

## Brands moving forward:

### Small Batch

Stubborn  
Soda

Finder's

### Simple & Nostalgic

Fizzician

Hats Off

## Brand Story: Stubborn Soda

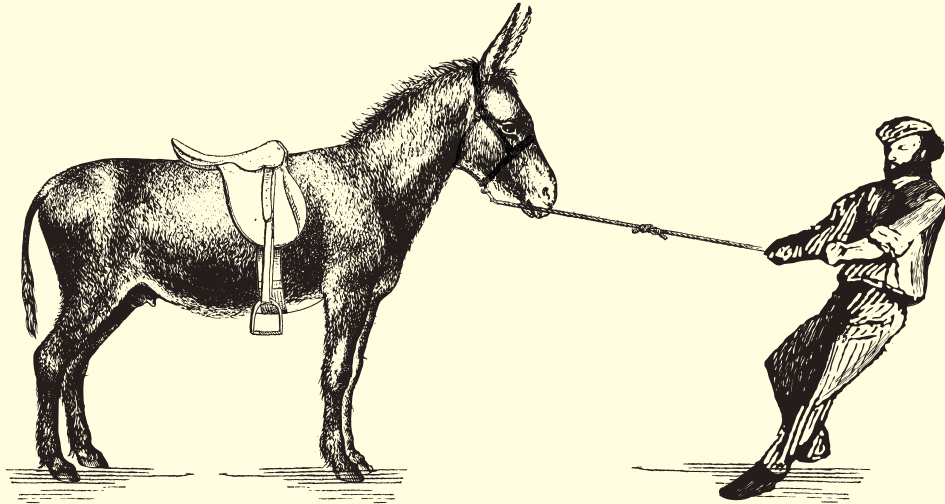
Soda's always been good but, quite frankly, we think there is room for improvement. We believe that soda should be truly great. We decided it was time to put a stake in the ground—to dig in our heels and craft a soda unlike any other.

Stubborn soda is made the way soda ought to be made—our way—and we believe it's the only way. We've created a soda in a category all its own.

We studied sodas past and present. We put our nose to the grindstone and tinkered with the entire soda-making process—from the machinery, to the ingredients, to the carbonation. We put our time in to make a soda that's timeless

With our intense, uncompromising flavor and fizz that doesn't quit, you can see why we won't budge. With hand crafted quality you'll taste with every sip, you'll understand why we're happily stuck in our ways.

Attributes: Quirky, Particular, Unyielding, Unique



STUBBORN  
SODA

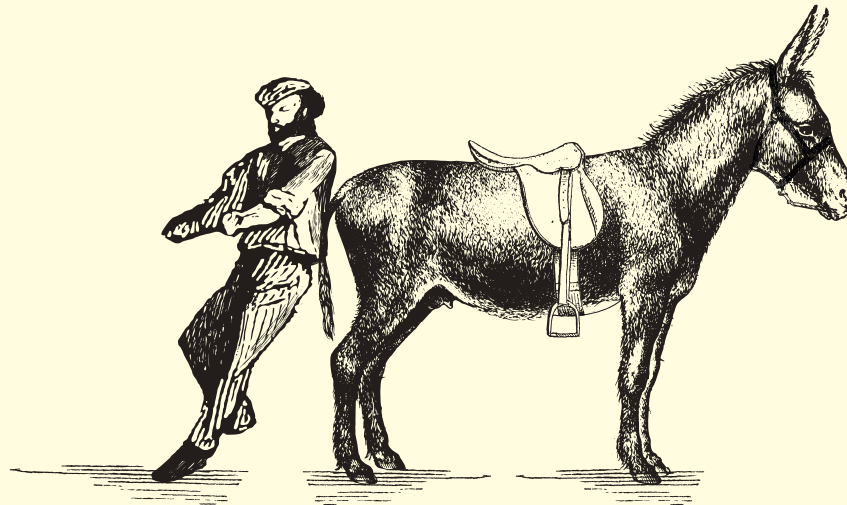
F I Z Z   T H A T   N E V E R   Q U I T S

Pepsi\_Stage1\_WIP\_StubbornSoda1

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# STUBBORN SODA

F I Z Z   T H A T   N E V E R   Q U I T S

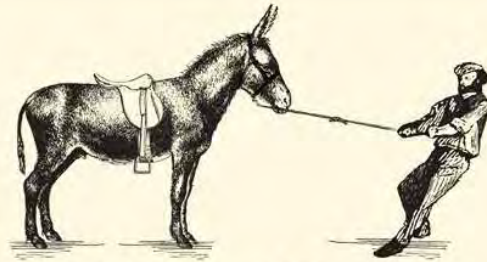
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# STUBBORN SODA

FIZZ THAT NEVER QUILTS



• SOUR •  
**CHERRY**

batch no. | 00000896

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CALIFORNIA



**SPARKLING  
POMEGRANATE**

batch no. | 00000896

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**LEMON  
GINGER**



batch no. | 00000896

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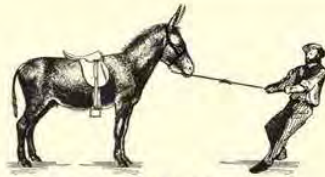


• MANGO •  
**BLUEBERRY**

batch no. | 00000896

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# STUBBORN SODA

SMALL BATCH

HOME **WHY WE'RE SO STUBBORN** • flavors • **WHERE TO FIND US**



## • SOUR • CHERRY

batch no. 00000896

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## CALIFORNIA SPARKLING POMEGRANATE

batch no. 00000896

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## LEMON GINGER

batch no. 00000896

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## • MANGO • BLUEBERRY

batch no. 00000896

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## • SOUR • CHERRY

batch no. 00000896

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