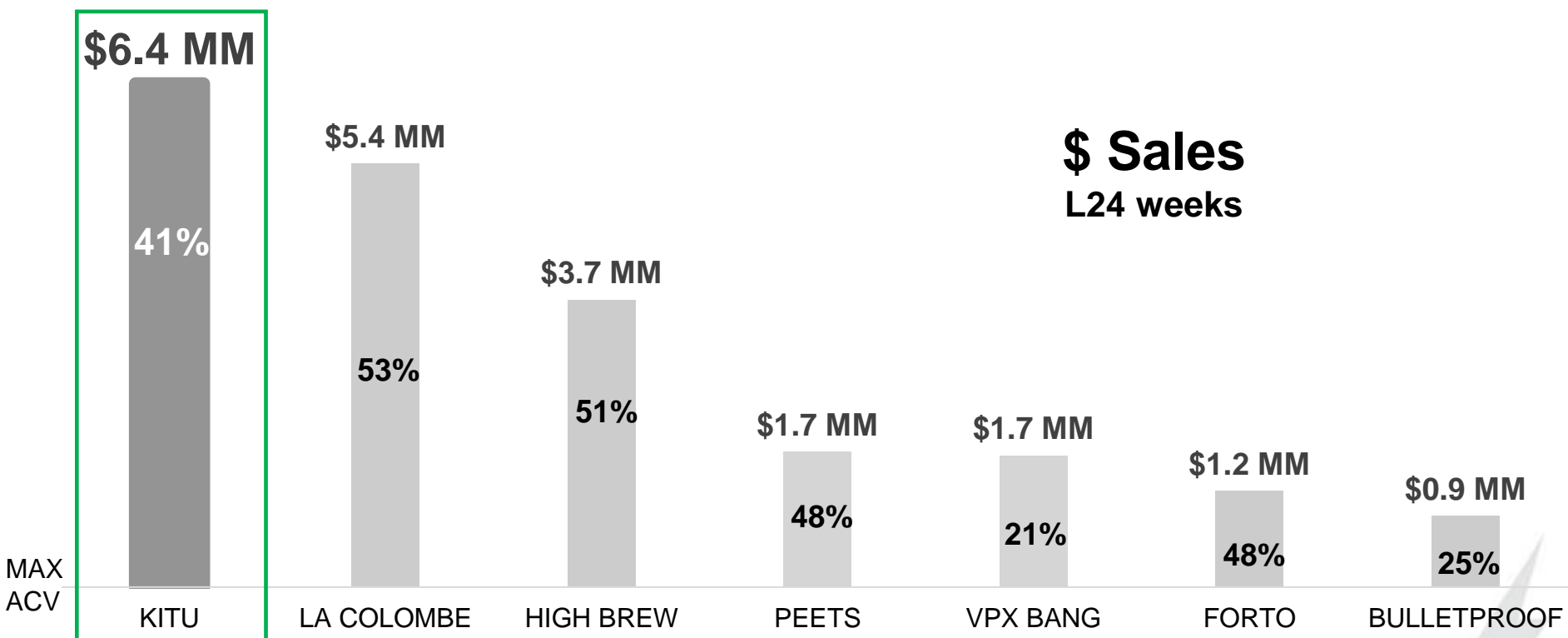
SUPERCoffee®

Source: IRI Infoscan SS RTD COFFEE, Total US Food, Latest 24 w/e 2/23/20

SUPER COFFEE IS THE #1 INDEPENDENT COFFEE BRAND IN THE COUNTRY DESPITE SIGNIFICANT DISTRIBUTION GAPS

Only 4 brands in SS RTD Coffee have over \$6MM in IRI grocery sales over the last 24 weeks:

Starbucks, Dunkin Donuts, Java Monster, and SUPER COFFEE



SUPERCOFFEE

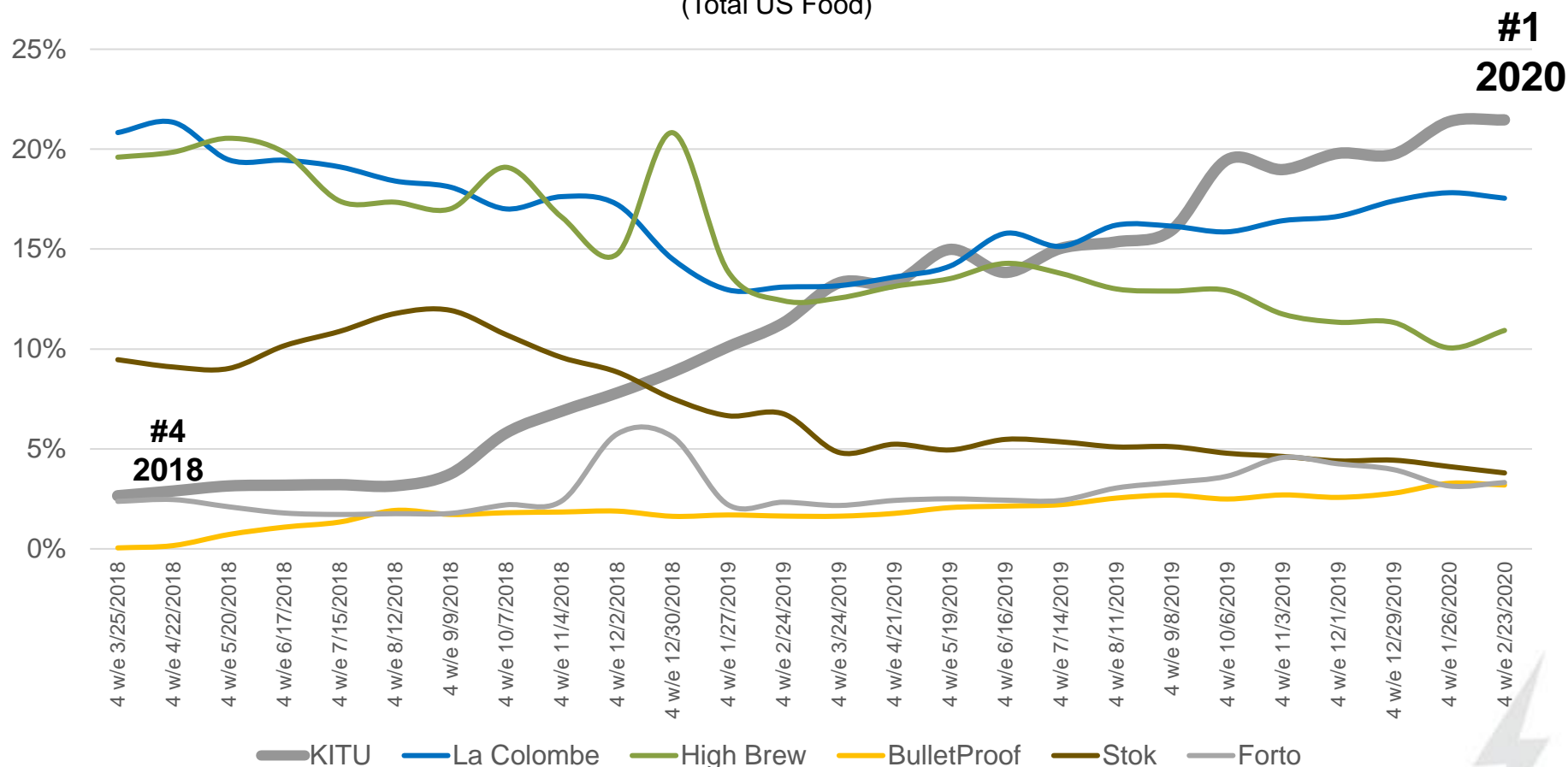
'Independent' brands are those not wholly owned or exclusively distributed by Coca-Cola or Pepsi

Source: IRI Infoscan SS RTD COFFEE, Total US Food, Latest 24 w/e 2/23/20

SUPER COFFEE HAS RISEN FROM CHALLENGER BRAND TO THE #1 INDEPENDENT PLAYER IN UNDER 2 YEARS AND CONTINUES TO GROW SHARE

Dollar Share of SS RTD Coffee

(Total US Food)



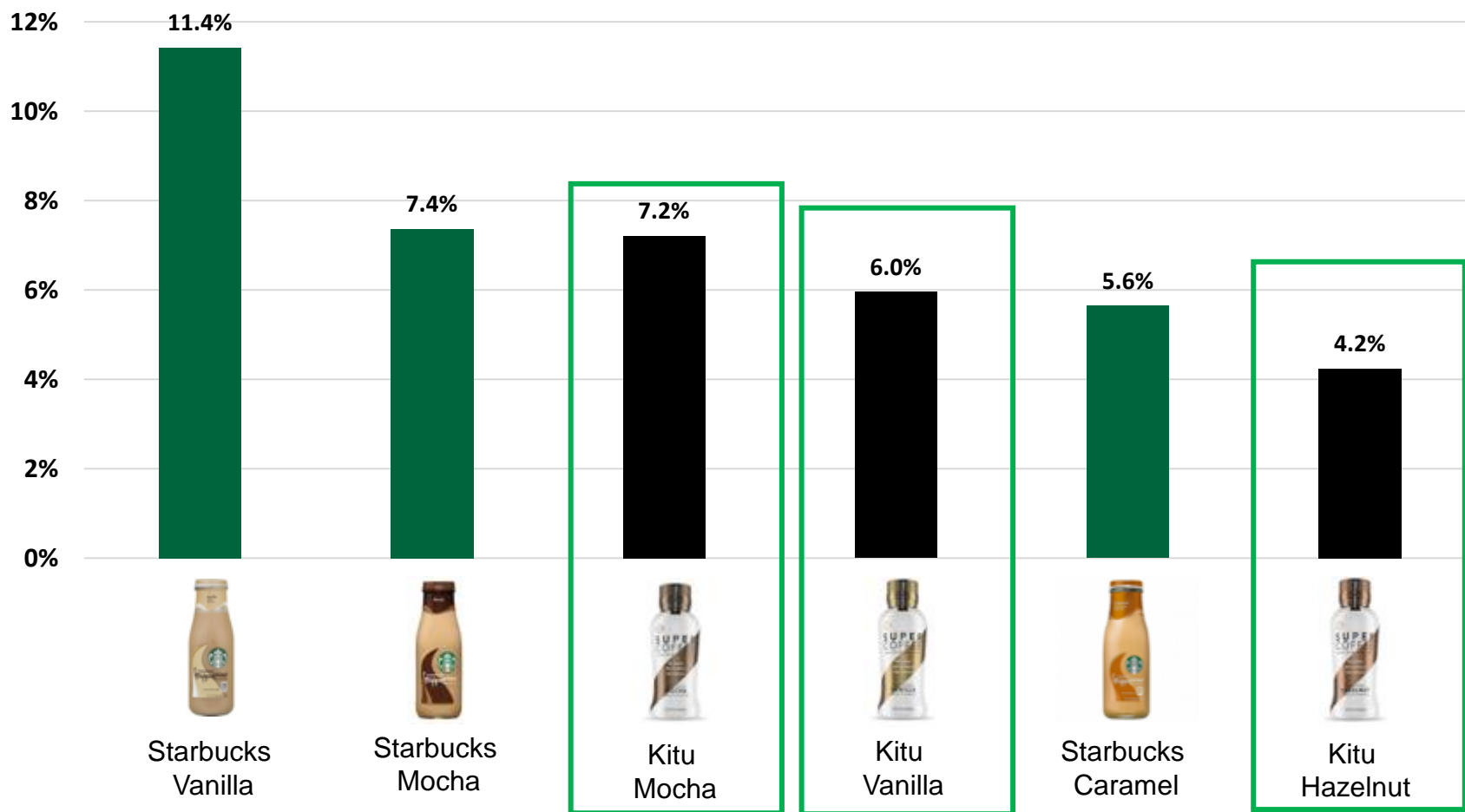
SUPERCoffee®

'Independent' brands are those not wholly owned or exclusively distributed by Coca-Cola or Pepsi

Source: SPINS SS RTD COFFEE, Total US Food, 4-week periods through 2/23/20

MOCHA, VANILLA, & HAZELNUT SUPER COFFEE ARE AMONG THE TOP 6 ESTABLISHED* SKUS DRIVING GROWTH OF SS RTD COFFEE NATIONWIDE!

% Contribution to Category Dollar Sales Growth by Item



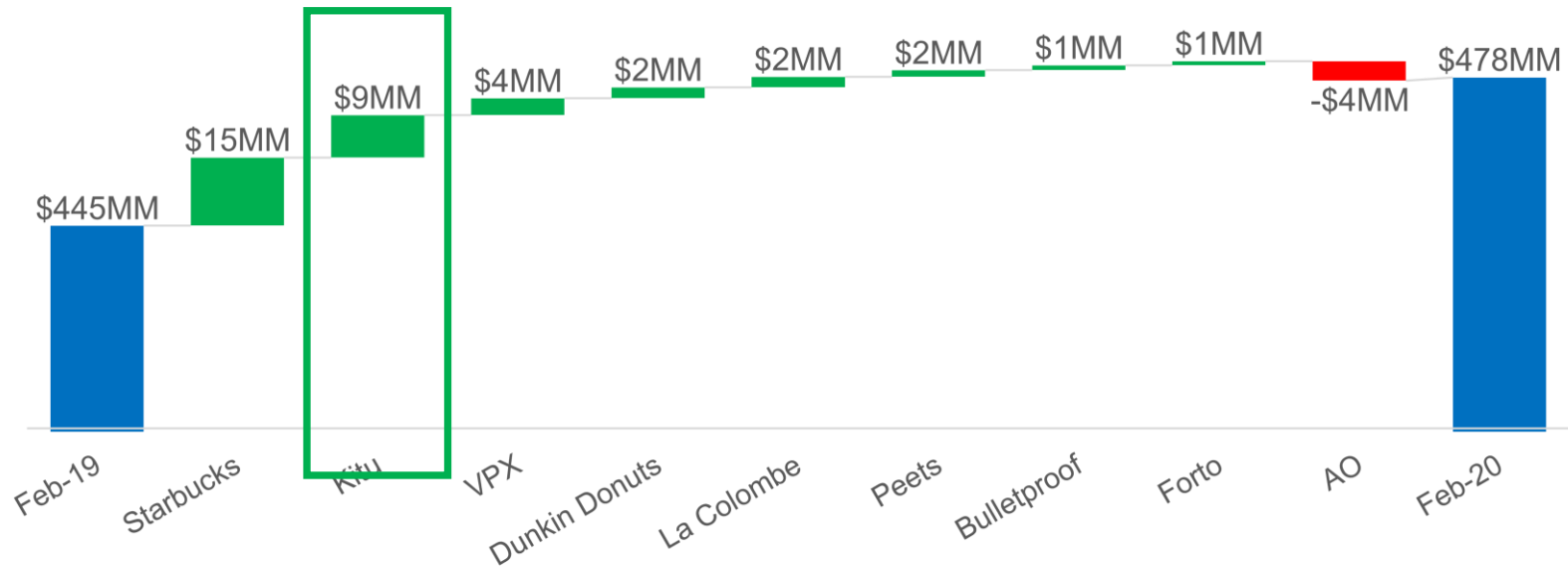
*Established = had greater than \$100K YAGO sales

SUPERCOFFEE®

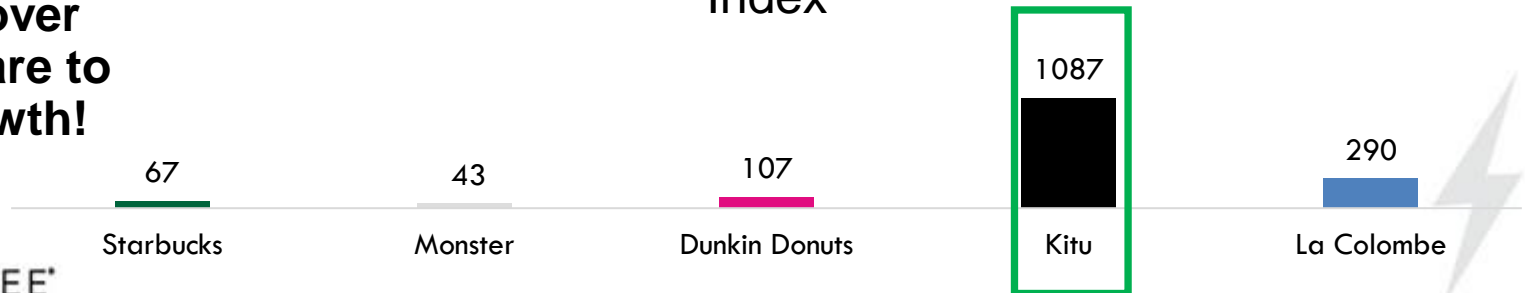
Source: SPINS SS RTD COFFEE, Total US Food, Latest 24 w/e 2/23/20

WHILE IT MAKES UP JUST 2.6% OF RTD SS COFFEE SALES IN US FOOD, SUPER COFFEE DROVE 29% OF TOTAL \$ GROWTH!

SS RTD Coffee \$ Sales & Change vs LY



Top 5 Brands Share of Growth vs. Share of Category Index



Super Coffee contributes over 10x its fair share to category growth!

SUPERCOFFEE®

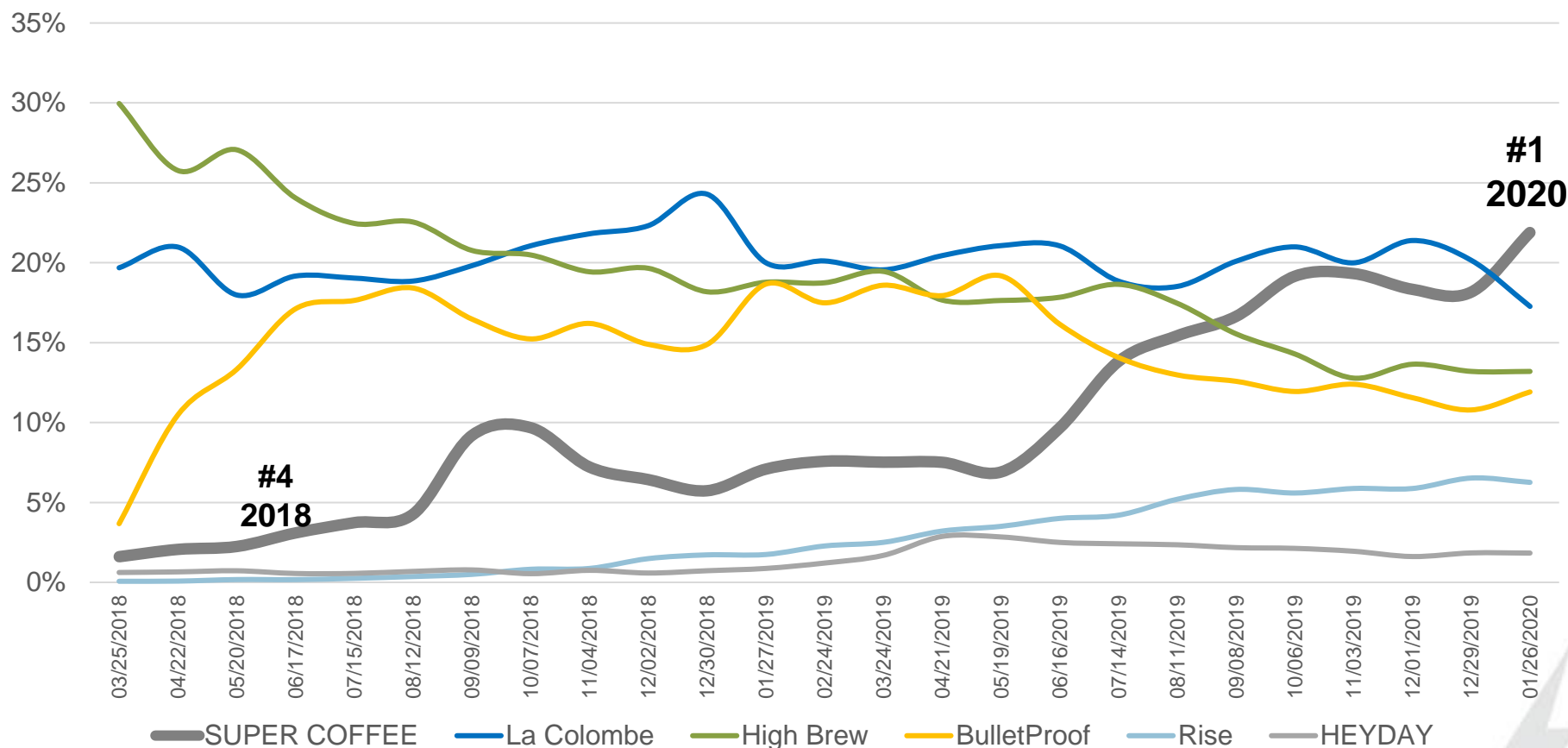
The Natural Channel

No sugar for me, I'm sweet enough



THE MAJORITY OF SUPER COFFEE'S METEORIC RISE FROM CHALLENGER BRAND TO #1 IN THE NATURAL CHANNEL HAS TAKEN PLACE IN THE LAST 6 MONTHS

Dollar Share of SS RTD Coffee
(Total Natural Channel)



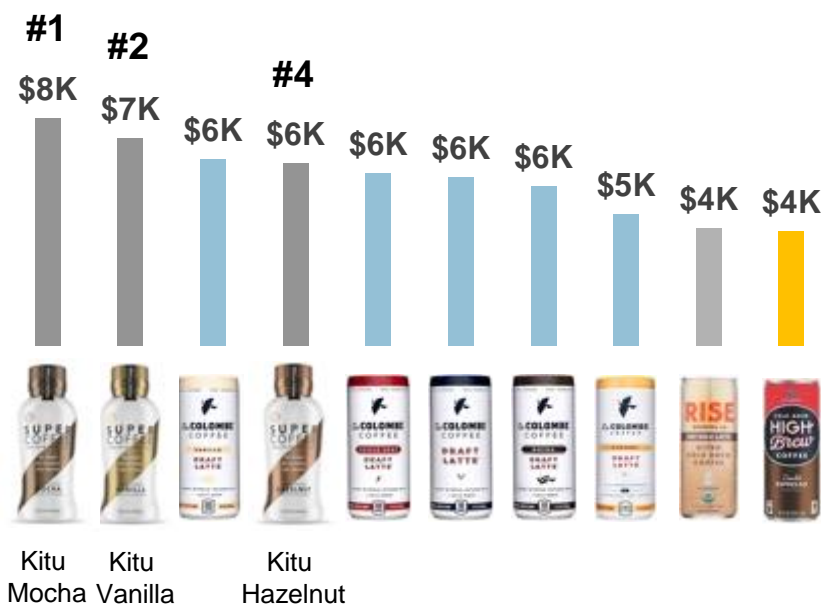
SUPERCOFFEE®

Source: SPINS SS RTD COFFEE, Total Natural Channel, 4-week periods through 1/26/20

MOCHA & VANILLA SUPER COFFEE NOT ONLY DRIVE GROWTH, THEY TURN FASTER THAN ANY OTHER COFFEE IN THE NATURAL CHANNEL & HAVE RISEN TO THE TOP 10 SKUs IN GROCERY

\$ Sales per point of distribution
L24 weeks

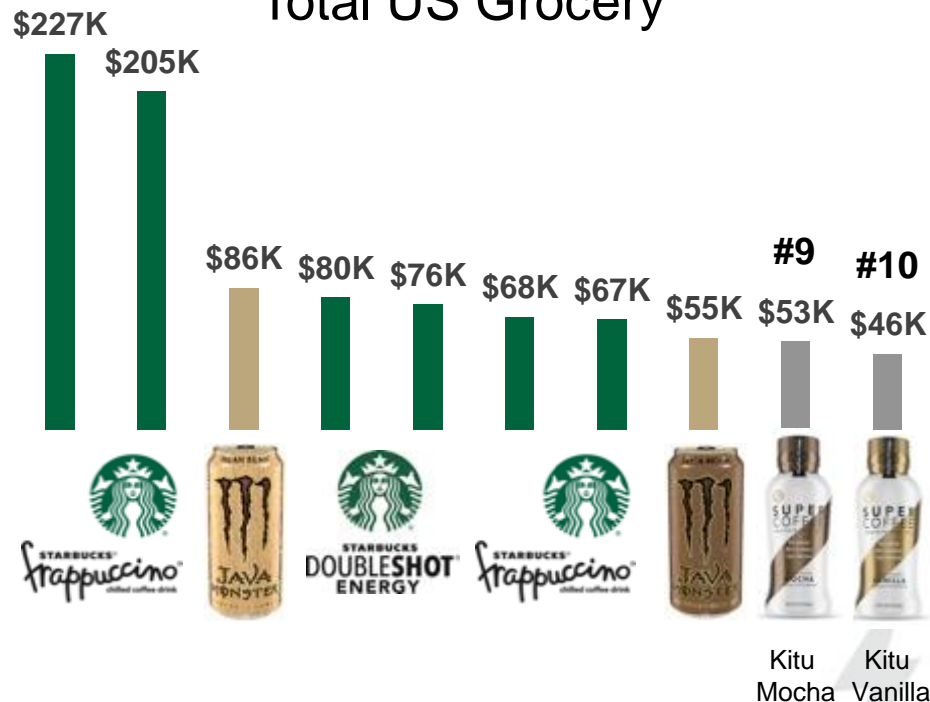
Total Natural Enhanced Channel



Only single serve items were ranked in this analysis

SUPERCOFFEE®

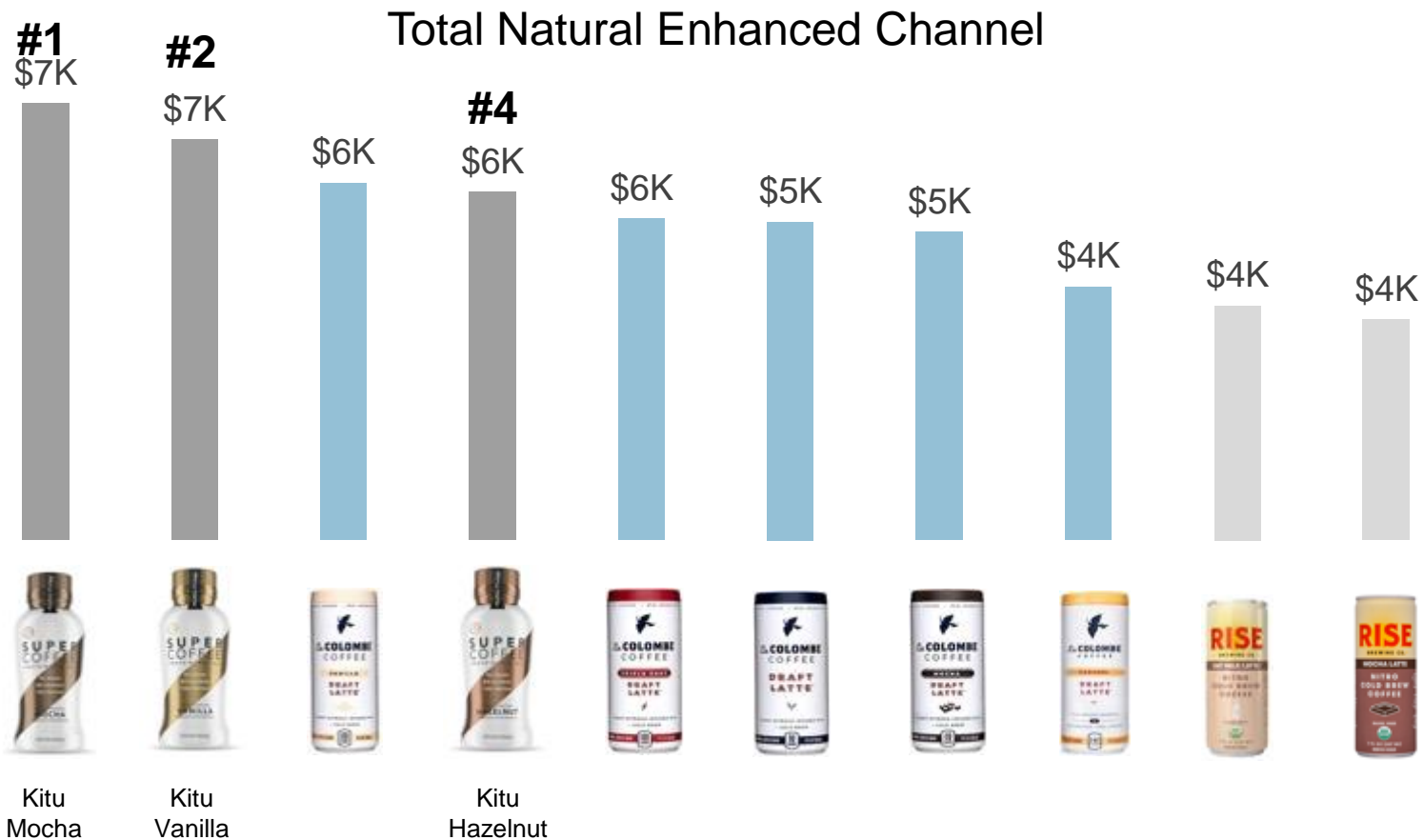
Total US Grocery



Source: SPINS SS RTD COFFEE, Total Natural Enhanced Channel, IRI Infoscan SS RTD COFFEE, Total US Food, L24 w/e 1/26/20

MOCHA & VANILLA SUPER COFFEE NOT ONLY DRIVE GROWTH, THEY TURN FASTER THAN ANY OTHER COFFEE IN THE NATURAL CHANNEL

\$ Sales per point of distribution



SUPERCOFFEE®

Source: SPINS SS RTD COFFEE, Total Natural Enhanced Channel L24 w/e 2/23/20

Retailer Success

Winning at the account level



SUPER COFFEE & SUPER ESPRESSO ARE WINNING AT A MAJOR NATIONAL RETAILER

3 TOP 5 SINGLES, OUTPERFORMING COMPETITION!

IRI NORTHEAST (LAUNCH MARKET)



#1



#2



#3



#4



#5



#1
0



#1
2



#1
6

SUPERCOFFEE®

WHY?

- We are in the right markets with the correct path to market: DSD with targeted geographic approach
- Top store is doing \$1,700+ per week
- Super Coffee is present in end-caps and cold space in stores

KITU MAKES UP 40% OF THE TOP SELLING RTD COFFEE SKUS AT A MAJOR NATIONAL RETAILER!



Other Notable Brands Performance on Top SKU	Avg. \$ PS/PW
La Colombe Triple	\$10.44
HeyDay Vanilla	\$8.77
Forto Vanilla	\$8.67
High Brew Double Espresso	\$8.45
Wandering Bear	\$7.39
Peet's Black & White	\$6.21
Nescafe Whipped Latte	\$4.41

	Avg Weekly Dollars per Store Selling	Rank
SUPER COFFEE MOCHA	\$30.55	1
SUPER COFFEE VANILLA	\$29.77	2
STARBUCKS FRAPPUCCINO MOCHA	\$28.96	3
STARBUCKS FRAPPUCCINO VANILLA	\$28.88	4
SUPER COFFEE HAZELNUT	\$23.52	5
STARBUCKS FRAPPUCCINO COFFEE	\$19.60	6
STARBUCKS COLD BREW UNSWEETENED	\$19.34	7
DUNKIN ORIGINAL	\$18.30	8
DUNKIN FRENCH VANILLA	\$18.02	9
SUPER ESPRESSO VANILLA	\$15.70	10
DUNKIN MOCHA ICED COFFEE	\$15.69	11
SUPER ESPRESSO CARAMEL	\$15.06	12
STARBUCKS DOUBLESHOT VANILLA	\$12.35	13
STARBUCKS PUMPKIN SPICE LATTE	\$11.18	14
STARBUCKS FRAPPUCCINO CARAMEL	\$11.16	15
SUPER ESPRESSO ORIGINAL	\$11.11	16

SUPERCOFFEE®

KITU HAS QUICKLY BECOME A TOP PERFORMER IN SS RTD COFFEE & ESPRESSO AT A MAJOR MASS RETAILER

\$ per store per week

#1



\$27.95

#2



\$27.61

#3



\$25.64

#4



\$24.15

#5



\$23.07

COFFEE SEGMENT (singles)

- KITU holds #3-6 item rank in terms of \$ per store per week, outperforming all but Starbucks top 2 SKUs
- KITU Mocha +47% more productive than Dunkin's top SKU (\$25.64 vs. \$17.47)

#1



\$13.55

#2



\$12.54

#3



\$9.64

#4



\$9.36

ESPRESSO SEGMENT (singles)

- KITU holds the top 3 espressos in Target based on \$ per store per week
- KITU Vanilla #1 is +45% more productive than Starbucks Espresso & Cream (\$13.55 vs \$9.36)

SUPERCOFFEE®

Source: IRI SS RTD COFFEE, Mass Retailer NE Region, L26 weeks ending 12/29/19

*all items shown must have at least 20% avg. wklly ACV in L12 wks

KITU Products

Super Coffee

Super Cold-brew

Super Espresso





SUPERCOFFEE®

10G PROTEIN



NOTHING ARTIFICIAL



MCT OIL



SUPERCOFFEE®



KETO



SUPER COFFEE SKU PRIORITIZATION + 11oz

1. 12oz Mocha
2. 12oz Vanilla
3. 12oz Hazelnut (over indexes)
4. 11oz Coconut Mocha (vegan)
5. 12oz Caramel
6. **11oz Super Cold Brew**
7. 12oz Original
8. 11oz Mocha can + 4pk
9. 11oz Vanilla can + 4pk

Question: why are we prioritizing Caramel so low?

Caramel by RTD coffee category data is higher SKU than Hazelnut and Hazelnut underperforms relative to Mocha & Vanilla Super Coffee.





SUPERCOFFEE®



Kitu Super
Coffee



Bulletproof
Coffee



Dunkin Donuts
Iced Coffee



Starbucks
Frappuccino



La Colombe



High Brew

FLAVOR	Vanilla	Vanilla	Original	Vanilla	Vanilla	Mexican Vanilla
OUNCES	12	11.1	13.7	13.7	9	8
ORGANIC	Yes	No	No	No	No	No
SUGARS (g)	0	12*	45	46	12	14
CALORIES	80	160	290	290	100	90
CARBS (g)	<1	16	47	53	14	18
PROTEIN	10	1	13	9	5	2
MCT OIL (g)	Yes	Yes	No	No	No	No
HEALTHY FATS (g)	5	0	0	0	0	0
CAFFEINE (g)	200	200	170	100	115	130-150

SUPERCOFFEE®

SUPERCOFFEE®



Kitu Super
Coffee



Rise Nitro Cold
Brew Coffee



Chameleon Cold Brew



Kona Red Cold
Brew Coffee



Califia Nitro Cold
Brew Coffee

FLAVOR	Vanilla	Oat Milk Latte	Mexican Coffee	Hawaiian Vanilla	New Orleans
OUNCES	12	7	10	8	10.5
ORGANIC	Yes	Yes	Yes	No	No
SUGARS (g)	0	12	11	3	12
CALORIES	80	110	60	15	130
CARBS (g)	1	18	16	3	15
PROTEIN	10	1	0	0	2
MCT OIL (g)	Yes	No	No	No	No
HEALTHY FATS (g)	5	0	0	0	0
CAFFEINE (g)	200	80	230	200	150

SUPERCOLD BREW®



NOTHING ARTIFICIAL



UNSWEETENED



L-THEANINE

200MG CAFFEINE
~2 CUPS OF COFFEE ☕☕

KI TU SUPERCOFFEE®



NOTHING ARTIFICIAL



10G PROTEIN



MCT OIL

200MG CAFFEINE

~2 CUPS OF COFFEE ☕☕

SUPERCOFFEE®



KU TU SUPERCOFFEE®



Kitu Super Coffee



REBL



Califia



Rise



La Colombe

FLAVOR	Coconut Mocha	Maca Cold Brew	Mocha Noir Cold Brew	Oat Milk Mocha	Caramel Oat Milk Draft Latte
PLANT BASED	Yes	Yes	Yes	Yes	Yes
OUNCES	11	12	10.5	7	9
SUGARS (g)	<1	7	12	15	12
CALORIES	90	130	110	150	130
CARBS (g)	<1	16	18	25	21
PROTEIN	10	2	2	1	2
MCT OIL (g)	Yes	No	No	No	No
CAFFEINE (g)	200	130	120	80	120



SUPERCOFFEE®

10G PROTEIN



NOTHING ARTIFICIAL



MCT OIL



SUPERCOFFEE®



KETO



SUPERCOFFEE®



Kitu Super
Coffee



Dunkin Donuts
Iced Coffee



Starbucks
Frappuccino



La Colombe



High Brew

FLAVOR	Vanilla	Original	Vanilla	Vanilla	Mexican Vanilla
OUNCES	11	12	12	9	12
ORGANIC	Yes	No	No	No	No
SUGARS (g)	0	45	46	12	14
CALORIES	70	290	290	100	90
CARBS (g)	1	47	53	14	18
PROTEIN	10	13	9	5	2
MCT OIL (g)	Yes	No	No	No	No
HEALTHY FATS (g)	5	0	0	0	0
CAFFEINE (g)	200	170	100	120	150

SUPERespresso™



NOTHING ARTIFICIAL

5G PROTEIN



L-THEANINE



SUPER ESPRESSO SKU PRIORITIZATION

1. Vanilla
2. Caramel
3. Triple Shot
4. Original
5. 4 packs



CONSUMERS ARE TRENDING TOWARDS ESPRESSO!

- Last year saw the highest one-year jump in past-day consumption of espresso-based beverages! The number held steady at 24% this year
- American Consumers are purchasing Espresso over 200% more than Cold Brew Coffee!
 - Consumption of Espresso is steady at 24%, Cold Brew is remaining table at only 11%

THIS CATEGORY IS STRONG AND STABLE!



SUPERCOFFEE®

Source: U.S. [National Coffee Association's](#) [National Coffee Drinking Trends \(NCDT\)](#) report.

KITU HAS QUICKLY BECOME THE TOP PERFORMER IN SS ESPRESSO AT A MAJOR MASS RETAILER

ESPRESSO SEGMENT (singles)
\$ per store per week

#1



\$13.55

#2



\$12.54

#3



\$9.64

#4



\$9.36

KITU holds the top 3 espressos in Target based on \$ per store per week

KITU Vanilla #1 is **+45%** more productive than Starbucks Espresso & Cream (\$13.55 vs \$9.36)

SUPERCOFFEE®

*all items shown must have at least
20% avg. wkly ACV in L12 wks

Source: IRI SS RTD COFFEE, Mass Retailer NE Region, L26 weeks ending 12/29/19

KU SUPERespresso®



Kitu Super Espresso



Dunkin' Donuts Shot in the Dark



Starbucks Double Shot



Monster Energy Drink



5-Hour Energy Drink



Red Bull

FLAVOR	Vanilla	Vanilla	Salted Caramel	Espresso	Original	Original
OUNCES	6	8	6.5	8.4	2	12
ORGANIC	Yes	No	No	No	No	No
SUGAR (g)	0	13	17	22	Not Listed	27
CALORIES	40	80	140	150	4	110
CARBS (g)	<1	13	18	22	Not Listed	28
PROTEIN	5	1	4	5	Not Listed	<1
MCT OIL (g)	Yes	No	No	No	No	No
CAFFEINE (g)	180	127	70	160	215	80



SUPERespresso®

5G PROTEIN



NOTHING ARTIFICIAL



L-THEANINE



KETO



SUPERCoffee®



Seasonal Flavors

Good all year round.



FALL SEASONALS



NOTHING ARTIFICIAL



MCT OIL



SUPERCoffee®

WINTER SEASONALS



NOTHING ARTIFICIAL



MCT OIL



SUPERCOFFEE®



The Positive Energy Project

Our secret to success



Super Coffee is dedicated to changing your world
through **Positive Energy**.

In 2018 we officially launched our Positive Energy
Project and today have over 150 brand ambassadors
nationwide.

POSITIVE ⚡ ENERGY

We chose the word “project” because it implies a work in progress—it’s
constantly improving and evolving and moving.

Our goal is to empower others to make better, healthier choice because
Positive Energy is personal!



PEP SQUAD

2020 1st Quarter Stats

- 1,783 YTD Promomash Events completed
(Events = store visits, retail demos, field marketing events, product seedings)
- 150,000 Total Sample Impressions
 - *A Super sample was delivered every minute in January & February.*
- 873 Retail Demos completed
 - *Average 62 units sold per demo*
 - *54,000 units sold total at demos*
 - *60% conversion rate at demos*
- Short Term COVID-19 response
 - *500 Top Account Support Visits made in March by our PEP Squad.*
 - *45,000 units donated to relief efforts and workers*



SUCCESS IN STORES



SUPERCOFFEE®

MERCHANDISING MATERIALS



FRIDGE TOPPERS

PACKOUT: Packed (1) per carton

UNIT: (1)

CASE/CARTON: (1)

PALLET: Approximately (40)

Usage: To be Placed on Top of Refrigerated/Coolers



2 OVER 1 ROLLERS

2 Over 1 Rollers

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	5	21 5/8	9
Capacity	Top Standing Rack: 8 – 6oz Cans Bottom Roller Track: 10 – 6oz Cans		

SUPERCOFFEE®

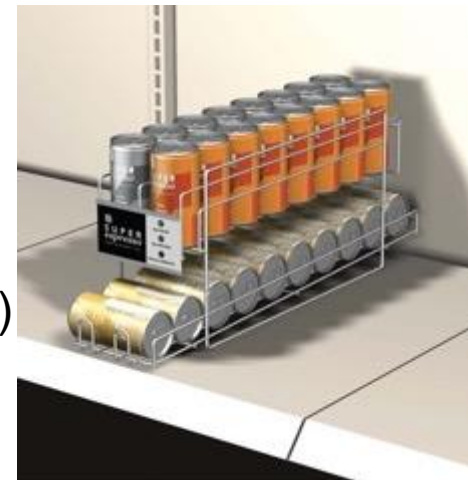
PACKOUT: Packed (1) per carton

UNIT: (1)

CASE/CARTON: (1)

PALLET: Approximately (126)

Usage: For Espresso use to be placed on-shelf



UNDER FRIDGE GRAVITY SHELF

Under Fridge Shelf

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	18 5/8	15 1/4	3 1/2
Capacity	28 6oz Cans		

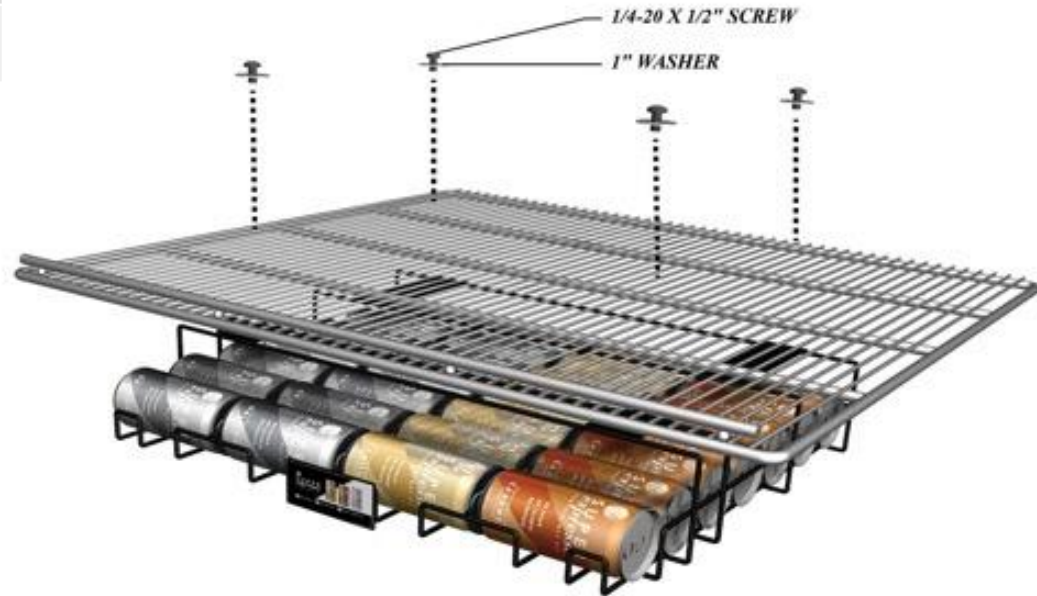
PACKOUT: Packed (1) per carton

UNIT: (1)

CASE/CARTON: (1)

PALLET: Approximately (60)

Usage: For Espresso use in coolers



ARE WASHERS & SCREWS INCLUDED?
YES.



COOLER DOOR SHELF BV4: SUPER COFFEE

Cooler Door Shelf BV3

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	16 1/4	2 7/8	9 3/4
Capacity	5 Super Coffee Bottles		

PACKOUT: Packed (10) per carton

UNIT: (10) units per carton

CASE/CARTON: (1) carton = 10 units

PALLET : (50) to a pallet



Usage: For Super Coffee use in coolers



COOLER DOOR SHELF BV3: SUPER ESPRESSO

Cooler Door Shelf BV3

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	18	2 1/2	6 1/2
Capacity	Super Espresso: 7 6oz Cans		

PACKOUT: Packed (10) per carton

UNIT: (10) units per carton

CASE/CARTON: (1) carton = 10 units

PALLET : (50) to a pallet



Usage: For Espresso use to be in coolers

SUPER COFFEE SHIPPERS



	Width (in)	Depth (in)	Height (in)
Overall Unit Size	16.5	12.25	54.5
Top Shelf	NA	NA	35.5
Usable Shelf Dimensions	15.75	11	NA
TI & HI	2 x 12		
Weight Per Unit	14 pounds		
Shelf Capacity	24 – 12oz Bottles per Shelf		

CASE & PALLET SPECS

CARTON PACK	2 Shipper Units per Carton
PALLET PACK	24 Cartons/Pallet (48 Shipper Units per Pallet)
CARTON WEIGHT	14lbs
CUBIC FEET	Display: 21.5/Pallet: 70.32
CARTONS/LAYER	2 x 12
LAYERS/PALLET	2 X 12
UNIT DIMENSIONS	15 7/8 W X 11 5/8" X 54 1/2 H
CARTON DIMENSIONS	49 X 19 X 4
PALLET DIMENSIONS	40 X 49 X 62
PALLET WEIGHT	386 lbs
PALLETS PER TRUCK	30

SUPER COFFEE PLASTIC RACKS



SUPERCoffee®

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	15	14.5	55 3/8
Top Shelf			36 1/4
Usable Shelf Dimensions	12.5	12.5	
Weight Per Unit	14 lbs.		
Shelf Capacity	24 – 12oz Bottles		
Unit Capacity	96 – 12oz Bottles per Unit		

CASE & PALLET SPECS

CASE PACK	12oz
CASE WEIGHT	11lbs.
CUBIC FEET	100
CASES/LAYER	6
LAYERS/PALLET	7
CASE/PALLET	42
UNIT DIMENSIONS	15" W x 14 1/2" D x 55 3/8" H
CASE DIMENSIONS	16 x 16 x 13
PALLET DIMENSIONS	48 x 40 x 90
PALLET WEIGHT	512 lbs.
PALLETS PER TRUCK	30



NEW BLACK RACKS: LANE BLOCKERS W/ WHEELS



	Width (in)	Depth (in)	Height (in)
Overall Unit Size	21 11/165	20 1/16	73 5/16
Top Shelf			51 5/8"
Usable Shelf Dimensions	18 1/2	18 1/2	
Shelf Capacity	(48) 12oz Bottles per Shelf/4 Cases of Super Coffee per Shelf		
Unit Capacity	(240) 12oz Bottles per Rack		

VENDOR/SUPPLIER: NYSCO

Click on [THIS VIDEO](#) to see how easy it is to assemble these new racks!

Why are these racks incredible?

- They ship FLAT
- **Easy** assembly
- They hold 20 cases of 12oz Super Coffee per rack
- 5 shelves
- Comes with wheels



SUPER COFFEE PODS SHIPPER SPECS



Shipper Unit UPC will be placed
on the back of the base

SUPERCOFFEE®

Shipper units will ship pre-packed

	Width (in)	Depth (in)	Height (in)
Overall Unit Size	12.5	14.5	69 9/16
Usable Shelf Dimensions	11 5/8"	7 7/8"	8 1/4"
Pre-Packed Weight Per Unit	Approx. 14 lbs.		
Shelf Capacity	Super Coffee Pod Boxes will be merchandised VERTICALLY (6) Super Coffee Pod Units per Shelf		
Unit Capacity	(24) Units per Shipper (4) Cases per Shipper		
# of Shippers per Pallet	18 shippers per pallet (40" x 48" x 67" – overall pallet height – including pallet)		

**Pre-packed shippers are wrapped in a carton sleeve
1 Carton contains 1 Shipper**



SUPER COFFEE PODS SHIPPER POG & UPCs



Shipper Unit UPC will be placed
on the back of the base

SUPERCOFFEE®

Super Coffee Pods Shipper Planogram

Top Shelf	Dark Roast
2nd Shelf	Mocha
3rd Shelf	Vanilla
Bottom Shelf	Hazelnut

**Pre-packed shippers are wrapped in a carton sleeve
1 Carton contains 1 Shipper**

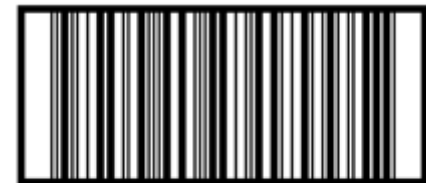
SHIPPER UNIT UPC

8 50007 04257 8



SHIPPER CARTON GTIN

10850007042575



10850007042575



**CHANGE YOUR
ENERGY.
CHANGE YOUR
WORLD.**



THANK YOU!