



Discover Delicious
VEGGIE BLENDS
 With a touch of Fruit

New Veggie Blends from V8® are Delicious and Functional: Get the nutrition of a vegetable and fruit beverage with a fresh new taste

Healthy Greens

Carrot Mango

Purple Power



Launch Date:
February 1, 2015



Servings of
Vegetables
 Per 12 fl.oz. bottle



Excellent source of
Vitamins A, C & E



No sugar added



No artificial
 colors, flavors, or preservatives

Category and Consumer Insights

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|----------------------|---|
| Category Information | <ul style="list-style-type: none"> • There are little to no options out there that meet the convenience, nutrition and affordability that customers seek ➤ Juicing at home is nutritious but time intensive and inconvenient ➤ Refrigerated premium juices are expensive and typically have high sugar content ➤ Savory juices have a polarizing taste ➤ Sweet Fruit juices contain too much sugar |
| Insights | Makes juicing reachable to mainstream with overall liking exceeding the competition |
| Core Consumer | Adults seeking health and wellness who care about what they eat/drink and how it makes them feel |
| Target Segments | Business & Industry, Travel & Leisure, Hospitality, Healthcare, College & University |
| Positioning | Deliciously blended juices power packed with nutrition. Delicious and Functional. |
| Benefits | <ul style="list-style-type: none"> ✓ Excellent source of antioxidant vitamins A, C and E ✓ Healthy ✓ 1 ½ serving of vegetables in each serving |
| RTBs | <ul style="list-style-type: none"> ✓ 100 Calories or less per bottle ✓ No added Sugar ✓ No Artificial colors, sweeteners, flavors or preservatives |



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Product Information

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| Flavors | Carrot Mango Purple Power Healthy Greens |
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| Size | 12oz Resealable PET Bottle |
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| Servings | 1 serving per 12oz |
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| Ingredients | PURPLE POWER: WASTER, CONCENTRATED VEGETABLE JUICES OF (PURPLE CARROTS, BEETS), APPLE JUICE CONCENTRATE, NATURAL FLAVORING, CITRIC ACID, VITAMIN C (ASCORBIC ACID), VITAMIN E (ALPHA TOCOPHEROL ACETATE), BETA CAROTENE |
| | CARROT MANGO: WATER, CARROT JUICE CONCENTRATE, MANGO PUREE CONCENTRATE, CITRIC ACID, NATURAL FLAVORING, VITAMIN C (ASCORBIC ACID), VITAMIN E (ALPHA TOCOPHEROL ACETATE) |
| | HEALTHY GREENS: : WATER, SPINACH PUREE, YELLOW CARROT JUICE CONCENTRATE, CONCENTRATED FRUIT JUICES OF (APPLES, PINEAPPLES), CITRIC ACID, VEGETABLE JUICE BLEND (CUCUMBER JUICE CONCENTRATE, CELERY JUICE CONCENTRATE, KALE JUICE, ROMAINE LETTUC JUICE, SPINACH PUREE [SPINACH, WATER], GREEN BELL PEPPER JUICE, CIRITC ACID AS A PRESERVATIVE), NATURAL FLAVORING, VIMTAIN C (ASCORBIC ACID), VITMAIN e (ALPHA TOCOPHEROL ACETATE), HUITO JUICE CONCENTRATE FOR COLOR, WATERMELON JUICE CONCENTRATE FOR COLOR, BETA CAROTENE. |

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| Calories | 100 calories or less per serving (depending on flavor) |
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| Claims | EXCELLENT SOURCE OF ANTIOXIDANT VITAMINS A, C AND E |
| | HEALTHY |
| | 12 FL. OZ. PROVIDES 1 ½ SERVINGS OF VEGETABLES. |
| | NO SUGAR ADDED NO ARTIFICIAL COLORS, FLAVORS, SWEETENERS OR PRESERVATIVES 75% JUICE |

Purchasing Information

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| UPCs | | | |
| | | | |
| | Carrot Mango | Purple Power | Healthy Greens |

| Specs | Product | UPC Product Code w Chk Digit | UPC Excl. Case Digit | Case GTIN |
|-------|--------------------------------|------------------------------|----------------------|----------------|
| | | V8 Veggie Blend Carrot Mango | 51000217950 | 5100021795 |
| | V8 Veggie Blend Purple Power | 51000217936 | 5100021793 | 10051000217933 |
| | V8 Veggie Blend Healthy Greens | 51000217967 | 5100021796 | 10051000217964 |

12 Units / Case