

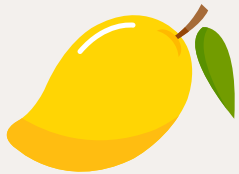
EPICURATED: Curated Flavors for the Epicurious

GENERATION ALPHA

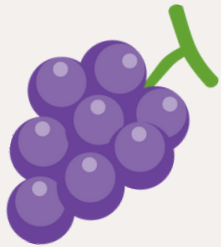
Flavors for the family that should be in your portfolio



FLAVORS WITH TRIAL OVER 70% AMONG GEN. ALPHA



Mango



Concord Grape



Banana

PARENTS SAY KIDS F&B PRODUCTS...

58%

Should not have artificial flavors

60%

Should not have added sugar

WHAT THEY'RE BUYING FOR THEIR KIDS

WATER
87%

JUICE
84%

MILK/
FLAVORED
MILK (DAIRY)
77%

72%

of parents agree that they buy specific items made just for kids when purchasing

67%

of parents agree that they buy new items to encourage trial for their Gen. Alpha kids

EXPAND AND ELEVATE YOUR PRODUCT OFFERINGS WITH IMBIBE'S EPICURATED FLAVOR TREND PRESENTATION FOCUSED ON GEN. ALPHA

Email marketing@imbibeinc.com to build staying power in an evolving marketplace

A peek at what you'll discover:

Flavor that has a 94% trial by Gen Alpha kids

*of Gen Alpha (b. after 2011)