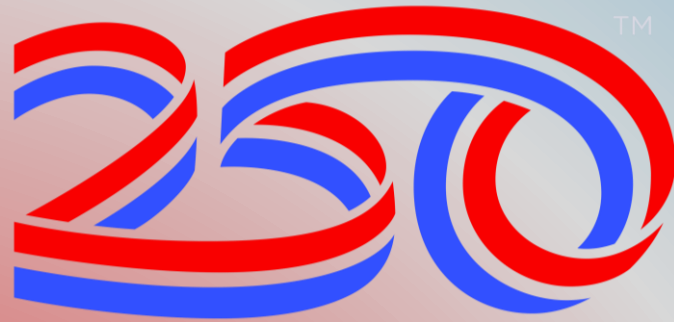


BA 2026 SUMMER LTO

BA SUMMER LTO - JUST IN TIME TO CELEBRATE THE 250TH BIRTHDAY OF THE USA!



250th

One 16oz bottle RED WHITE & BLUE inspired to commemorate America's birthday

16oz

Leveraging 16oz bottle to bring along the full portfolio. With our 2025 16oz Dude Perfect, display ACV averaged ~9.8% during the LTO period which is +29% higher than the 16oz Strawberry Banana average.

NEW!



**BODYARMOR
SUMMER LTO**

FLAVORS

+ Sour Watermelon

PACKAGES

+ 16oz

PRICING

+ Line priced with BODYARMOR 16oz singles

**MARKETING
SUPPORT**

- + A250 support for displays and execution
- + Disruptive shopper tools
- + Social media campaign
- + Paid media investment

TIMING

**NATIONAL LAUNCH:
05/11/26 IMD**