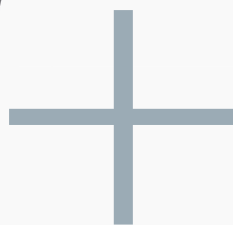


2014 Beverage Marketing Reports and Databases



Get the **Big Picture**



the *all sales-channel inclusive* details you need for true, high-def beverage industry perspective. Multiple options give you just what you need, just how you need it.

**BEVERAGE
MARKETING
CORPORATION**

850 Third Avenue
New York, NY 10022
bmcreports.com
beveragemarketing.com

2014 Beverage Marketing Reports and Databases

BMC Reports and databases. For high-def beverage industry perspective.

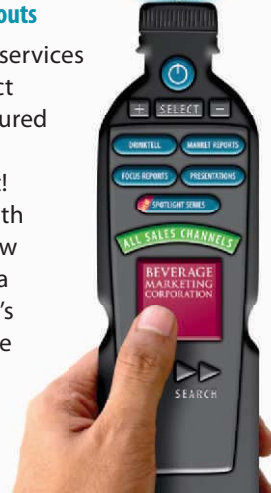
More product options than ever to address your requirements

- Need a detailed database that's easy to query from any device so you can create custom cross-category reports and conduct your own analyses? Need a one-stop portal for all things beverage? *You'll want a demo of BMC DrinkTell™.* (See back cover for details.)
- Want a quick view of a particular aspect of a beverage category such as beer advertising or regional CSD trends? *Take a look at our new Spotlight Series.* (See page 16 to learn more.)
- Need a comprehensive report offering data and analysis of trends in one or more key markets? *Our industry classic Market Reports are for you. Choose from 27 titles.* (See pages 2 – 14.)
- Looking for an executive summary of a new niche category? *Check out our Focus Report Series.* (See page 15.)
- Require custom research or consulting services to address your specific needs? Interested in having a beverage expert speak at your leadership summit or brainstorming session? *Check out our tailored solutions.* (See page 17.)

Crystal clear total market insight: BMC offers all-sales-channel inclusive data with key distribution channel break-outs

Many research reports and data services focus almost exclusively on select retail channels (scanner or measured channels), virtually ignoring a significant portion of the market! Count on BMC to provide you with an all-sales channel inclusive view of the market. No matter where a beverage is sold or consumed, it's in our market totals. Plus, we give you key channel break-outs so trends are in crisp, high-def perspective.

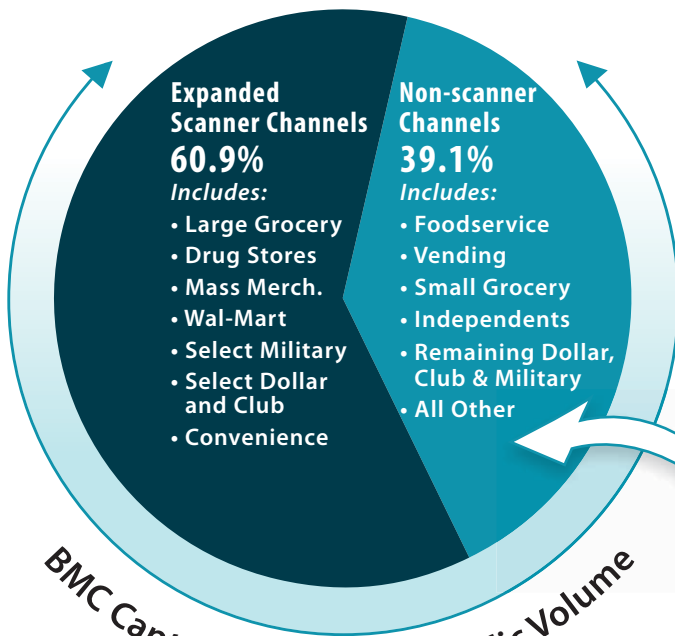
distribution channel break-out pricing regional data
 consumer all-sales-channel inclusive leading
 demographics wholesale brand sales compar
 packaging dollar sales advertising flavor
 units market expenditures
 projections diet vs. resea
 on-premise gallonar
 retail dollar sales
 off-premise



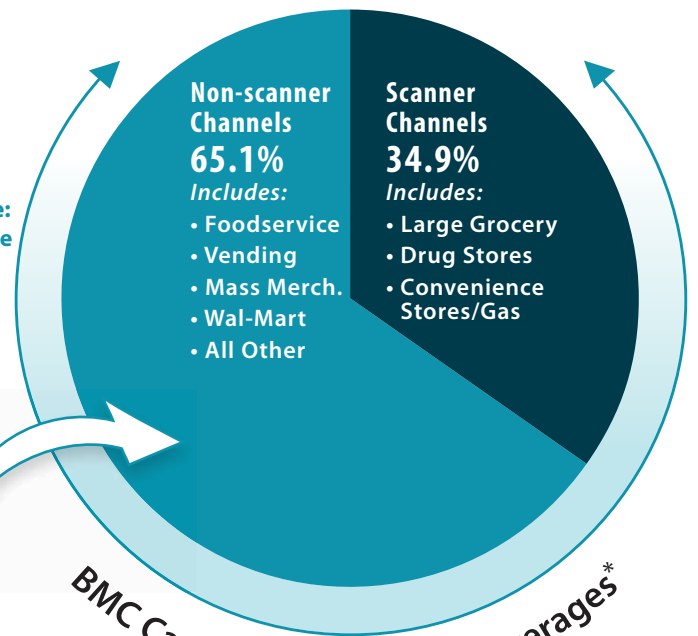
Get the big picture + the details and insight to back it up. Multiple product options give you what you need, when, where and how you need it.

BMC's market totals include both scanner and non-scanner channels for an all inclusive, total market view.

U.S. Non-Alcohol Beverages



U.S. Beer, Wine & Spirits



The BMC Difference: We capture the non-scanner channels many sources miss.

* based on equalized volume

Special Reports

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- 15 **NEW** Hard Cider in the U.S.
- 15 **NEW** Beverage Alcohol in Pouches
- 15 **NEW** Do-It-Yourself Beverages
- 15 Coconut Water in the U.S.
- 15 **NEW** Premium Carbonated Soft Drinks in the U.S.

Other Recent Focus Reports

- 15 Addressing Obesity: The Rise of Low-Calorie Beverage Options, 2013 edition
- 15 The Relaxation Beverage Market in the U.S., 2012 edition
- 15 U.S. Candy Market Trends, 2012 edition
- 15 The Kombucha Market in the U.S., 2011 edition

Spotlight Series **NEW IN 2014**

- 16 **NEW** Spotlight on Regionality, *Five Reports*
- 16 **NEW** Spotlight on Leading Companies, *Five Reports*
- 16 **NEW** Spotlight on Distribution, *Six Reports*
- 16 **NEW** Spotlight on Advertising, *Five Reports*
- 16 **NEW** Spotlight on Demographics, *Five Reports*
- 16 **NEW** Spotlight on Packaging, *Four Reports*
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- 16 **NEW** Spotlight on Flavors, *Three Reports*

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- 17 Custom Presentations
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BMC DrinkTell™ (See back cover)

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Beverage Marketing Corporation

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Contact: Charlene Harvey, charvey@beveragemarketing.com

212-688-7640 x 1962 Fax: 212-826-1255

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2014 Beverage Marketing Reports

Special Reports

These reports provide a variety of perspectives. One report examines the snack food market. Another surveys both dynamic new beverage categories and small companies to watch. A third provides the latest data on the packaging mix. In another, contract packing and the private label side of the business receive detailed coverage. Yet another report takes a different approach, forecasting what to expect in the beverage market's future.






Beverage Packaging in the U.S.

Available Fall

THE TOTAL PACKAGE. Market insights as well as statistical break-outs by type and size (in units) for eleven beverage categories. The report covers beverage-packaging issues, trends and innovations by category and by beverage type. It includes discussion of leading companies, their histories and their products. It also features Beverage Marketing's five-year projections.

Chapters

1. The U.S. Beverage Packaging Market
2. U.S. Carbonated Soft Drink Packaging
3. U.S. Beer Packaging
4. U.S. Bottled Water Packaging
5. U.S. Wine and Distilled Spirits Packaging
6. U.S. Fruit Beverage Packaging
7. U.S. RTD Coffee Packaging
8. U.S. Tea Packaging
9. U.S. Milk Packaging
10. U.S. Sports and Energy Beverage Packaging
11. The Leading Beverage Packaging Companies
Includes profiles of Alcoa, AmCor, Ball Corporation, Constar International, Crown Holding, DAK, International Paper, MeadWestvaco Corporation, Mossi & Ghisolfi Group, Novelis, O-I, Rexam PLC and Reynolds Group Holding.
12. The Projected U.S. Beverage Packaging Market
Includes projections through 2018.

 Book	 Single-User CD	 Book + CD	 BMCDirect 3-user license*	 BMCDirect 3-user license* + 1 book
\$5,995	\$5,995	\$6,395	\$6,595	\$6,995

*\$500 per additional user. Call for multi-user discount prices.
More than 350 pages, with extensive text, graphs, charts and tables

Up-and-Coming Beverage Categories and Companies in the U.S.






Available Fall

WHAT'S NEXT. This "value set" combines two formerly separate reports (*Up-and-Coming Beverage Companies* and *Up-and-Coming Beverage Categories*) into a single study, and offers it at a substantial savings. This report scrutinizes the always-changing marketplace, identifying and quantifying emerging non-alcoholic beverage categories, discussing companies of growing significance and describing what could be the next big thing. It also provides an overview of defining trends spurring development of the new categories and looks at the fast-growing liquid refreshment beverage companies, discussing their performance and indicating what makes them noteworthy.

Chapters

1. Emerging Beverage Segments
Discusses industry trends and quantifies emerging non-alcoholic beverage categories and sub-segments. Quantifies emerging beverage sectors and discusses the types of companies driving innovation—from the traditional large beverage companies to entrepreneurs. Discusses factors driving innovation.
2. Up-and-Coming Beverage Categories and Companies
Discusses, categorizes and sizes innovative categories. Categories covered include: high-end water, premium sodas, cap-activated beverages, superpremium ready-to-drink teas, coconut water, essence waters, kombucha, cleanses, ready-to-drink protein drinks, shots, functional beverages, probiotics, healthy energy drinks, ready-to-drink coffee and more.

Looks at companies with distinctive brands in each nascent and new segment. Companies covered include: 5-Hour Energy, Activate, AquaHydrate, Ayala's Herbal Water, Bai, Bob Marley, BodyArmor, Calypso Lemonade, Celsius, Coco Libre, Core Power, FRS, Function, G.T.'s, Golazo, GoodBelly, Guayaki, Harmless Harvest, Health-Ade, High Country Kombucha, Hint Water, Karma Wellness Water, KeVita, Lifeway, Mamma Chia, Metromint, Mountain Valley, Muscle Milk, Nawgan, Neuro, One Natural Experience (ONE), Reed's, Sambazon, Simpli Oat, Sneaky Pete's, Sparkling Ice, Steaz, Stumptown Coffee Roasters, Vita Coco, Wolfgang Puck, Xenergy, Zevia, Zico, Zola Açai and more.

 Book	 Single-User CD	 Book + CD	 BMCDirect 3-user license*	 BMCDirect 3-user license* + 1 book
\$3,595	\$3,595	\$3,995	\$4,195	\$4,595

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More than 250 pages, with extensive text, graphs, charts and tables






New in 2014: The Futures Report: What's Ahead for Beverages

Available Spring

FORWARD THINKING. Beverage Marketing's *The Futures Report* looks at what's ahead for a broad range of beverage categories and break-outs for key sub-categories. It includes full-year 2013 volume and wholesale dollar sales data for each beverage type as well as projections for 2014 and 2015 and analysis of what's driving developments.

Chapters

- 1. The U.S. Multiple Beverage Futures Overview**
- 2. The Future of Beer**
Includes domestic premium regular, light, super-premium regular, super-premium light, domestic savings regular and light, domestic craft, malt liquor, flavored malt beverages, domestic non-alc, imported light, imported regular, imported non-alc.
- 3. The Future of Bottled Water**
Includes both standard and value-added water and key sub-categories such as domestic retail premium PET, direct delivery HOD, retail 1-2.5 gallon, enhanced water, flavored water and more.
- 4. The Future of Carbonated Soft Drinks**
Includes regular, diet, cola and flavored CSD break-outs.
- 5. The Future of Distilled Spirits**
- 6. The Future of Energy Drinks**
- 7. The Future of Fruit Beverages**
Includes break-outs for 100% juice and fruit drinks.
- 8. The Future of Milk and Dairy Alternatives**
Includes milk by fat content, soy beverages and soy fruit break-outs.
- 9. The Future of Ready-to-Drink Coffee**
- 10. The Future of Tea**
Includes RTD tea, tea bags, iced tea mix, loose tea and tea pods.
- 11. The Future of Sports Beverages**
Includes regular and diet.
- 12. The Future of Emerging Categories**
Includes coconut water and other newer beverage types.
- 13. The Future of Wine**

				
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\$4,995	\$4,995	\$5,395	\$5,595	\$5,995

*\$500 per additional user. Call for multi-user discount prices. More than 100 pages, with extensive text, graphs, charts and tables

Focus on the future: BMC discusses market drivers and predicts results for a broad range of categories and sub-categories.






Snack Food in the U.S.

Available Spring

MUNCHIES. In this report, BMC Research explores trends in an area that often shares usage occasions as well as certain challenges with beverages: snack foods. This report covers all segments of the diverse packaged snack food industry, from salty to sweet and everything in between, examining market trends and recent industry developments. It also profiles leading companies, including those also involved with beverages, such as PepsiCo and Kraft, as well as food giants like ConAgra and General Mills and snack food-centric entities like Herr Foods and Snyder's-Lance. Other chapters address pricing, advertising and demographics. For comparison, the report also looks at candy trends, providing wholesale dollar data by segment and by sales channel. The report also contains BMC Research's exclusive five-year projections.

Chapters

- 1. The U.S. Snack Food Market**
Quantifies the market and discusses industry trends.
- 2. The U.S. Snack Food and Candy Markets by Segment**
Covers snack food and provides discussion and statistics on candy trends for market comparison.
- 3. The Regional Snack Food Markets**
- 4. The Leading Snack Food Companies and Their Brands**
Includes profiles of Campbell Soup Company, ConAgra, Diamond Foods, General Mills, Herr Foods, Snyder's-Lance, Kellogg, Kraft, McKee Foods, PepsiCo, Sargento Foods, Shearer's Foods and Utz Quality Foods.
- 5. U.S. Snack Food and Candy Pricing**
- 6. U.S. Snack Food and Candy Advertising Expenditures**
- 7. U.S. Snack Food Demographics**
- 8. The Projected U.S. Snack Food and Candy Markets**
Includes snack and candy market projections through 2018.

				
Book	Single-User CD	Book + CD	BMCDirect 3-user license*	BMCDirect 3-user license* + 1 book
\$2,995	\$2,995	\$3,395	\$3,595	\$3,995

*\$500 per additional user. Call for multi-user discount prices. More than 200 pages, with extensive text, graphs, charts and tables



2014 Beverage Marketing Reports



Private Label Beverages & Contract Packing in the U.S.

Available Fall

BEHIND THE SCENES. This report offers insight on private label beverage production, quantifies the private label market, sheds light on issues related to contract packing and discusses the trends affecting the private label and contract packing markets. It includes an extensive directory of contract packers by product, process and production capabilities.

Chapters

- 1. Current Trends in Private Label Beverage Marketing**
- 2. Private Label Beverages by Beverage Category**
- 3. Major Private Label Beverage Suppliers**
Discusses activities of private label beverage suppliers including Advanced H2O, Cott Corporation, Dean Foods, Louis Dreyfus Citrus and Niagara Bottling.
- 4. Current Trends in Contract Packing**
- 5. Contract Packing by Beverage Category**
- 6. Pricing of Contract Packing**
Provides representative pricing data for conversion-only as well as full-product contracts, full-product cost makeup and contract packing contract issues.
- 7. Contract Packing Contract Issues**
- 8. Directory of Contract Packers**
Includes geographical, beverage category, production process and personnel indexes.

Book	Single-User CD	Book + CD	BMCDirect 3-user license*	BMCDirect 3-user license* + 1 book
\$4,695	\$4,695	\$4,995	\$5,295	\$5,695

*\$500 per additional user. Call for multi-user discount prices.
 More than 400 pages, with extensive text, graphs, charts and tables

Contract Packing Directory Database

This Excel-based directory of contract packers allows you to manage contacts, add your notes, and most importantly, conduct searches for packers with particular product or processing capabilities, geographic locations, etc.

\$4,995

\$2,995

WITH PURCHASE OF PRIVATE LABEL BEVERAGES & CONTRACT PACKING IN THE U.S.
 A VALUE BUNDLE OPPORTUNITY

Multiple Category Overview Reports

Multiple Category Overview Reports facilitate cross-category comparison. Some survey major national or global trends for the largest beverage categories. Others offer insight on groups of segments that share certain attributes, consumer perceptions or consumption moments. These reports also offer current and historical category data including volume and growth, plus Beverage Marketing's exclusive five-year projections by category. Like all BMC reports, Multiple Category Overview Reports include the latest information, up to the moment of their publication, on industry trends and issues.

The Multiple Beverage Marketplace in the U.S.

Available Spring

TOTAL MARKET PERSPECTIVE. This report covers the entire U.S. commercial beverage industry and includes data on retail and wholesale sales, plus volume, growth and per capita consumption. It also offers key trends and statistics across eleven beverage types, discusses new products and contains projections by category through 2018.

Chapters

- 1. The U.S. Beverage Market**
Covers the U.S. commercial beverage industry and includes data on wholesale and retail sales as well as volume.
- 2. The U.S. Beer Market**
- 3. The U.S. Bottled Water Market**
Includes value-added bottled water trends.
- 4. The U.S. Carbonated Soft Drink Market**
- 5. The U.S. Coffee Market**
- 6. The U.S. Distilled Spirits Market**
- 7. The U.S. Energy Drink Market**
- 8. The U.S. Fruit Beverage Market**
- 9. The U.S. Milk Market**
- 10. The U.S. Sports Beverage Market**
- 11. The U.S. Tea Market**
- 12. The U.S. Wine Market**
- 13. The Projected U.S. Beverage Market**

Book	Single-User CD	Book + CD	BMCDirect 3-user license*	BMCDirect 3-user license* + 1 book
\$6,195	\$6,195	\$6,595	\$6,795	\$7,195

*\$500 per additional user. Call for multi-user discount prices.
 More than 200 pages, with extensive text, graphs, charts and tables

The Multiple Beverage Marketplace in Canada

Available Summer






THE ENTIRE CANADIAN MARKET. This report summarizes industry activity and contains current statistical data for eleven individual beverage categories in Canada, including volume, growth and per capita consumption figures. It profiles leading companies active in the Canadian marketplace and includes volume figures through 2013, plus Beverage Marketing's exclusive five-year projections for each category.

Chapters

- 1. The Canadian Beverage Market.**
Covers the Canadian commercial beverage industry.

Chapters 2 – 12 provide and analyze statistics on volume, share, growth and per capita consumption for each beverage category.

- 2. The Canadian Beer Market**
- 3. The Canadian Bottled Water Market**
- 4. The Canadian Carbonated Soft Drink Market**
- 5. The Canadian Coffee Market**
- 6. The Canadian Distilled Spirits Market**
- 7. The Canadian Energy Drink Market**
- 8. The Canadian Fruit Beverage Market**
- 9. The Canadian Milk Market**
- 10. The Canadian Sports Beverage Market**
- 11. The Canadian Tea Market**
- 12. The Canadian Wine Market**
- 13. The Leading Canadian Beverage Companies**
Includes profiles of Molson Coors Brewing Company, Labatt Brewing Company, Sleeman Breweries and Cott Corporation.
- 14. The Projected Canadian Beverage Market**
Contains projections through 2018.

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More than 250 pages, with extensive text, graphs, charts and tables

The Global Multiple Beverage Marketplace

Available Fall






THE TOTAL BEVERAGE MARKET. This report offers worldwide and country trends and data. It includes volume, growth and per capita consumption statistics for eleven major beverage categories, with each considered in its own chapter as well as in the context of the overall marketplace. It also covers developments by beverage type and country, plus five-year growth projections.

Chapters

- 1. The Global Beverage Market.**
Covers the commercial beverage industry around the world.

Chapters 2 – 12 provide and analyze statistics on volume, share, growth and per capita consumption in international markets.

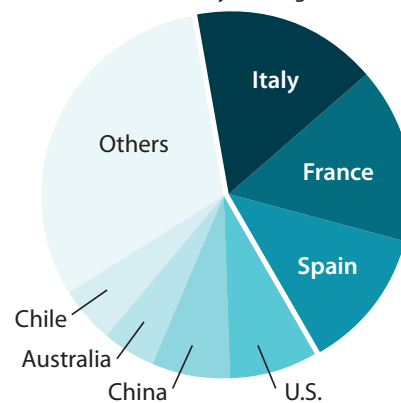
- 2. The Global Beer Market**
- 3. The Global Bottled Water Market**
- 4. The Global Carbonated Soft Drink Market**
- 5. The Global Coffee Market**
- 6. The Global Distilled Spirits Market**
- 7. The Global Energy Drink Market**
- 8. The Global Fruit Beverage Market**
- 9. The Global Milk Market**
- 10. The Global Sports Beverage Market**
- 11. The Global Tea Market**
- 12. The Global Wine Market**
- 13. The Projected Global Beverage Market**
Contains projections through 2018.

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More than 300 pages, with extensive text, graphs, charts and tables

Top Three European Producers Make Almost Half of the World's Wine

Share of volume by leading countries



Source: Beverage Marketing Corporation

marketing units market projections an-premise gallon off-premise

2014 Beverage Marketing Reports






New Age Beverages in the U.S.

Available Fall

ALL THE ALTERNATIVES. Offering insight on a broad array of beverages that share similar attributes and consumer perceptions and compete for shelf space and consumer loyalty, this report examines ready-to-drink tea and coffee, sports beverages, energy drinks, single-serve-fruit beverages, kombucha and all the various New Age segments. It provides data on the segments' volume and sales and discusses leading companies and their strategies.

Chapters

- 1. The Multiple Segment New Age Beverage Market**
Offers an overview of the protean New Age beverage market.
- 2. New Age Segments**
Provides data on the various segments of the alternative beverage market.
- 3. New Age Regional Markets**
- 4. New Age Distribution Channels**
- 5. Leading New Age Companies and Their Brands**
Profiles the New Age beverage activities of companies such as Coca-Cola Company, Dr Pepper Snapple, Ferolito, Vultaggio & Sons, Monster Beverage Corporation, PepsiCo, Nestlé Waters North America (NWN), Red Bull and others.
- 6. New Age Beverage Advertising Expenditures**
- 7. Demographics of the New Age Beverage Consumer**
- 8. The Projected New Age Beverage Market**
Contains projections through 2018.

 Book	 Single-User CD	 Book + CD	 BMCDirect 3-user license*	 BMCDirect 3-user license* + 1 book
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More than 300 pages, with extensive text, graphs, charts and tables








Wellness and Functional Beverages in the U.S.

Available Spring

HYDRATION+. This report examines marketing activities, trends and issues in this multi-faceted market, covering beverages aiming to aid health, quench thirst and provide specific benefits. It distinguishes between traditional and new-era wellness beverage types and covers all segments, including protein drinks and probiotics, antioxidant beverages, hydration beverages, dietary supplements, functional beverages, nutrient provision/meal replacement products, and beverages and supplements targeted to senior citizens. It also discusses the regulatory and commercial issues as well as the leading companies' strategies.

Chapters

- 1. The Wellness and Functional Beverage Market in the U.S.**
Analyzes and quantifies the burgeoning marketplace for healthful and functional food and beverage products. Discusses the need states underpinning demand for such healthy products, examines target markets and consumer benefit segments. Defines, quantifies and discusses market development from traditional wellness categories vs. newer evolving wellness segments.
- 2. The New U.S. Wellness and Functional Beverage Market**
Focuses on newer beverage types such as coconut water, energy drinks, kombucha, nutrient-enhanced drinks and protein drinks, plus expanded analysis of various functional beverage sub-categories.
- 3. The Leading New Wellness and Functional Beverage Companies and Their Brands**
Includes profiles of the wellness and functional businesses of Coca-Cola Company, PepsiCo, Ferolito, Vultaggio & Sons, Monster Beverage Corporation, POM Wonderful, Red Bull, Sambazon, Vita Coco and others.
- 4. The New Wellness and Functional Beverage Advertising Expenditures**
Advertising expenditures by wellness and functional beverage segment. Also includes wellness and functional expenditures by media outlet.
- 5. Demographics of the Wellness and Functional Beverage Consumer**
- 6. The Projected New Wellness and Functional Beverage Market**
Contains projections through 2018.

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*\$500 per additional user. Call for multi-user discount prices.
More than 300 pages, with extensive text, graphs, charts and tables

Organic Beverages in the U.S.

Available Summer

HEALTHY GROWTH. This report provides background information about the burgeoning, increasingly mainstream organic industry with consideration of current and ongoing trends and issues. It explores the growing subset of beverages made with ingredients produced according to organic principles and standards. It also breaks the organic beverage industry down, providing current and historical data for ten beverage categories. Additionally, it contains Beverage Marketing's volume, per capita consumption and compound annual growth projections by category through 2018.

Chapters

1. The U.S. Organic Beverage Market.

Covers the growth of the U.S. organic beverage industry and related trends and issues.

Chapters 2 – 11 provide and analyze statistics on volume, share, growth and per capita consumption for each beverage category.

2. The U.S. Organic Beer Market

3. The U.S. Organic Carbonated Soft Drink Market

4. The U.S. Organic Coffee Market

5. The U.S. Organic Distilled Spirits Market

6. The U.S. Organic Energy Drink Market

7. The U.S. Organic Fruit Beverage Market






8. The U.S. Organic Milk Market

9. The U.S. Organic Soy milk Market

10. The U.S. Organic Tea Market

11. The U.S. Organic Wine Market

12. The Projected U.S. Organic Beverage Market

				
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\$4,595	\$4,595	\$4,995	\$5,195	\$5,595

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U.S. Beverage Category Reports

These reports provide detailed analysis of major beverage categories' performances. Each report includes sales and volume statistics, quarterly category growth data and discussions of leading companies, brands, packaging, channels of distribution, regional markets, pricing, marketing activities, demographics, advertising expenditures (including internet advertising), five-year growth projections and more. All U.S. Beverage Category Reports include total-market retail dollar sales data as well as volume and wholesale dollar data. Like all Beverage Marketing reports, U.S. Beverage Category Reports include the latest information, up to the moment of their publication, on industry trends, new product introductions, mergers and acquisitions, and issues of concern to the industry. **New for 2014:** All U.S. Category Reports include advertising expenditures for seven additional media types (for a total of 18 media breakouts).

Value-Added Water in the U.S.

Available Fall

AN ADDED TWIST. This report assesses the current state of the value-added water market. It also provides an overview of the sub-segments including regular and low-calorie enhanced waters, flavored water and essence water and drivers that will propel growth to 2018. Principal competitors are identified along with small, burgeoning companies and their brands. It includes analysis of leading brands' advertising expenditures, as well as category projections.

Chapters

1. The Bottled Water Market

Provides the context for the value-added segment with data on the overall bottled water market.

2. The Value-Added Water Market

3. Value-Added Water Distribution Channels






4. Value-Added Water Packaging

5. Leading Companies and Their Brands
Analyzes the key players.

6. Value-Added Water Advertising Expenditures

7. Demographics of the Value-Added Water Consumer

8. The Projected Value-Added Water Market
Contains projections through 2018.

				
Book	Single-User CD	Book + CD	BMCDataDirect 3-user license*	BMCDataDirect 3-user license* + 1 book
\$2,995	\$2,995	\$3,395	\$3,595	\$3,995

*\$500 per additional user. Call for multi-user discount prices. More than 125 pages, with extensive text, graphs, charts and tables

market projections
 advertising expenditures
 diet vs. regular
 on-premise sales
 off-premise

2014 Beverage Marketing Reports



Coffee in the U.S.

Available Fall

WHAT'S HOT NOW. This report looks at the trends and issues affecting the coffee industry, including the constant innovation required to keep consumers' attention. It situates the U.S. market in its global context and delivers data on coffee production and consumption, quarterly growth, imports and exports, advertising and demographics. It also covers the ready-to-drink coffee market and projects the U.S. coffee market five years into the future. Includes coverage of coffee pods.

New for 2014: Advertising expenditure breakouts for 18 media types.

Chapters

1. **The U.S. Coffee Market**
Includes data on volume, sales and growth. Puts the U.S. market in a global perspective.
2. **The U.S. Coffee Market by Segment**
3. **The U.S. Specialty Coffee Market**
4. **U.S. Coffee Imports and Exports**
5. **The U.S. Coffee Market by Distribution Channel**
6. **The Leading Coffee Companies and Their Brands**
Includes profiles of J. M. Smucker, Kraft, Tata Coffee, Nestlé, Starbucks, Keurig Green Mountain and others.
7. **The U.S. Ready-to-Drink Coffee Market**
8. **Coffee Industry Pricing in the U.S.**
9. **The Organic Coffee Market**
10. **Coffee Advertising Expenditures**
11. **Demographics of the Coffee Consumer**
12. **The Global Coffee Market**
13. **The Projected Coffee Market**
Contains projections through 2018.

Book	Single-User CD	Book + CD	BMCDataDirect 3-user license*	BMCDataDirect 3-user license* + 1 book
\$5,895	\$5,895	\$6,295	\$6,495	\$6,895

*\$500 per additional user. Call for multi-user discount prices.
 More than 200 pages, with extensive text, graphs, charts and tables



Bottled Water in the U.S.

Available Summer

CLEARLY COMPLEX. Beverage Marketing's definitive report on the second largest beverage category by volume considers every aspect of this resilient category and its competitive circumstances. Its detailed analysis covers regional and state markets as well as packaging, quarterly category growth, distribution, advertising, demographics and more.

Chapters

1. **The U.S. Bottled Water Market**
Provides information on volume by segments, per capita consumption, wholesale and retail dollar sales and pricing. Puts the U.S. market in a global perspective.
2. **The Regional Bottled Water Markets**
Covers consumption of non-sparkling and sparkling water by region.
3. **The HOD Water Market**
4. **The Imported Bottled Water Market**
5. **Bottled Water Distribution Channels & Pricing**
Includes volume and dollar sales information on all bottled water types by distribution channel as well as average price per gallon.
6. **Bottled Water Packaging**
Covers non-sparkling volume by container type and by size and distribution channel as well as sparkling volume by container type.
7. **Leading Companies and Their Brands**
Includes profiles of the Nestlé Waters North America (Nwana), PepsiCo, Coca-Cola Company, DS Services of America, CG Roxane, Culligan International, Dr Pepper Snapple, Crystal Rock, Glacier Water Services and Niagara Bottling. Also tracks the performance of the top domestic and imported brands and the leading HOD water companies.
8. **Club Soda and Seltzer Companies and Brands**
Provides information on Canada Dry, Polar, Vintage, Schweppes and Seagram.
9. **Bottled Water By Source**
10. **Bottled Water Advertising Expenditures**
Advertising expenditure breakouts for 18 media types.
11. **Demographics of the Bottled Water Consumer**
12. **The Projected U.S. Bottled Water Market**
Includes projections through 2018.

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\$5,795	\$5,795	\$6,195	\$6,395	\$6,795

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 More than 300 pages, with extensive text, graphs, charts and tables

The U.S. Beer Market

Available Fall

BEER FROM EVERY ANGLE. This report scrutinizes all aspects of beer in the United States, covering state and regional markets, distribution channels, brewers and brands, quarterly growth, imports, exports, packaging, pricing, advertising, demographics and projections. It also provides in-depth examination of the mergers, acquisitions and joint ventures reshaping the industry. **New for 2014:** Advertising expenditure breakouts for 18 media types.

Chapters

1. The U.S. Beer Market

Covers total market volume, retail sales, per capita consumption and growth. Discusses trends and developments. Considers the U.S. market from a global perspective.

2. Regional and State Beer Markets

Provides data on regional sales and volume as well as volume and per capita consumption by leading states. Covers all beer as well as the imported segment.

3. The U.S. Beer Market Categories

Covers imported, domestic, premium, light, superpremium, popular and ice beers plus non-alcoholic brews and malt liquors, brand data and pricing categories.

4. Beer Imports and Exports

5. Leading Beer Companies and Their Brands

Includes data and discussion covering the performance of the various brands belonging to or distributed by Anheuser-Busch InBev, MillerCoors, Crown Imports, Diageo-Guinness USA and Heineken USA. Also includes overviews and in-depth analysis of the top brewers' performance, marketing efforts and management.

6. Packaged and Draft Beer

Covers volume by package type, regional and state packaged and draft volume and imports by container type.

7. Beer Industry Pricing






Covers consumer and producer prices and prices by package type.

8. Beer Distribution in the U.S.

9. Beer Advertising Expenditures

10. Demographics of the U.S. Beer Consumer

11. The Projected U.S. Beer Market

				
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The U.S. Craft Beer Market

Available Fall

CRAFTY. A dynamic segment of the beer business receives close examination in this report. Situating specialty beer in the context of the overall beer market, Beverage Marketing analyzes the growth drivers and elucidates the trends. It offers data on regional markets and packaging as well as volume figures for the leading craft beer brands. The report also features advertising and demographic data and five-year projections.

Chapters

1. The U.S. Beer Market

Covers total market volume, retail sales, per capita consumption and growth. Discusses trends and developments. Puts the U.S. market in a global context, and the craft segment in the context of the national marketplace. Includes quarterly growth data.

2. Regional and State Beer Markets

Provides data on regional sales and volume as well as volume and per capita consumption by leading states. Covers all beer as well as the specialty segment.

3. The Leading Craft Beer Companies and Their Brands

Includes data and discussion covering the performance of brewers such as D.G. Yuengling & Son, Boston Beer, Sierra Nevada, New Belgium and Craft Brew Alliance as well as information on microbrewers and brewpubs.

4. Packaged and Draft Beer

Covers total beer volume by package type, regional and state packaged and draft volume as well as craft beer package and draft volume and packaging by segment.






5. Beer Industry Pricing

Covers consumer and producer prices and prices by package type.

6. Beer Advertising Expenditures

7. Demographics of the U.S. Beer Consumer

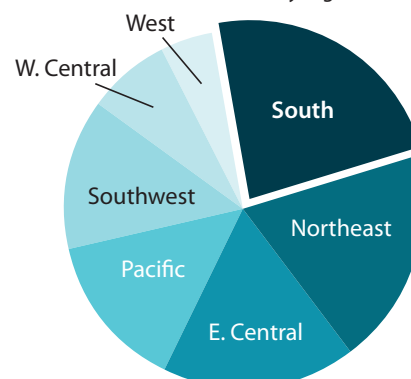
8. The Projected U.S. Beer Market

				
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\$4,595	\$4,595	\$4,995	\$5,195	\$5,595

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Most U.S. Beer Is East of the Mississippi

Share of volume by region



2014 Beverage Marketing Reports

Carbonated Soft Drinks in the U.S.

Available Summer

ONGOING EVOLUTION. This comprehensive study of the leading beverage category examines trends and top companies’ strategies, providing up-to-date statistics and detailed analysis of leading brands, packaging, quarterly growth, channels of distribution, regional markets, pricing, demographics, advertising, five-year growth projections and more. **New for 2014:** Advertising expenditure breakouts for 18 media types.

Chapters

- 1. The U.S. Carbonated Soft Drink Market**
Provides national and regional volume, wholesale and retail sales, growth and per capita consumption information. Puts the U.S. market in a global perspective.
- 2. The U.S. Packaged and Fountain CSD Markets**
Covers national and regional trends, with volume, market share and growth data.
- 3. The U.S. Regular and Diet Carbonated Soft Drink Markets**
Covers national and regional trends, with volume, market share and growth data.
- 4. The U.S. Carbonated Soft Drink Flavors**
Covers packaged and fountain trends for regular and diet CSDs by flavors such as grape, orange, cherry and heavy citrus.
- 5. The Leading Soft Drink Companies and Their Strategies**
Includes profiles with analysis of marketing strategies, financial data, international operations, management teams and bottler systems of Coca-Cola Company, PepsiCo, Dr Pepper Snapple Group and Cott Corporation.
- 6. The Leading Soft Drink Brands**
Includes the top ten regular and diet brands and leading flavors by brand.
- 7. The U.S. Premium Carbonated Soft Drink Market**
Examines the high-end sub-segment of the category.
- 8. U.S. Soft Drink Distribution Channels**
Covers volume, share and growth by container type and channel.
- 9. U.S. Soft Drink Industry Pricing**
Includes CPI, PPI, price per packaged case and bulk pricing.
- 10. Private Label Soft Drinks**
- 11. U.S. Soft Drink Packaging**
Covers volume, share and growth by package type.
- 12. Soft Drink Advertising Expenditures**
- 13. Demographics of the Soft Drink Consumer**
- 14. The Projected U.S. Carbonated Soft Drink Market**
Contains projections through 2018.

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\$5,795	\$5,795	\$6,195	\$6,395	\$6,795

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RTD Tea in the U.S.

Available Fall

READY TO GO. This report examines the total U.S. tea market with a focus on ready-to-drink tea. It provides data on regional markets as well as leading companies and brands. RTD tea packaging, distribution, advertising expenditures and demographics are discussed in detail. The report also projects the market five years into the future. Also covers kombucha.

Chapters

- 1. The U.S. New Age and Tea Markets**
Describes and provides dollars for the New Age beverage market, as well as volume and dollars for the various tea segments. Identifies U.S. and global tea trends.
- 2. The National Ready-to-Drink Tea Market**
Contains an overview of the New Age market, as well as data on RTD tea flavors, diet vs. regular RTD tea trends, pricing and per capita consumption. Includes quarterly RTD tea market growth data.
- 3. The Regional RTD Tea Markets**
Charts regional consumption patterns.
- 4. RTD Tea Packaging**
Addresses hot-fill and cold-fill trends and chronicles volume by package type, including plastic, cans, glass and paperboard carton.
- 5. The Leading RTD Tea Companies and Their Brands**
Includes profiles of the Pepsi-Lipton Tea Partnership, Coca-Cola Company, Dr Pepper Snapple, Ferolito, Vultaggio & Sons and others.
- 6. The Kombucha Market**
Explores fermented tea trends, quantifying the category, profiling the leading companies and providing brand data.
- 7. The Organic Tea Market**
- 8. RTD Tea and Hot Tea Distribution Channels**
Contains a breakdown of RTD tea and hot tea by sales channel.
- 9. U.S. Tea Advertising Expenditures**
A look at advertising spending by the leading hot and RTD tea companies and brands.
- 10. U.S. Tea Demographics**
Demographic profiles of RTD tea consumers.
- 11. U.S. Tea Imports and Exports**
- 12. Tea Industry Pricing in the U.S.**
Examines the Consumer Price Index and Producer Price Index for tea.
- 13. The Projected Tea Market**
Gives estimates of the tea market in general and RTD tea market specifically through 2018.

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\$5,795	\$5,795	\$6,195	\$6,395	\$6,795

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Milk & Dairy Beverages in the U.S.

Available Fall

THE WHOLE (AND SKIM) STORY. This report includes data on production, consumption, flavors, milk by fat content and advertising expenditures. It analyzes the forces reshaping the industry, such as consolidation in both production and retail outlets, pricing and health matters and addresses packaging and distribution. It also covers flavored dairy-based shelf stable beverages, yogurt drinks and creamers. **New for 2014:** Advertising expenditure breakouts for 18 media types.

Chapters

- 1. The U.S. Milk Market**
Covers national and regional volume, growth and per capita consumption. Includes quarterly milk segment growth data.
- 2. The U.S. Milk Market by Fat Content**
Analyzes the industry by milk type. Includes yogurt drinks.
- 3. The U.S. Milk Market by Flavors**
Covers chocolate milk as well as other flavors.
- 4. Leading Dairies**
Profiles key companies.
- 5. The Leading Milk Brands and Private Label**
- 6. U.S. Milk by Distribution Channels**
Covers milk volume in supermarkets, convenience stores, drug stores, mass merchandisers, wholesale clubs, foodservice, home delivery and institutional channels.
- 7. U.S. Milk Packaging**
Covers plastic, paper and aseptic packaging in single-serve and larger sizes.
- 8. U.S. Milk Pricing**
- 9. U.S. Milk Advertising Expenditures**
- 10. Demographics of the Milk Consumer**
Profiles the adult milk consumer.
- 11. Dairy-based Shelf-Stable Beverages**
Covers Frappuccino, Hershey's, Yoo-hoo and others.
- 12. The Yogurt Drink Market**
Quantifies the market and discusses trends in yogurt-based beverages.
- 13. The Creamer Market**
Covers dairy and non-dairy creamers.
- 14. The Organic Milk Market**
- 15. Projected U.S. Milk Market**
Includes projections through 2018.

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\$5,395	\$5,395	\$5,795	\$5,995	\$6,395

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Soy & Other Dairy Alternative Beverages in the U.S.

Available Summer

MORE THAN JUST SOY. This report on alternatives to fluid milk considers a rapidly evolving market, providing current statistics and perspective on what the future holds for soymilk and other soy beverages as they become more entrenched in the mainstream market. It includes discussion and data relating to packaging, flavors, advertising expenditures and demographics as well as profiles of the leading companies and a chapter on dairy alternatives including almond, coconut, hemp and rice milk.

Chapters

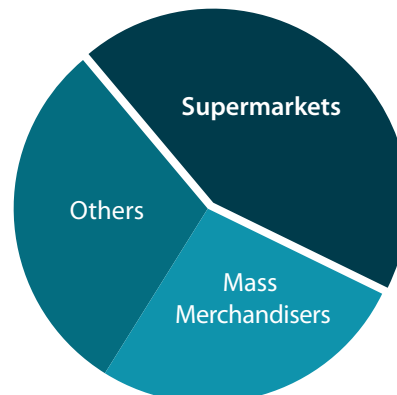
- 1. The U.S. Soy Market**
- 2. Soy Beverage Types**
- 3. Soy Beverage Packaging**
- 4. Soy Beverage Flavors**
- 5. The Leading Soy Beverage Companies and Their Brands**
Includes profiles of Dean Foods Company, Hain Celestial, General Mills/DuPont, Odwalla, Vitasoy, Pacific Foods, Wildwood Natural Foods, Wholesoy Company, Sunrich Foods, Eden Foods and others.
- 6. Soy Beverage Distribution**
- 7. Soy Beverage Company Advertising Expenditures**
- 8. Demographics of the Soy Beverage Consumer**
- 9. Other Dairy Alternatives**
Covers almond-, hemp- and rice-based beverages as well as coconut milk.
- 10. The Projected Soy Beverage Market**
Includes projections through 2018.

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Supermarkets: Top Spot for Soy Beverages

Share of volume by distribution channel



Source: Beverage Marketing Corporation

2014 Beverage Marketing Reports








Sports Beverages in the U.S.

Available Fall

PLAYING TO WIN. This report offers a comprehensive view of the U.S. sports beverage marketplace as well as its regional markets. It covers market trends, pricing, demographics, advertising, regional sales, quarterly growth, distribution channels and packaging as well as the innovations and strategies of the top companies. It also offers projections and discusses trends that will drive the market over the next five years. Includes expanded discussion of the emergence of new innovations in sports hydration offerings as small brands introduce twists to the winning formula in an attempt to gain a foothold in this difficult to penetrate market.

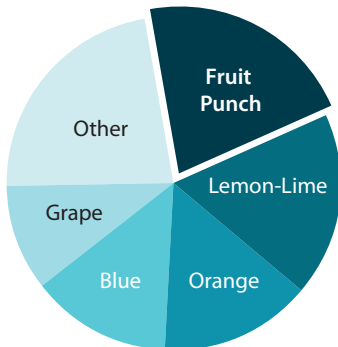
Chapters

- 1. The U.S. Sports Beverage Market**
Defines the markets and gives statistics on volume, dollar sales, growth and per capita consumption. Puts the U.S. market in a global perspective.
- 2. Sports Beverage Regional Markets**
- 3. Reduced Calorie and Regular Sports Beverages**
- 4. Sports Beverage Flavors**
- 5. Sports Beverage Segments and Distribution Channels**
- 6. Sports Beverage Packaging**
- 7. Leading Sports Beverage Companies and Their Brands**
Includes profiles of the top players – PepsiCo (Gatorade), Coca-Cola (Powerade), Big Red (All Sport) and others. Expanded discussion of small emerging sports beverage companies.
- 8. Sports Beverage Advertising Expenditures**
- 9. Demographics of the Sports Beverage Consumer**
- 10. The U.S. Protein Drink Market**
- 11. The Projected U.S. Sports Beverage Market**
Includes projections through 2018.

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Fruit Punch Extends Lead Over Lemon-Lime for Top Flavor Spot
Share of sports beverage volume by flavor



Source: Beverage Marketing Corporation






Energy Drinks in the U.S.

Available Fall

ACTION, PACKED. Get the facts and find out what's next for this dynamic marketplace where a plethora of new players strive to grow and hope to make inroads against the industry leaders. This report profiles the top companies and brands and examines trends and issues impacting the market. It covers regional markets, quarterly growth, packaging, distribution, advertising and demographics. Now offers quarterly growth data and expanded discussion of small energy drink companies. **New for 2014:** Advertising expenditure breakdowns for 18 media types.

Chapters

- 1. The U.S. Energy Drink Market**
Provides discussion of and statistics on volume, dollar sales by brand, market shares and growth. Puts the U.S. market in a global perspective.
- 2. Energy Drink Regional Markets**
- 3. Reduced-Calorie and Regular Energy Drinks**
- 4. Energy Drink Distribution Channels**
- 5. Energy Drink Packaging**
- 6. Leading Energy Drink Companies and Their Brands**
Includes profiles of Red Bull, Monster Beverage Corporation, Rockstar, Coca-Cola (Full Throttle), PepsiCo (Amp), National Beverage, Monarch Beverages, Crunk!!! and others.
- 7. The Energy Shot and Healthy Energy Segments**
- 8. Energy Drink Advertising Expenditures**
- 9. Demographics of the Energy Drink Consumer**
- 10. The Projected U.S. Energy Drink Market**
Includes projections through 2018.
- 11. Directory of Energy Drink Companies**

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Single-Serve Fruit Beverages in the U.S.

Available Fall

JUICY. This report examines the single-serve fruit beverage market in the context of the New Age beverage marketplace. It looks at current issues and provides in-depth discussion of the leading companies' distribution and marketing strategies and supplies data on volume and sales of their brands. It covers regions, quarterly category growth, packaging (including aseptic and gable-top), advertising, demographics and projections through 2018. **New for 2014:** Advertising expenditure breakouts for 18 media types.

Chapters

- 1. The U.S. Fruit Beverage and New Age Markets**
Provides data on the various segments of the fruit beverage and alternative beverage markets.
- 2. The U.S. Single-Serve Fruit Beverage Market**
Offers a detailed industry overview.
- 3. Regional Single-Serve Fruit Beverage Markets**
Covers total volume and per capita consumption by region.
- 4. Single-Serve Fruit Beverage Distribution Channels**
- 5. Single-Serve Fruit Beverage Packaging**
- 6. The Leading Single-Serve Fruit Beverage Companies and Their Brands**
Includes profiles of market leaders such as Dr Pepper Snapple, Coca-Cola Company, Kraft Foods, Ocean Spray, PepsiCo, Sunny Delight Beverages, POM Wonderful and Welch's.
- 7. The Superpremium Juice Market**
Discusses and quantifies the superpremium juice market with emphasis on the superfruit sub-category, companies and brands including Sambazon, Zola, Bai, KonaRed and others.
- 8. Gable-Top and Aseptic Fruit Beverages**
- 9. Single-Serve Fruit Beverage Advertising Expenditures**
- 10. Demographics of the Single-Serve Fruit Beverage Consumer**
- 11. The Projected U.S. Single-Serve Fruit Beverage Market**
Contains projections through 2018.

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More than 150 pages, with extensive text, graphs, charts and tables

Fruit Beverages in the U.S.






Available Spring

ALL TYPES OF FRUIT JUICE AND DRINKS.

This report delivers the details on juices, juice blends, refrigerated, shelf stable, concentrates, organic, trends by brand, flavors, packaging and much more. Provides topline global data as well as projections for the U.S. market. Also breaks out nectars and superpremium juice as well as from-concentrate and not-from-concentrate juice. Looks at key industry issues and discusses emerging sub-sectors such as light/low-calorie juices and drinks. Contains five-year projections.

Chapters

- 1. The U.S. Fruit Beverage Market**
Covers total market volume, wholesale and retail sales and growth. Offers quarterly category data. Puts the U.S. market in a global perspective.
- 2. The Regional Fruit Beverage Markets**
- 3. Fruit Beverages by Type**
Covers shelf-stable, from-concentrate and not-from-concentrate juices, frozen concentrate and chilled, ready-to-serve fruit beverages, nectars and superpremium juices.
- 4. Fruit Beverage by Flavors**
Covers the full spectrum of fruit beverage flavors.
- 5. Fruit Juice Imports and Exports**
Covers imports by flavor and country of origin and exports by flavor.
- 6. The Leading Fruit Beverage Companies and Their Strategies**
Includes profiles of PepsiCo/Tropicana Products, Coca-Cola/Minute Maid, Ocean Spray, Dr Pepper Snapple, Florida's Natural Growers, Welch's, Nestlé USA, Sunny Delight Beverages, Kraft Foods, Tree Top and Apple & Eve.
- 7. Fruit Beverage Distribution Channels**
- 8. Fruit Beverage Packaging**
Covers packaging by fruit beverage type.
- 9. The Powdered Fruit Drinks**
- 10. The Organic Fruit Beverage Market**
- 11. Fruit Beverage Advertising Expenditures**
- 12. Fruit Juice Pricing**
- 13. Demographics of the Fruit Beverage Consumer**
- 14. The Projected Fruit Beverage Market**

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More than 400 pages, with extensive text, graphs, charts and tables

market projections
 units
 expenditures
 diet vs. regular
 gallons
 off-premise

2014 Beverage Marketing Reports

Global Beverage Category Reports

This pair of reports examines two major beverage categories' performance in the global market. Each study includes volume data by region and by country, detailed analysis and five-year growth projections. The reports include extensive profiles of the leading international companies. Like all Beverage Marketing reports, Global Beverage Category Reports include the latest information, up to the moment of their publication, on industry trends, mergers and acquisitions, and issues of concern to the industry.

The Global Beer Market

Available Fall






GLOBAL PERSPECTIVE. As beer industry globalization continues apace, this report charts the latest developments, with data on volume by country, continent, brewer and brand. It provides highly detailed profiles of the leading brewers and discusses the impact of the mergers and acquisitions reshaping the industry. It also offers Beverage Marketing's five-year market projections through 2018.

Chapters

- 1. The Global Beer Market**
Provides production volume (in hectoliters), share and growth for more than 150 countries as well as consumption volume, share, growth and per capita intake for numerous selected countries.
- 2. The Leading Global Brewers and Their Brands**
Includes profiles of Anheuser-Busch InBev, Asahi, Carlsberg, Heineken, Kirin, Molson Coors, SABMiller and Tsingtao, among others.

Chapters 3 – 8 provide volume, share and growth statistics and detailed analysis by country and by brewer for each regional market.

- 3. The European Beer Market**
- 4. The Asian & Middle Eastern Beer Markets**
- 5. The North American Beer Market**
- 6. The South American Beer Market**
- 7. The African Beer Market**
- 8. The Australian & Oceanian Beer Markets**
- 9. The Projected Global Beer Market**

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\$4,995	\$4,995	\$5,395	\$5,595	\$5,995

*\$500 per additional user. Call for multi-user discount prices. More than 450 pages, with extensive text, graphs, charts and tables

The Global Bottled Water Market

Available Winter






WATER, EVERYWHERE. This comprehensive study looks at worldwide, continent and country bottled water trends. It discusses the leading companies' brands and strategies. It also includes five-year projections.

Chapters

- 1. The Global Bottled Water Market**
- 2. The Leading Global Companies and Their Brands**
Includes profiles of the largest international companies – Nestlé, Danone, PepsiCo and Coca-Cola.

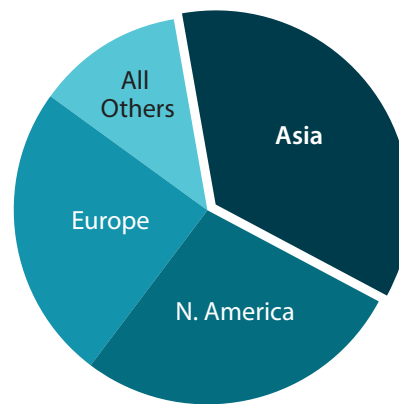
Chapters 3 – 7 offer discussion of and statistics on regional consumption volume, share and growth as well as analysis of country and company developments.

- 3. The European Bottled Water Market**
- 4. The North America Bottled Water Market**
- 5. The Asian Bottled Water Market**
- 6. The South American Bottled Water Market**
- 7. The African, Middle Eastern and Oceanian Bottled Water Markets**
- 8. The Projected Global Bottled Water Market**
Contains projections through 2019.

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*\$500 per additional user. Call for multi-user discount prices. More than 225 pages, with extensive text, graphs, charts and tables

Asia Leads the World in Bottled Water Use
Share of volume by region



Source: Beverage Marketing Corporation

Focus Reports These brief executive summary reports provide perspective on the latest trends, hot issues and niche market segments. Typically 25 to 50 pages, with text, graphs, charts, tables and photographs.

Beverages 2014: What's in Store *Price Group F1*

Start your year off right. This PowerPoint presentation provides an early view of 2013 year-end results, plus an early 2014 forecast for 11 major beverage categories. Looks at shifting market drivers, usage occasions and key issues impacting the beverage industry, with an emphasis on non-alcohol, liquid refreshment beverages. The perfect executive briefing to kick off your planning and training meetings. Also ideal as a complement to individual category studies or our quarterly analysis series. Available immediately. More than 40 slides with numerous charts, tables and graphs.

U.S. Alcohol Beverage Trend Analysis *Price Group F1*

This report delivers observations and insights via a colorful, data-filled PowerPoint presentation designed to bring busy executives up-to-date while providing food for thought and discussion. Based on a presentation by our alcohol consulting group, it offers data through 2013 as well as observations on the past, present and near future of the alcohol market in the U.S. Set against a backdrop of trends in the total beverage marketplace, it discusses societal issues and other market drivers and illustrates ways marketers are addressing changing consumer needs.

NEW The Sparkling Ice Phenomenon: Can It Be Replicated? *Price Group F3*

Does the rapidly growing line of no-calorie, flavored sparkling waters from the Pacific Northwest herald the arrival of a new category and a sustainable leading brand? Beverage Marketing considers the possibilities.

NEW Going Raw: Live Beverages *Price Group F3*

This report examines the emerging market for "live" products. It covers kombucha as well as juices produced with high pressure processing (HPP). It discusses leading brands in these segments and puts them in the context of growing demand for functional beverages and items made without chemical preservatives or artificial additives.

U.S. Quarterly Category Volume and Wholesale Dollar Reports *Price Group F3*

These Excel-based reports look at major non-alcohol beverage sectors, providing the all-sales-channel-inclusive quarterly results and year-end forecasts necessary to spot trends and make timely decisions. Use them as stand-alone indicators of market performance or as affordable interim updates to our in-depth category or multi-category overview reports.



SodaStream took the market by storm, revolutionizing the do-it-yourself market.

NEW Do-It-Yourself Beverages *Price Group F2*

This report considers a variety of customizable beverage options such as flavor-enhancing drops, single-cup coffee brewers and home soda makers.

NEW Hard Cider in the U.S. *Price Group F2*

This report looks at the hard cider category, charts its performance and describes the leading brands' strategies, both domestic and imported. Beverage Marketing's exclusive market projections are also included.

NEW Beverage Alcohol in Pouches *Price Group F4*

Premixed cocktails in flexible packaging undergo examination in this report, which considers key trends and growth drivers and discusses leading companies and their brands.

Coconut Water in the U.S. *Price Group F2*

This report measures volume and wholesale dollar sales, covers top brands and discusses key issues. Includes BMC's exclusive five year projections.

NEW Premium Carbonated Soft Drinks in the U.S. *Price Group F2*

This report explores the market for high-end and all-natural carbonated soft drinks and provides statistics on volume and sales of the leading brands.

OTHER RECENT FOCUS REPORTS *Price Group F4*

Addressing Obesity: The Rise of Low-Calorie Beverage Options, 2013 edition

The Relaxation Beverage Market in the U.S., 2012 edition

U.S. Candy Market Trends, 2012 edition

The Kombucha Market in the U.S., 2011 edition

FOCUS REPORT PRICE CHART (Refer to price group listed for each report)

	Book	Single-User CD	Book + CD	BMCDataDirect 3-user license*	BMCDataDirect 3-user license* + 1 book
Price Group F1	\$2,395	\$2,395	\$2,695	\$2,995	\$3,295
F2	\$1,495	\$1,495	\$1,695	\$1,895	\$2,195
F3	\$995	\$995	\$1,195	\$1,295	\$1,595
F4	\$695	\$695	\$795	\$825	\$925

*\$500 per additional user. Call for multi-user discount prices.

2014 Beverage Marketing Reports

Spotlight Series

New in 2014:

Beverage Marketing proudly announces a new line of reports. While its exhaustive U.S. Category Reports examine all facets of particular beverage types, the company's Spotlight Reports illuminate specific aspects of major industry segments, such as advertising expenditures, demographics, distribution, leading companies, packaging and regional markets. Spotlight Reports look at these and other topics as they relate to five key beverages: bottled water, sports beverages, carbonated soft drinks, beer and fruit beverages. Typically 20 to 200+ pages.

Spotlight on Regionality

These reports break down their respective categories by geographical regions.

Choose from the following reports in this category:

- **U.S. Regional Bottled Water Markets** \$1,295
- **U.S. Regional Sports Beverage Markets** \$1,295
- **U.S. Regional Carbonated Soft Drink Markets** \$1,295
- **U.S. Regional Beer Markets** \$1,295
- **U.S. Regional Fruit Beverage Markets** \$1,295

Spotlight on Leading Companies

These reports feature detailed discussions of top companies' strategies and data on their brands.

Choose from the following reports in this category:

- **Leading Bottled Water Companies in the U.S.** \$2,695
- **Leading Sports Beverage Companies in the U.S.** \$2,695
- **Leading Carbonated Soft Drink Companies in the U.S.** \$2,695
- **Leading Beer Companies in the U.S.** \$2,695
- **Leading Fruit Beverage Companies in the U.S.** \$2,695

Spotlight on Distribution

The various routes beverages take to consumers are mapped in these reports.

Choose from the following reports in this category:

- **U.S. Bottled Water Sales Channels & Pricing** \$1,195
- **U.S. Sports Beverage Distribution** \$1,195
- **U.S. Beer Distribution** \$1,195
- **U.S. Carbonated Soft Drink Distribution** \$1,195
- **U.S. Fruit Beverage Distribution** \$1,195
- **Home and Office Delivery Water in the U.S.** \$1,195

Spotlight on Advertising

Ad spending by top brands and by media type are quantified and analyzed in these reports.

Choose from the following reports in this category:

- **U.S. Bottled Water Advertising Expenditures** \$995
- **U.S. Beer Advertising Expenditures** \$995

- **U.S. Sports Beverage Advertising Expenditures** \$995
- **U.S. Carbonated Soft Drink Advertising Expenditures** \$995
- **U.S. Fruit Beverage Advertising Expenditures** \$995

Spotlight on Demographics

These reports examine the demographic makeup of beverages' consumers.

Choose from the following reports in this category:

- **U.S. Bottled Water Demographics** \$995
- **U.S. Sports Beverage Demographics** \$995
- **U.S. Carbonated Soft Drink Demographics** \$995
- **U.S. Beer Demographics** \$995
- **U.S. Fruit Beverage Demographics** \$995

Spotlight on Packaging

These reports look at the package sizes and types used by various beverages.

Choose from the following reports in this category:

- **U.S. Bottled Water Packaging** \$1,195
- **U.S. Sports Beverage Packaging** \$1,195
- **U.S. Carbonated Soft Drink Packaging** \$1,195
- **Packaged and Draft Beer in the U.S.** \$1,195

Spotlight on Regular vs. Diet Beverages

The quantities of volume for low-calorie and full-calorie iterations of two beverage categories are measured and assessed in these reports.

Choose from the following reports in this category:

- **Reduced Calorie Sports Beverages in the U.S.** \$1,295
- **Regular and Diet Carbonated Soft Drinks in the U.S.** \$1,295

Spotlight on Flavor

These reports scrutinize the various flavors comprising three beverage categories and provide volume statistics.

Choose from the following reports in this category:

- **U.S. Sports Beverage Flavors** \$1,295
- **U.S. Fruit Beverage Flavors** \$1,295
- **U.S. Carbonated Soft Drink Flavors** \$1,295

Tailored Solutions

JUST ASK. For times when an off-the-shelf solution just doesn't fit, BMC offers a menu of customized offerings designed to meet your unique requirements.

Custom Presentations

Event organizers, strategic planning teams and corporate marketing departments look to Beverage Marketing to deliver customized speeches, private presentations and Webinars. BMC's executive team includes seasoned speakers on a broad range of beverage topics.

- 1. PRIVATE PRESENTATIONS:** Whether your goal is internal training or jumpstarting a brainstorming session for your strategic planning group, new product development team or other key groups within your organization, Beverage Marketing offers private, on-site presentation services tailored to your specific requirements. Examples include:
 - Quarterly state of the industry briefings
 - Roundtable discussions
 - Q&A sessions
 - Brainstorming meeting kick-off presentations and/or session moderation
- 2. WEBINARS:** Beverage Marketing's executives can participate in webinar sessions for trade associations, industry suppliers and other groups. Some benefits are:
 - Add credibility to your discussion of industry trends, issues and future developments

- Provide additional value to existing customers or members
- Attract and begin a dialogue with prospective members or customers

- 3. SPEECHES:** Make your trade event or annual meeting a success. BMC executives are available to speak on a broad range of beverage industry topics and issues.

Custom Databases

Beverage Marketing can build a custom beverage database exactly to your specifications.

Allow us to use our many years of database experience to craft one tailored to suit your company's needs. A BMC customized database can help give your company a competitive edge with applications in business planning, sales, operations and more. Contact us to discuss.

Custom Research and Consulting Services

Talk to us. If by chance our Market Reports, Focus Reports, Spotlight Reports and BMC DrinkTell™ Database don't contain the information you're looking for, Beverage Marketing also offers custom research, custom market assessments and strategic and tactical consulting services to meet your unique insight requirements and objectives. Last but not least, we also provide advisory services relating to asset sales, asset acquisitions and business valuations.



Let BMC's experts jumpstart your strategic planning sessions or conduct private briefings and webinars for your prospects and customers.

BMC specializes in real world, workable solutions that deliver the best possible tailored results to our clients. Tell us your wish list and we'll put our 40+ years of experience to work for you.

Have you gotten your **BMC DrinkTell™** Demo Yet?

Categories:

- Carbonated Soft Drinks
- Bottled Water
- Value-Added Water
- Fruit Beverages
- Sports Drinks
- Energy Drinks
- Coffee
- Tea
- Milk
- Soy Beverages
- Vegetable Juice
- Kombucha Tea
- Coconut Water
- Relaxation Beverages
- Premium Iced Tea
- Superpremium Juice
- Vegetable/Fruit Juice Blends
- Energy Shots
- High-End Water
- Premium Sodas
- Liquid Water Enhancers
- Sparkling Juice
- HPP Juices
- Probiotics
- Healthy Energy Drinks
- Premium Kids' Beverages
- Home Dispenser Systems
- RTD Protein Drinks
- Functional Beverages
- RTD Mate
- Grain-Based Beverages
- Cap-Activated Beverages
- Beer
- Wine
- Spirits

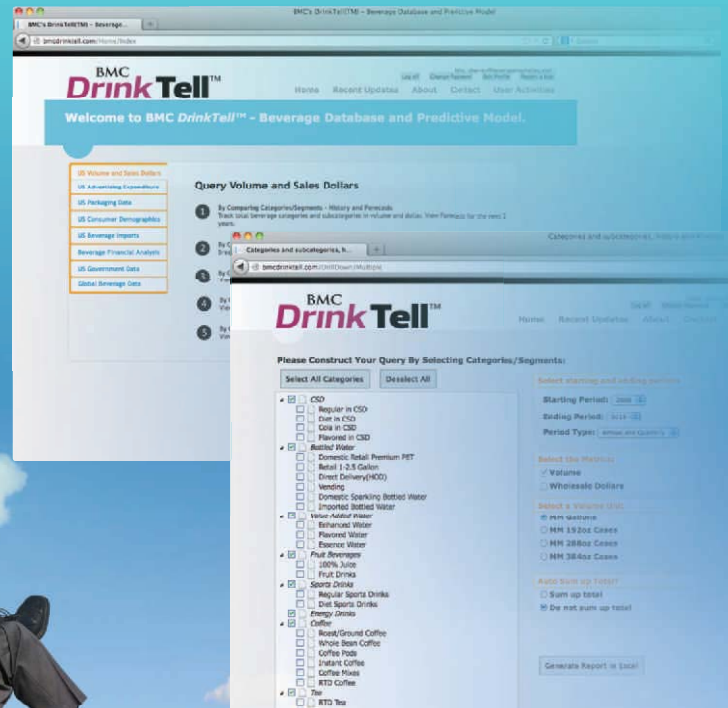
Make **BMC DrinkTell™** database and predictive model your affordable portal to anything beverage. It's easy to use interface allows you to create customized cross-category reports and much more in just a few clicks from any device.

Call us for a complimentary demo
800-275-4630
x 1962

Features:

- ✓ Quarterly, year-end and 1-year projections
- ✓ All-sales-channel-inclusive data
- ✓ Volume & wholesale dollar sales
- ✓ 35+ categories, 50+ sub-categories, 100 companies, nearly 500 brands. AND GROWING....
- ✓ Category volume by package size, type and units
- ✓ Ad expenditures for over 500 brands by 18 media types
- ✓ A wealth of historical data
- ✓ Financial analyst reports, key government and economic data
- ✓ Import and global data
- ✓ Optional Modules include Company Analysis Module, Beverage Company Directory Module

...And much more!



ANYTIME. ANYWHERE. ANY DEVICE. BMC DrinkTell™

The 2014 Beverage Marketing Corporation Market Report Order Form

(Please circle selections) *DD = Standard **BMCDataDirect** license is for 3-user access via the internet. For additional users add \$500.00 per user per report.

Special Reports	Book	CD (Single User)	Book + CD	3-User DD*	3-User DD* + 1 Book
Beverage Packaging in the U.S.	\$5,995	\$5,995	\$6,395	\$6,595	\$6,995
Up-and-Coming Beverage Categories and Companies in the U.S.	\$3,595	\$3,595	\$3,995	\$4,195	\$4,595
NEW The Futures Report: What's Ahead for Beverages	\$4,995	\$4,995	\$5,395	\$5,595	\$5,995
Snack Food in the U.S.	\$2,995	\$2,995	\$3,395	\$3,595	\$3,995
Private Label Beverages & Contract Packing in the U.S.	\$4,695	\$4,695	\$4,995	\$5,295	\$5,695
Contract Packing Directory Database (Excel format)	Separate = \$4,995		Bundle = \$2,995 (w/ purchase of Private Label & Contract Packing in/U.S.)		

Multiple Category Overview Reports

The Multiple Beverage Marketplace in/U.S.	\$6,195	\$6,195	\$6,595	\$6,795	\$7,195
The Multiple Beverage Marketplace in Canada	\$5,995	\$5,995	\$6,395	\$6,595	\$6,995
The Global Multiple Beverage Marketplace	\$3,395	\$3,395	\$3,795	\$3,995	\$4,395
New Age Beverages in the U.S.	\$6,195	\$6,195	\$6,595	\$6,795	\$7,195
Wellness & Functional Beverages in the U.S.	\$6,195	\$6,195	\$6,595	\$6,795	\$7,195
Organic Beverages in the U.S.	\$4,595	\$4,595	\$4,995	\$5,195	\$5,595

U.S. Beverage Category Reports

Value-Added Water in the U.S.	\$2,995	\$2,995	\$3,395	\$3,595	\$3,995
Coffee in the U.S.	\$5,895	\$5,895	\$6,295	\$6,495	\$6,895
Bottled Water in the U.S.	\$5,795	\$5,795	\$6,195	\$6,395	\$6,795
The U.S. Beer Market	\$5,995	\$5,995	\$6,395	\$6,595	\$6,995
The U.S. Craft Beer Market	\$4,595	\$4,595	\$4,995	\$5,195	\$5,595
Carbonated Soft Drinks in the U.S.	\$5,795	\$5,795	\$6,195	\$6,395	\$6,795
RTD Tea in the U.S.	\$5,795	\$5,795	\$6,195	\$6,395	\$6,795
Milk & Dairy Beverages in the U.S.	\$5,395	\$5,395	\$5,795	\$5,995	\$6,395
Soy & Other Dairy Alternative Beverages/U.S.	\$4,595	\$4,595	\$4,995	\$5,195	\$5,595
Sports Beverages in the U.S.	\$5,295	\$5,295	\$5,695	\$5,895	\$6,295
Energy Drinks in the U.S.	\$5,795	\$5,795	\$6,195	\$6,395	\$6,795
Single-Serve Fruit Beverages in the U.S.	\$5,295	\$5,295	\$5,695	\$5,895	\$6,295
Fruit Beverages in the U.S.	\$5,795	\$5,795	\$6,195	\$6,395	\$6,795

Global Beverage Category Reports

The Global Beer Market	\$4,995	\$4,995	\$5,395	\$5,595	\$5,995
The Global Bottled Water Market	\$4,995	\$4,995	\$5,395	\$5,595	\$5,995

Focus Reports

Focus Reports	Book	CD (Single User)	Book + CD	3-User DD*	3-User DD* + 1 Book
Beverages 2014: What's in Store	\$2,395	\$2,395	\$2,695	\$2,995	\$3,295
U.S. Alcohol Beverage Trend Analysis	\$2,395	\$2,395	\$2,695	\$2,995	\$3,295
NEW The Sparkling Ice Phenomenon: Can It Be Replicated?	\$995	\$995	\$1,195	\$1,295	\$1,595
NEW Going Raw: Live Beverages	\$995	\$995	\$1,195	\$1,295	\$1,595
U.S. Quarterly Category Volume and Wholesale Dollar Reports	\$995	\$995	\$1,195	\$1,295	\$1,595
NEW Hard Cider in the U.S.	\$1,495	\$1,495	\$1,695	\$1,895	\$2,195
NEW Beverage Alcohol in Pouches	\$695	\$695	\$795	\$825	\$925
NEW Do-It-Yourself Beverages	\$1,495	\$1,495	\$1,695	\$1,895	\$2,195
Coconut Water in the U.S.	\$1,495	\$1,495	\$1,695	\$1,895	\$2,195
NEW Premium Carbonated Soft Drinks in/U.S.	\$1,495	\$1,495	\$1,695	\$1,895	\$2,195

Other Recent Focus Reports:

Addressing Obesity: The Rise of Low-Calorie Beverage Options, 2013 ed.	\$695	\$695	\$795	\$825	\$925
The Relaxation Beverage Market/U.S., 2012 ed.	\$695	\$695	\$795	\$825	\$925
U.S. Candy Market Trends, 2012 ed.	\$695	\$695	\$795	\$825	\$925
The Kombucha Market in the U.S., 2011 ed.	\$695	\$695	\$795	\$825	\$925

Spotlight Series **NEW IN 2014** (via email)

Spotlight Series	Price	Please circle the report title and beverage categories of your choice:				
NEW Spotlight on Regionality, \$1,295 ea.	\$1,295	Bottled Water	Sports	CSDs	Beer	Fruit
NEW Spotlight on Leading Companies, \$2,695 ea.	\$2,695	Bottled Water	Sports	CSDs	Beer	Fruit
NEW Spotlight on Advertising, \$995 ea.	\$995	Bottled Water	Sports	CSDs	Beer	Fruit
NEW Spotlight on Demographics, \$995 ea.	\$995	Bottled Water	Sports	CSDs	Beer	Fruit
NEW Spotlight on Packaging, \$1,195 ea.	\$1,195	Bottled Water	Sports	CSDs	Beer	-
NEW Spotlight on Flavors, \$1,295 ea.	\$1,295	-	Sports	CSDs	-	Fruit
NEW Spotlight on Regular vs. Diet Beverages, \$1,295 ea.	\$1,295	-	Sports	CSDs	-	-
NEW Spotlight on Distribution, \$1,195 ea.	\$1,195	Bottled Water	Home/Office Water	Sports	CSDs	Beer

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Standard Shipping Charges Per Report: \$ (Continental U.S. \$15, Non-U.S. \$150)	
Additional BMCDataDirect Licenses (\$500 per user): \$	
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