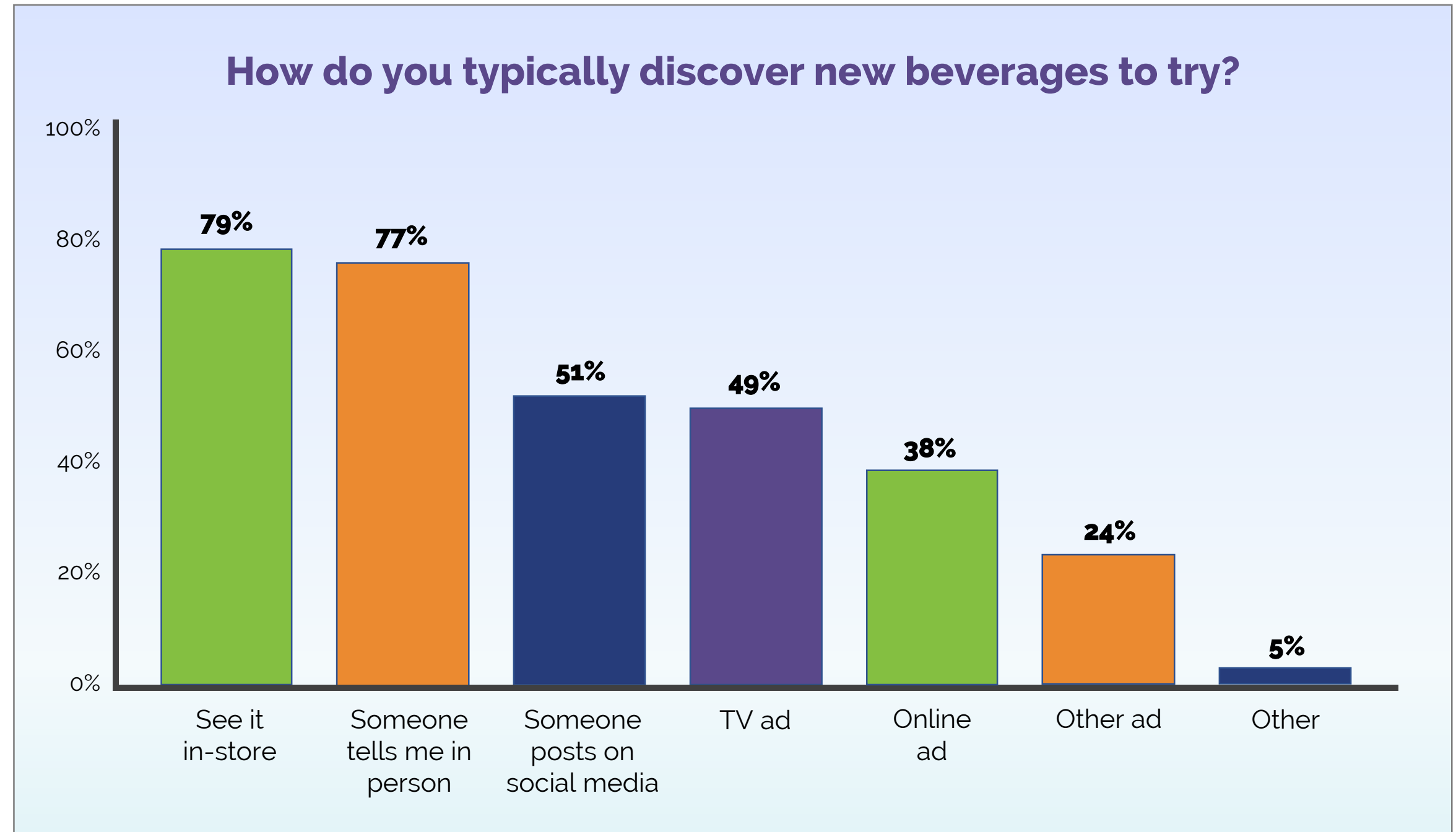


RIPPLE STREET RESEARCH REVEALS THAT IN-STORE AND WORD-OF-MOUTH ARE PRIMARY DRIVERS OF DISCOVERY IN THE BEVERAGE CATEGORY

- Almost 80% of consumers ages 18-54 discover new beverages by **seeing them in-store** or **hearing about them in-person**.
- Social media is the next largest factor for product discovery.



Sample: n=2,240 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

Ripple Street Research is a fast, easy and affordable way to gain statistically reliable insights in 24 hours.

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