

mike's **HARDER**® 23.5 oz

Grow with the fastest growing FMB 23.5oz Brand



7 out of 10 shoppers
are more likely to
purchase a Pineapple
Flavor FMB.¹

**Increase Your
Profits with
the Leader**

As the #1 FMB Singles
Serves Brand, all 23.5oz
SKUs are growing
20%+ in dollar sales.

**Drive Incremental
Profits**

HARDER 23.5oz singles
are the fastest growing singles
and are incremental to
16oz: 85% of consumers
only purchase one size
of HARDER.

**More SKUs =
More Profits**

The more HARDER SKUs
you have on the shelf,
the faster they move: when
all 6 HARDER 23.5oz
SKUs are on shelf, they
each move 7% faster.

mike's HARDER 23.5oz Pineapple Mandarin



23.5oz PINEAPPLE
MANDARIN
SINGLE



635985800217
SHIPPER/TRAY



635985800224