

# The major advantage of Slush Puppie

Slush Puppie is the first name that comes to mind when children and teenagers hear or think about slush. All other slush brands are seen as pale imitations of Slush Puppie.

This is the main advantage Slush Puppie has over its rivals. Although there are other slush products on the market, Slush Puppie remains customers' first choice and is recognized as the leader in this sector.

This translates into "more sales" and satisfied consumers who often come back to purchase slush products.



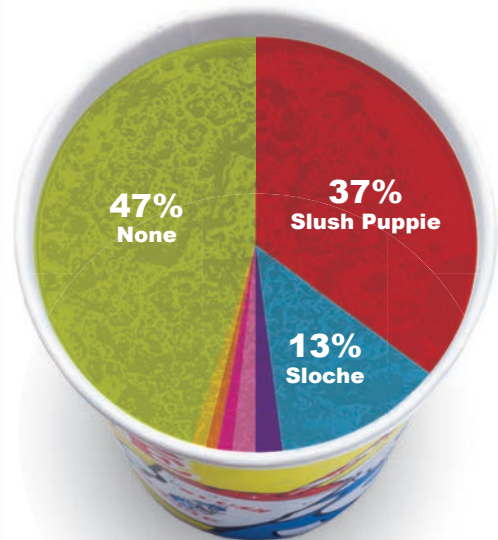
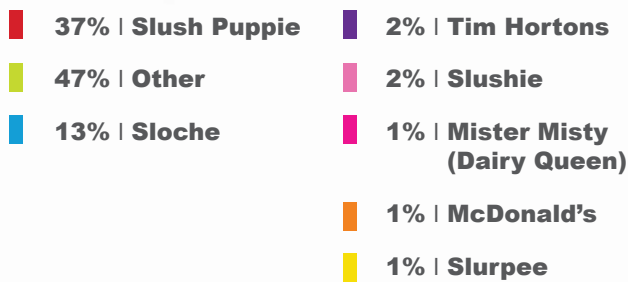


# Brand notoriety study\*

## SPONTANEOUS NOTORIETY

Base: All respondents  
(n=1100)

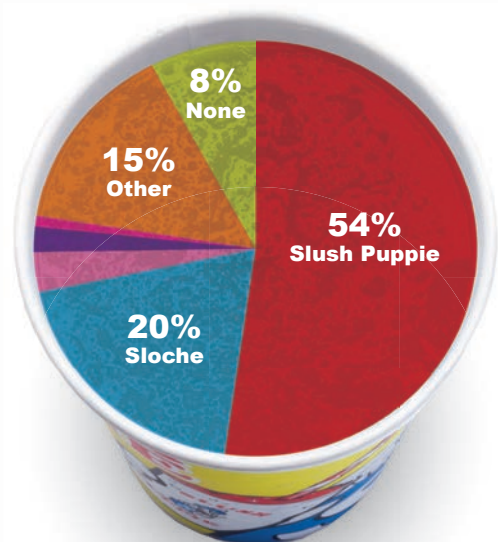
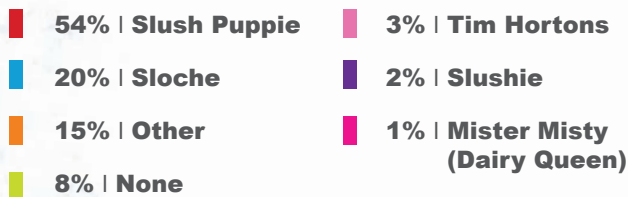
Age 13-99



## SPONTANEOUS NOTORIETY AMONGST CONSUMERS

Base: All respondents  
(n=623)

Age 13-99



\* 1100 respondents in Quebec. Online survey. From August 15th to 22nd 2016.





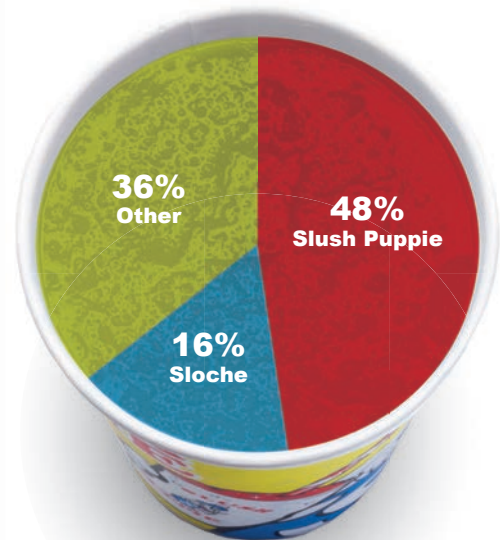
# Brand notoriety study\*

## SPONTANEOUS NOTORIETY AMONGST TEENS

(n=100)

Age 13-17

- 48% | Slush Puppie
- 36% | Other
- 16% | Sloche

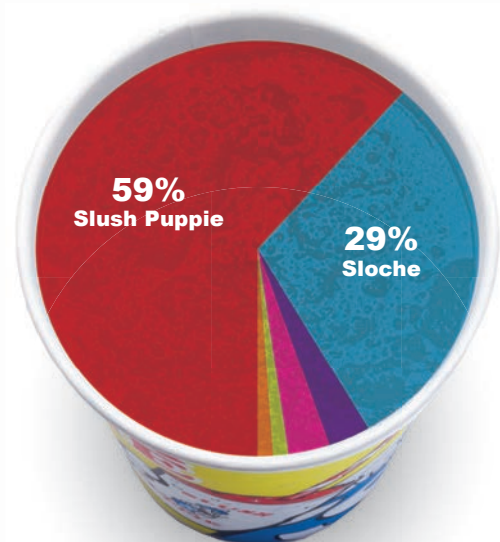


## FAVORITE BRAND AMONGST CONSUMERS

Base: All respondents that consume slush like beverages (n=623)

Age 13-99

- 59% | Slush Puppie
- 29% | Sloche
- 3% | Slushie
- 3% | Mister Misty (Dairy Queen)
- 1% | X-tra slush (Bonisoir)
- 1% | Kool-aid (Shell)



\* 1100 respondents in Quebec. Online survey. From August 15th to 22nd 2016.

