

BMC's DrinkTell™ - For All Your Beverage Data Needs

DrinkTell™ Database with Market Forecasts

THE INDUSTRY'S ONE-STOP DESTINATION FOR ALL THINGS BEVERAGE

This powerful, customizable, easy to query database facilitates decision-making across the organization



Schedule Your DrinkTell Demo Today!
Contact: Charlene Harvey
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Or Visit:
<https://www.beveragemarketing.com/subs/cribe-drinktell.asp>

DrinkTell™
Feature and Functionality Highlights
April, 2017

**BEVERAGE
MARKETING
CORPORATION**

Beverage Marketing Corporation utilizes an integrated model for providing information, analysis and advice to beverage industry clients



**Unique Beverage Industry Expertise
for Providing "Added-Value" to Selected Clients**

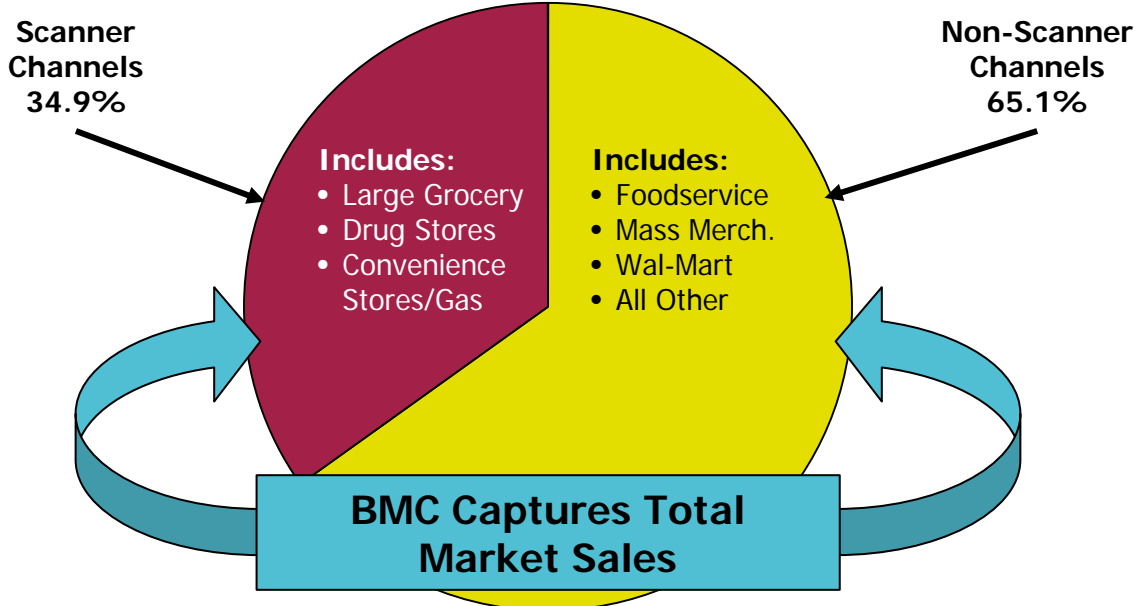


Cutting Edge Insights: New Age Emergence, Multiple Beverage Competition, Specialty Beer Opportunity, Bottled Water Dominance, Hyper-Category Competition, Micro-Marketing Age



BMC's DrinkTell™ database captures 100% of the alcohol market including the 65.1% of volume that is missed when using only scanner data or "measured channel" data*

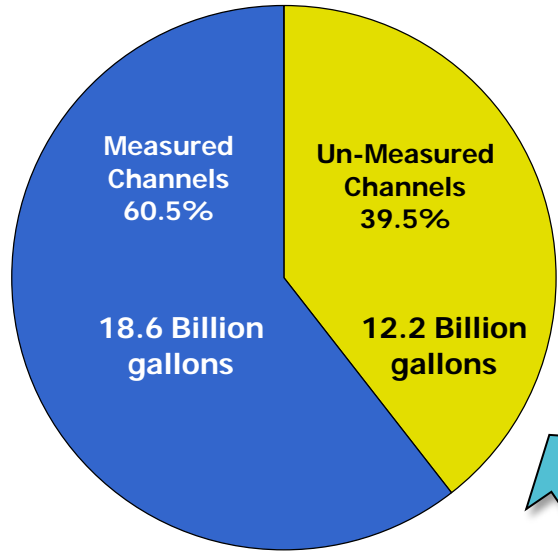
*BMC Captures All Alcoholic Beverages (Beer, Wine, & Spirits) in the U.S.
Based on equalized volume*



The BMC Difference: Total Market on-and off-premise view, plus key channel perspective. No Matter where a beverage is sold or consumed, you can be confident it is included in our market tools.

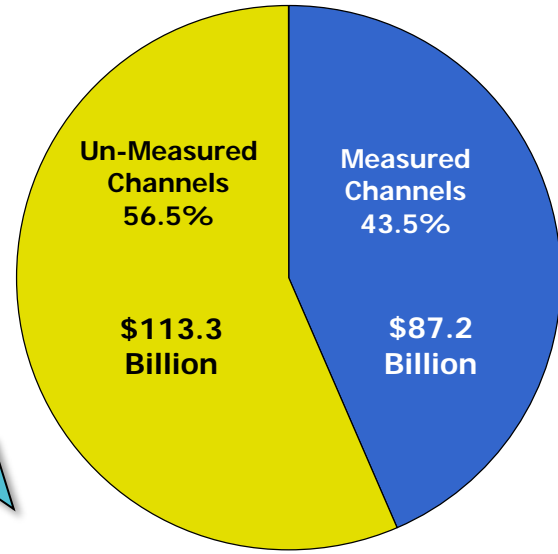
BMC's DrinkTell™ database captures by channel 40% of LRB volume and 57% LRB retail revenues not captured by "measured channels"*

*LRB Volume
(Millions of Gallons)*

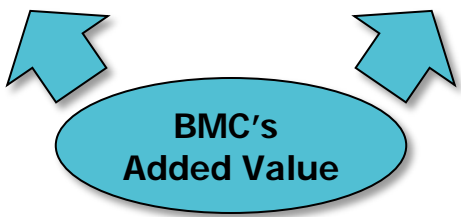


**Total
30.8 Billion gallons**

*LRB Retail Revenues
(Millions of Dollars)*



**Total
\$200.5 Billion**



* Measured channel coverage includes Food, Drug, Mass, Walmart, Military, 1/2 Dollar and 1/2 Club, C-stores
Source: Beverage Marketing Corporation

BMC DrinkTell™ provides an unprecedented level of depth.

DrinkTell™ Select Reporting Capabilities

30 Categories

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



More than 60 Subcategories

Non Alcohol Sub- Categories

- [Cola in CSD](#)
- [Diet in CSD](#)
- [Flavored in CSD](#)
- [Regular in CSD](#)
- [Direct Delivery\(HOD\)](#)
- [Domestic Retail Premium PET](#)
- [Domestic Sparkling Bottled Water](#)
- [Imported Bottled Water](#)
- [Retail 1-2.5 Gallon](#)
- [Vending](#)
- [Enhanced Water](#)
- [Essence Water](#)
- [Flavored Water](#)
- [100% Juice](#)
- [Fruit Drinks](#)
- [Diet Sports Drinks](#)
- [Regular Sports Drinks](#)
- [Coffee Mixes](#)
- [Coffee Pods](#)
- [Instant Coffee](#)
- [Roast/Ground Coffee](#)
- [RTD Coffee](#)
- [Whole Bean Coffee](#)
- [Loose Tea](#)
- [RTD Tea](#)
- [-Shelf Stable](#)
- [-Refrigerated/Chilled](#)
- [-Fountain](#)
- [Tea Bags](#)
- [Tea Pods in Tea](#)
- [Iced Tea Mix](#)
- [Flavored Milk](#)
- [No Fat White Milk](#)
- [Reduced Fat White Milk](#)
- [Whole White Milk](#)
- [All Other White Milk](#)
- [Soy Fruit Beverages](#)
- [Soy Milk](#)
- [Almond Milk](#)

Alcohol Sub- Categories

- [Craft Beer](#)
- [Flavored Malt Beverages](#)
- [Ice Beer](#)
- [Imported Beer](#)
- [Light Beer](#)
- [Malt Liquor](#)
- [Cider](#)
- [Premium Regular Beer](#)
- [Super-Premium Regular Beer](#)
- [Value Regular Beer](#)
- [Non-Alcohol Beer](#)
- [Table Wine](#)
- [Sparkling Wine](#)
- [Fortified Wine](#)
- [Vermouth](#)
- [Specialty Wine](#)
- [Brandy & Cognac](#)
- [Blended American Whiskey](#)
- [Canadian Whisky](#)
- [Cordials & Liqueurs](#)
- [Gin](#)
- [Irish Whiskey](#)
- [Prepared Cocktails](#)
- [Rum/Cachaca](#)
- [Scotch Whisky](#)
- [Straight American Whiskey](#)
- [Tequila/Mezcal](#)
- [Vodka](#)

DrinkTell™ is built to be flexible for roll-ups, drill-downs, or comparisons by category/segment, company, brand, flavor, packaging, advertising, region, etc.; data downloadable to Excel spreadsheets

Select DrinkTell™ Reporting Capabilities

Beverage Companies & Brands

- More than 500 companies
- Approximately 3000 Brands

Category Details

- Annual & Quarterly Category Wholesale Dollars
- Annual & Quarterly Category Volume
- Growth
- Flavors
- Packaging by type, size, volume and units
- Regions
- Sales Channel Break-outs
- On-premise break-out for select wine and spirits brands
- Five Year Projections

Advertising

- 21 Categories
- 30 Sub-categories
- 18 Media types
- 412 Companies
- 931 Brands
- Annual and quarterly data

Consumer Insights

Consumer Brand Equity Metrics

- Bera Consumer Brand Sentiments

Demographics

- 7 Categories, 13 Sub-categories, 50 Brands
- Private Label /Store Brands

Survey of Gen Z College Students

- Fluent/BMC survey of beverage consumption habits and attitudes

Consumer Sentiment Study

- University of Michigan Study

Millennial consumption survey

- What Hooks Millennials to a Health Beverage? – Survey of Millennial Attitudes toward wellness beverages (Digsite)

Global Beverage Data

- 9 Categories
 - Beer
 - Bottled Water
 - Carbonated Soft Drinks
 - Coffee
 - Distilled Spirits
 - Fruit Beverages
 - Fluid Milk
 - Tea
 - Wine
- Up to 190 Countries
- Per Capita Consumption in Select Countries

U.S. Beverage Imports

- 14 Categories
- 61 Sub-categories
- From 5 global Regions
- From 297 Countries
- Annual, Quarterly, Monthly Data

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Select DrinkTell™ Reporting Capabilities

New Products Module

- All beverage alcohol categories **Completed**
- All LRB categories **Coming Soon!**

Beverage Companies' Profiles

- Analysis of public beverage companies
- Approximately 100 private beverage brand owners
- Discussion of marketing, distribution, brands, and more

Financial Analyst Reports

- Access to annual, quarterly and interim reports from key investment analysts at leading investment banks

Contract Packing Module

- Contact information
- Product and processing capabilities
- Number of production lines
- ... And more!

Caloric Content Data

- U.S. LRB calorie trends by beverage category over time
- Caloric data for over 100 leading LRB brands
- Calorie per caps by category
- Sweetener type for key brands

The Packaging Module *NEW!*

- Packaging breakouts by 13 categories by # of units
- Packaging units by packaging material
- Units by container size
- Pounds of plastic material used in beverage packaging
- PET container weights by package size
- PET resin consumption by package size for refillable vs. non-refillable bottles and PET vs. HDPE/other plastic
- Quarterly packaging data

Government & Economic Data

- Population, Age, Income, Education
- CPI & PPI by Beverage Category
- GDP, Disposable Income
- Unemployment, Inflation

Beverage Company Database Module *New!*

(Optional)

- Every non-alcohol and alcohol beverage entity from beverage manufacturers and franchise companies to bottlers, wholesale distributors.
- Over 5,000 companies, 15,000 beverage executives, 5,500 brands, etc.
- Track bottling and distribution networks, study local distribution and brand competitive situation, search U.S. and Canadian beverage companies, develop listings of leading distributors by category, etc.

Industry Presentations

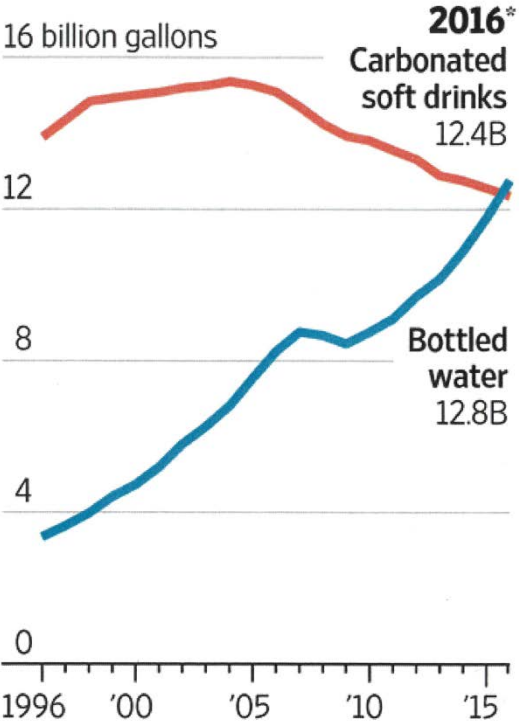
- State of the industry PowerPoint presentations prepared by Beverage Marketing Corporation



DrinkTell in the News: Although BMC and our beverage experts have long been quoted by the media, DrinkTell™ is quickly becoming a go-to-source for both the trade and general business press.

Shifting Tastes

Beverage sales by volume
in the U.S.



*Projection Sources: BMC DrinkTell database;
THE WALL STREET JOURNAL.

