

Let's Re-Engage and Make a Stand! We are PepsiCo! We are USDA Approved!

Let's Deliver the "Hello Good" Message

- IZZE is USDA approved for schools
- IZZE is 25% less calories than Switch
- IZZE is made from 100% Juice reconstituted with water
- IZZE = 1 Fruit Serving
- IZZE has no added sugar
- IZZE is Gluten Free
- IZZE has no HFC
- IZZE has no artificial Ingredients
- IZZE contains no caffeine
- IZZE has competitive bid pricing
 - **\$1.87 EDM Level**
 - **\$3.00 Region Finance**
- IZZE has equipment solutions
- * 2014 IZZE will not be fortified

Hello Good
 IZZE Sparkling Juice features a ratio of 70% real fruit juice and 30% sparkling water
 - 25% fewer calories and less sugar compared with 100% juice drinks
 - 90 calories per 8.4 oz
 No added sugar, preservatives, high-fructose corn syrup, artificial ingredients or caffeine
 Fortified with Vitamin C (10% RDA), B6 (10% RDA) and Niacin (10% RDA)
 One 8.4 oz can provides one serving of fruit based on the USDA's 2010 Dietary Guidelines

YOU WANT THE BEST FOR YOUR STUDENTS. SO DO WE.
 IZZE FORTIFIED™ has a taste that's pinker and is better for you, with less sugar and fewer calories than 100% fruit drinks like Switch.
IZZE FORTIFIED

IZZE FORTIFIED
 No added sugar
 No preservatives
 No high-fructose corn syrup
 No artificial ingredients
 No caffeine

USDA approved for sale in school cafeterias during lunch periods
 Meets the Alliance for a Healthier Generation Nutrition Guidelines for Middle and High Schools
 Provides schools with an alternative beverage choice
 Bid pricing available 6-12

IZZE FORTIFIED™— a positive beverage made from good ingredients that also tastes great and refreshes, both physically and emotionally.

IZZE is a sparkling crisp fruit flavored beverage that is a great alternative to soda. We have been trying to find healthier ways to cheer from soda and found this is a good alternative. It's also lighter than 100% fruit juice drinks with more sparkling fun! — *Chrissy L.*

IZZE FORTIFIED™ has 25% fewer calories and less sugar compared with 100% juice drinks like Switch
90 CALORIES 29G SUGAR **120 CALORIES 36G SUGAR**

Moms know the secret of cutting juice with water to make it less sweet and have fewer calories. Discover IZZE.
 Original, Strawberry, Mandarin, & Orange. PepsiCo and Newell Brands Market all proudly feature IZZE on their menus.

**Moms know the secret of cutting juice with water to make it less sweet and have fewer calories. Discover IZZE.*



INGREDIENT FACTS- IN 2014 IZZE will no longer be fortified

IZZE's #1 Ingredient is Pure Fruit Juice

Switch's #1 Ingredient is water

1. **Apple: Pure Juice made from Apple, white grape and Acerola Juice Concentrates.**
2. Sparkling Water,
3. Natural Flavor,
4. Citric Acid,
5. Asorbic Acid (Vitamin C)
6. Nicinamide Pyroxine Hydrochloride (Vitamin B6)



1. **(Filtered Sparkling Water Sufficient to Reconstitute Juice Concentrates,**
2. *Apple and Acerola Juice Concentrates),*
3. Natural Flavors,
4. Ascorbic Acid (Vitamin C)

***Lets fight for our right!
Not only should we displace Switch, we should be easily displacing Fruit 66 & Fizz Ed...We Are PepsiCo!***



Current Situation

USDA

- IZZE is Approved by under the New USDA Regulations

State/Local Bans

- Government Affairs Update Map
- 15 States have placed State Bans
- 70% of the US is a Opportunity
- District Ban Push Back needed

100% Juice Claim Obstacle???

- Do we still have roadblocks?
- Fact base selling based on ingredients
- Leverage and Protect our PepsiCo Brands
- Target All Switch, Fruit 66 and Fizz Ed

Middle School

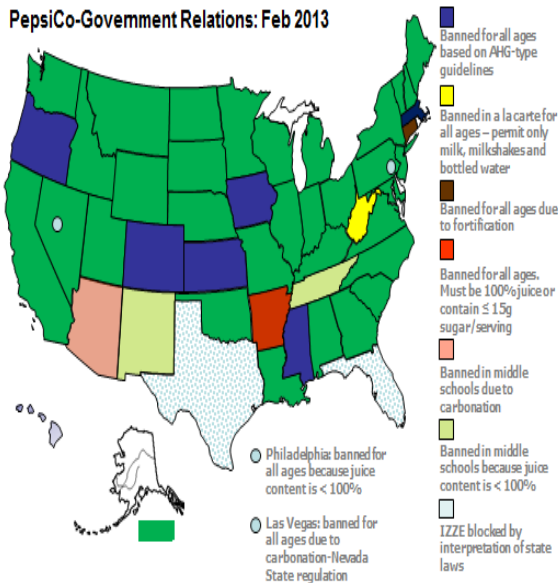
- Plain water or plain carbonated water (no size limit);
- Low-fat milk, unflavored (\$12 fl oz);
- Non-fat milk, flavored or unflavored (\$12 fl oz), including nutritionally equivalent milk alternatives as permitted by the school meal requirements;
- 100% fruit/vegetable Juice (\$12 fl oz); and
- 100% fruit/vegetable juice diluted with water (with or without carbonation), and no added sweeteners (\$12 fl oz).

High School

- Plain water or plain carbonated water (no size limit);
- Low-fat milk, unflavored (\$12 fl oz);
- Non-fat milk, flavored or unflavored (\$12 fl oz), including nutritionally equivalent milk alternatives as permitted by the school meal requirements;
- 100% fruit/vegetable juice (\$12 fl oz);
- 100% fruit/vegetable juice diluted with water (with or without carbonation), and no added sweeteners (\$12 fl oz);
- Other flavored and/or carbonated beverages (\$20 fl oz) that are labeled to contain ≤5 calories per 8 fl oz, or ≤10 calories per 20 fl oz; and Other flavored and/or carbonated beverages (\$12 fl oz) that are labeled to contain ≤40 calories per 8 fl oz, or ≤60 calories per 12 fl oz.

States with laws preventing sale of IZZE in middle and/or high schools

PepsiCo-Government Relations: Feb 2013



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90 CALORIES
20g SUGAR

120 CALORIES
29g SUGAR

