

Results test launch the new juice



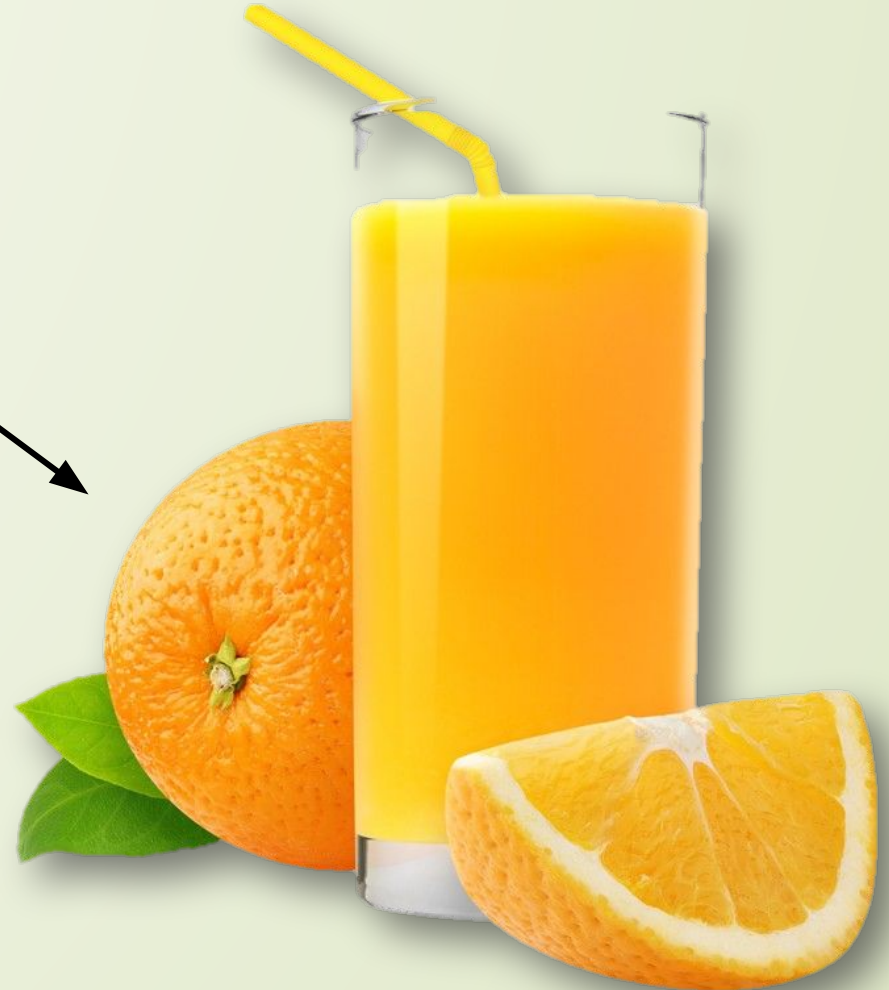
Plan

1. Background about the launch
2. Testing and evaluation
3. Conclusion
4. Any questions



Background to the launch

- Distinctive taste

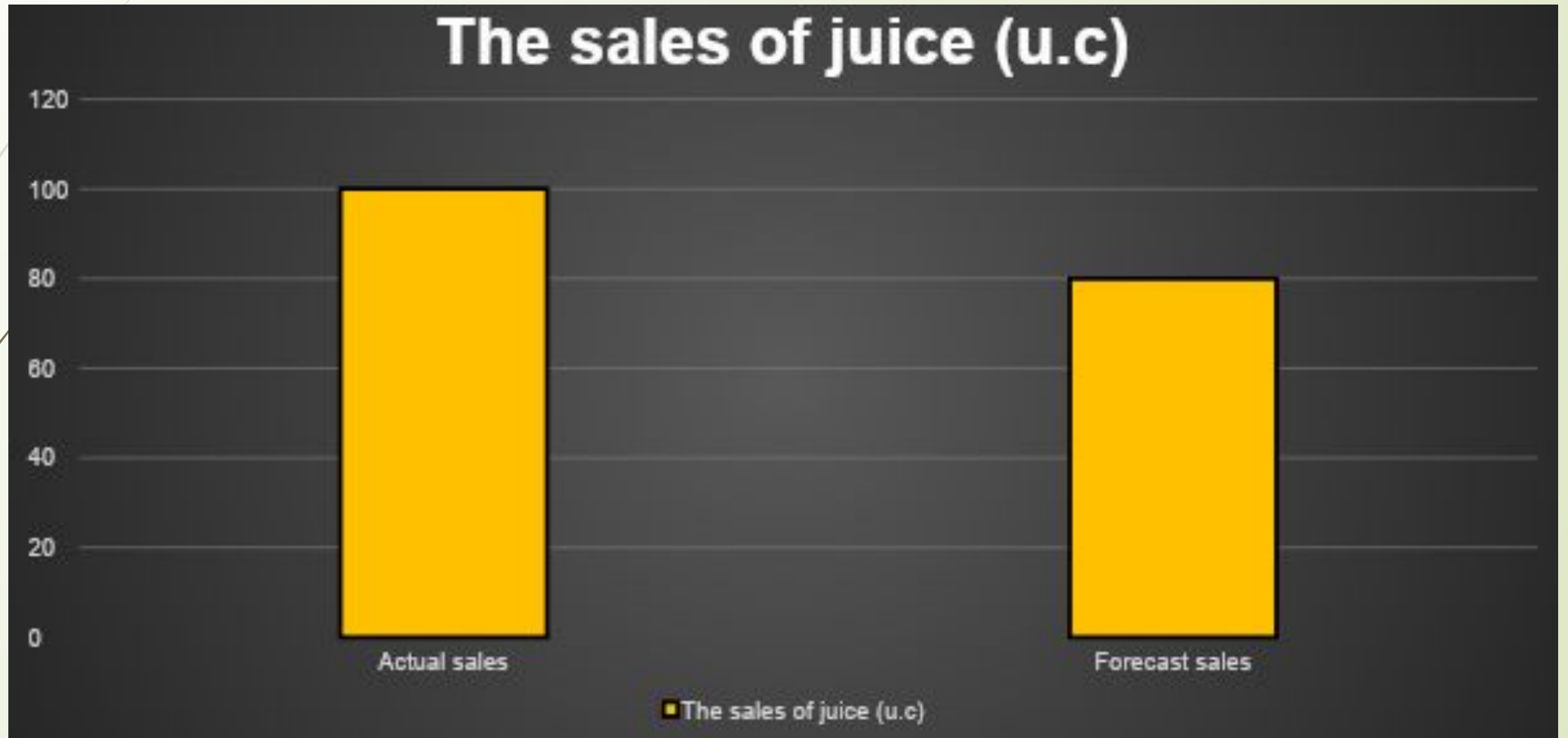


Packaging

- Rich
- Strong
- High visual impact



Test launch



Juice has great potential in the market

