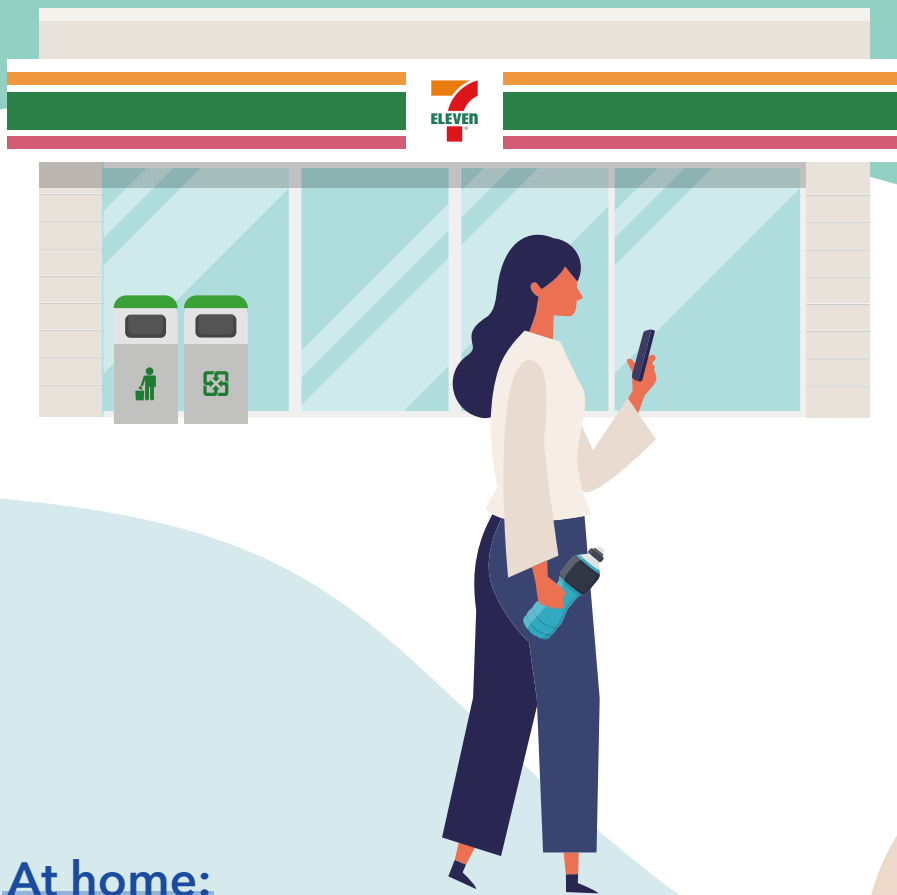


Gatorade: why it's #1 at 7-Eleven.

Hear from 7-Eleven sports drink buyers....

Gatorade wins in price, flavor, size, reviews, nutrition + performance.



At 7-Eleven:



80%
saw Gatorade ads.



66%
say flavor is #1 driver.



54%
buy Gatorade after an ad.



62%
got a Gatorade on this trip.

At home:



72%
drink in the afternoon.



53%
have at least one/day.



26%
enjoy it while at home.



19%
drink it with a sandwich.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

[LEARN MORE](#)

METHODOLOGY: The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed brick + mortar behavior. Sent to 18+ sports drink buyers leaving 7-Eleven. N=174.

mfour