

The results are in:  
**POWERFUL PARTNERSHIP PROGRAMS®**  
 perform better than customary FSIs

Minute Maid's Customary FSI

July 2004



Minute Maid's Powerful Partnership Program®  
 Program Elements

Q4 2004



POS Shelftalkers



IRC Take-one Pad



IRC On-pack Sticker

Account Specific Executions

20 retailers were targeted. 100% participated.



Publix Feature Ad

IRC stickers placed on Minute Maid Juice Box and Keebler packages. Minute Maid on Advantage Buy.



MEIJER Feature Ad

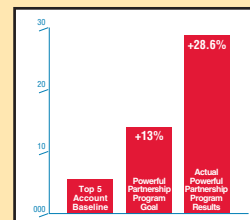
In-ad coupon in One Stop ad. Both juice and cookie buyers supported program with end cap displays.

Results

The Powerful Partnership Program® delivered key volume.

- Goal for top five accounts was +13% total unit volume vs. YAG; TCP achieved that - plus an additional 15.6%!
- In key accounts, incremental volume was up +145.3% (Y/Y)
- Base unit volume for target accounts was up + 7.2% (Y/Y)
- All 20 of 20 priority accounts participated - including Target, Albertsons and Safeway

\* Source: IRI



Total Unit Volume