

SMYlies

Summer *Drinks* Essentials



TREAT YOURSELF!



RANDS BRANDS BRANDS BRAND

Smylies stock a variety of British and FMCG brands that are perfect for summer!



UNLEASH THE NEW LIMITED EDITION
FLAVOUR YOUR CUSTOMERS WILL

WANT!



TUTTI FRUTTI
FROM GB'S #1 FLAVOUR
CARBONATED BRAND*

© 2025 The Coca-Cola Company. All rights reserved. FANTA is a registered trademark of The Coca-Cola Company.
*GB's #1 Flavoured Carbonate brand Total Market as measured by Nielsen and CGA - Sales Volume data in litres, MAT to Aug 2024

The most *refreshing* drinks this summer

Soft drinks are the **3rd biggest** contributor to convenience stores with **18 single serve sports & energy drinks sold every second**.

Traditional favorites are sharing shelf space with innovative newcomers. consumers are gravitating towards single-serve, portable beverage solutions, with **Energy drinks outperforming other beverages** in the ready-to-drink aisle.

Monster is the **UK's 2nd largest brand** within the energy category.

Pepsi is the **UK's 2nd largest brand** within the carbonates category.

Both brands have focused on product innovation this year with the release of various new products.

FLAVOURS YOUR CUSTOMERS WILL
WANTA!

STOCK THE WHOLE RANGE!
FROM **GB'S #1** FLAVOURED CARBONATED BRAND*

© 2025 The Coca-Cola Company. All rights reserved. FANTA is a registered trademark of The Coca-Cola Company.
*Nielsen and CGA - Sales Volume data in litres & Sales Value data, MAT to Oct 2024



ORDER
NOW



HIP POP

Category *innovation* is key

Consumers are always looking for **new tastes and formats for soft drinks**, and therefore, innovation is the key to success.

Traditional carbonated soft drinks are increasingly **falling out of flavour with younger consumers** in the UK, leaving **enormous potential for gut health** soft drinks to grow – in the UK and globally.

The past 12 months has seen prebiotic soda and kombucha brands – as well as a wealth of soft drinks carrying a host of other **functional health claims** – win significant investment and supermarket shelf space.

Kombucha offers an untapped opportunity, growing rapidly at circa 39% CAGR.



vievè
PROTEIN WATER



**FUEL YOUR
MUSCLES,
NOURISH
YOUR SKIN**

COLLAGEN BASED
20G PROTEIN WATER

Changing consumer *attitudes*

low-ABV and alcohol-free options are taking off, especially among younger generations. Recent research from Mintel attributes this to the **'sober socialising' trend**, with Generation Z saving alcoholic drinks for treats or special occasions.

Now, with quality soft drinks in higher demand retailers should build out their offering with functional additions to shelves.

Whether they're meant to boost your gut health or improve clarity and focus, functional drinks not only offer good-for-you ingredients, but they are also a **fast-growing category**.

More consumers are looking for caffeine-free alternatives, such as natural energy drinks, which are one of the most common products in the functional drinks sector.



NEW

IN STOCK
NOW

ICE KICK

BY JUDE BELLINGHAM
Jude

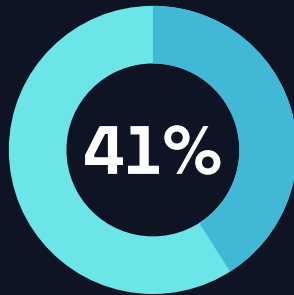
STOCK UP NOW!



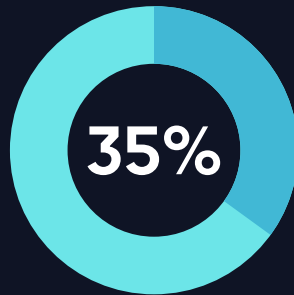
Lucozade Sport provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise. LUCOZADE, LUCOZADE SPORT and the Arc Device are registered trademarks of Lucozade Ribena Suntory Ltd. ©Lucozade Ribena Suntory Ltd. All rights reserved.

The *Data*

Which health claims make soft drinks appealing?



Natural Ingredients

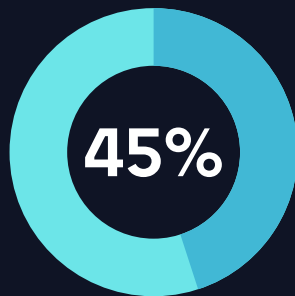


Added Vitamins &
Minerals

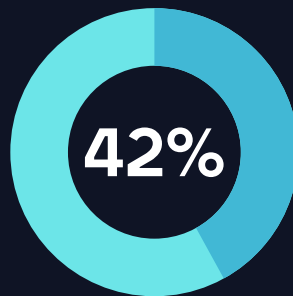


Gut-Health
Properties

Which nutrients do brits want more of?



Protein



Fibre

Top 5 Sports & Energy Drinks

2024	2023	Brand
1	1	Red Bull
2	3	Monster
3	2	Lucozade
4	4	Prime
5	7	Boost

HELL



NEW



**STOCK UP
TODAY**

ULTRA STRAWBERRY DREAMS

ZERO SUGAR



MONSTER
ENERGY
ULTRA STRAWBERRY
DREAMS

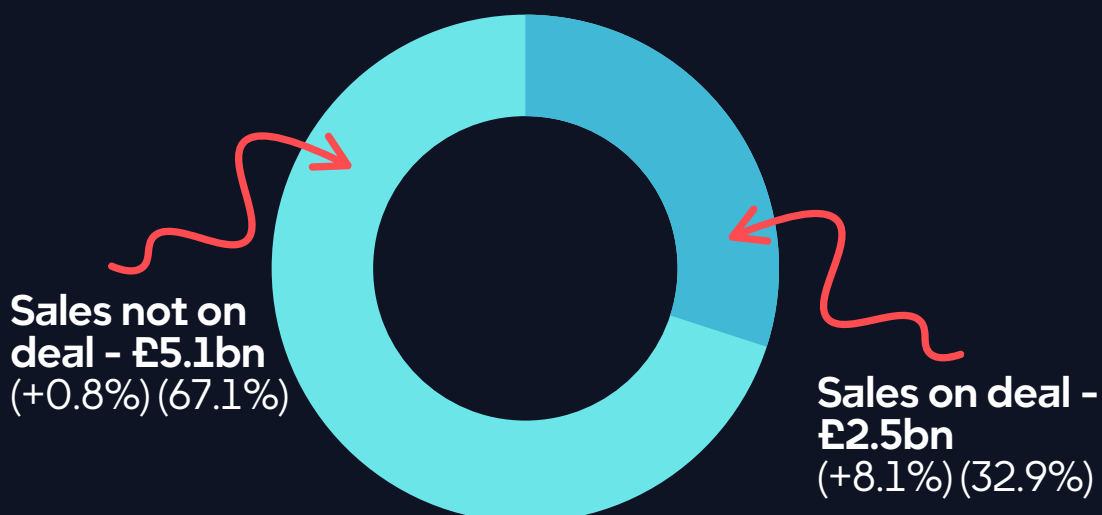
The *Data*

Top 10 Soft Drink Brands Ranked By Unit Change

Numbers in brackets represent total value sales

Dr. Pepper (116.6 Million)	8.8%	
Monster (376.9 Million)	6.4%	
Red Bull (388.3 Million)	5.5%	
Volvic (150.5 Million)	4.7%	
Evian (123.3 Million)	2.3%	
Robinsons (160.8 Million)	0.2%	
	-1.2%	Pepsi (403.0 Million)
	-2.3%	Lucozade (343.8 Million)
	-2.8%	Coca Cola (790.0 Million)
	-171.3%	Fanta (171.3 Million)

On deal: Promotions rise to a third of total sales





LIVEN UP
YOUR WATER BOTTLE



For a

TASTE

— OF —

SUMMER



The *Data*

Top 10 Carbonates

2024	2023	Brand
1	1	Coca Cola
2	2	Pepsi
3	2	Fanta
4	4	Dr Pepper
5	6	Irn Bru
6	5	Schweppes
7	8	Tango
8	7	Fever-Tree
9	9	7up
10	10	Sprite

Source: <https://www.thegrocer.co.uk/analysis-and-features/the-big-book-of-grocery-top-products-survey-2024/699009.article>

MEET YOUR NEW **SMASH**

NEW



GET TANGO'D

Capri-Sun zero sugar

IN STOCK
NOW

STOCK THE TASTE OF FUN!

NEW

CAPRI-SUN ZERO
MONSTER ALARM
& COLA**



- ✓ ZERO ADDED SUGAR
- ✓ MADE WITH REAL FRUIT JUICE*
- ✓ 3 FUN MONSTERS TO FIND

- ✓ ZERO ADDED SUGAR
- ✓ NON-CARBONATED
- ✓ CAFFEINE FREE

* FROM CONCENTRATE ** AVAILABLE IN 4 X 200ML

Suggested *Planogram*



NEW RIO PUNCH



STOCK UP TODAY

For any further questions
please don't hesitate to
get in touch.

smylies

smylies.com

sales@smylies.com

