

BMC's **DrinkTell™** 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.
- 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 and brand demographic profiles
- Get insight on Gen Z's beverage consumption patterns and opinions

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

DrinkTell™

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

New Beverage Product Database

- Track new alcohol and non-alcohol beverage product introductions

Beverage Company Database *Optional*

- 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.

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 module
- Industry presentations
- Analysis of private beverage companies
- LRB caloric trend data
- Leading brand sweetener profiles
- Beverage Imports
- Optional Access to newsletter

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