



200 - 500 Stores



Case UPC	70074-67607-4	70074-67598-5	70074-67603-6	70074-67600-5
Unit UPC	70074-67608-1	70074-67599-2	70074-67604-3	70074-67602-9
Last 5 UPC	67607	67598	67603	67600
Wholesaler	Grape 500ml	Strawberry 500ml	Coconut 500ml	Apple 500ml
McLane	361257	361237	361247	496407



First Ship- June 2023

Minimum 2 – 4 Flavors per Store w/Tag

1 Free Case/Flavor- Store - Shelving

Trade Shows – Bronze

Promotions – 2 for \$5 (16 weeks)

Monthly Scan Data- Pedialyte

7-ELEVEN[®]

Pedialyte[®]

Pricing Jun - Aug



- **SRP \$2.79 - \$3.29**
- Cost per bottle: \$1.37 thru Sept 1st
- +50% Margin
 - \$2.79 (51%)
 - \$2.99 (54%)
 - \$3.29 (58%)
- Robust Promotional Support
 - Bogo (1 week)
 - 2 for \$5 (EDLC)

7-ELEVEN[®]

Pedialyte[®]



Pricing Sept 1st

- **SRP \$2.99 - \$3.29**
- Cost per bottle: \$1.64
- **Rebate: -\$0.14**
- Net cost \$1.50
- +50% Margin
 - \$2.99 (50%)
 - \$3.29 (54%)
- Robust Promotional Support
 - 2 for \$5
 - 2 for \$6 (EDLC)

June - August Promo Pricing (2 for \$5 - 8wks)			EDLP
Retails	\$2.79	\$2.99	\$3.29
Promo	2/\$5	2/\$5	2/\$5
Costs	\$1.37	\$1.37	\$1.37
Bundle Rebate	\$0.24	\$0.10	\$0.00
Promo - Blended Margin	51%	51%	52%
Sept - December Promo Pricing (2 for \$5 - 8wks)			EDLP
Retails	\$2.99	\$3.29	\$3.29
Promo	2/\$5	2/\$5	2/\$6
Costs	\$1.50	\$1.50	\$1.50
Bundle Rebate	\$0.60	\$0.30	\$0.00
Promo - Blended Margin	51%	51%	52%

Franchisee Support



National Coalition of Associations
of 7-Eleven Franchisees

2022 Affiliate Membership

46th Annual
Convention and
Tradeshaw
National Harbor, MD
August 9-10

2023 Support

Trade Shows
Call on Franchisee Groups
Compelling Offers

Appendix

Pedialyte delivers Advanced Hydration for all ages and across multiple need states

25+ YEARS AGO

+7 YEARS AGO

2022

2023

3.5% CAGR

21.7% CAGR

Retail sales

\$54MM

#1

Pediatrician
Recommended

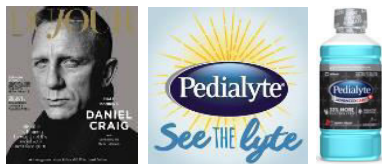


Retail Sales

\$108MM

Daniel Craig's
Go-To

*"the difference between
life and death"*

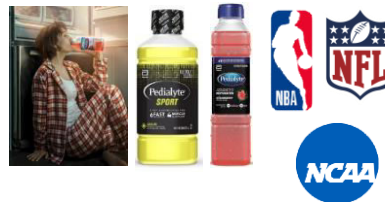


Retail Sales

\$504MM*

60+

College and professional
sports teams** use Pedialyte
for Advanced Hydration



Projected Retail Sales

▲ 27%+

INNOVATION

PARTNERSHIP

SUPPLY

TRIAL



Heavy Users

Military



Social



Cardi B
NY Post



Sports



SOLD TO
60+
TEAMS**

Laborers



Proprietary and confidential — do not distribute

Pedialyte Is Your Advanced Hydration Health Solution

The undisputed beverage to **Hydrate** and **Feel Better Fast**



COLD, FLU & GASTRO

Fever, diarrhea, and vomiting



MEDICAL CARE

Occasional morning sickness*, breastfeeding, dehydration, Fever, vomiting, diarrhea



EXERCISE / SPORT

Excessive sweating, recovery, regulate body temperature, performance and minimize cramping



ADULT / KID FUN

Driven by high temperature or not: vomiting and thirst



TRAVEL

Travel naturally dehydrates you, low humidity in airplanes can cause dehydration

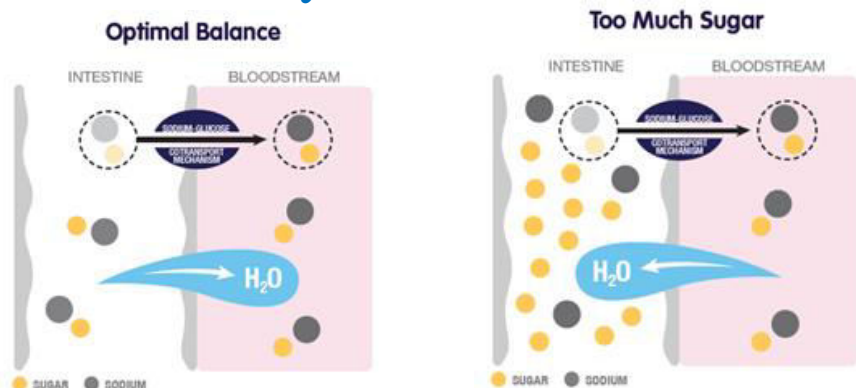
Occasions

*During a normal pregnancy

Pedialyte – Proven science-based hydration

*3x the Electrolytes and 1/4 the Sugar vs leading sports drinks

Too much sugar/glucose could make dehydration worse



Molar ratio or **balance** of glucose to sodium for optimal hydration at the **cellular level**

*Efficacious between 1:1 to 3:1

*Based on expert recommendations for oral rehydration solutions (AAP, WHO, NASPGHAN)

Electrolyte and Sugar Levels



	per bottle	16.9 fl oz	20 fl oz	21 fl oz	20 fl oz
Calories		30	50	130	140
Carbs		8g	14g	31g	36g
Sugars		6g	12g	31g	34g
Sodium		690mg	490mg	430mg	270mg
Potassium		390mg	350mg	487mg	80mg

Pedialyte Advanced Rehydration 16.9oz

- ✓ Lowest Calories, Carbs and Sugars
- ✓ Highest level of Electrolytes
- ✓ Contains Zinc (immune support)
- ✓ Gatorlyte & Electrolyte contain additional Calcium & Magnesium

Thank you!



Abbott