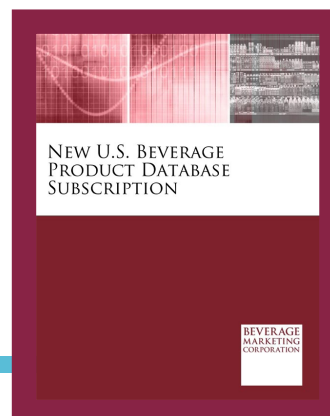


# NEW U.S. BEVERAGE PRODUCT DATABASE SUBSCRIPTION

2025 EDITION (To be published May 2025) 1-year subscription



**G**et a handle on innovation as it happens! The *New Beverage Product Tracking Database* allows you to track innovation in real time. Query new products and line extensions for non-alc and alc products and get a quick read on new market entrants as soon as products are announced. Query by a broad range of attributes including flavor, pack type, sweetened vs. unsweetened, calorie class and more. Our goal is to get the word out fast so whatever information is immediately available we'll make sure it gets in the database ASAP! You can also track the number of products sharing particular attributes so you get a read on what is trending and much more.

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## INSIDE:

### REPORT OVERVIEW

A brief discussion of key features of this report. **2**



**HAVE  
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 250  
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**BEVERAGE  
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- Are you an innovation professional looking for white space for your new initiatives
- Are you looking to track product entries by competitor?
- Are you looking for a quick read on which product types and attributes are spiking?

A one-year subscription to BMC's new product database gives you all this and more.

### THE ANSWERS YOU NEED

This versatile database allows you to track new products in a variety of ways to get to the information you need.

- What new products have been launched this month? What are some of their key attributes?
- How many new cannabis drinks have been launched this year vs. last?
- What flavors are trending? What pack types are the newest products offering?

### THIS DATABASE FEATURES

- A one year subscription to the New Products Database enables you to track product introductions as they happen.
- Track innovative new product sectors, line extensions by type, flavor trends and more
- Quickly and easily create pivot tables to chart the number of products sharing particular attributes so you get a read on what is trending
- Training is included so you get the most from your subscription!