

Immediate Consumption: A Profitable Trip and Retailer Opportunity.

from The Coca-Cola Company Knowledge & Insights iSHOP Tracking Study

30+
BILLION TRIPS
2 out of 5 trips
include a food or beverage item
to be consumed within 1 hour.

**Trips for IC
food or
beverage**
are increasing faster
than other trips.

**Buying an IC
food or beverage** is the
main motivation for visiting a
store on **35%** of the trips
made to retail—and that
figure is increasing!



66% of ALL CR Store Visits
included an IC food or beverage item



Profitable Demographic

39%
of all IC food/beverage trips
are made by millennials

49%
of millennial trips
result in IC food or
beverage purchases

**Ages
19-34**
are 44% more likely
to be IC shoppers

IC Shoppers are **29%** more likely to be
single and are **12%** more likely to be males



Of All IC Purchases

18%
are for
food only

57%
are for
beverage only

25%
include both food
and beverage items

Bundling Your Beverages with Food = \$\$

**In the
Cold Vault**

38%

of IC beverages
purchased are
Sparkling

Sparkling leads by 4x.

19%

of IC beverages
purchased with food are
Sparkling

Sparkling leads by 2.5x.

53%

of IC RTD juice trips
also include an IC food
item purchase.

41%

of IC bottled water trips
also include an IC food
item purchase.

No Matter the Trip, IC is profitable

38%

**Grab & Go
Home**

13%

**Fill-In
(Food & Beverage)**

23%

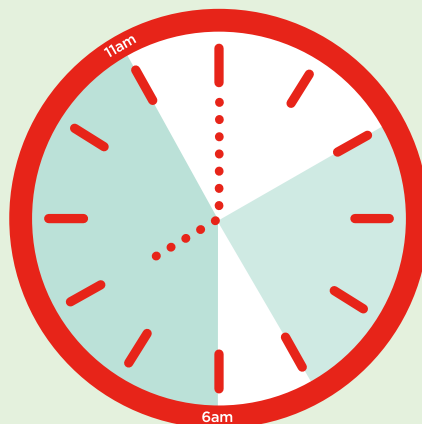
**Grab & Go
Elsewhere**

11%

**Fill-In
(Non-Food)**

Prepare the right bundle for any mission.

*Percentages are the share of total IC purchase by trip mission.



**Two Big
Dayparts**

Compared to
Other Retailers...

**6am-11am
& 2pm-5pm**
are the **BEST** for
IC Purchases

in Convenience Retail



About iSHOP: Individual Shopping Habits, Occasions and Perceptions (iSHOP) is available exclusively through The Coca-Cola Company. iSHOP is an ongoing study that covers all channels; shopper demographics, habits and attitudes; shopping occasions; and consumers' perception of retailers. iSHOP surveys shoppers of over 300 retailers in the U.S., and in many cases we customize these learnings for each retailer. Data provided 12 MMT June 2015, Total U.S. Retail All Shoppers Age 16-75.

*Compared to 12 MMT June 2014.