

portion size study – setup and results.



# starting point and objectives.



Our vision is a beverage industry that focuses on **conscious enjoyment** without trashing the environment. We want to show that economic success and responsibility can go hand in hand.

First and foremost, we at fritz-kola want to draw attention to the fact that **enjoyment** and **conscious consumption** don't have to be mutually exclusive. We want to encourage consumers to influence their own consumption through what they choose to buy.

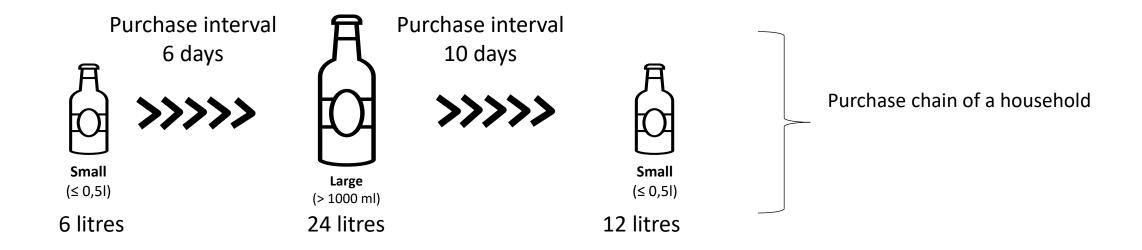
That's why, together with **YouGov**, we've launched a study to investigate the portion size effect. The **YouGov Shopper Panels FMCG CP+ 2.0 | Methodological approach: Expandability model, data basis MAT June 2024** were surveyed. The portion size effect describes how the size of the packaging influences the quantity consumed.



# how long until the next cola run?



### estimating average consumption.

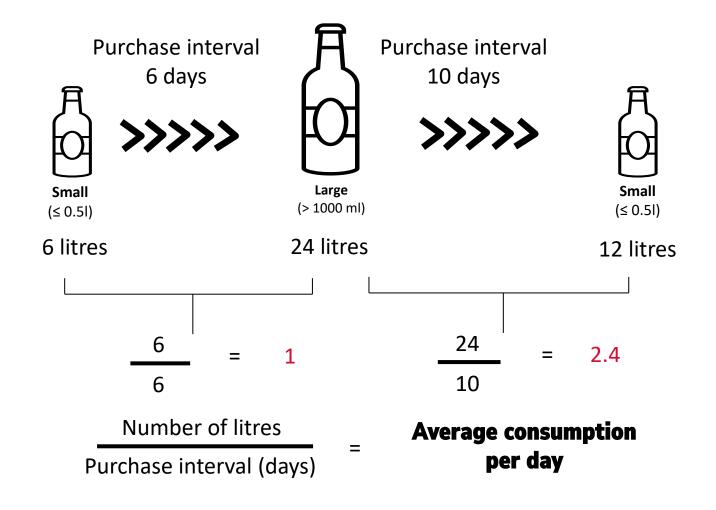


- The time between category purchases is an indicator of average consumption.
- We use the individual purchase chain per household to identify how long it takes before a new category purchase is made, in order to determine average daily consumption.

# how we measure it: expandibility model.



### calculation of the average consumption per day.

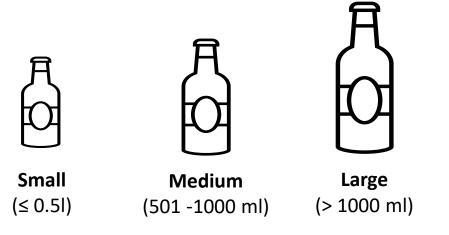


## three sizes, three stories.



#### portion sizing and calculation of daily consumption.

The portion size was divided into **three** different categories **based on the volume** of the packaging:



Daily consumption was calculated by dividing the quantity of a product purchased on a particular shopping day by the number of days until the next purchase by the same household.

This calculation is based on the **assumption** that the **stock** of the product was fully consumed and therefore a **new purchase was necessary**. This makes it possible to estimate the average daily consumption of the product by the household.



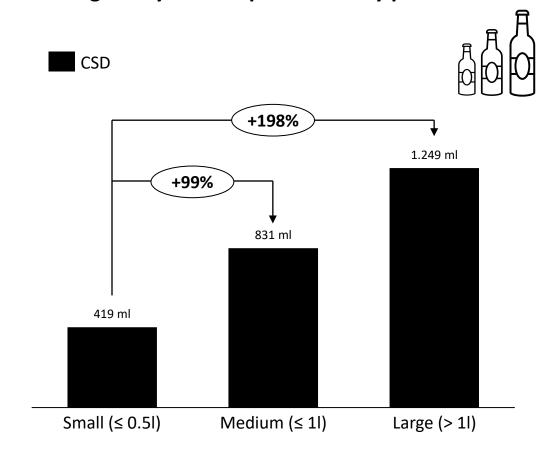
## the bigger the bottle, the bigger the sip



This graph shows the average daily consumption for each portion size:

- **Small:** This category has the **lowest** average daily consumption, at about 419 ml.
- Medium: The average daily consumption doubles to around 831 ml.
- Large: The average daily consumption is highest here, at around 1,249 ml.

#### Average daily consumption in ml by portion size.





## over 50% of small bottle buyers find it easier to cut back consumption



#### Consumer behavior | Reasons for preferred bottle size | Purchasers in %

I/we prefer small bottles because	HB Cola/-Mix small bottles		HB Limo small bottles
the drink stays fresh for longer / the carbon dioxide is retained for longer	82	$\ldots$ I / we can drink them completely without keeping any left over	75
I / we can drink them completely without keeping any left over	80	$\dots$ I / we can decide for ourselves how much of it I / we drink	74
I / we can decide for ourselves how much of it I / we drink	76	the drink tastes best in it, I / we can enjoy it best	72
the drink tastes best in it, I / we can enjoy it best	73	the drink stays fresh for longer / the carbon dioxide is retained for longer	71
I / we can drink directly from the bottle on the go	66	I / we can drink directly from the bottle on the go	68
If I buy small bottles / cans, it is easier for me / us to reduce my / our consumption.	57	I / we would like to pour it into a glass / cup beforehand	53
I / we can drink them spread over several days / portions	54	If I buy small bottles / cans, it is easier for me / us to reduce my / our consumption.	44
If I buy large bottles, this means that I / we tend to consume more of them.	51	I / we can drink them spread over several days / portions	43
I / we would like to pour it into a glass / cup beforehand	46	I / we also share it with other household members / guests	43
I / we also share it with other household members / guests	37	If I buy large bottles, this means that I / we tend to consume more of them.	43
I / we mix it with other drinks or use it for drink recipes	27	I / we mix it with other drinks or use it for drink recipes	41

<sup>\*</sup> This survey was conducted in German. The questions were translated accordingly.





### large bottle buyers believe less in the effect of portion sizes



#### Consumer behavior | Reasons for preferred bottle size | Purchasers in %

I/we prefer large bottles because	A P		
I / we can decide for ourselves how much of it I / we drink	89	$\mbox{I}$ / we can decide for ourselves how much of it I / we drink	88
l / we can drink them spread over several days / portions	82	I / we can drink them spread over several days / portions	80
I / we would like to pour it into a glass / cup beforehand	74	I / we would like to pour it into a glass / cup beforehand	69
I / we can drink them completely without keeping any leftovers	68	the drink stays fresh for longer / the carbon dioxide is retained for longer	60
the drink tastes best in it, I / we can / can enjoy it best	67	$\ldots$ / we can drink them completely without keeping any left over	58
I / we also share it with other household members / guests	65	the drink tastes best in it, I / we can / can enjoy it best	56
the drink stays fresh for longer / the carbon dioxide is retained for longer	63	I / we also share it with other household members / guests	55
I / we can drink directly from the bottle on the go		I / we mix it with other drinks or use it for drink recipes	
If I buy large bottles, this means that I / we tend to consume more of them.	35	I / we can drink directly from the bottle on the go	44
I / we mix it with other drinks or use it for drink recipes	27	If I buy large bottles, this means that I / we tend to consume more of them.	32
If I buy small bottles / cans, it is easier for me / us to reduce my / our consumption.	20	If I buy small bottles / cans, it is easier for me / us to reduce my / our consumption.	16

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**Hamburg District Court** 

CEO: Mirco Wolf Wiegert, Florian Weins

Place of jurisdiction and place of fulfilment for payment is Hamburg

