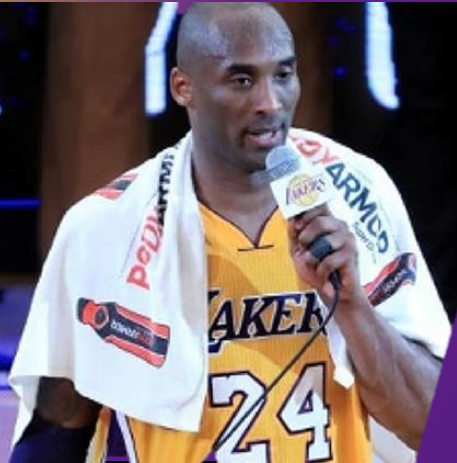


# MAMBA FOREVER



INTRODUCING “Mamba Forever” SKU honoring basketball hall-of-famer and early BODYARMOR investor, Kobe Bryant

- Sizes: 28oz & 16oz, Team Pack 8pk 12oz
- Flavor: Strawberry Grape
- Launch includes a 7-figure, multi-year donation to the Mamba Mambacita Foundation supporting youth athletics
- Why Mamba Forever and a Strawberry Grape flavor profile?
  - Full Calorie Sports Drink Consumers Highly Over-Index On Grape And Strawberry Flavored Beverages:
  - 64% of Full Calorie Sports Drink Users Use Grape Beverages (153 Index)
  - 34% of Full Calorie Sports Drink Users Use Strawberry Beverages (174 Index)

Source: Numerator. Household Affinity Report. 52 W/E 5.17.20



MAMBA MAMBACITA SPORTS FOUNDATION



INSPIRED BY TWO OF KOBE'S FAVORITE FLAVORS



3 SKUs  
 12 28oz PET Bottles/CS  
 12 16oz PET Bottles/CS  
 12oz 8pk PET, 3/Cs



28oz

16oz

12oz 8pk



## PRODUCT OVERVIEW

Proposition	Premium Hydration
Contains	Coconut Water, 1450mg of Electrolytes, Antioxidants & B Vitamins
Package	28oz, 16oz & 12oz 8pk PET bottles
Flavor Profile	Strawberry Grape
Shelf Life	1 Year
Retail	Line price with all other BODYARMOR 28oz, 16oz, and 12oz 8pk packages
Availability	First Ship: January 3rd, 2022 In-Market: January 24th, 2022

## COMMERCIAL STRATEGY

- Small Format: Mamba Forever 28oz is the 8<sup>th</sup> Priority SKU and should be placed on the first shelf with a minimum of 1 facing
- Large Format: Mamba Forever 16oz is the 9<sup>th</sup> Priority SKU and should have a minimum of 2 facings. 12oz 8pk is the 5<sup>th</sup> priority SKU and should have a minimum of 1 facing
- Secure incremental displays and leverage Mamba Forever shippers and POS in all formats.



## POS

Case Card

28oz Cling

16oz. and 28oz. Pole Topper

Floor Decal

