BMC's **Drink Tell**™ Database with Market Forecasts

Beverage Marketing Corporation's powerful, customizable, easy to query database facilitates decision-making across the organization:

● Zero in on growth segments ● Identify portfolio gaps and market opportunities ● Generate cross-category trend reports in just a few clicks

Select Features:

All-Sales-Channel Inclusive Volume & Sales Dollars (Retail & Wholesale Dollars)

- Query annual and quarterly data and 5 year projections for more than 30 categories and 60 sub-categories in the U.S. market.

- Track companies and brands.

- Analyze regional data, flavor trends, diet vs. regular, sales channel break-outs, etc.

Advertising Expenditures

- Compare category, company and brand expenditures across 24 media types including internet advertising

U.S. Consumer Insights

- Explore category demographic profiles

- Compare user profiles of key brands

U.S. Packaging Data

- Explore annual and quarterly packaging units by beverage category, packaging material and size

- Track pack weight and resin consumption trends

- Access co-packer product and processing capabilities database

Drink Tell™

Continues To Evolve, With Enhanced Granularity
And New Features Added Regularly.

New Beverage Product Database

- Track new alcohol and non-alcohol beverage product introductions

- Track emerging product introduction patterns (rising flavors, segments, etc.)

Beverage Company Database *Optional*

- Search U.S. and Canadian companies

- Track bottling and distribution networks and study local market distribution and brand competitive situation by product type, brand, location, company size, etc.

- Identify and reach potential new distributors or new customers

Financial Analysis

- Access Wall Street analyst reports, key government and economic data

Market Reports – 40+ titles *Optional*

- Explore the numbers and what they really mean.

- Tap into BMC's insightful analysis of key trends, companies, brands and market drivers

AND MUCH MORE INCLUDING...

● Cannabis beverage coverage of THC vs. CBD beveages ● Industry presentations ● Analysis of private beverage companies ● LRB caloric trend data ● Leading brand sweetener profiles ● Beverage Imports by country

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DrinkTell™ covers more than 30 categories and 60 sub-categories:

Non-Alcohol Beverages

- Carbonated Soft Drinks
- Bottled Water
- 100% Fruit Juices
- Fruit Drinks
- Sports Drinks
- Energy Drinks
- Coffee
- RTD Coffee
- Tea
- RTD Tea
- Milk
- Dairy Alternatives
- Flavored Milk
- Vegetable Juice
- Kombucha Teas
- Coconut Water
- Liquid Water Enhancers
- Probiotic Drinks
- Protein Drinks
- Plant Waters
- Vegetable/Fruit Juice Blends
- Energy Shots
- Enhanced Water
- Flavored Water
- Essence Water
- Sparkling Water
- Alkaline Water, ETC.

Alcohol Beverages

- Beer/Cider
- Flavored Malt Beverages
- Craft Beer
- Wine
- Spirits
- Prepared Cocktails, ETC.