



Lemon Perfect®

HYDRATING
Lemon Water

Zero Sugar

Just Lemon

flavored with other natural flavors



NATURALLY REFRESHING
Lemon-Powered Beverage
12 fl oz (355 mL)

Full of flavor. Not sugar.

Lemon Perfect is a super-refreshing, great-tasting, and hydrating flavored lemon water with zero sugar and no artificial flavors or sweeteners.



lemon
perfect.

You'll never drink water the same way again.

Lemon-Powered Superfruit Benefits Bottled Inside 100% Recycled Plastic



FULL OF FLAVOR

Deliciously refreshing flavor with ZERO sugar

REAL FRUIT

Squeezed from real organic lemons that provide superfruit benefits

GOOD-FOR-YOU

Packed with antioxidant vitamin C and electrolytes from potassium



Lemon Perfect is the only bottle in the enhanced water category made from 100% recycled PET plastic (rPET).

PROUDLY
CERTIFIED



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Lemon Perfect delivers where the enhanced water
category falls short.



Bai

Propel

Hint

Vitaminwater

Full of Flavor



Zero Sugar



Squeezed from
Real Fruit



Functional
Benefits



Organic



Made Using
100% rPET

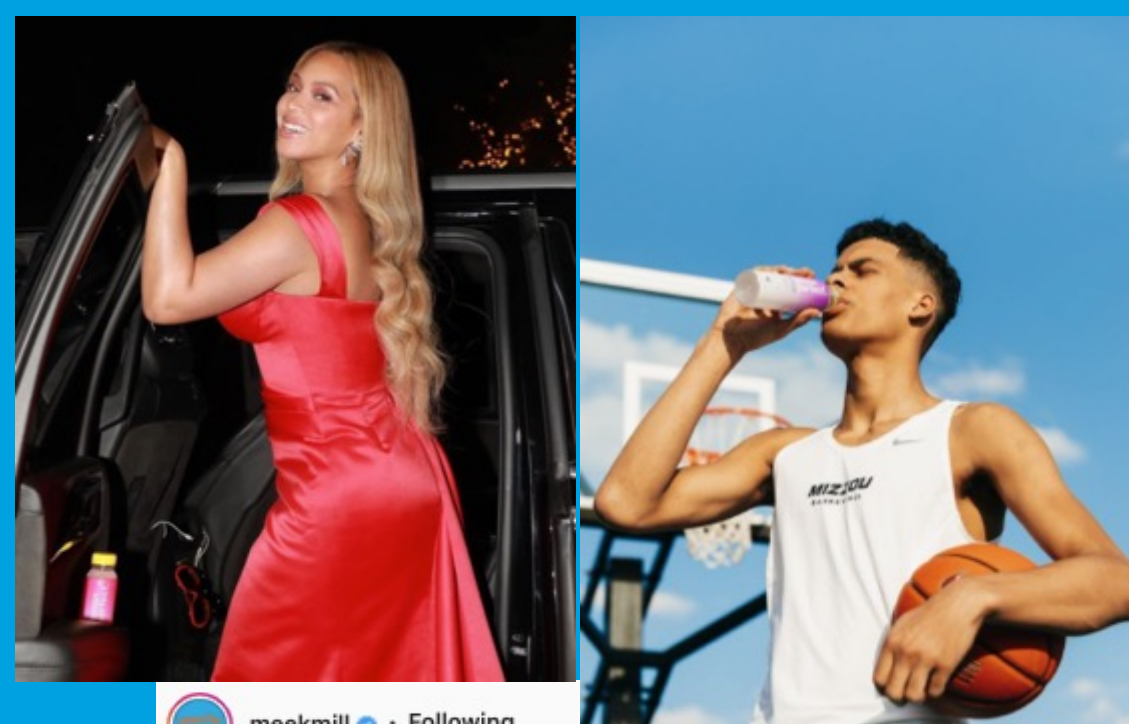


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Continuing the Momentum in 2022

Investing to build national awareness and local relevance

Activate Brand Advocates



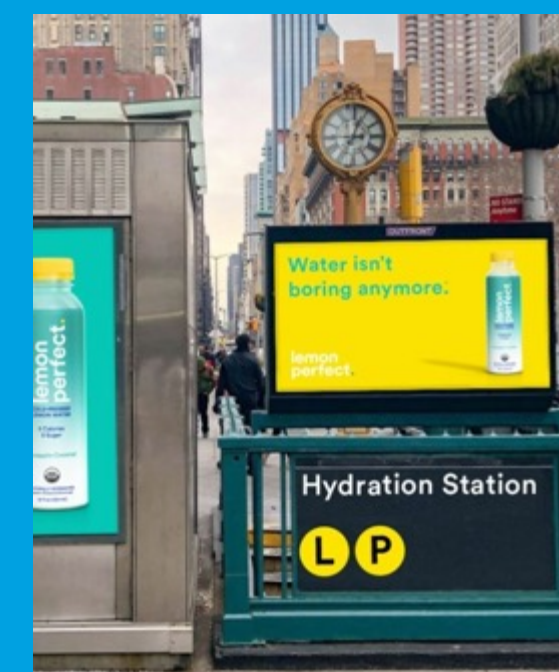
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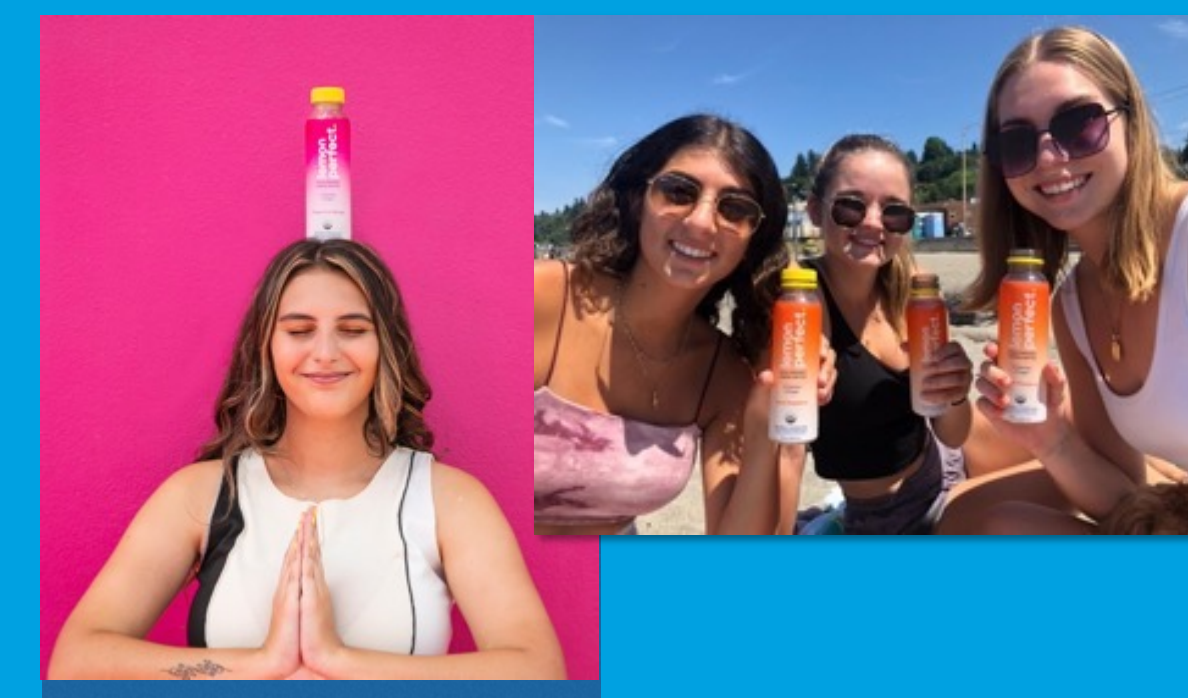
Digital First Creative



Local Media Support



Squeeze Team Activation



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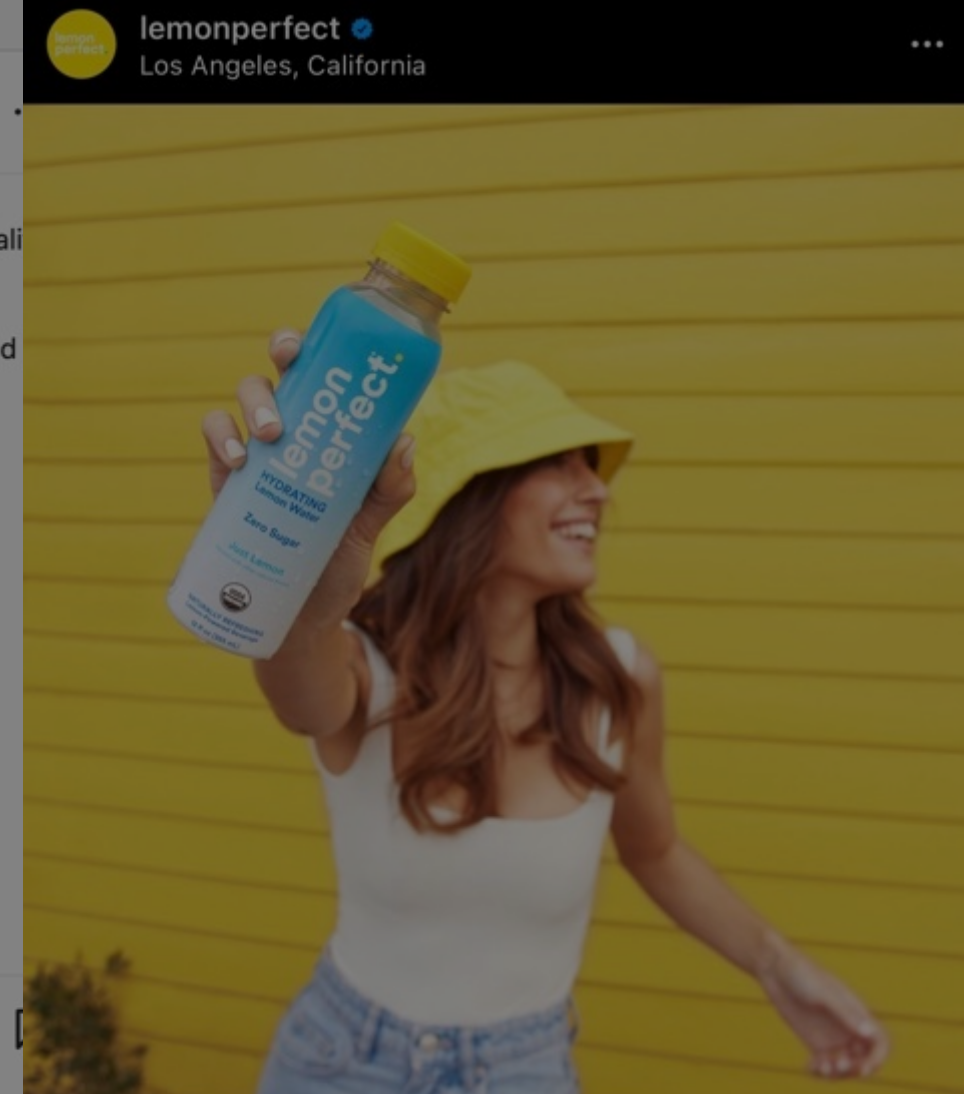
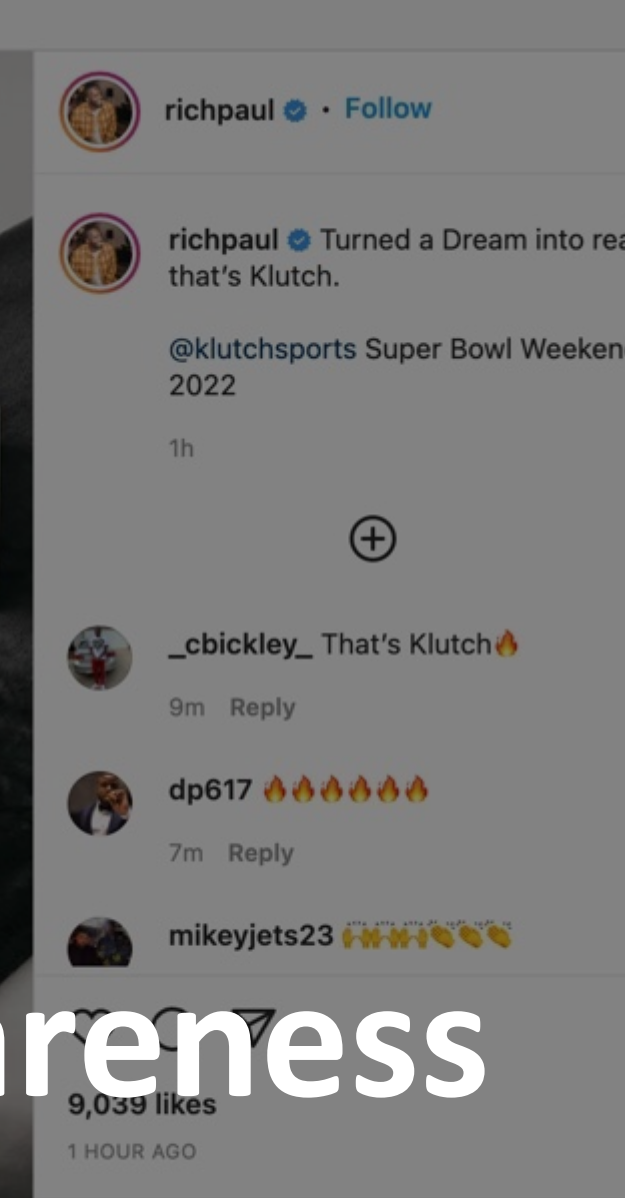
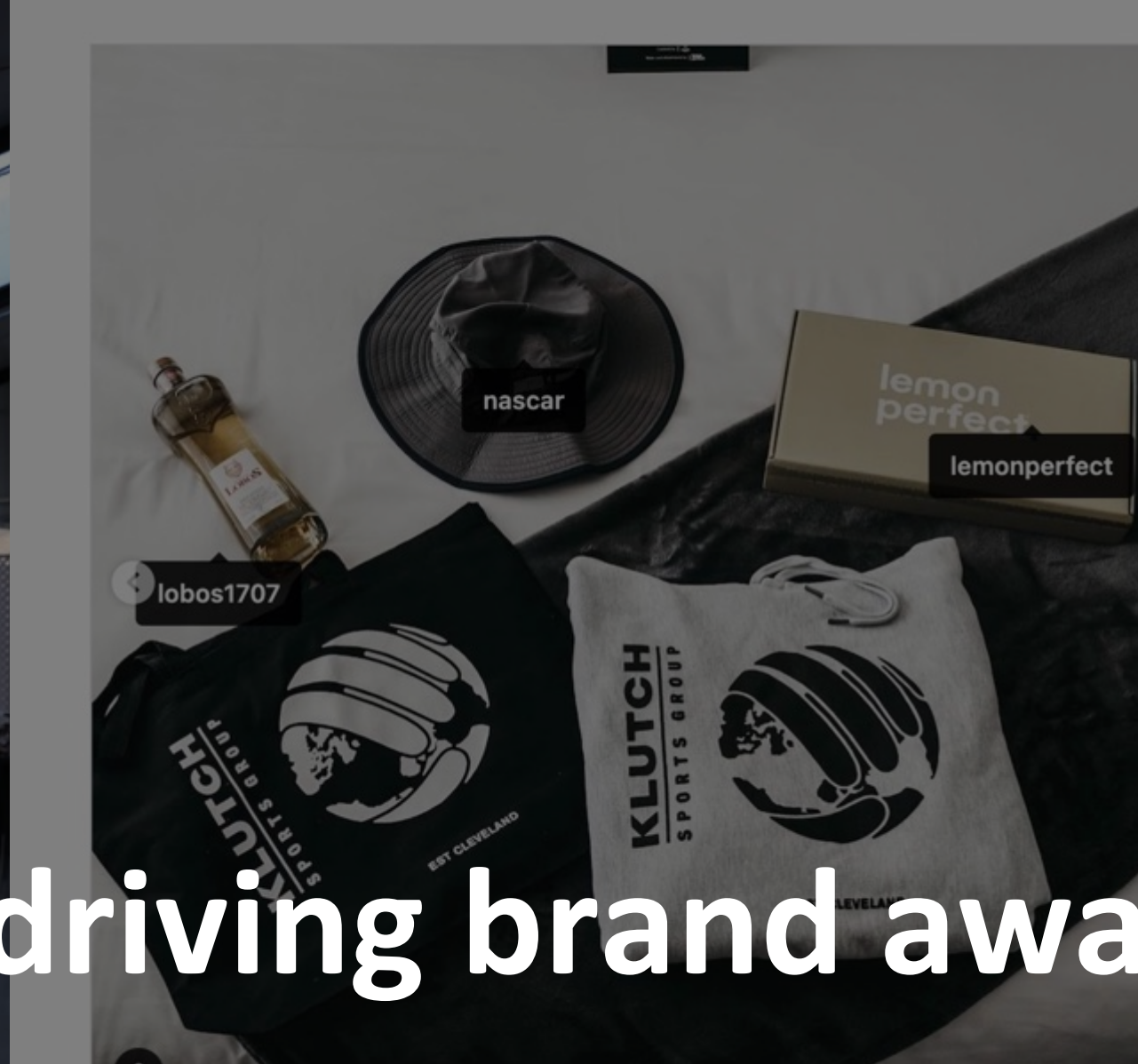
WELCOME, BEYONCÉ!



LEMON PERFECT ANNOUNCES \$31 MILLION SERIES A WITH INVESTMENT FROM **BEYONCÉ**

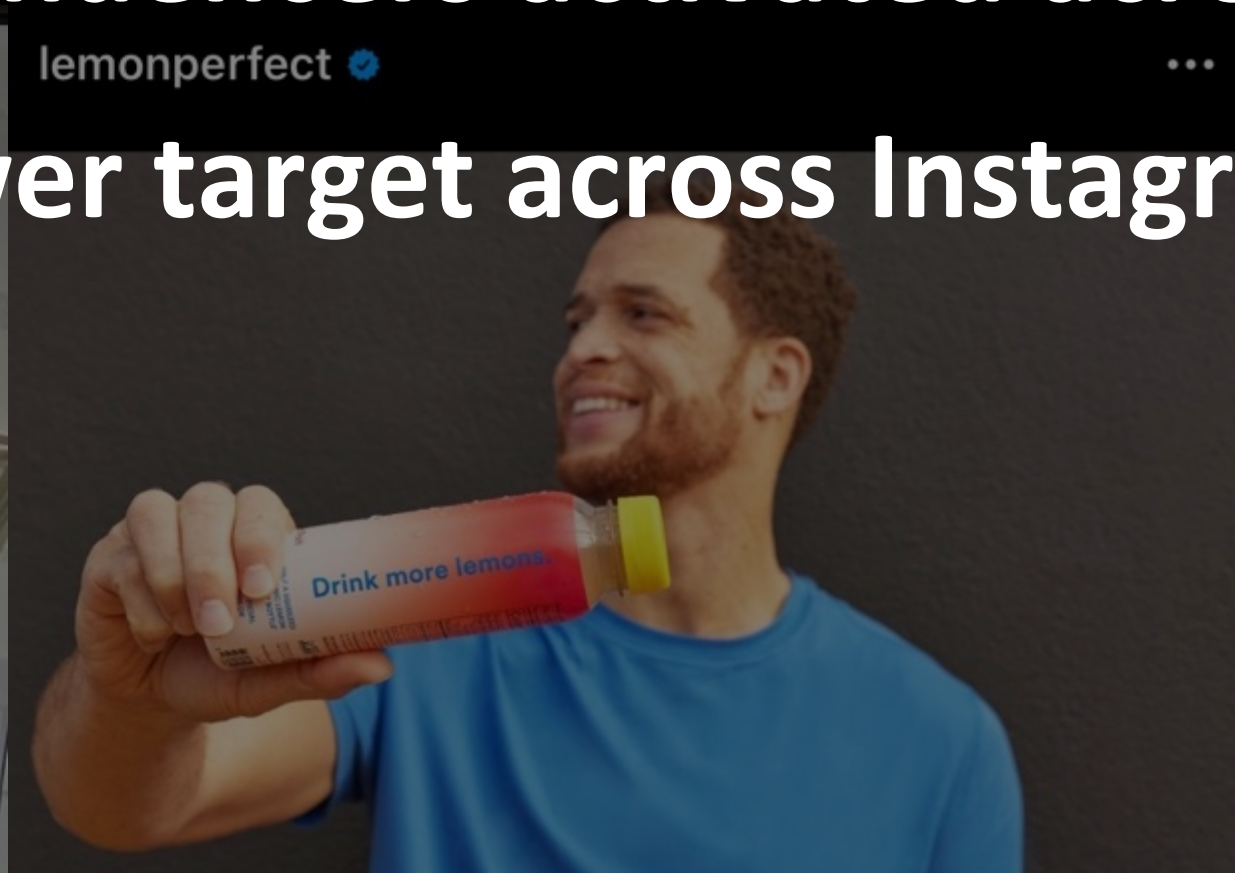
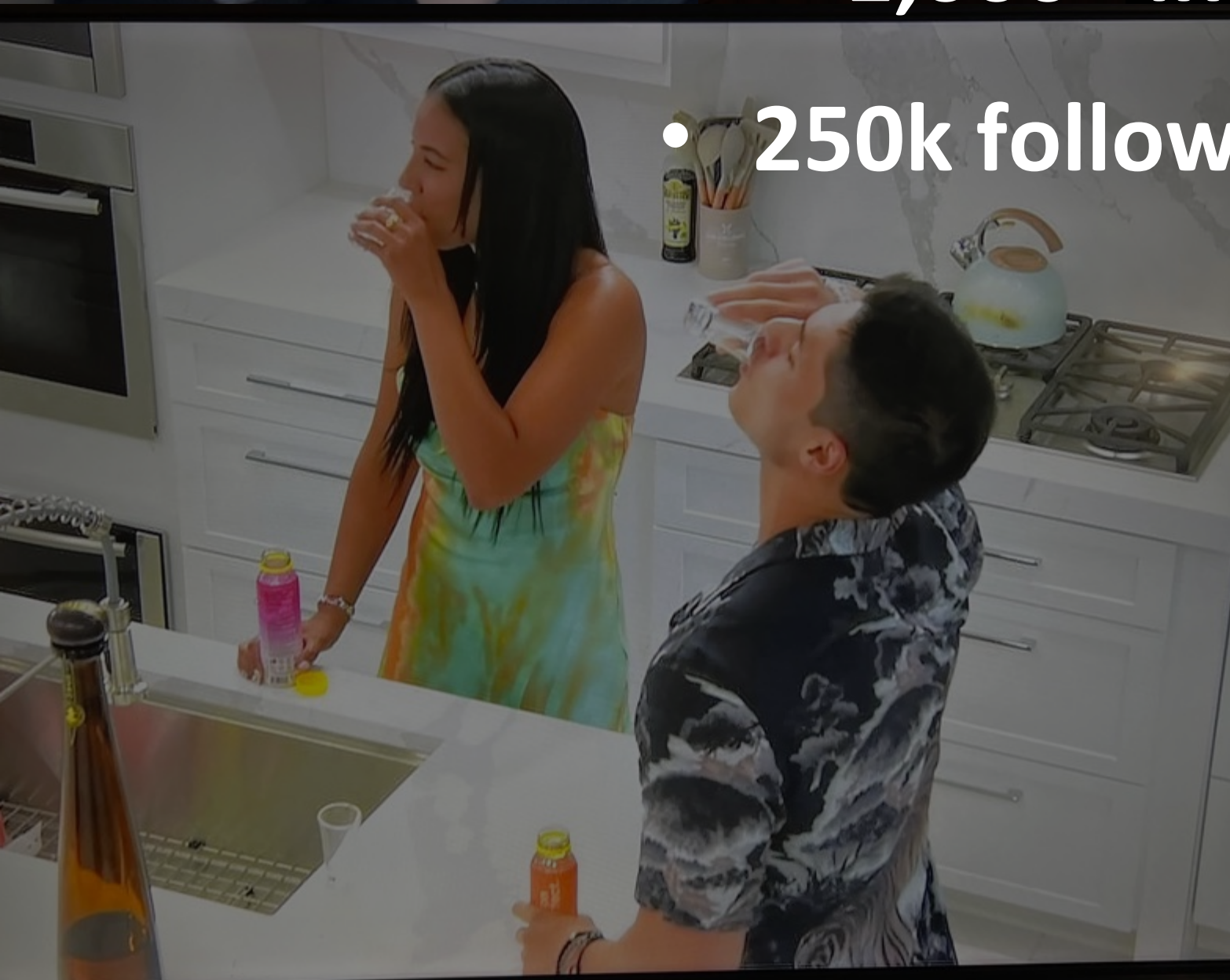
“I don’t typically enjoy drinks without added sugar, but Lemon Perfect is delicious. It was an easy decision to invest in something that not only tastes great and is healthy, but also, and most importantly, allows choosing a healthier lifestyle to be affordable and accessible to everyone.”

Beyoncé Knowles-Carter



Social media is driving brand awareness

- 56% follower growth across social media platforms
- 1,000+ influencers activated across social channels in 2022
- 250k follower target across Instagram and Tik Tok by EOY 2022





Experiential partnerships will reinforce product differentiation around fitness and wellness

100+ events

10,000+ attendees

10,000,000+ social impressions

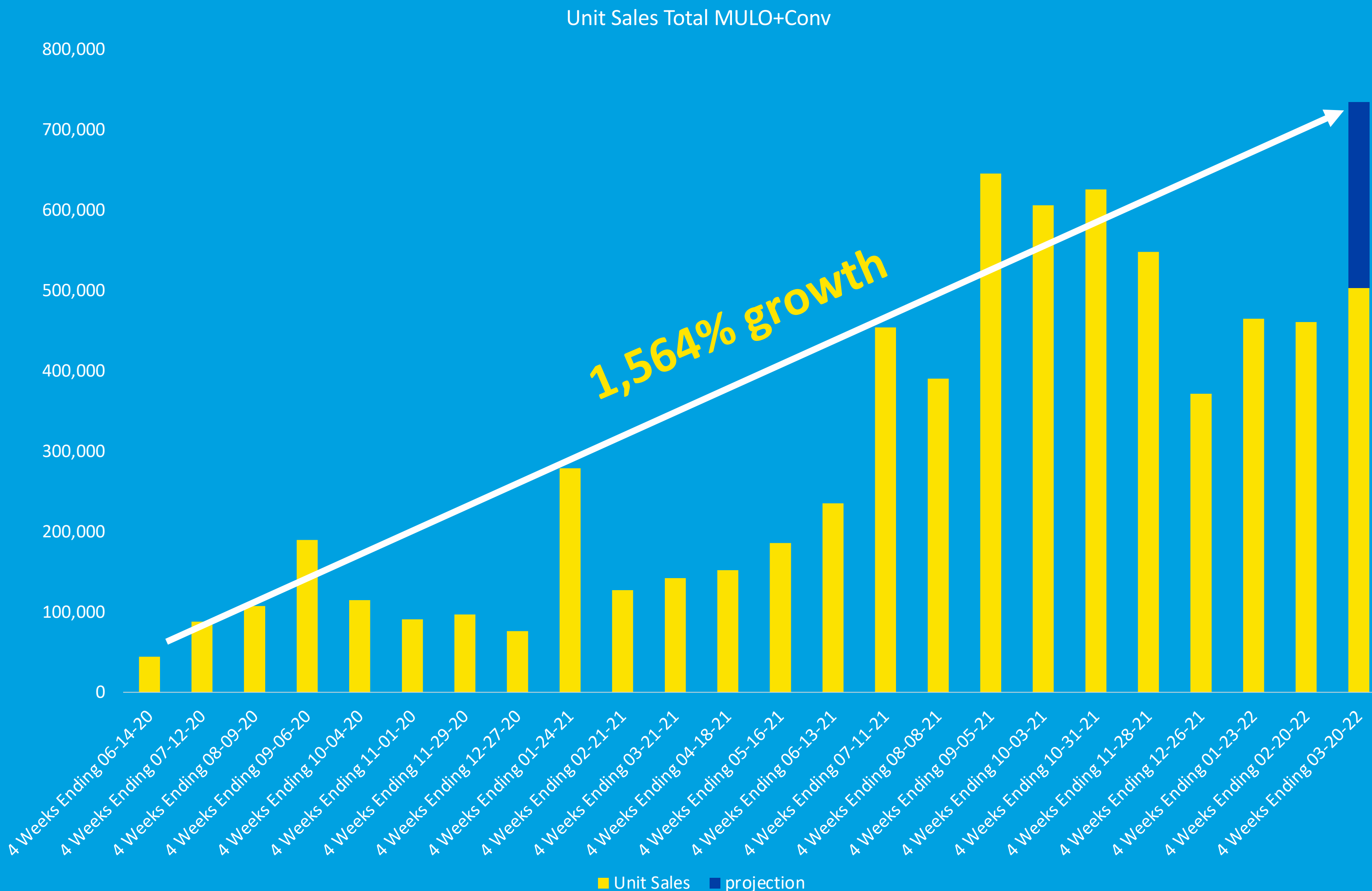


2022 Retail Distribution





Period-over-Period Sales Continue to Accelerate

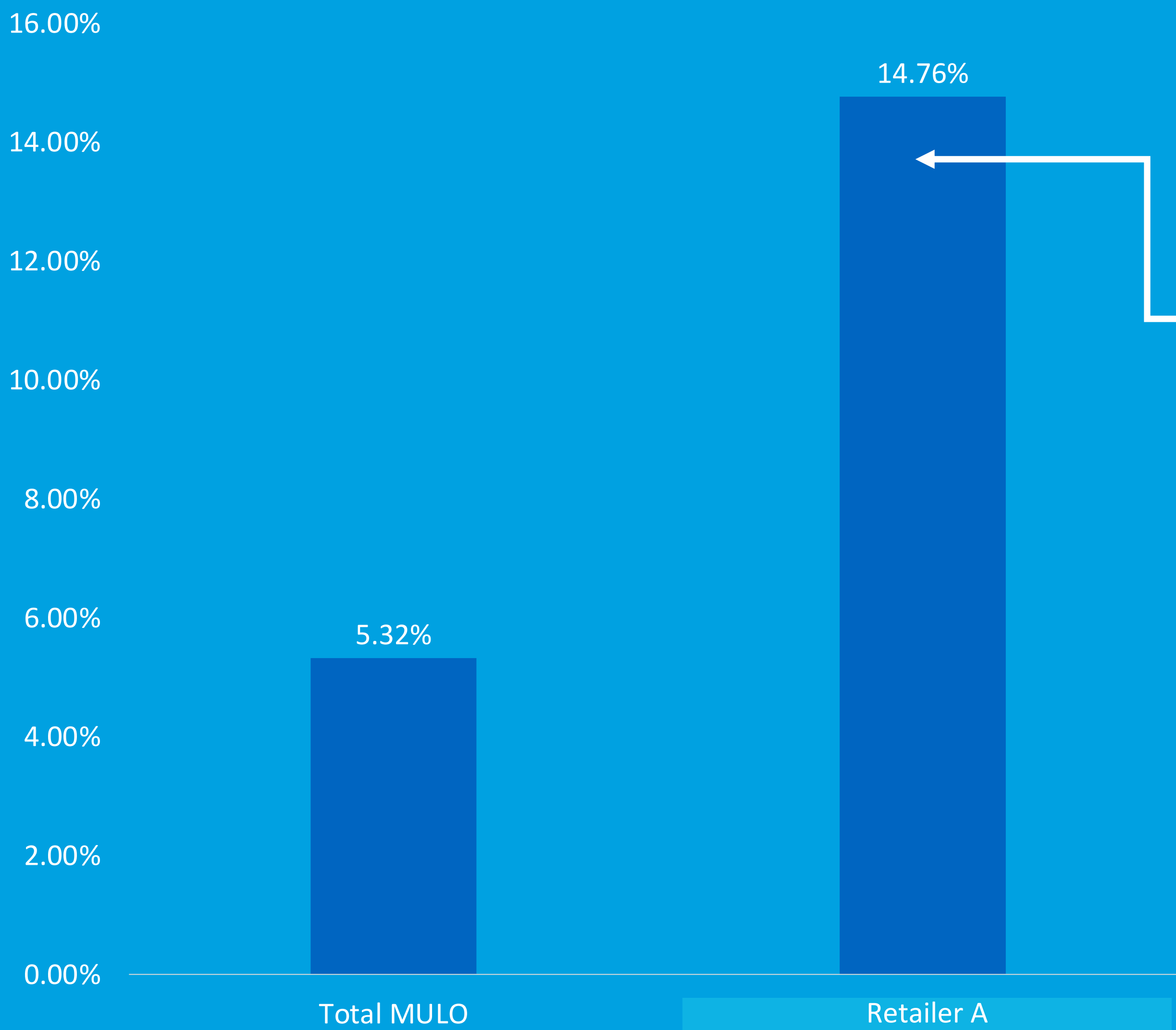


Total MULO+Conv. data from IRI since introduction ending 3/20/2022

*Dollar sales growth from L4W ending 6/14/20 ending 1/23/22

Lemon Perfect Will Drive Total Category Growth

Unit Sales % Chg vs YA



47%

Lemon Perfect is driving 47% of the unit growth within Retailer A's category.



Lemon Perfect is the most productive brand within the enhanced water category at Retailer P!

Product	Avg. Weekly Units per Store Selling	Avg. Weekly Items per Store Selling	Avg. Weekly Units per Store per Item
Lemon Perfect	45.80	3.72	12.31
Vita Coco	75.14	6.54	11.49
Vitaminwater	114.55	13.48	8.50
Bai	94.13	11.54	8.16
Propel	44.62	6.60	6.76
Hint	56.88	9.11	6.25

Thank You!

