# The Right Fit For All Your Beverage Data Needs...

**DrinkTell**™

**Request your demo today!**
**Contact: Charlene Harvey**
charvey@beveragemarketing.com
**212-688-7640 ext. 250**
**Or visit https://www.beveragemarketing.com/subs cribe-drinktell.asp**
**Learn more @** https://www.beveragemarketing.com/drinktell.asp

**BEVERAGE MARKETING CORPORATION**

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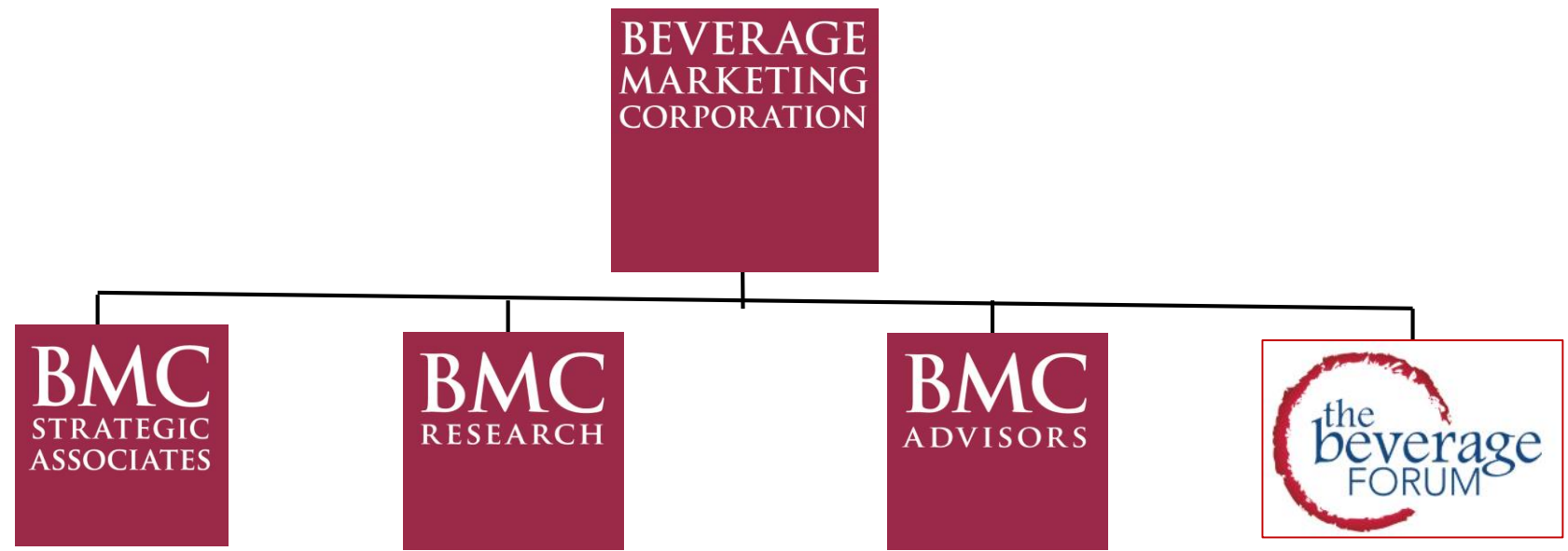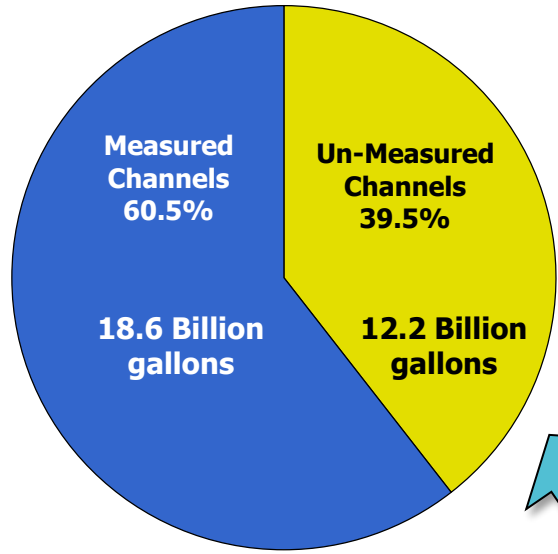


**Unique Beverage Industry Expertise
for Providing "Added-Value" to Selected Clients**

*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 LRB market including the 40% of LRB volume and 57% LRB retail revenues *not captured* by "measured channels"*

### LRB Volume
### (Millions of Gallons)

### LRB Retail Revenues
### (Millions of Dollars)

**Measured Channels 60.5%**

**Un-Measured Channels 39.5%**

**18.6 Billion gallons**

**12.2 Billion gallons**

**Un-Measured Channels 56.5%**

**Measured Channels 43.5%**

**$113.3 Billion**

**$87.2 Billion**

**BMC's Added Value**

**Total 30.8 Billion gallons**
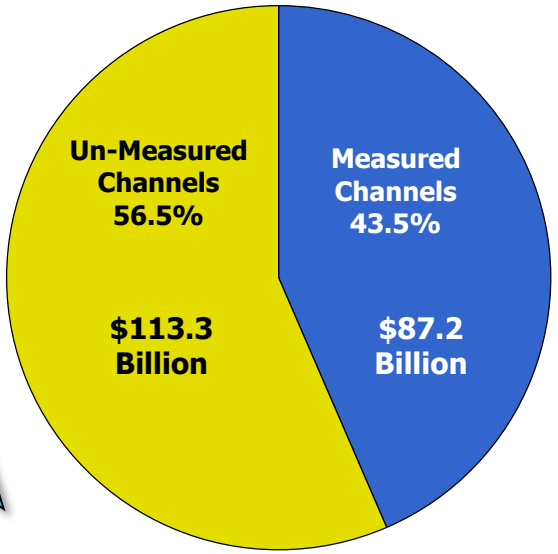
**Total $200.5 Billion**
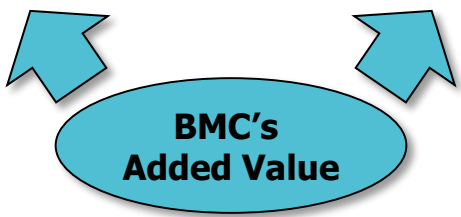
* Measured channel coverage includes Food, Drug, Mass, Walmart, Military, ½ Dollar and ½ Club, C-stores
*Source: Beverage Marketing Corporation*
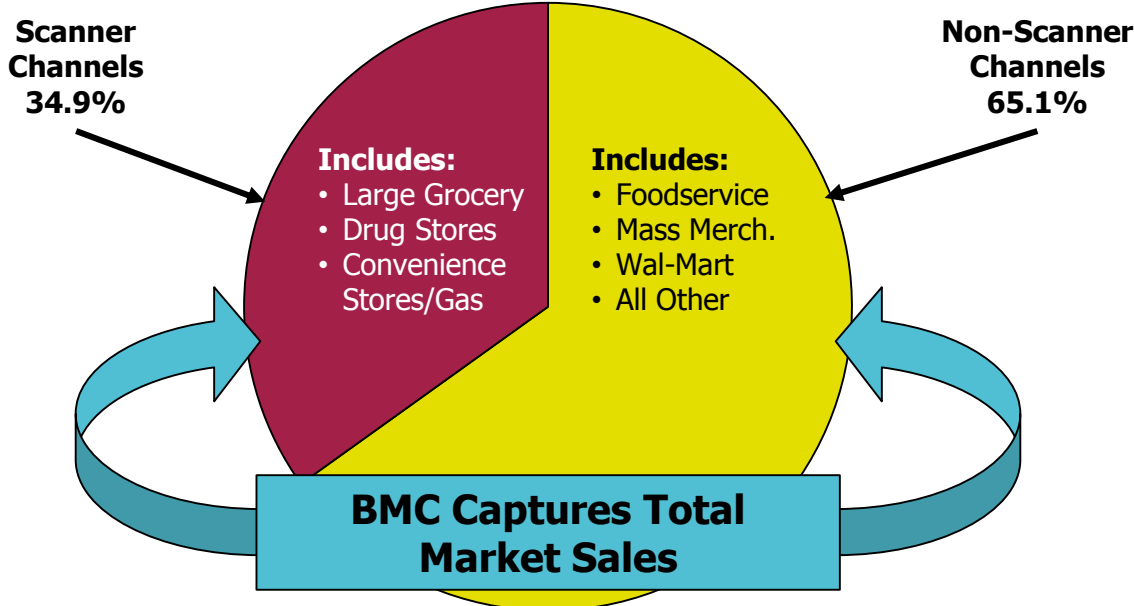
BEVERAGE MARKETING CORPORATION

**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*

**Scanner Channels 34.9%**

**Includes:**
• Large Grocery
• Drug Stores
• Convenience Stores/Gas

**Non-Scanner Channels 65.1%**

**Includes:**
• Foodservice
• Mass Merch.
• Wal-Mart
• All Other

**BMC Captures Total Market Sales**

**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.

BEVERAGE MARKETING CORPORATION

## *Methodology*

**BMC's unsurpassed industry relationships form the basis for procurement/development of the industry's most reliable U.S. market data.**

| Beverage Company and Brand Data |
|---|

- **LRB data**
  - 90% of company and brand data directly from individual companies and validated through other sources/analytics

- **Beer, Wine & Spirits Data**
  - 50% Directly from individual companies and validated through other sources/analytics

- **Remainder Estimated from:**
  1. Industry participant interviews
  2. Company SEC filings
  3. News Releases
  4. Syndicated POS data
  5. Security analysts
  6. Trade associations, government authorities, e.g. states' Department of Revenue, Dept. of Agriculture, Commerce Dept., etc.
  7. Feedback from companies on estimates
  8. Final number based on company feedback of estimates and review of reasonableness of changes companies make to estimates

- **Quarterly Panel Interviews with Industry participants**
  1. Monitor beverage category growth trends and underlying drivers
  2. Validate projection models

BEVERAGE MARKETING CORPORATION

## BMC forms partnerships and alliances to provide well-rounded body of data

**Packaging Data**

- **SBAcci & Beverage Marketing Corporation**

**Demographics/Advertising/Consumer Data**

- **Scarborough**
- **Kantar Media**
- **Riddle & Bloom**
- **BERA**
- **Digsite**

**Financial Analysis**

- **JP Morgan**
- **HSBC**
- **Stifel**
- **Barclays**
- **HSBC**

BEVERAGE
MARKETING
CORPORATION

# BMC DrinkTell™ provides an unprecedented level of depth.

## DrinkTell™ Select Reporting Capabilities

**30+ Categories**

- CSD
- Bottled Water
- High End Water
- Sparkling Water
- Value-Added Water
- Alkaline Waters
- Fruit Beverages
- Sports Drinks
- Energy Drinks
- Coffee
- Tea
- Milk
- Dairy Alternatives
- Vegetable Juice
- Premium Iced Tea
- Kombucha
- Coconut Water
- Plant Waters
- Premium Mixers
- Cold Brew Coffee
- Superpremium Juice
- Vegetable/Fruit Juice Blends
- Energy Shots
- Premium Sodas
- Liquid Water Enhancer
- HPP Juices
- Probiotics
- RTD Protein Drinks
- Beer
- Hard Cider
- Wine
- Spirits

**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
- Imported Sparkling Water
- Retail 1-2.5 Gallon
- Vending
- Enhanced Water
- Essence Water
- Flavored Water
- 100% Juice
- Fruit Drinks
- Organic Juice
- Nectars
- Diet Sports Drinks
- Regular Sports Drink
- Diet Energy Drinks
- Regular Energy Drinks
- Organic Energy 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
- Coconut Milk
- Cashew Milk
- Rice 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
  - Domestic
  - Imported

- Cognac
- Blended American Whiskey
- Canadian Whisky
  - Foreign Bottled Canadian Whisky
- Cordials & Liqueurs
- Gin
  - Domestic Gin
  - Imported Gin
- Irish Whiskey
- Prepared Cocktails
- Rum/Cachaca
- Scotch Whisky
  - U.S. Bottled
  - Foreign Bottled
  - Single Malt
- Straight American Whiskey
  - Corn Whiskey
  - Rye Whiskey
- Tequila/Mezcal
- Vodka
  - Domestic
  - Imported

## 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 4500 companies
- More than 8000 Brands
- More than 5000 craft brewers

**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)

**Category Details**

- Annual & Quarterly Category Wholesale and Retail Dollars & Growth
- 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

**U.S. Beverage Imports**

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

**Advertising**

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

**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

BEVERAGE MARKETING CORPORATION

## 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 spread sheets

### *Select DrinkTell™ Reporting Capabilities*

**New Products Module**

- All beverage alcohol categories
- All LRB categories

**Industry Presentations**

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

**Contract Packing Module**

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

**Beverage Companies' Profiles**

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

**Financial Analyst Reports**

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

**The Packaging Module**

- 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
- 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, 5500 brands, etc.
- Track bottling and distribution networks

**44 Beverage Market Reports** *(Optional)*

- All latest market reports published by BMC

BEVERAGE MARKETING CORPORATION

# DrinkTell™

## Welcome to BMC *DrinkTell*™

- **US Volume and Sales Dollars**
- US Advertising Expenditure
- US Consumer Insights
- US Packaging Data
- Beverage Financial Analysis
- Beverage Company Profile
- Beverage Company Database
- US Craft Beverages
- US Beer Shipment
- US Beverage Imports
- New Product Introductions
- Caloric Content
- Global Beverage Data
- Industry Presentations
- US Government Data
- Market Reports

**BMC's total market category, sub-category, company, brand data and more**

## Query Volume and Sales Dollars

**1** **By Comparing Categories/Segments - History and Forecasts**
Track total beverage categories and subcategories in volume and dollar. View Forecasts for the next 5 years.

**2** **By Choosing a Breakout in a Category**
Break out a category by segment, regionality, packaging, flavor, etc.

**3** **By Comparing Multiple Companies**
View one company or compare multiple companies in their competitive segments

**4** **By Comparing Multiple Brands**
View one brand or compare multiple brands in their competitive segments

**5** **By One Company and All Its Brands**
View a company's brands in selected segments

BEVERAGE MARKETING CORPORATION