

BLOW THE CAP OFF WATER SALES

ADD TO YOUR BOTTLED WATER PURCHASES WITH THE
#1-SELLING POWDERED DRINK MIX.¹



WHEN THEY ADD IT IN, YOU'LL ADD IT UP

TOP-SELLING¹ CRYSTAL LIGHT ON THE GO
IS A NATURAL ADD-ON FOR ACTIVE WATER DRINKERS.

Appeal to health-conscious customers. As more consumers cut down on soft drinks and even diet drinks in favor of drinking more water,² CRYSTAL LIGHT OnThe Go offers customers more flavorful hydration with just 5 calories per serving.³

Capitalize on the flavored water trend. Convenient, single-serve CRYSTAL LIGHT OnThe Go appeals to the 56% of consumers who report that they are purchasing more flavored water than 2 years ago.⁴

Benefit from 90% aided awareness⁵ and unmistakable appeal.

Attract customers with a variety of on-trend flavors.

Make merchandising easy. Its small footprint makes CRYSTAL LIGHT OnThe Go easy to display near registers or coolers.



Product Description	Format	Case/Pack Size	Product Code
4 Flavor Merchandiser*	On The Go	4/30/20z	4300004093
Raspberry Ice	On The Go	4/30/20z	4300000798
Iced Tea	On The Go	4/30/20z	4300000757
Peach Tea	On The Go	4/30/20z	4300000797
Fruit Punch	On The Go	4/30/20z	4300000006
Wild Strawberry Energy	On The Go	4/30/20z	4300000926
Raspberry Green Tea	On The Go	4/30/20z	4300000362
Cherry Pomegranate	On The Go	4/30/20z	4300000363
Lemonade	On The Go	4/30/20z	4300000796
Raspberry Lemonade	On The Go	4/30/20z	4300000015
Sunrise Classic Orange	On The Go	4/30/20z	4300000504

For more information, contact your Kraft Heinz
Foodservice representative at **1-800-537-9338**
or visit **kraftfoodservice.com/CLOTG**.

Find us on | 1-800-537-9338 | kraftfoodservice.com

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¹ Nielsen, Total US xAOC \$ share, YTD 4/25/15

² Beverage Digest, Fact Book 2015

³ When added into 20 oz. of water

⁴ Technomic, The Beverage Consumer Trend Report, 2014

⁵ Ipsos, Brand Health Tracker, Q2 2014

*Fruit Punch, Raspberry Ice, Lemonade and Strawberry Energy included in the acrylic rack

