



## Take a Fresh Plunge

### BRAND POSITIONING

For adults age 35 years and up, the classic taste of Nestea means reliable refreshment. For a simple pleasure you can rely on, there's nothing like a Nestea to cool you down and perk you up. Nestea's clean tea taste and ice-cold refreshment is the easy, familiar taste of home.

### BRAND ROLE

Nestea is CCNA's base brand ready-to-drink tea that provides great tasting, healthful refreshment to consumers on the go.

### FEATURES AND BENEFITS

Nestea's four refreshing flavors offer uncluttered, clean tea taste.

### NON-CARBONATED TEA

#### CORE PACKAGES

20-oz. PET

12oz. 12-pack cans

.5L 12-pack PET

1L/1.5L/2L

#### FLAVORS

Sweetened Lemon, Diet Lemon, Peach Green Tea, Diet Peach Green Tea

Sweetened Lemon, Diet Lemon

Sweetened Lemon, Diet Lemon, Peach Green Tea, Diet Peach Green Tea

Varies by Region

### CATEGORY HIGHLIGHTS

- 92% of consumers in the U.S. drink iced tea<sup>1</sup>
- Adults, 25-49, years of age, drink 48% of ready-to-drink Tea volume<sup>2</sup>
- The Tea Category is growing, up +16.1 in Mainstream Channels in 2005<sup>3</sup>
- Green tea is providing 80% of the growth to the tea category<sup>3</sup>
- 58% of Nestea consumption is with Mealtime Occasions, a higher percentage than any other ready-to-drink tea brands<sup>2</sup>
- Nestea has 50 years of iced tea heritage and 96% brand awareness<sup>4</sup>



#### Sources:

<sup>1</sup> Odyssey Study July 2003

<sup>2</sup> TCCC CBL March 2006

<sup>3</sup> AC Nielsen Mainstream Channels 2005

<sup>4</sup> IPSOS Brand Health Study May 2004



## PRODUCT INFORMATION

### SWEETENED LEMON



**.5 LITER 12 Pack Shrinkwrap**  
(100% NON-ZERO SUPPRESSED)  
83900-00389



Nutrition Facts	Standard Serving	This Package	
Serving Size	8 fl oz (240 mL)	20 fl oz (591 mL)	
Servings Per Container	2.5	1	
<b>Amount Per Serving</b>			
	% Daily Value*	% Daily Value*	
<b>Calories</b>	80	210	
<b>Total Fat</b>	0g 0%	0g	0%
<b>Sodium</b>	30mg 1%	75mg	3%
<b>Total Carbohydrate</b>	23g 8%	56g	19%
Sugars	22g	55g	
<b>Protein</b>	0g	0g	

Not a significant source of fat cal., sat. fat, trans fat, choles., fiber, vitamin A, vitamin C, calcium and iron.  
\*Percent Daily Values are based on a 2,000 calorie diet.



**12-12oz Fridgepack**  
(100% NON-ZERO SUPPRESSED)  
83900-00386



**20oz BOTTLE (Loose)**  
(100% NON-ZERO SUPPRESSED)  
83900-00391



**2 LITER BOTTLE (Loose)**  
(100% NON-ZERO SUPPRESSED)  
83900-00387



**1 LITER BOTTLE (Loose)**  
(100% NON-ZERO SUPPRESSED)  
83900-00390





## PRODUCT INFORMATION



.5 LITER 12 Pack Shrinkwrap  
(100% NON-ZERO SUPPRESSED)  
83900-00417



### DIET LEMON

<b>Nutrition Facts</b>	
Serv. Size 8 fl oz (240 mL)	
Servings Per Container 2.5	
Amount Per Serving	
<b>Calories 0</b>	
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 30mg	<b>1%</b>
<b>Total Carb</b> 0g	<b>0%</b>
<b>Protein</b> 0g	
<small>Not a significant source of fat cal., sat. fat, trans fat, choles., fiber, sugars, vitamin A, vitamin C, calcium and iron.</small>	
<small>*Percent Daily Values are based on a 2,000 calorie diet.</small>	



12-12oz Fridgepack  
(100% NON-ZERO SUPPRESSED)  
83900-00414



20oz BOTTLE (Loose)  
(100% NON-ZERO SUPPRESSED)  
83900-00419





## PRODUCT INFORMATION



.5 LITER 12 Pack Shrinkwrap  
(100% NON-ZERO SUPPRESSED)  
83900-00410



0 83900 00410 1

### PEACH GREEN TEA

<b>Nutrition Facts</b>	Standard Serving	This Package
Serving Size	8 fl oz (240 mL)	28 fl oz (591 mL)
Servings Per Container	2.5	1
<b>Amount Per Serving</b>	<b>% Daily Value*</b>	<b>% Daily Value*</b>
<b>Calories</b>	90	220
<b>Total Fat</b>	0g 0%	0g 0%
<b>Sodium</b>	30mg 1%	75mg 3%
<b>Total Carbohydrate</b>	23g 8%	57g 19%
Sugars	23g	57g
<b>Protein</b>	0g	0g

Not a significant source of fat cal., sat. fat, trans fat, cholest., fiber, vitamin A, vitamin C, calcium and iron.  
\*Percent Daily Values are based on a 2,000 calorie diet.



20oz BOTTLE (Loose)  
(100% NON-ZERO SUPPRESSED)  
83900-00412



0 83900 00412 5



.5 LITER 12 Pack Shrinkwrap  
(100% NON-ZERO SUPPRESSED)  
83900-00396



0 83900 00396 8

### DIET PEACH GREEN TEA

<b>Nutrition Facts</b>	
Serv. Size	8 fl oz (240 mL)
Servings Per Container	2.5
<b>Amount Per Serving</b>	
<b>Calories 0</b>	
	<b>% Daily Value*</b>
<b>Total Fat</b> 0g	0%
<b>Sodium</b> 30mg	1%
<b>Total Carb</b> 0g	0%
<b>Protein</b> 0g	

Not a significant source of fat cal., sat. fat, trans fat, cholest., fiber, sugars, vitamin A, vitamin C, calcium and iron.  
\*Percent Daily Values are based on a 2,000 calorie diet.



20oz BOTTLE (Loose)  
(100% NON-ZERO SUPPRESSED)  
83900-00398



0 83900 00398 2