

Mark Thornton

From: Mark Thornton <Mark@thorntontrg.com>
Sent: Thursday, September 3, 2020 8:01 AM
To: Mark Thornton
Subject: TTRG Brand/Product Alert – New Welch’s Product – Sparkling Cider



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GROUP

Dear John,

We are excited to introduce to you a non-alcoholic 100% sparkling cider from Welch’s.

Welch’s is a family farmer-owned U.S. brand that specializes in producing juices and sparkling beverages made from home-grown, home-pressed fruits in their very own facility.

Being the top multi serve sparkling juice brands in the U.S., Welch’s sparkling cider is the most popular flavor in the category. Compared to other brands, Welch’s sparkling cider is lighter and crisper. It has lower calories and zero added sugar. The 100% juice formula is suitable for everyone in the family. Packaged in a unique green glass bottle, the cider is better protected and kept fresh and delicious for consumption.



The key insight on consumers who purchase sparkling juice is that they often buy more than one flavor because variety is important to them. Adding Welch's sparkling cider to your current offering will not only give shoppers more choices but it will also boost sales for your sparkling beverage segment.

Please note, this item is not available from TTRG in certain countries. Japan, Korea, Philippines, China are examples of countries that already have distribution and are not open to new importers. There are others and we would be happy to check first if you are interested.

If you are interested in this product or any other Welch's products, please contact us for more information and pricing.

CONTACT MARK

We are more than happy to assist you with all your other product or sourcing needs. If you have any questions or require our help, please feel free to let us know.

Best regards,
Mark

Sent to: Mark@thorntontrg.com

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