**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.

- Zero in on growth segments
- Generate cross-category trend reports in just a few clicks
- Align management objectives around market-driven metrics
- Enhance sales and marketing focus
- Identify portfolio gaps and market opportunities

**SELECT FEATURES:**

**Volume and Sales Dollars**
- Query annual and quarterly data and 5 year projections for more than 30 categories and 60 sub-categories.
- 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 18 media types including internet advertising.

**U.S. Consumer Insights**
- Access brand equity relationship assessment data.
- Get insight on Gen Z’s beverage consumption patterns and opinions.
- Explore category and brand demographic profiles.

**U.S. Packaging Data**
- Explore annual and quarterly packaging units by beverage category, packaging material and size.

**Global Beverage Data**
- Query volume and per capita consumption for 9 beverage categories across up to 190 countries.

**Beverage Company Database**
- Search U.S. and Canadian companies.
- Track bottling and distribution networks.
- Study local market distribution and brand competitive situation by product type, brand, location, company size, etc. *Optional*

**Financial Analysis**
- Access Wall Street analyst reports, key government and economic data.

**Market Reports**
- Explore the numbers and what they really mean.
- Tap into BMC’s insightful analysis of key trends, companies, brands and market drivers.
- Access BMC Market Reports from your DrinkTell portal. *Optional*

**More**
- Industry presentations.
- Analysis of private beverage companies.
- LRB caloric trend data.
- Leading brand sweetener profiles.
- New product introductions.
- Beverage imports.

**NOW AVAILABLE:**
Categorized modular access for greater flexibility!

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

- 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

**Alcohol Beverages**
- Beer
- Flavored Malt Beverages
- Craft Beer
- Wine
- Spirits
- Cider
- And many more...

FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION CONTACT: Charlene Harvey at +1.212.688.7640, ext. 1962 or charvey@beveragemarketing.com

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