

# INTRODUCING NEW LIPTON NO SUGAR

## Key Features:

- ✓ 100% great taste, 0% sugar
- ✓ No artificial colours
- ✓ No preservatives
- ✓ Made from real Lipton tea leaves
- ✓ Rainforest alliance certified tea



## Key Benefits:

- ✓ Recruit new consumers seeking no sugar beverage offer
- ✓ Align with category shifts to providing zero/no sugar offers
- ✓ Dedicated media support to drive trial and awareness

## Dedicated Media Support:

- ✓ \$1.5M media support to build awareness and drive trial of Lipton No Sugar



## Market Leading Brand

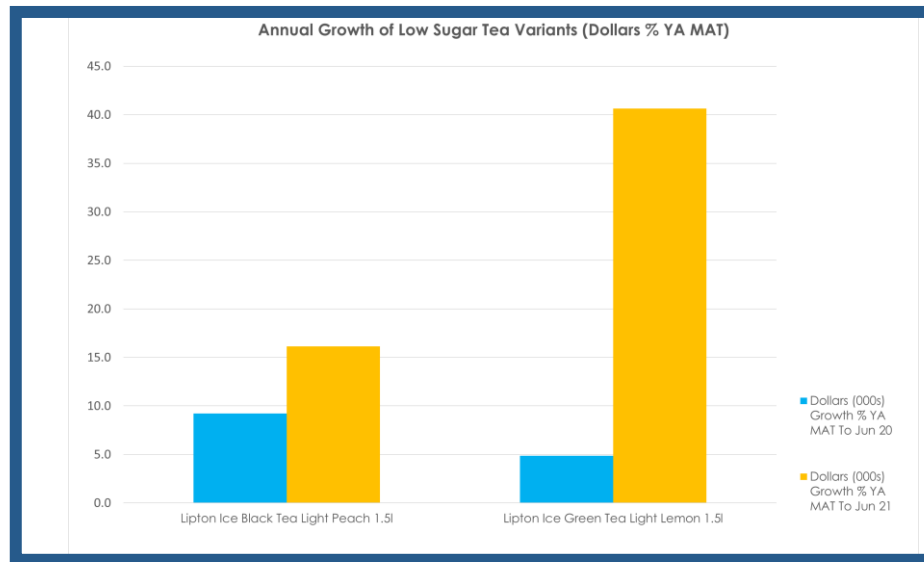
### 500ml

- ✓ Peach (Black tea base)
- ✓ Lemon (Black tea base)

# TREND TOWARD LOW/NO SUGAR OFFERS?

We know a trend toward no sugar resonates with low sugar range in double digit growth

Proven Track Record In Global Markets With No Sugar Offer



**60%**  
OF TOTAL TEA – US  
MARKET IS NOW NO  
SUGAR