



62%
OF DRINKS
PURCHASES
DONE ON IMPULSE



8 FROM 10
SHOPPERS
BUYING CHILLED
BEVERAGES



**BRAND MORE
IMPORTANT
THAN PRICE** AND
WILL PAY MORE
FOR THE RIGHT
OFFER



**COOLERS ARE
GENERATING
HIGHER
IMPULSE** THAN
THE AMBIENTAL IPPS
(53% IMPULSE
WEIGHT VS 36%)