

The Pitch for the Keurig Kold – I made this up - but something like this must have happened at some point in the project.

It's an exciting day at Keurig. Today we mark the kickoff of the Keurig Kold project which promises to extend the Keurig brand name into a new and larger market and it will bring new growth and revenue to our company.

Keurig is already a household name for our single serving coffee machines. In the US alone, coffee drinks are the most preferred hot beverage in the United States. The average amount of money spent on coffee is around USD 21 per week. Further, almost half of coffee drinkers consume 3 or 4 cups per day. The coffee consumption growth rate in the United States was 7.9% during 2015-16, and the retail coffee market was valued at USD 12.8 billion in 2015. (<https://www.mordorintelligence.com/industry-reports/united-states-coffee-market>)

We are a dominant name in this exciting coffee market and offer a range of coffee machines and drink options to satisfy the most discriminating coffee drinker.

The Keurig Kold will extend our premium brand name and our proven technology into a new and exciting single serving soft drink market. In 2014, the U.S. soft drink market size was valued at about 98.43 billion U.S. dollars, up from 91.58 billion U.S. dollars in 2010. (<https://www.statista.com/statistics/422532/united-states-soft-drink-market-size/>)

This market is 8X larger than the coffee market. Through partnerships with the leading soft drink companies in the United States including The Coca-Cola Company, PepsiCo, and Dr Pepper Snapple - the Keurig Kold will bring drinking refreshment and a premium experience to many new and soon to be loyal customers of the Keurig brand.

Extraordinary opportunities such as this demand decisive action and investment - we will embark on an aggressive development and marketing plan for the Keurig Kold to bring it to market as quickly as possible. I look forward to meeting with you again in the future to report on the exciting introduction, growth, and many and successes of the Keurig Kold.

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In retrospect, it's easy to be critical.