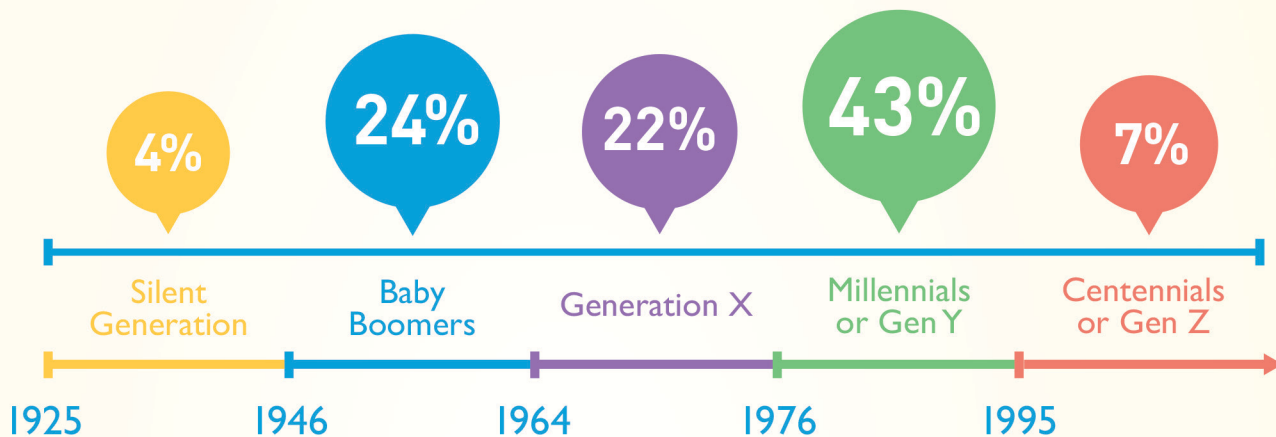
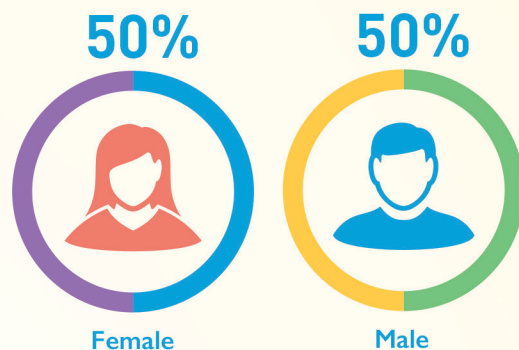


# FLAVORED WATER MAKES WAVES

Comax Flavors conducted a study of 500 U.S. respondents aged 18-70+; half of which were parents of children aged 3-17. The study examined flavored water consumption habits and preferences to better understand consumers' behavior, usage and attitudes towards flavored water.



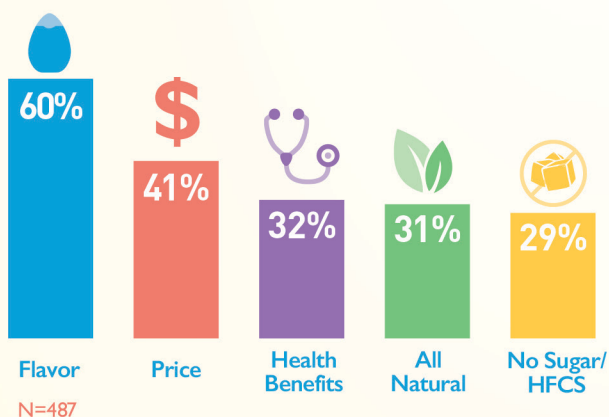
Which of the following categories best describes your children's age(s)?

N=414\*

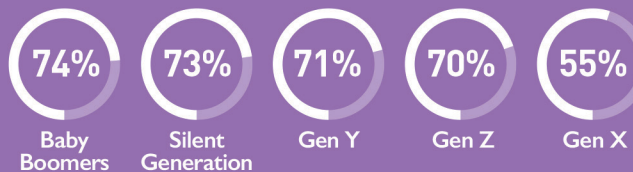


\*Parents may have multiple children

The five most **important attributes** respondents make their **flavored water purchases** on are:



Among all age groups of adult non-parents, **flavor** is the number one attribute to drive purchase



N=239

N=500, Comax Flavored Water Study March 2017  
Respondents drink flavored water at least 3 days per week

COMAX FLAVORS

Always the perfect flavor