

Caldova Product & Trade Catalog

Customer Development reference — brand portfolio, pack formats, trade positioning and selling points.

About Caldova. Caldova is a diversified consumer packaged goods company supplying grocery, club, convenience and foodservice channels across North America. We build category-leading brands and support retail partners with reliable supply, strong margins and joint demand generation. Partners buy from Caldova for national distribution, category-management support, trade promotion funding, and a service level backed by our own DC network.

Brand portfolio at a glance

Brand	Category	Role in the portfolio
Vireo	Carbonated soft drinks	Flagship volume driver. Top-three share position in the cola categories we compete in.
Kestrel	Functional energy	Highest-margin line. Fastest growth; indexes strongly with the 18-34 shopper.
Orchard Press	Juice & chilled	Clean-label premium offering for the perimeter set.
Saltbrook	Kettle-cooked snacks	Snacking adjacency and the cross-merchandising anchor for the beverage brands.

Vireo — carbonated soft drinks

Vireo Cola 12pk

12-pack of 12oz cans. Our flagship cola in the highest-velocity multipack format for grocery and mass. Full-sugar classic formula, 12-month shelf life, shipper and display-ready case options available. Top-three share position in the cola category across our distribution footprint. Trade price \$11.60.

Vireo Cola 24pk Club

24-pack club pack of 12oz cans. Built for warehouse club and bulk channels with pallet-ready configurations and club-specific pricing. Highest units-per-transaction of any Vireo SKU and a proven traffic driver in the beverage aisle. Trade price \$18.50.

Also available: Vireo Cola 12oz, 20oz and 6pk single-serve formats, and Vireo Cola Zero variants.

Kestrel — functional energy

Kestrel Energy Original 12oz

Single-serve can with a caffeine and B-vitamin blend. Highest-margin SKU in the Caldova portfolio and a strong performer in convenience and single-serve cold vault placements. Indexes strongly with the 18-34 shopper. Trade price \$10.90.

Kestrel Energy Zero 12oz

Zero-sugar functional energy for the health-conscious energy drinker. Fastest-growing SKU in the Kestrel line and the primary driver of incremental category growth in convenience. Trade price \$10.90.

Also available: Kestrel Energy Tropical 12oz.

Orchard Press — juice & chilled

Orchard Press Apple Juice 52oz

Multi-serve bottle. 100% juice, clean label, no added sugar. Positioned as a premium perimeter offering for the chilled juice set and a strong basket-builder alongside breakfast categories. Trade price \$14.25.

Orchard Press Orange Juice 52oz

Multi-serve bottle. 100% not-from-concentrate orange juice with a clean-label formulation. Anchor SKU for the Orchard Press chilled juice line and the highest-velocity item in the brand. Trade price \$14.25.

Also available: Cranberry 52oz, Lemonade 52oz, Mixed Berry 52oz, and the Orchard Press Smoothie 12oz line.

Saltbrook — kettle-cooked snacks

Saltbrook Kettle Chips Sea Salt 8oz

Kettle-cooked in small batches with simple ingredients. Our anchor snacking SKU and the primary cross-merchandising partner for the Vireo and Kestrel beverage brands. Trade price \$11.60.

Saltbrook Snack Variety 20ct

20-count multipack of assorted kettle chip flavors in single-serve bags. Built for club, lunchbox and value-seeking shoppers. Highest ring of the Saltbrook line and a strong seasonal and back-

to-school performer. Trade price \$18.50.

Also available: Kettle Chips BBQ 8oz, Sour Cream 8oz, and the Multipack 12ct.

How we support retail partners

Lever	What Caldova provides
Category management	Planogram support, category reviews and shopper insight against the total category, not just our brands.
Trade promotion	Funded promotional calendars, feature and display support, and club-specific pack economics.
Supply reliability	Company-owned DC network with published service-level commitments and fill-rate reporting.
Demand generation	Joint marketing, in-store activation and cross-merchandising between beverage and snacking.

Selling note. Lead with what matters commercially to a retailer: velocity, margin, category growth, promotional support and supply reliability. Reference the specific brand in play rather than talking about "our products" generically, and always close with one clear, low-friction next step.