

SWOON **SHOWDROP**

Showdrop helped Swoon grow by **86%** at Mariano's over 9 months

Outpacing everyone else in the category & matching legacy brand velocity 6 months post-program

PROVEN THREE WAYS

1 SHOPPERS SAID IT

Swoon scored a 92 in Declared Purchase Intent vs. a 72 category benchmark, across 22,866 shoppers who sampled. Shopper engagement metrics ran ahead of the benchmark too.

SHOWDROP SHOPPER REVIEWS

2 SPINS MARKET DATA SHOWS IT

+79% velocity growth vs. one year ago. Measured six months after sampling stopped, while the category fell 18%.

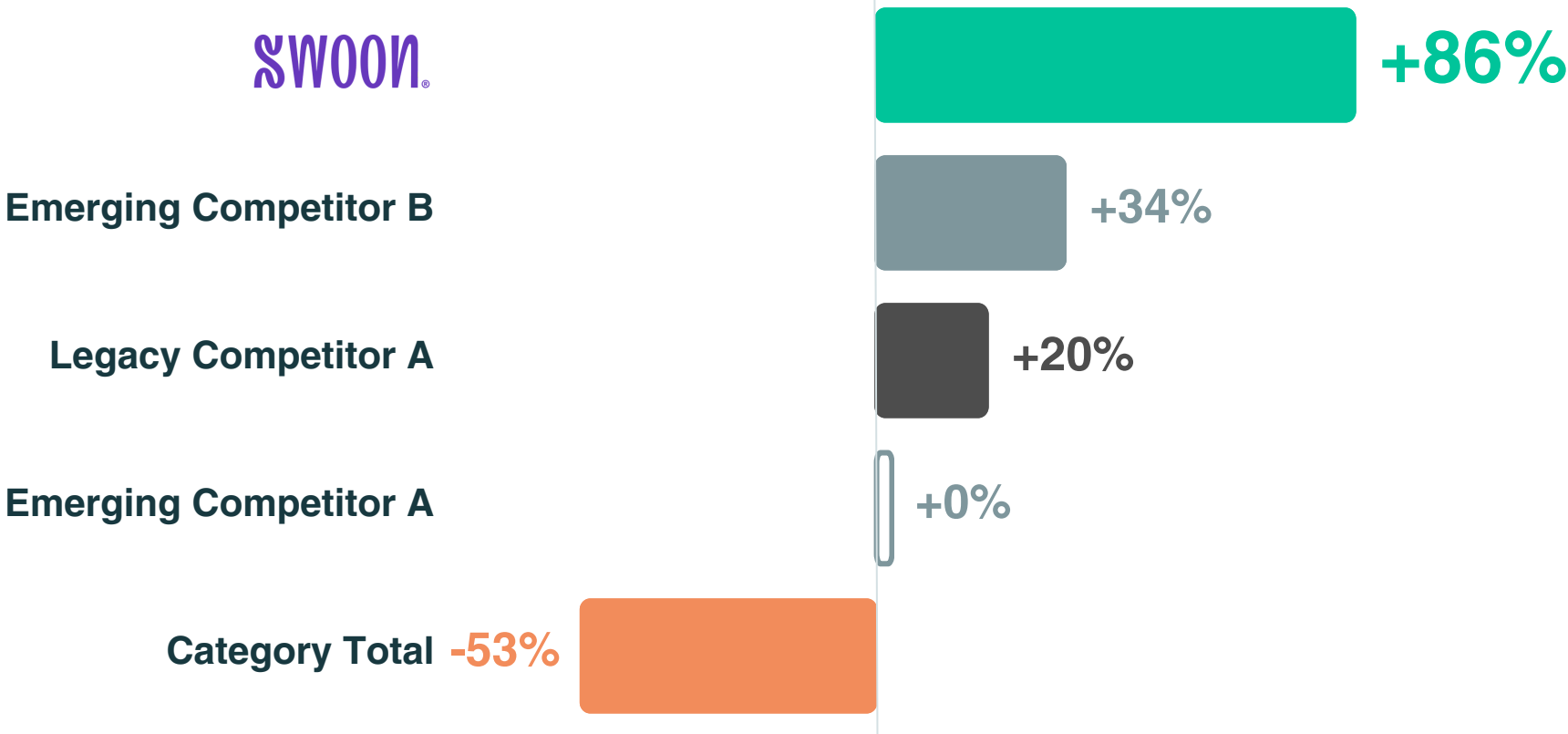
SPINS VELOCITY DATA, MARIANO'S BANNER

3 KROGER POS DATA PROVES IT

+123% vs. matched control stores last quarter. Showdrop stores beat control stores in all four data periods over the past year.

ROUNDY'S STORE-LEVEL POS DATA

SPINS PER-STORE VELOCITY GROWTH · NOV–JAN TO APR–JUL



Bars: SPINS, Mariano's banner, change in U/S/W from the Nov 2–Jan 25 window to the Apr 19–Jul 12 window; competitive set anonymized.

HOW SHOWDROP & SWOON PARTNERED



24/7 Refrigerated Sampling Kiosks

A chilled single-serve can, dispensed on demand. One per person, with each program running for at least a month so anyone interested could try it.



Dynamic On-Screen Retail Media

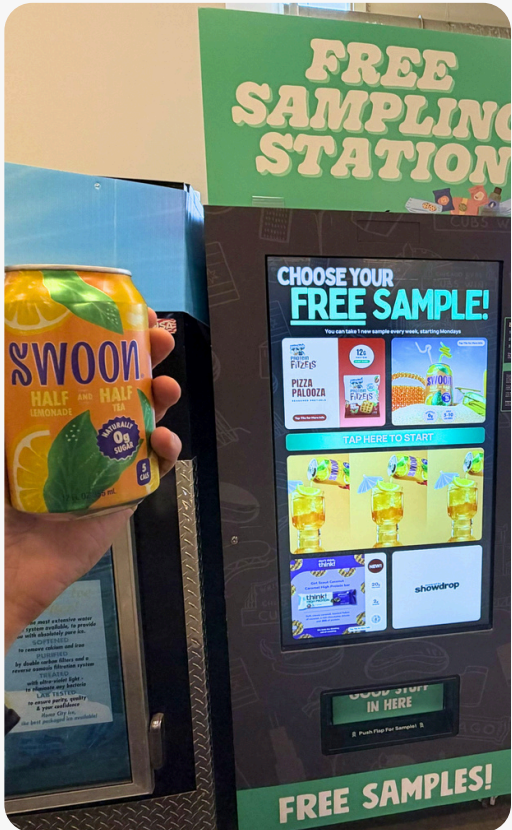
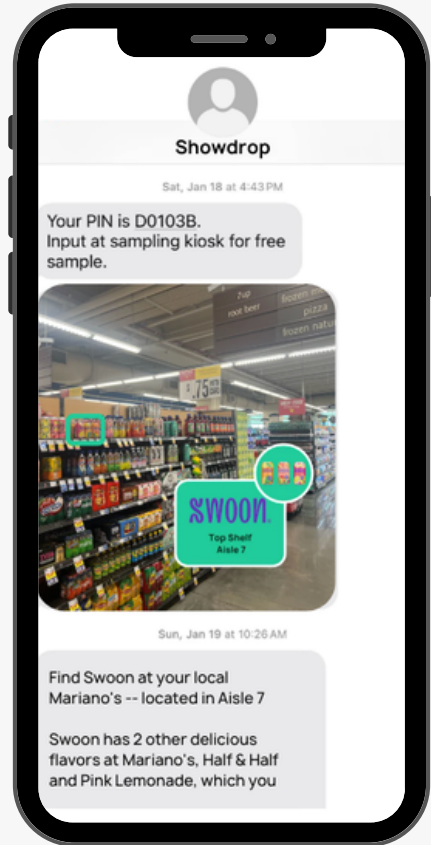
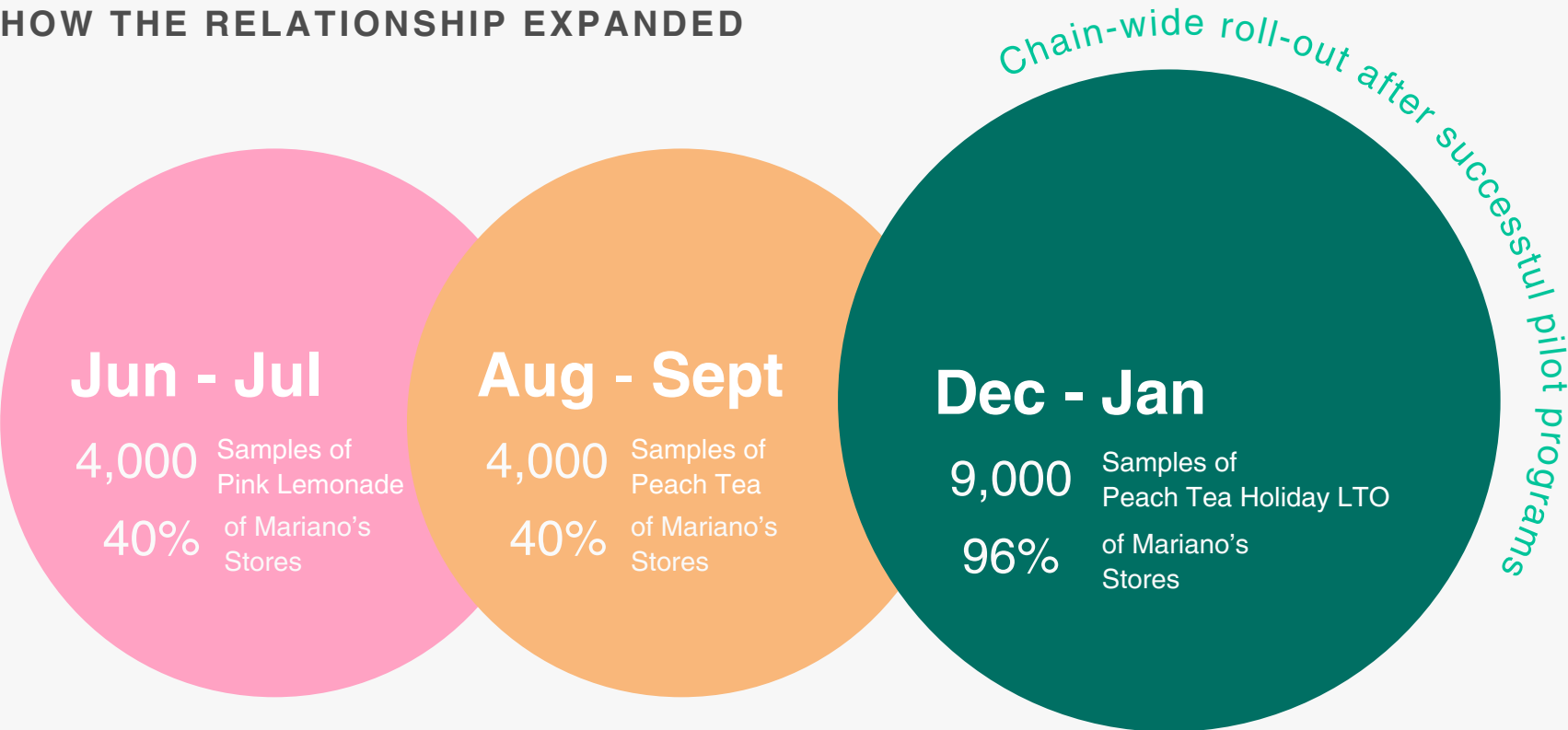
A full-screen brand moment to drive awareness and entice shoppers to sample, always-on throughout the duration of each program.



Shopper Education & In-Store Wayfinding

A post-sampling text message calling out all the flavors Swoon has on-shelf and which aisle to find them in, making buying after trial seamless.

HOW THE RELATIONSHIP EXPANDED



SHOPPER RESPONSE

17,309 shoppers sampled Swoon at the kiosk, scoring it above the category on every measure



147,334
QR Scans



17,309
Shoppers Sampled



4,783
Star Ratings



2,509
Written Reviews

GLOWING REVIEWS

★★★★★ 43/M · Mariano’s Ravenswood

I shared with my daughter who was happy it's non-carbonated (unlike other low sugar beverages like La Croix and Bubbly). Will definitely buy this - so so tasty!

★★★★★ 29/F · Mariano’s Park Ridge

Flavorful and healthier than other beverages. Due to the free sample, it helped me purchase some! Thankful for programs like this.

★★★★★ 32/M · Mariano’s Roscoe Village

I love that the product isn't overly sweet. I didn't know about the brand beforehand but definitely will be a staple for this household moving forward.

★★★★★ 36/F · Mariano’s Hoffman Estates

I usually try to purchase items we both will enjoy and the drink was honestly excellent. Truthfully I would not purchase it had I not sampled it. What a treat and thank you!

SOCIAL POSTING



COMPARISON VS. BENCHMARKS

Purchase intent +20 pts

Swoon 92

Category benchmark 72

Mean star rating +0.17

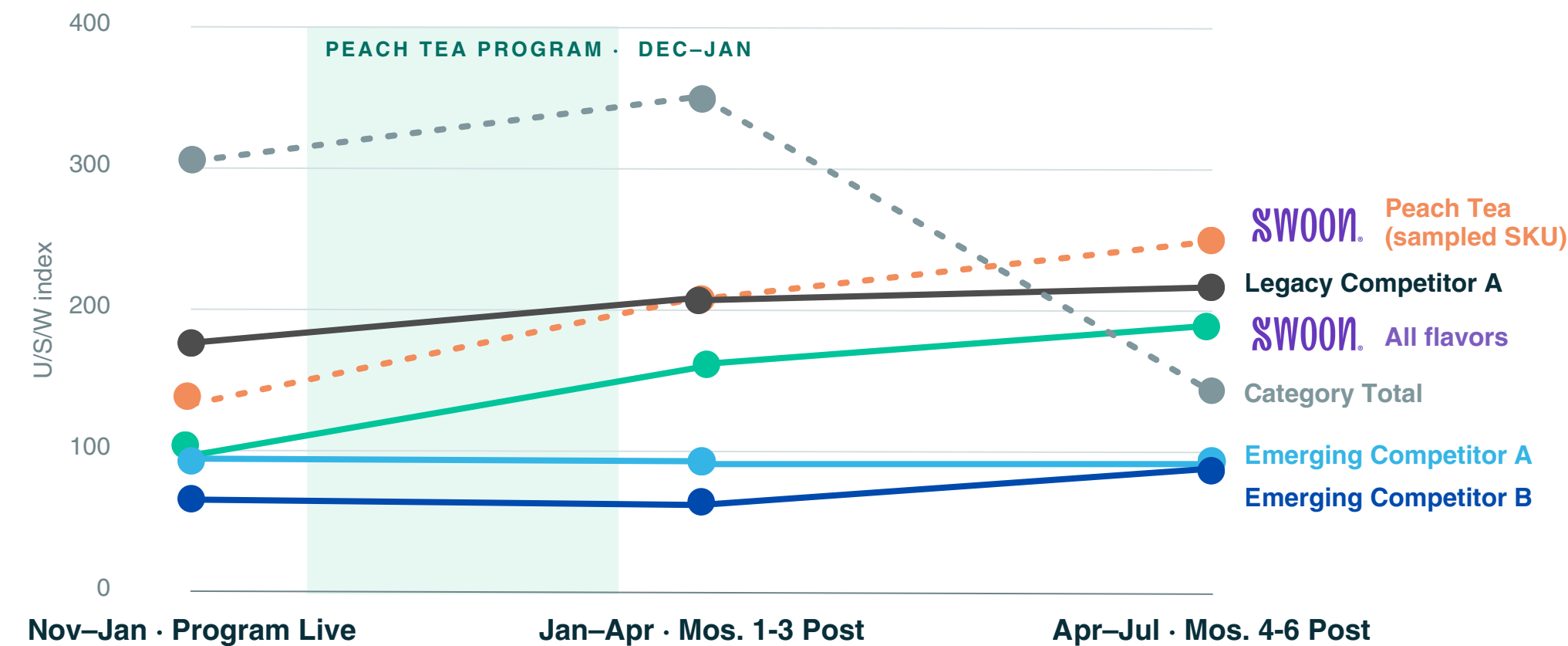
Swoon 3.91

Category benchmark 3.74

SPINS MARKET DATA

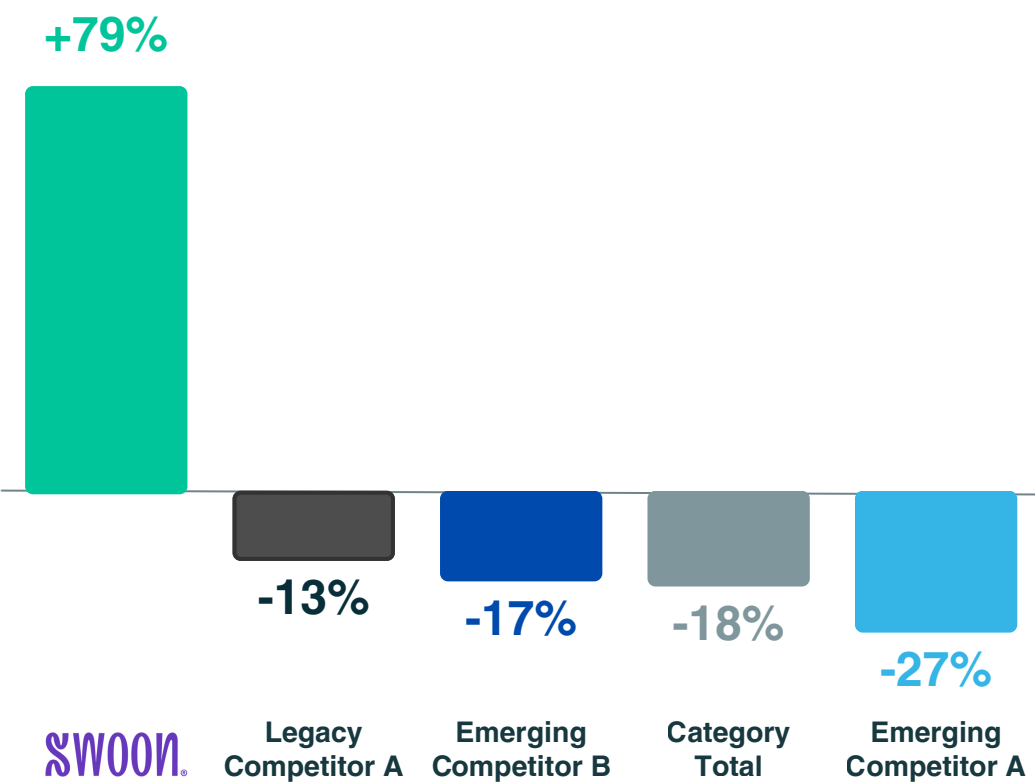
Over the 6 months after Showdrop rolled out chain-wide, Swoon’s velocity rose 86% to legacy-brand levels while the category fell

U/S/W BY 12-WEEK SPINS WINDOW · INDEXED, SWOON NOV–JAN = 100



SPINS, Mariano’s banner. Left: velocity index (units per store per week, Swoon Nov–Jan = 100) by 12-week window; band = Peach LTO program live.

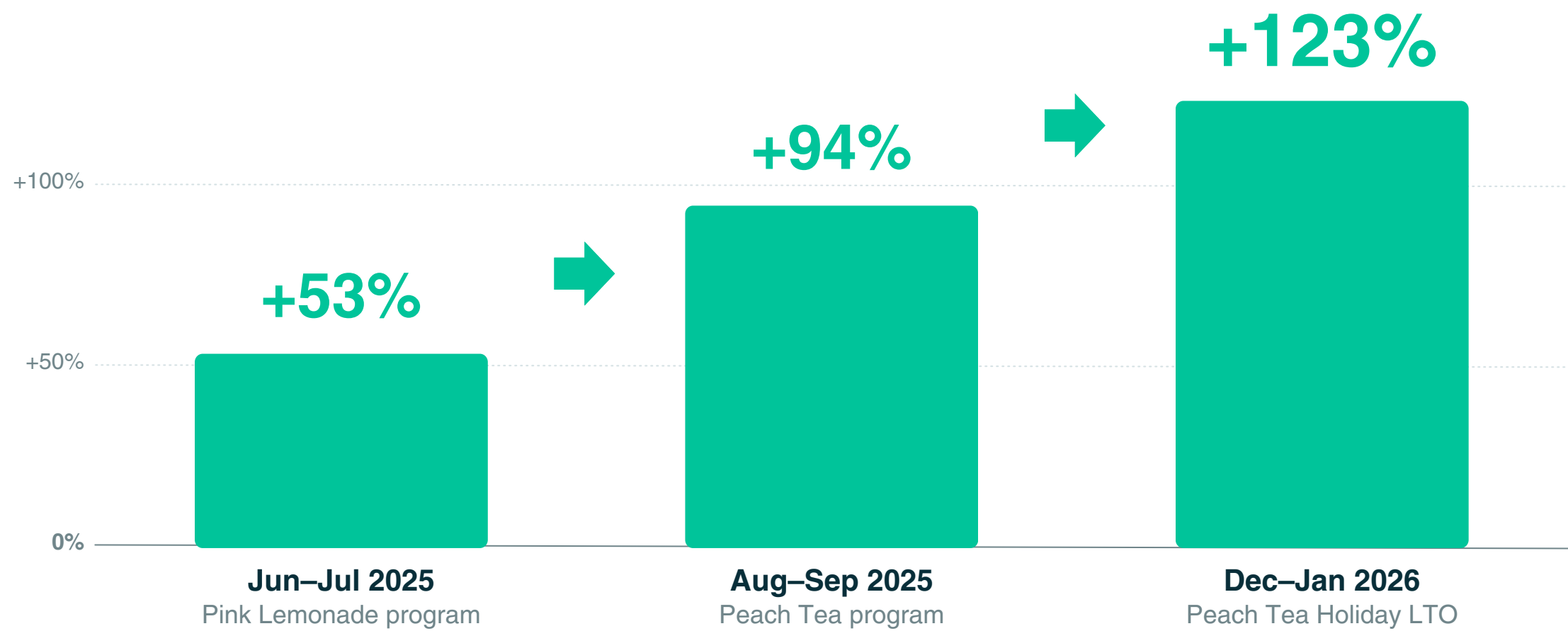
APR–JUL · U/S/W % CHG VYA, MONTHS 4–6 AFTER SAMPLING ENDED



KROGER POS DATA

Every program at Showdrop test stores beat matched control stores, and each new activation lifted velocity further

INCREMENTAL UNIT VELOCITY LIFT AT SHOWDROP STORES VS. MATCHED CONTROL STORES



Same stores, three activations, a bigger gap against control each time.

3 of 3 program periods beat control

Program stores outperformed matched controls in every window measured, with the gap widening over time.

+25% even between programs

Oct–Nov, with no sampling running, Showdrop pilot stores still ran 25% ahead of control. The gain did not wash out.

Each additional program led to better results

Each program widened the net of shoppers Swoon reached – **74% of samplers took Swoon for the first time in Program 2, and 84% did in Program 3.**

Roundy’s store-level POS data. Lift = unit velocity change at Showdrop pilot stores vs. their pre-program baseline, minus the same change at matched control stores in the same banner over the same weeks. Pilot stores are the original 40% of Mariano’s stores that ran the first two programs.