



2018 BMC REPORTS > AND DATABASES >
**SUPERIOR BEVERAGE DATA.
TOTAL MARKET PERSPECTIVE.**

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



TARGETED
INSIGHT
SINCE 1972

**BEVERAGE
MARKETING
CORPORATION**

2018 BMC REPORTS >

YOUR SOURCE FOR SUPERIOR DATA AND TOTAL MARKET PERSPECTIVE

Leverage Beverage Marketing Corporation's 45+ 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.

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



NEW FOR 2018! GREATER VALUE THAN EVER!

New! Quarterly Updates
FREE with Purchase!

Quarterly category updates now included with purchase of any U.S. Market Report or Data-Intensive Excel Report: (3 quarters)

New! Get PDF, Word and Excel formats with your Market Report Purchase

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bmcreports.com >

THE BMC REPORT ADVANTAGE*

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 2022

Consumer demographic profiles for beverage segment and key brands, plus ad expenditures for category and top brands by 18 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 feature set describes key attributes of select Market Report and Data-Intensive Excel Report titles that cover an individual major U.S. beverage category. Examples of these are *Energy Drinks in the U.S. through 2022* and *Carbonated Soft Drinks through 2022: Excel Data Set*

This feature set does not apply to Focus Reports, Topline Reports, Guide Reports or Innovation Reports. It also does not apply to reports covering multiple beverage sectors or to reports covering non-U.S. or global markets. For detailed information on features of these reports visit bmcreports.com >

HAVE QUESTIONS? Contact: Charlene Harvey +1.212.688.7640 ext. 1962 or email charvey@beveragemarketing.com >

MARKET REPORTS: <i>Comprehensive Data/Analysis/Market Implications</i>	Pages	Available	Price
Beverage Packaging in the U.S. > (Word, PDF, Excel)	400+	Summer	\$4,995
Bottled Water in the U.S. through 2022 > (Word, PDF, Excel)	300+	Summer	\$4,995
Coffee in the U.S. through 2022 > (Word, PDF, Excel)	200+	Fall	\$4,995
Dairy Alternative Beverages in the U.S. through 2022 > (Word, PDF, Excel)	150+	Summer	\$4,995
Energy Drinks in the U.S. through 2022 > (Word, PDF, Excel)	150+	Fall	\$3,995
New Age Beverages in the U.S. through 2022 > (Word, PDF, Excel)	300+	Fall	\$4,995
On-Premise Intelligence Report 2018 > (PowerPoint)	275+	Fall	\$9,500
Private Label Beverages and Contract Packing in the U.S. > (Word, PDF)	400+	Fall	\$3,995
Ready-to-Drink Tea in the U.S. through 2022 > (Word, PDF, Excel)	250+	Summer	\$4,995
The Global Beer Market > (Word, PDF, Excel)	450+	Fall	\$4,995
The Next Wave of Niche and Emerging Beverages > (Word, PDF)	450+	Fall	\$3,995
Value-Added Water in the U.S. through 2022 > (Word, PDF, Excel)	150+	Fall	\$3,995
Wellness and Functional Beverages in the U.S. > (Word, PDF, Excel)	300+	Fall	\$4,995
DATA-INTENSIVE EXCEL REPORTS: <i>NEW! In-depth, Data Driven</i>	Pages	Available	Price
Carbonated Soft Drinks in the U.S. through 2022: Excel Data Set >	N/A	Summer	\$2,995
Contract Packing Directory Database > (Excel)	N/A	Fall	\$4,995
Fruit Beverages in the U.S. through 2022: Excel Data Set >	N/A	Spring	\$2,995
Global Bottled Water Marketplace Trends: Excel Data Set >	N/A	Winter	\$2,995
Global Multiple Beverage Marketplace Trends: Excel Data Set >	N/A	Fall	\$2,995
Milk and Dairy Beverages in the U.S. through 2022: Excel Data Set >	N/A	Fall	\$2,995
Quarterly U.S. Category Volume & Wholesale Dollar Reports > (Excel)	N/A	4/Year	\$1,495
Sports Beverages in the U.S. through 2022: Excel Data Set >	N/A	Fall	\$2,995
The Multiple Beverage Marketplace in Canada: Excel Data Set >	N/A	Fall	\$2,995
The Multiple Beverage Marketplace in the U.S.: Excel Data Set >	N/A	Spring	\$2,995
FOCUS REPORTS: <i>Hot Topics and Executive Briefings</i>	Pages	Available	Price
Beverages 2018: What's in Store > (PowerPoint)	40+	Winter	\$1,995
Cold Brew Coffee in the U.S. New! > (Word, PDF)	30+	Spring	\$1,495
Sparkling Water in the U.S. > (Word, PDF)	40+	Winter	\$1,495
The On-Premise Mixer Market in the U.S. New! > (PowerPoint)	40-50	Winter	\$1,995
U.S. Alcohol Beverage Trend Analysis > (PowerPoint)	25-50	Spring	\$1,495
U.S. College Student Beverage Consumption and Attitudes > (Word, PDF)	100+	Spring	\$1,995
INNOVATION REPORTS: <i>NEW! Actionable Insight on Game Changers</i>	Pages	Available	Price
The Cannabis Revolution: How Cannabis is Disrupting the Food and Beverage Industry New! > (PDF)	75	Winter	\$2,995
Supply Chain Symbiosis: Why Blockchain and the Beverage Industry Are the Missing Link in the Cannabis Revolution New! > (PDF)	50+	Spring	\$3,495
Cannabis is the New Alcohol: Reinventing Cannabis for Sustainable Mainstream Use New! > (PDF)	50+	Summer	\$3,495
BMC'S GUIDE REPORTS: <i>Granular Alcohol Market Data</i>	Pages	Available	Price
BMC's U.S. Beer Guide > (PowerPoint)	160+	Summer	\$995
BMC's U.S. Spirits Guide > (PowerPoint)	300+	Spring	\$995
BMC's U.S. Wine Guide > (PowerPoint)	250+	Spring	\$995
TOPLINE MARKET REPORTS: <i>Market Data Overviews</i>	Pages	Available	Price
North American Topline > (Excel)	N/A	Fall	\$2,995
U.S. Bottled Water Topline > (Word, PDF)	20-30	Summer	\$995
U.S. Carbonated Soft Drinks Topline > (Excel)	N/A	Summer	\$995
U.S. Coffee Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Dairy Alternative Beverages Topline > (Word, PDF)	20-30	Summer	\$995
U.S. Energy Drinks Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Fruit Beverages Topline > (Excel)	N/A	Spring	\$995
U.S. Milk Topline > (Excel)	N/A	Fall	\$995
U.S. Ready-to-Drink Tea Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Sports Beverages Topline > (Excel)	N/A	Fall	\$995

UNLEASH THE DATA!

• **Segment Trend Database Subscriptions**
In-depth databases include category, company and brand data, advertising, consumer data, company profiles, Wall Street analyst reports and more. For stand-alone use or in conjunction with a coordinating Market Report.

• **BMC's Beverage Company Database**
Search and analyze beverage manufacturers, fillers and distributors. Use to grow your distribution network, track competitors, conduct due diligence, identify and contact key prospects and more.

Call for a free demo today! >

INTRODUCING DISRUPTIVE INNOVATION REPORTS!

Look to BMC for insight on the unprecedented changes transforming our industry.

First up: The Cannabis Revolution Series: Purchase individually or get all three reports @ \$8,995 and save! Optional Innovation Q&A + \$1,500.

ATTENTION ON-PREMISE ADULT BEVERAGE PROFESSIONALS:

Need a comprehensive on-premise study offering restaurant chain and consumer insights, on-premise projections and more? Don't miss *On-Premise Intelligence Report 2018*. Plus, check out our new study of the on-premise mixer market!

JUST ASK...

For times when off-the-shelf research just doesn't fit, BMC offers tailored solutions to meet your unique challenges:

- Custom Research
- Private Presentations
- Quarterly Briefings
- Strategic and Tactical Consulting and more...

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



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
- 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...

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

- Track pack weight and resin consumption trends
- Access co-packer capabilities database and more

Global Beverage Data

- Query volume and per capita consumption for 9 beverage categories across up to 190 countries

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

DrinkTell™

CONTINUES TO EVOLVE,
WITH ENHANCED GRANULARITY AND
NEW FEATURES ADDED REGULARLY.

SCHEDULE YOUR DRINKTELL™ DEMO TODAY! >

Market Reports *Optional*

- 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

More

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

NOW AVAILABLE:
Customized modular access
for greater flexibility!

FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION
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