

# Sparkling Ice® STARBURST™

Timing: Available Now

## Fruity Meets Fizzy

What happens when two fruity, juicy worlds collide? You get four new Sparkling Ice flavors packed with all the mouthwatering juiciness of STARBURST® fruit chew candies.



## Insights:



STARBURST® flavors are showing to be highly incremental to the existing Sparkling Ice portfolio.



Both STARBURST® and Sparkling Ice over-index with the fastest growing and most influential buyer group - Gen Z - who is always on the hunt for new and exciting innovation.<sup>1</sup>



STARBURST® is a most-loved brand by Gen Z gatekeepers and Gen X moms.<sup>2</sup>

STARBURST® is the #2 brand in chewy confections.<sup>2</sup>

Sparkling Ice	Frontline	Promo 1	Promo 2
Case Cost:			
Unit Cost:			
Recommended Retail:			
Profit Dollars:			
Gross Profit Rate:			
# of Weeks:			

1) Gen Z's Most Loved Brands; Morning Consult, 2024  
2) Nielsen Panel Total Outlets, Non-seasonal Fruity Category 2024 Calendar Year

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## Strawberry | FG00536



17 oz Single Bottle



Case (12 x 17 oz Bottles)



## Cherry | FG00539



17 oz Single Bottle



Case (12 x 17 oz Bottles)



## Orange | FG00538



17 oz Single Bottle



Case (12 x 17 oz Bottles)



## Lemon | FG00537



17 oz Single Bottle



Case (12 x 17 oz Bottles)



## Specs:

**TI/Hi:** 25 cases per layer x 5 layers high

**Pallet Count:** 125

**Pallet Dimensions:**  
48" x 40" x 51.75" (L x W x H)

**Pallet Weight:** 1,858 lbs

**Case Cube:** 0.38 cu ft

**Case Count:** Twelve (12) 17 oz bottles

**Case Dimensions:**  
9.75" x 7.25" 9.25" (L x W x H)

**Bottle Dimensions:**  
9.17" x 2.37" (H x D)

**MSRP:**  
Lined priced with portfolio