



NEW FLAVOR
FEB 2026

From Mexico's authentic premium sparkling mineral water brand...

Topo Chico Sabores Flavored Sparkling waters are made with real fruit juice and added minerals for an elevated taste

#1

Repeat
Rate

Among 2024
Coke Portfolio
Innovations¹

#1

Positive
Social Sentiment

Among 2024
Coke Portfolio
Innovations¹

50%

Sabores
Consumers

are NEW to the
Topo Chico
Trademark¹



PASSION FRUIT

Passion Fruit is a top growth flavor
in North America²

Source: 1) Numerator Insights, New Item Tracker % Repeat , Jan '25, #3 Sprinkl | Topo Chico EN | March 1, 2023 - March 24, 2024. 2) Mintel, Global Category Assessments – Water – 2025, Dec 2024

DRIVE CONVERSION & BASKET SIZE:

Sabores is sourcing volume primarily from Mainstream Sparkling Water, driving trade-up and basket \$ size.

SKUs:

- 12oz 8PK
(8PK can be broken apart to sell single 12oz cans in CR and on premise)

FLAVOR:

- Passion Fruit

NEXT STEPS:

Unlock new sales opportunities with our new Passion Fruit flavor on shelves, in displays, and cold spaces

Topo Chico SABORES



Real
Fruit Juice



No Added
Sugar



Signature
Minerality



Exceptional
Effervescence

Same powerful effervescence as
Topo Chico Mineral Water that consumers
know and love

Less than 10 calories per can



CONSUMER REACTIONS: to our new Passion Fruit flavor:

"I would drink this 3x a week"

*"I would go knock on the
[Topo Chico's] door to ask for this."*

*"Topo Chico should keep bringing
newer flavors like this"*



A FRUITFUL OPPORTUNITY:
The Premium Flavored Unsweet
category is growing¹

+15%

MERCHANDISING RECOMMENDATIONS

12oz 8PK

Large Store:

- Secure incremental space to merchandise in Premium water category adjacent to Flavored Sparkling Water.
- Off-Shelf: inclusion for all Case Stackers, Side stacks & Endcaps featuring Topo Chico Sabores.

Off-Shelf Focus

Topo Chico Lineup

- Displays inclusive of Topo Chico Mineral Water & Topo Chico Sabores, where applicable.

Sabores Order of Entry

1. Lime w/ Mint
2. Raspberry w/ Lemon
3. Passion Fruit
4. Tangerine w/ Ginger
5. Tropical Mango
6. Blueberry w/ Hibiscus



Topo Chico Sabores
Passion Fruit
12oz Slim Can



Topo Chico Sabores
Passion Fruit
8PK 12oz Can Pack

