



2016 BMC MARKET REPORTS

SUPERIOR BEVERAGE DATA TOTAL MARKET PERSPECTIVE

ALL BEVERAGES • ALL SALES CHANNELS • GRANULAR DATA
DETAILED ANALYSIS • FIVE YEAR PROJECTIONS



**BEVERAGE
MARKETING
CORPORATION**

2016 BMC MARKET REPORTS

YOUR SOURCE FOR SUPERIOR DATA AND TOTAL MARKET PERSPECTIVE

Leverage Beverage Marketing Corporation's 40+ years of experience tracking, analyzing and advising the global beverage industry.

Total Market View. From bottled water to wine, and everything in between, BMC covers all beverage segments, offering accurate, granular, total market data. Wherever a beverage is sold or consumed, you can be confident it is included in our market totals.

Decision Support and Trusted Third Party Validation. BMC's Market Reports offer the reliable beverage data and meaningful insights you need to:

- Capture total market, on- and off-premise sales data
- Analyze beverage segments
- Assess the competition
- Identify and evaluate opportunities
- Benchmark progress and performance
- Formulate plans and tactics
- Conduct cross-category research
- Verify hunches and validate conclusions
- Develop and train staff members
- Establish a strong knowledge base for strategic initiatives

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To learn more, to place an advance order or to inquire about additional user licenses call: Charlene Harvey +1.212.688.7640 ext. 1962 charvey@beveragemarketing.com

Turn to BMC for industry expertise you can rely on and depth of data you won't find anywhere else.

THE BMC ADVANTAGE

BMC MARKET REPORTS*

Historical, current and projected category volume, wholesale and retail dollar sales	✓
Total all-sales-channel inclusive data + key sales channel break-outs	✓
Detailed breakouts and projections of product volume by package size and material type (on- and off-premise inclusive) through 2020	✓
Consumer demographic profiles for beverage segment and key brands, plus ad expenditures by category and key brands for 18 key media breakouts	✓
Regional all-sales-channel inclusive data and projections	✓
Quantification of organic market in each major beverage sector	✓
Historical, current and projected flavor data, diet vs. regular statistics and so much more	✓

*This specific select feature set describes BMC's U.S. Beverage Category Reports. A U.S. Beverage Category Report is a comprehensive Market Report that covers a single major beverage category such as U.S. Carbonated Soft Drinks through 2020. This specific feature set does not apply to Guide Reports, Topline Reports, Multiple Beverage Overview Reports or Global Market Reports or to Market Reports on emerging sectors such as coconut and plant water.

MARKET REPORTS	No. of Pages	Date of Availability	Price
Beverage Packaging in the U.S.	350+	Summer	\$4,995
Beverages 2016: What's in Store (PowerPoint)	40+	Winter 2016	\$1,495
Coconut and Plant Water in the U.S.	25-50	Winter	\$1,495
Contract Packing Directory Database (Excel)	—	Fall	\$4,995
Craft Carbonated Soft Drinks in the U.S.	25-50	Summer	\$995
Private Label Beverages and Contract Packing in the U.S.	400+	Fall	\$3,995
The Global Beer Market	450+	Fall	\$4,995
The Global Bottled Water Market	225+	Winter 2017	\$4,995
The Global Multiple Beverage Marketplace	300+	Fall	\$3,995
The Multiple Beverage Marketplace in Canada	250+	Fall	\$4,995
The Multiple Beverage Marketplace in the U.S.	200+	Spring	\$4,995
The Next Wave of Niche and Emerging Beverages	250+	Summer	\$3,995
U.S. Alcohol Beverage Trend Analysis (PowerPoint)	25-50	Spring	\$1,495
U.S. Beer through 2020	500+	Fall	\$4,995
U.S. Bottled Water through 2020	300+	Summer	\$4,995
U.S. Carbonated Soft Drinks through 2020	300+	Summer	\$4,995
U.S. Coffee through 2020	200+	Fall	\$3,995
U.S. College Student Beverage Consumption and Attitudes	25-50	Spring	\$1,495
U.S. Craft Beer through 2020	250+	Fall	\$3,995
U.S. Dairy Alternative Beverages through 2020	150+	Summer	\$3,995
U.S. Energy Drinks through 2020	150+	Fall	\$3,995
U.S. Fruit Beverages through 2020	400+	Spring	\$4,995
U.S. Milk and Dairy Beverages through 2020	200+	Fall	\$3,995
U.S. New Age Beverages through 2020	300+	Fall	\$4,995
U.S. Quarterly Category Volume & Wholesale Dollar Reports (Excel)	—	4 per Year	\$995
U.S. Ready-to-Drink Tea through 2020	225+	Summer	\$4,995
U.S. Single-Serve Fruit Beverages through 2020	150+	Fall	\$2,995
U.S. Sports Beverages through 2020	150+	Fall	\$3,995
U.S. Value-Added Water through 2020	125+	Fall	\$2,995
Wellness and Functional Beverages in the U.S.	300+	Fall	\$4,995

TOPLINE MARKET REPORTS	No. of Pages	Date of Availability	Price
U.S. Bottled Water Topline	20-30	Summer	\$995
U.S. Carbonated Soft Drinks Topline	20-30	Summer	\$995
U.S. Coffee Topline	20-30	Fall	\$995
U.S. Dairy Alternative Beverages Topline	20-30	Summer	\$995
U.S. Energy Drinks Topline	20-30	Fall	\$995
U.S. Fruit Beverages Topline	20-30	Spring	\$995
U.S. Milk and Dairy Beverages Topline	20-30	Fall	\$995
U.S. Ready-to-Drink Tea Topline	20-30	Fall	\$995
U.S. Single-Serve Fruit Beverages Topline	20-30	Fall	\$995
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INTRODUCING BMC'S GUIDE REPORTS!

- BMC's U.S. Spirits Guide
- BMC's U.S. Wine Guide
- BMC's U.S. Beer Guide

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Total Market Data
Plus Analysis
\$995 each**

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- And More

Call Charlene Harvey at
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ext. 1962 or [charvey@
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DrinkTell™

BMC'S DATABASE WITH MARKET FORECASTS Anytime. Anywhere. Any Device.

This powerful, customizable, easy to query database allows you to generate cross-category trend reports in just a few clicks from your desktop, laptop, tablet or smartphone. Built upon the strength of Beverage Marketing Corporation's 40-plus years of beverage industry experience, DrinkTell™ is your affordable one-stop portal for all things beverage.

DrinkTell™

CONTINUES TO EVOLVE, WITH ENHANCED
GRANULARITY AND NEW FEATURES ADDED REGULARLY.
HAVE YOU SEEN DRINKTELL™ LATELY?

SELECT FEATURES:

- All beverages. Total market, all-sales-channel-inclusive data
- Annual, quarterly and year-end category and sub-category data, plus five-year forecasts and a wealth of historical statistics by volume and wholesale dollars
- Data for 29 categories, 80+ sub-categories, 350 companies, 3,500 brands. And Growing!
- Segments by region, flavor, sales channel (on- and off-premise), diet vs. regular, etc.
- Ad expenditures for nearly 1,000 brands by 18 media types
- Consumer demographic profiles of key category and brand users
- College student opinion tracking module providing insight on students' consumption habits and attitudes about beverages, ingredients, packaging and more **New!**
- Company Profiles—Beverage Marketing's analysis of key public and private companies
- Financial analyst reports, key government and economic data
- Import and global beverage category data by country
- Caloric content data—LRB trends by beverage category including per capita consumption by calorie range, leading brand sweetener type tracking and more. **New!**
- Databases of beverage contract packers, beverage brand owners and filling locations, beverage wholesalers and beverage industry suppliers **New!**
- Brand Equity Assessment Module **Coming Soon!**
- Category volume by package size, type & units, plus resin consumption and PET container weights by beverage type and package size **New!**
- Monthly alcohol beverage product introduction tracker **New!**

Now available: Customized modular access for greater flexibility!

▶ FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION
CONTACT: Charlene Harvey at +1.212.688.7640, ext. 1962 or
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CATEGORIES:

- Carbonated Soft Drinks
- Bottled Water
- Value-Added Water
- Fruit Beverages
- Sports Drinks
- Energy Drinks
- Coffee
- Tea
- Milk
- Dairy Alternatives
- Vegetable Juice
- Kombucha
- Coconut Water
- Relaxation Beverages
- Premium Iced Tea
- Superpremium Juice
- Vegetable/Fruit Juice Blends
- Energy Shots
- Premium Sodas
- Liquid Water Enhancers
- HPP Juices
- Probiotics
- Healthy Energy Drinks
- Premium Kids' Beverages
- RTD Protein Drinks
- Beer
- Wine
- Spirits
- Hard Cider

BEVERAGE
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The 2016 Beverage Marketing Corporation Market Report Order Form

(Please circle selections)

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Coconut and Plant Water in the U.S.	Now Available	\$1,495
Contract Packing Directory Database (Excel format)	Fall	\$4,995
(NEW!) Craft Carbonated Soft Drinks in the U.S.	Summer	\$995
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The Global Beer Market	Fall	\$4,995
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U.S. Milk & Dairy Beverages through 2020	Fall	\$3,995
U.S. New Age Beverages through 2020	Fall	\$4,995
U.S. Quarterly Category Volume & Wholesale \$ Reports (Excel format)	4 per Year	\$995
U.S. Ready-to-Drink Tea through 2020	Summer	\$4,995
U.S. Single-Serve Fruit Beverages through 2020	Fall	\$2,995
U.S. Sports Beverages through 2020	Fall	\$3,995
U.S. Value-Added Water through 2020	Fall	\$2,995
Wellness & Functional Beverages in the U.S.	Spring	\$4,995

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U.S. Dairy Alternative Beverages Topline	Summer	\$995
U.S. Energy Drinks Topline	Fall	\$995
U.S. Fruit Beverages Topline	Spring	\$995
U.S. Milk and Dairy Beverages Topline	Fall	\$995
U.S. Ready-to-Drink Tea Topline	Fall	\$995
U.S. Single-Serve Fruit Beverages Topline	Fall	\$995
U.S. Sports Beverages Topline	Fall	\$995

NEW! BMC's Guide Reports	
BMC's U.S. Beer Guide	\$995
BMC's U.S. Spirits Guide <i>Now Available</i>	\$995
BMC's U.S. Wine Guide <i>Now Available</i>	\$995

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