

# f'real<sup>®</sup>

## F'REALIES 101

YOUR GUIDE TO THE F'REAL CONSUMER.



### FIRST IMPRESSIONS

FUN,  
TASTY &  
DELICIOUS!

GREAT  
FLAVORS  
& GOOD  
VALUE!

F'REALIES ARE  
**IMPULSIVE**  
AND  
**CRAVE**  
**INDULGENCE.**

**>1/2**  
OF F'REAL CONSUMERS  
FIRST BOUGHT A F'REAL  
BECAUSE THE MACHINE  
CAUGHT THEIR EYE.

**CRAVINGS**  
AND  
**CONVENIENCE**  
WERE THE SECOND HIGHEST  
INITIAL PURCHASE TRIGGERS.

**80%**  
REPEAT PURCHASE RATE  
ONCE CONSUMERS HAVE  
TRIED F'REAL.

### OUR AUDIENCE

AGE RANGE  
**13-24**

**\$450B**  
GEN Z'S SPENDING  
POWER.

Snapchat for Business,  
Aug. 2023

F'REALIES ARE  
**SOCIAL**  
**BUTTERFLIES.**

**30%**  
PURCHASE F'REAL  
WHILE HANGING  
OUT WITH FRIENDS.



**1.49K**  
SUBSCRIBERS



**831K**  
FOLLOWERS

@THEREALFREAL



**47.5K**  
FOLLOWERS



**321K**  
FOLLOWERS



"IT'S EASY TO GET WHEN I WANT ONE."

KEY PURCHASE DRIVERS FOR F'REAL SHAKES

"IT'S A BRAND I TRUST."

# ANY TIME IS A GOOD TIME FOR F'REAL

Summer, weekends and afternoons are the most popular time frames for purchasing a f'real, but many enjoy them throughout the year, week and time of day.

HANGING OUT  
**30%**

RELAXING  
**20%**

ON-THE-GO  
**18%**

MUSEUMS/PARKS/RECREATION

COLLEGE CAMPUSES

MOVIE THEATERS

## BEST SPOTS TO BUY F'REAL, BESIDES THE CONVENIENCE STORE.

VACATION DESTINATIONS

GROCERY



I get hot at work, so I get 2 to 3 f'reals every day.



f'real milkshakes have my heart. They are sooo good and trendy too.



I grew up on f'real. Now I'm a grown man happy as a clam whenever I find one.



I've been drinking f'real for a solid 10 years.