

FOOTY'S PRODUCT LAUNCH KIT

Your Healthier Alternative in Everyday Refreshments

1. Company Introduction

Footy's is a proudly South African food & beverage brand offering **healthier, affordable, and fun alternatives** to traditional sodas, energy drinks, powdered drinks, and jellies. With a strong commitment to innovation and accessibility, Footy's products are designed to fit seamlessly into family life — at school, at work, and at home.

2. Our Mission & Values

- **Mission:** To reinvent everyday refreshments by providing **better-for-you, affordable, and flavourful products** that appeal to both kids and adults.
 - **Core Values:**
 - *Health-Conscious Choices* – products that reduce sugar and promote balance.
 - *Affordability* – premium taste at accessible prices.
 - *Innovation* – exciting formats, flavours, and pack sizes.
 - *Family-Focused* – products designed for everyone, from children to parents.
 - *Proudly South African* – supporting local development, jobs, and supply chains.
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3. Product Portfolio (Abstracts)

A. Footy's Sodas – 300ml Cans & 6-Packs

Refreshing, bubbly, and full of flavour — Footy's sodas are the fun alternative to traditional colas and fruit sodas. Available in:

- Cola Soda 300ml
- Grape Soda 300ml
- Cream Soda 300ml
- Berry Soda 300ml
- *Multipack convenience:* 6-Packs in all flavours

Key Features:

- ✓ Great taste, family-friendly flavours



- ✔ Competitive pricing
 - ✔ Available in both singles & multipacks for convenience
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B. Footy's Fuel Energy Drink – 500ml Can

A revitalising energy drink designed for busy lifestyles. Footy's Fuel provides a refreshing boost without compromising on flavour.

Key Features:

- ✔ Bold taste and refreshing finish
 - ✔ Designed for active, on-the-go consumers
 - ✔ Affordable and accessible
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C. Powdered Drink Mixes – 15g, 170g, 450g Packs

Delicious fruit-flavoured powdered drinks, available in convenient sizes to suit different needs:

- 15g (single-serve sachets – perfect for lunchboxes)
- 170g (everyday home use)
- 450g (bulk family value pack)

Available Flavours: Passion Fruit, Strawberry, Raspberry, Grape

Key Features:

- ✔ Quick & easy to prepare
 - ✔ Long shelf life
 - ✔ Affordable family hydration solution
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D. Fruit Jellies – 40g

Fun, fruity, and bursting with flavour. A treat kids love, available in:

- Grape Jelly
- Raspberry Jelly
- Strawberry Jelly

Key Features:

- ✔ Convenient single-serve size
 - ✔ Bright, fruity flavours
 - ✔ A fun addition to the Footy's product range
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4. Key Selling Points for Retailers & Partners

- Wide range of SKUs to drive **basket value and variety**



- **Flexible pack sizes** appealing to single buyers, families, and bulk shoppers
 - **Affordable alternative** to imported or premium products
 - Products are **already listed in major retail outlets** with growing demand
 - Ideal for **promotions, multipack sales, and seasonal activations**
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5. Launch Campaign Highlights

- **In-store activations & tastings** to drive trial and brand awareness
 - **Digital & Social Media campaign** – highlighting Footy’s as the “Better Alternative”
 - **Seasonal Promotions** – focusing on summer hydration and family-friendly value packs
 - Collaboration with **merchandising teams** to ensure visibility and correct shelf placement
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6. Contact Information

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