

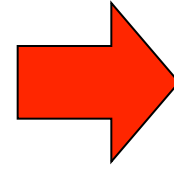
Stakeholder Issues

Retailer Issues

- Promote prepared foods
- Improve shopping experience

Coke Issues

- Find incremental space for promoting portfolio



Solution Brainstorming

Create Incremental Space



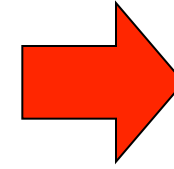
Display case fridge



International foods tie-in



End-cap as showcase unit

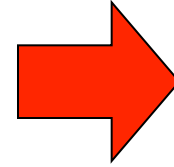


Merchandising Innovation Prototypes



- Attract shoppers to beverage aisle
- Decrease price sensitivity
- Improve beverage experience

- Increase brand experience
- Increase brand loyalty and preferences



Improve Existing Beverage Aisles



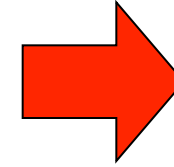
Shelf banners



Illuminated displays

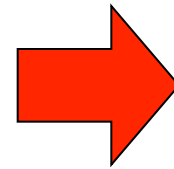


The beverage tower



- Increase profitability via IC packaging

- Increase profitability via IC packaging



Increase Immediate Consumption Sales



Mini-Vending



Instant cold at check out



Sliver cooler

