

Gatorade Cool Blue replaces Gatorade Lemon Lime

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Gatorade Cool Blue 20oz bottles will replace Gatorade Lemon Lime 20oz bottles. To support this transition, one free case of Gatorade Cool Blue will be autoshipped to bottle-serving restaurants, starting Monday, Oct. 16. The cost of Gatorade 20oz Cool Blue is the same as Gatorade 20oz Fruit Punch.

Why Make this Change

Lemon Lime and Cool Blue closely follow Fruit Punch as the most popular flavors. However, Lemon Lime has consistently underperformed Fruit Punch in Subway® restaurants since it was introduced last summer.

What Happens Next

Your distributor will continue to ship Lemon Lime, and you should continue to serve it, until inventory is depleted at your distributor and in your restaurant.

Gatorade 20oz Cool Blue is a permanent replacement of Gatorade 20oz Lemon Lime. After the transition 2017-10-02-cooler-planogram.jpg is completed, the two required flavors will be 20oz Cool Blue and 20oz Fruit Punch, and 20oz Lemon Lime will no longer be available to order. Display only two Gatorade flavors in the bottled beverage cooler. Set aside your case of Cool Blue until your inventory of Lemon Lime is depleted. After Lemon Lime is depleted, follow the planogram placement (pictured) when stocking your cooler – show two facings of two flavors (four facings total) in the cooler.

Gatorade Flavor Facts

Fruit Punch and Cool Blue are the top two Gatorade flavors used for post-activity hydration

In Canada Subway® restaurants, Cool Blue is the #1 selling

Contact Information

If you have any questions about this information, contact Project Manager Tim Carroll.

Written by Christopher Corcoran.



SINGLE DOOR COOLER

