# The V is for Vegetables. The V is for Vegetables.

And V8® is for any time of the day.

**Breakfast** 



Help guests get steady energy with a flavorful alternative to coffee, tea and other energy drinks



Offer a delicious swap for traditional juice with these fruity blends



Give guests a full serving of vegetables to jump-start the morning right

AM snack



Power guests through the midmorning with fruit and vegetable nutrition they can feel good about



Be sure guests who skipped breakfast have satisfying snack options

Lunch

Offer fruit and vegetable



nutrition to complement lunch

PM snack



Provide steady energy from natural green tea for positive energy with no regrets



Give guests a refreshing afternoon treat

# Where V8® Fits Away-From-Home Moments of Consumption (Segments)

### COLLEGE & UNIVERSITY (VENDING & CAFÉ)



*V8®* **+Energy** On-the-go breakfast V8® Blends Routine sips away from home V8® Blends
Routine sips away

**V8® +Energy** Routine sips away from home/ personal boost



#### **BUSINESS & INDUSTRY (VENDING & CAFÉ)**



**V8® +Energy** On-the-go breakfast Routine sips away from

V8® Blends
Routine sips away from

V8® +Energy Routine sips away from home/ personal boost



#### HEALTHCARE/RETAIL



V8® +Energy On-the-go breakfast V8® Vegetable Juice Routine sips away from home V8® Blends
Routine sips away from
home

V8® +Energy
Routine sips
away from home/
personal boost



#### LODGING



**V8®** Vegetable Juice Routine sips away from home (leverage routine sips in-home behavior

**V8® Vegetable Juice**Routine sips away from home

**V8® Blends** Routine sips away from home V8® +Energy
Routine sips
away from home/
personal boost



## K-12 (VENDING & CAFÉ)



*V8®* Blends On-the-go breakfast **V8® Blends**Routine sips away from home



Breakfast



**AM Snack** 



Lunch



PM Snack



