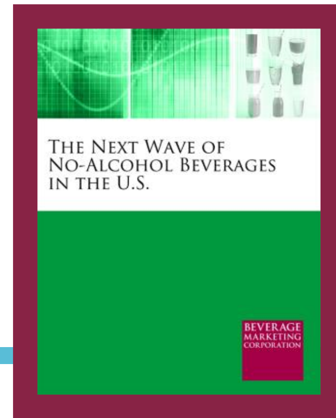
THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S.

2023 EDITION (Published December 2023. Data through 2022, preliminary data through 2023.) More than 600 pages, with extensive text analysis.



Innovation revolution. From alkaline waters, alcohol alternatives, cannabis drinks and kids drinks to plant-based waters, probiotics and yerba mate guayusa (and all the many many innovative segments from a-z), this report from Beverage Marketing Corporation looks at the segments and brands that are invigorating the marketplace. It scrutinizes the always-changing beverage industry, identifying and quantifying emerging and niche non-alcoholic beverage categories, discussing companies of growing significance and describing what could be the next big thing. It also looks at the consumer market drivers and other factors that are inspiring entrepreneurial spirit, impacting innovation, functionality and new product development.

FOR A FULL CATALOG OF REPORTS AND DATABASES, GO TO bmcreports.com

AVAILABLE FORMAT & PRICING

Direct Download

$4,295

To learn more, to place an advance order or to inquire about additional user licenses ***call****: Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com*

INSIDE:

REPORT OVERVIEW
A brief discussion of this report's key features. 2

TABLE OF CONTENTS
A detailed outline of this report's contents and data tables. 6

SAMPLE TEXT AND INFOGRAPHICS
Examples of report text, data content, layout and style. 20

HAVE QUESTIONS? Contact Charlene Harvey: 212-688-7640 x 1962 charvey@beveragemarketing.com

BEVERAGE MARKETING CORPORATION
BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 212-688-7640 Fax: 740-314-8639

The answers you need

In an industry where evolution and innovation are constants, this report provides in-depth analysis of ways innovation is changing the beverage landscape through the emergence of new categories and brands. It also provides an overview of defining trends spurring developments in new categories. It also looks at the fast-growing liquid refreshment beverage companies, discusses their performance and indicates what makes them noteworthy. Questions answered include:

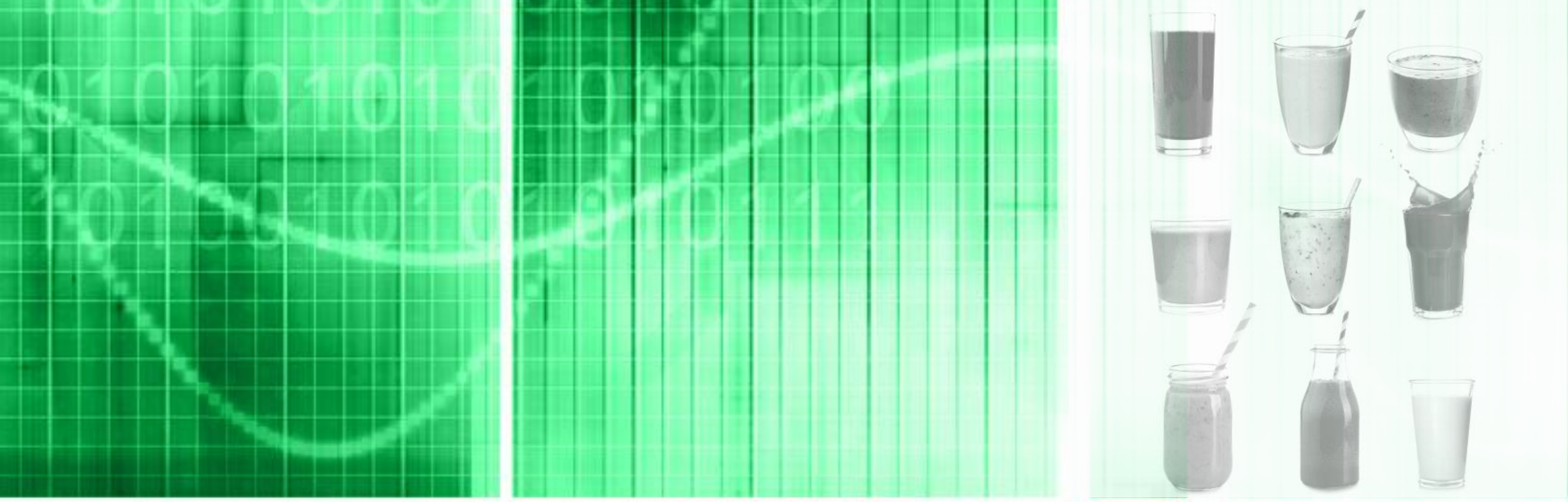
- What new categories are enlivening the U.S. beverage market?
- How big are these emerging sectors and why are they worthy of being on your radar?
- What trends characterize the various up-and-coming beverage types entering the marketplace?
- Which companies enjoy the backing of industry veterans and strong financial resources, and which do not?
- Which beverage companies and brands show the most promise for success in the competitive U.S. marketplace?
- Which companies could become takeover targets in the near future?

This report features

Get a comprehensive overview of several fledgling beverage segments, some of which are poised to become the next big thing. For added market perspective, the entrepreneurial brands that comprise the burgeoning beverage categories are anchored in the context of more-established beverage market.

To provide context to the research findings, the report discusses factors that have led to the development of new beverage segments despite the relative maturity of the packaged beverage market as a whole. Backed by Beverage Marketing's reliable, all-sales-channel-inclusive data, readers get a thorough understanding of key facets of emerging beverage markets including:

- Analysis of industry trends and quantification of emerging non-alcoholic beverage categories and sub-segments.
- Discussion of the types of companies driving innovation – from the traditional large beverage companies to entrepreneurs.
- Insight from our up and coming market research analysts' on the factors driving innovation into new beverage types.
- Analysis of niche and emerging segments including high-end water, cannabis-infused beverages, gut health, premium sodas, mixers and alcohol alternatives, dairy alternatives, premium ready-to-drink teas, coconut water, essence waters, kombucha, HPP/cleanses, ready-to-drink protein drinks, meal replacement, shots, functional beverages, probiotics, energy drinks, premium kids' beverages, ready-to-drink coffee and more.
- Discussion of companies with distinctive brands in each nascent and new segment. Companies/brands covered may include: Alkaline Water Co, AriZona, BioSteel, Bulletproof Coffee, C4, Califia Farms, Calypso Lemonade, Celsius, Cheribundi, Evamor, Fever-Tree, GT's Living Foods, Ghost Energy, GoodBelly, Guayaki, Happy Viking, Harmless Harvest, Health-Ade, Hint Water, Humm Kombucha, Huzzah, Iconic, Just Ice Tea, Karma Wellness Water, Kitu Super Coffee, La Colombe, La Croix, Lifeway, Liquid Death, Mamma Chia, MatchaBar, Mayawell, Mingle Moctails, Nectar Girl, Neuro, Oatly, Olipop, OWYN, Poppi, Premier Protein, Prime Hydration, Protein2O, Qixers, Ready Nutrition, Reed's, Sambazon, Sapsucker, Soylent, Sparkling ICE, Suja, Sweet Leaf/Tradewinds, Vita Coco, Voss, Zevia, Zola Açaí and so many more.
- Our up and coming beverage companies market research analysis takes on the brands to watch in the various non-alcohol sectors and what they are doing to differentiate themselves. It also discusses the strengths of various emerging brands and categories and the challenges they'll face going forward.



The Next Wave of No-Alcohol Beverages in the U.S.

BEVERAGE MARKETING CORPORATION

The Next Wave of No-Alcohol Beverages in the U.S.

December 2023

BEVERAGE MARKETING CORPORATION

RESEARCH ● DATA ● CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Table of Contents

Contents

TABLE OF CONTENTS

TABLE OF CONTENTS ---------- i

INTRODUCTION ---------- xv

Chapter

1. EMERGING NON-ALCOHOLIC BEVERAGE SEGMENTS

The Up-and-Coming Beverages ---------- 1

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S.

HIGH-END WATER

- Overview ---------- 25
- Sparkling ICE ---------- 36
- Zen WTR ---------- 39
- Liquid Death ---------- 40
- Path ---------- 41
- Icelandic Glacial ---------- 42
- Flow Water ---------- 44
- Proud Source/Source Global ---------- 46
- blk ---------- 47
- Nirvana Springs ---------- 48
- Alkaline88 ---------- 50
- Aquahydrate ---------- 52
- Eternal ---------- 53
- Voss ---------- 54
- Perfect Hydration ---------- 57
- Just Water ---------- 58
- Boxed Water is Better ---------- 59
- Richard's Rainwater ---------- 60
- Rambler Sparkling Water ---------- 61
- Evamor ---------- 61
- Waiakea Hawaiian Volcanic Water ---------- 62
- Hawaii Volcanic ---------- 64
- Hy Vida ---------- 64
- HFactor ---------- 66
- Aqua Carpatica ---------- 66
- Jove ---------- 67
- Rebel Beverage Labs (Loftiwater) ---------- 68
- Splendor ---------- 68

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

DAIRY AND DAIRY ALTERNATIVE BEVERAGES

- Overview ---------- 70
- Califia Farms ---------- 73
- Ripple Foods ---------- 75
- Oatly ---------- 78
- SunOpta ---------- 80
- Saputo ---------- 82
- A2 Milk ---------- 83
- Alexandre Family Farm ---------- 84
- Sproud ---------- 84
- New Barn ---------- 85
- Malk ---------- 86
- Three Trees ---------- 87
- Milkadamia ---------- 88
- Mooala ---------- 89
- Elmhurst 1925 Milked ---------- 89
- Koita ---------- 90
- Panos Farms ---------- 91
- Borden Dairy ---------- 92
- Hart Dairy ---------- 93
- Spylt ---------- 93
- NotCo ---------- 94
- Strive Altmilks/Perfect Day ---------- 94
- TurtleTree ---------- 95
- Imagindairy ---------- 96
- Numilk ---------- 96
- Minor Figures ---------- 97
- Nutpods ---------- 98
- Good Karma ---------- 99
- Oatbox ---------- 99
- Hope & Sesame ---------- 100
- Oddlygood (Valio) ---------- 101
- Hazelicious ---------- 102

SODAS

- Overview ---------- 103
- Zevia ---------- 113
- Tractor Soda ---------- 114
- Reed's ---------- 116
- Boylan's ---------- 119
- Jones Soda ---------- 120

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

SODAS (cont'd)

- Dry Soda ---------- 122
- Sprecher ---------- 123
- Maine Root ---------- 125
- Bruce Cost Ginger Ale ---------- 126
- Cheerwine ---------- 127
- Grown-up Soda (GuS) ---------- 128
- United Sodas of America ---------- 129
- Fresquita ---------- 130
- Original New York Seltzer ---------- 131
- Clearly Canadian ---------- 132
- Bundaberg ---------- 133
- New Wave Soda ---------- 134
- Uncle Waithley's Vincy Brew ---------- 134
- Green Bee Soda ---------- 135

JUICE

- Overview ---------- 136
- Bolthouse Farms ---------- 146
- Calypso Lemonade ---------- 148
- Sambazon ---------- 151
- Bossa Nova ---------- 153
- Zola Açaí ---------- 153
- Mamma Chia ---------- 154
- Ralph & Charlie's ---------- 156
- Cheribundi ---------- 156
- Uncle Matt's Organics ---------- 158
- Natalie's Orchid Island ---------- 159
- Swoon ---------- 160
- Sol-Ti ---------- 161
- De La Calle Tepache ---------- 163
- Ruby Hibiscus Water ---------- 164
- Cawston Press ---------- 165
- Barfresh Group ---------- 166
- Chiki Chiki Boom Boom ---------- 166
- Agua Bonita ---------- 167
- Gunna ---------- 168
- Poppilu Antioxidant Lemonade ---------- 169
- Smart Pressed Juice ---------- 170
- Pressed ---------- 171
- New Tree Fruit Co. ---------- 172

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

JUICE (cont'd)

- Better Juice ---- 173
- Phyll ---- 173
- Fruitish, Krisp Flavas ---- 174
- Orange Toucan Moringa ---- 175

HYDRATION/ENHANCED WATER

- Overview ---- 176
- Prime Hydration ---- 183
- Electrolit ---- 184
- Revitalyte ---- 185
- Biolyte ---- 186
- Recover 180 ---- 187
- Roar Organic ---- 187
- BioSteel ---- 188
- Lemon Perfect ---- 190
- Waterdrop ---- 192
- Ready Nutrition ---- 193
- A-Game ---- 194
- Hoist ---- 194
- Coco5 ---- 196
- Greater Than ---- 198
- DripDrop ---- 199
- SOS Hydration ---- 200
- Hydrant ---- 201
- Barcode ---- 202
- Nooma ---- 203
- Halo ---- 204
- Play Mode ---- 205
- BYLT ---- 206
- Berri Fit ---- 207
- Dyla Brands (Stur Liquid Water Enhancer) ---- 208
- Local Weather ---- 209
- Leisure Project ---- 209
- Wet Hydration ---- 210
- Smootch ---- 211

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

READY-TO-DRINK TEA

- Overview ---------- 212
- AriZona ---------- 220
- Milo's Famous Sweet Tea ---------- 223
- Joe Tea ---------- 225
- Just Ice Tea ---------- 226
- Sweet Leaf/Tradewinds ---------- 227
- Seven Teas ---------- 228
- Saint James Tea ---------- 229
- Humanitea ---------- 230
- Shaka Tea ---------- 230
- EquiTea ---------- 231
- Brooklyn Best ---------- 232
- Halfday ---------- 233
- Twrl ---------- 234
- Minna ---------- 234
- Argo Tea ---------- 235
- MatchaBar ---------- 237
- Moonshine Sweet Tea ---------- 238
- Ryl ---------- 239
- Weird Tea ---------- 240
- Bad Tea ---------- 240
- Unsweet Organics ---------- 241
- TeaOnic ---------- 242
- HopTea/HopLark ---------- 243
- Rishi ---------- 244
- Thaiwala ---------- 245
- Bhakti Chai ---------- 245
- Bos Rooibos ---------- 246
- Cusa Powdered Tea ---------- 247
- Tea Drops ---------- 249
- Sarilla Draft Tea ---------- 250
- Doc's Tea ---------- 250
- Dona Chai ---------- 251
- Zest Tea ---------- 252
- Tea of a Kind ---------- 252
- 8th Wonder ---------- 253
- Enroot ---------- 254
- Leelanau ---------- 254

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

READY-TO-DRINK TEA (cont'd)

- Ku Cha ---------- 255
- Yaupon Teahouse & Apothecary ---------- 256
- Ilex Organics/Yaupon Brothers ---------- 257

PLANT-BASED WATERS

- Overview ---------- 259
- Vita Coco ---------- 265
- Zico ---------- 268
- Harmless Harvest ---------- 269
- C2O ---------- 270
- Obrigado Coconut Water ---------- 272
- Blue Monkey ---------- 273
- Waikoko ---------- 273
- Taja Coconut ---------- 274
- CoAqua Coconut Water ---------- 274
- Eliya Coconut Water ---------- 275
- Buddha Brands ---------- 276
- Once Upon a Coconut ---------- 277
- 100 Coconuts ---------- 278
- Genius Juice ---------- 280
- Treo Fruit & Birch Water ---------- 280
- Sap! ---------- 282
- Sapsucker ---------- 282
- True Nopal Cactus Water ---------- 283
- Caliwater ---------- 284
- Pricklee ---------- 285
- Pickle Juice ---------- 285
- Tsamma Watermelon/Sarah's Homegrown ---------- 287
- Bhoomi Cane Water ---------- 288
- Reveal ---------- 289
- Mela Water ---------- 290
- KoKoMio ---------- 290

ESSENCE WATERS

- Overview ---------- 292
- Hint Water ---------- 295
- LaCroix/Cúrate ---------- 297
- Waterloo Sparkling ---------- 299
- Spindrift ---------- 300
- Hal's Seltzer ---------- 302

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

ESSENCE WATERS (cont'd)

- Sound Sparkling Water ---------- 303
- Sanzo ---------- 304
- Heywell ---------- 305

KOMBUCHA

- Overview ---------- 306
- GT's Kombucha ---------- 313
- Health-Ade ---------- 315
- Brew Dr. Kombucha ---------- 317
- Humm Kombucha ---------- 319
- Revive Kombucha ---------- 320
- Better Booch + Live Kombucha ---------- 321
- Remedy Drinks ---------- 323
- Marin Kombucha ---------- 324
- Buchi ---------- 325
- Rise Kombucha ---------- 326
- Rowdy Mermaid ---------- 327
- Mobtown Fermentation (Wild Bay Kombucha) ---------- 328
- Aqua ViTea ---------- 329
- WhaleBird ---------- 329
- Element ---------- 330
- KTonic ---------- 331
- Greenbelt ---------- 332
- Bear's Fruit ---------- 332
- BKE ---------- 334
- Kombucha Town ---------- 335
- Holy Kombucha ---------- 336
- Cove ---------- 337
- Walker Brothers ---------- 337

GUT-HEALTH

- Overview ---------- 339
- Lifeway ---------- 342
- Bragg ---------- 344
- GoodBelly ---------- 345
- Olipop ---------- 346
- Poppi ---------- 348
- Culture Pop ---------- 349
- Mayawell ---------- 349
- Huzzah! ---------- 350

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

GUT-HEALTH (cont'd)

- Karma Wellness Water ---------- 351
- Supergut (Muniq) ---------- 352
- Hellowater ---------- 353
- GoLive (The Lively Brand) ---------- 354
- WaNu ---------- 355
- Shrubbly ---------- 356

MIXERS/ALCOHOL-ALTERNATIVES

- Overview ---------- 357
- Fever-Tree ---------- 362
- Q Mixers ---------- 364
- Distill Ventures/Seedlip ---------- 366
- Owen's Craft Mixers ---------- 367
- Mocktails ---------- 369
- Ripe Craft Bar Juice ---------- 369
- WithCo ---------- 370
- East Imperial ---------- 371
- Top Note ---------- 372
- Zing Zang ---------- 373
- Charleston Beverage ---------- 374
- Frosé (Kelvin Slush Co.) ---------- 375
- 18.21 Bitters ---------- 376
- Navy Hill ---------- 377
- Nectar Girl ---------- 377
- Arriba Chelada ---------- 378
- Tost ---------- 379
- Kin Euphorics ---------- 381
- ZBiotics ---------- 382
- Athletic Beer ---------- 383
- Partake ---------- 385
- Best Day Brewing ---------- 385
- Avec ---------- 386
- Mocktail Club ---------- 387
- Hiyo ---------- 387
- De Soi ---------- 388
- Spiritless ---------- 389
- Mingle Mocktails ---------- 391
- Lyre's ---------- 392
- Hop WTR ---------- 393

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

MIXERS/ALCOHOL-ALTERNATIVES (cont'd)

- Hoplark/Hoptea ---- 393
- MixoloShe ---- 395
- Sans ---- 395
- Drink Monday ---- 396
- Aplós ---- 396
- Abstinence ---- 397
- Betty Buzz ---- 397
- Ghia ---- 398
- Proxies ---- 399
- Wilderton ---- 400
- Parch ---- 401

CANNABIS BEVERAGES

- Overview ---- 402
- Cann/Sweet Reason ---- 408
- Wynk/Countdown ---- 409
- Recess ---- 410
- Daytrip ---- 412
- Vybes ---- 413
- Ceria ---- 414
- Weller ---- 415
- Sprig ---- 417
- Kalo ---- 418
- Wnder ---- 419
- CBD Living ---- 420
- Cloud Water ---- 420
- Defy ---- 421
- Mad Tasty ---- 423
- Trip Hemp ---- 423
- Sati ---- 424
- Altitude ---- 425
- Loki ---- 426
- Day One ---- 427
- Cann-Ade ---- 428
- Stay Cool ---- 428
- Gym Weed ---- 429
- Centr ---- 430

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

PROTEIN/MEAL REPLACEMENT

- Overview ---------- 431
- Premier Protein (BellRing Brands) ---------- 437
- Atkins/Quest (Simply Good Food) ---------- 438
- Orgain ---------- 439
- Huel ---------- 440
- OWYN (Only What You Need) ---------- 441
- Soylent ---------- 443
- Protein2O ---------- 444
- SlimFast ---------- 446
- Iconic ---------- 447
- Koia ---------- 448
- Powerful Protein Shake ---------- 449
- LA Libations (Don't Quit/Golden Wing/Orro) ---------- 450
- Click ---------- 453
- CTRL ---------- 453
- Happy Viking ---------- 454
- Your Super ---------- 455
- TrueFit ---------- 457
- Vega ---------- 458
- Mikuna ---------- 458
- Oobli (formerly Joywell) ---------- 459

FUNCTIONAL BEVERAGES

- Overview ---------- 461
- Kill Cliff ---------- 467
- Yesly ---------- 468
- Laird Superfood ---------- 469
- Odyssey Mushroom Elixir ---------- 471
- Neuro ---------- 472
- Shine Water ---------- 473
- Bossa Nova ---------- 473
- EO3 (formerly Enhanced Recovery) ---------- 474
- Leilo ---------- 475
- Slide ---------- 477
- Space Shake ---------- 477
- Ladder ---------- 478
- Bala ---------- 479
- Good Idea ---------- 480
- VitaCup ---------- 481

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

FUNCTIONAL BEVERAGES (cont'd)

- BioLift ---------- 482
- Swirlit/Osho ---------- 483
- Breinfuel ---------- 483
- Recoup ---------- 484
- Lokai ---------- 485

YERBA MATE/GUAYUSA

- Overview ---------- 486
- Guayaki ---------- 489
- Yerbae ---------- 490
- Clean Cause ---------- 492

ENERGY DRINKS

- Overview ---------- 493
- C4 ---------- 503
- Congo Brands (3D/Alani Nu/Prime Energy) ---------- 504
- Celsius ---------- 506
- Guru Energy ---------- 509
- Zoa ---------- 510
- Ghost ---------- 511
- Gym Weed ---------- 512
- A Shoc ---------- 513
- Rowdy ---------- 514
- G Fuel ---------- 515
- Uptime ---------- 517
- Redcon1 ---------- 518
- Phocus ---------- 519
- Goat Fuel ---------- 520
- Ryse Fuel ---------- 521
- Bucked Up ---------- 522
- Lucky F*ck ---------- 522
- Gorgie ---------- 523
- LifeAid/FitAid ---------- 524
- Riot Energy ---------- 525
- Nerd Focus ---------- 526
- Update Energy ---------- 527
- Exponent Fusion ---------- 528
- EBoost ---------- 529
- Nocco ---------- 530
- Joyburst ---------- 531

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

ENERGY DRINKS (cont'd)

- 3E---------- 532
- Sunshine Beverages---------- 533
- Oca ---------- 534
- Bawls/Crunk!!!---------- 534
- Marquis---------- 535
- Patria ---------- 536
- Sway ---------- 537
- R7 ---------- 538
- Good Idea---------- 538
- Rat Bastard ---------- 539
- Glukos---------- 540

SHOTS

- Overview ---------- 541
- 5-Hour---------- 542
- Vitamin Energy ---------- 543
- Forto---------- 545
- So Good So You ---------- 546
- Ethan's Functional Shots ---------- 547
- Kor Shots ---------- 548
- Morning Recovery ---------- 548
- The Plug Drink ---------- 549
- Monfefo---------- 550
- Romr ---------- 551
- MTE---------- 552

HPP/CLEANSES

- Overview ---------- 553
- Suja ---------- 558
- Forager---------- 561
- Rebbl ---------- 562
- Garden of Flavor---------- 563
- Urban Remedy ---------- 564
- WTRMLN WTR---------- 565
- Deluxe Honeydrop---------- 566
- Lumi ---------- 568
- Arden's Garden ---------- 569

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

READY-TO-DRINK COFFEE

- Overview ---------- 570
- Rasa Coffee ---------- 578
- La Colombe ---------- 579
- Bulletproof Coffee ---------- 580
- Kitu Life Super Coffee ---------- 582
- Chamberlain Coffee---------- 583
- Rise Brewing ---------- 583
- Black Rifle Coffee ---------- 585
- Nguyen Coffee ---------- 587
- Fire Department Coffee ---------- 588
- High Brew ---------- 589
- Chameleon Cold Brew ---------- 590
- Forto---------- 591
- Dutch Bros ---------- 592
- Grady's ---------- 593
- Wandering Bear---------- 594
- Joyride ---------- 595
- Riff---------- 596
- Bluestone Lane ---------- 598
- Verve Coffee Roasters---------- 599
- Slingshot Coffee ---------- 600
- Elemental Beverage ---------- 601
- Jot ---------- 602
- Loco Coffee ---------- 602
- Steeped Coffee ---------- 603
- Alpine Start ---------- 604
- Explorer ---------- 605
- Snowing in Space---------- 606
- Bellwether Coffee ---------- 606
- Taika ---------- 607
- Quokka ---------- 608
- FairWave ---------- 608
- Trade ---------- 609
- Crio Bru ---------- 610
- Mud WTR ---------- 611
- Clevr---------- 612
- Copper Cow ---------- 612
- Cometeer Coffee ---------- 613

TABLE OF CONTENTS

Chapter

2. THE NEXT WAVE OF NO-ALCOHOL BEVERAGES IN THE U.S. (cont'd)

READY-TO-DRINK COFFEE (cont'd)

- Atomo Coffee ---- 614
- Danger Coffee ---- 614

KIDS' BEVERAGES

- Overview ---- 616
- Good2Grow ---- 622
- Plezi ---- 624
- Rethink Kids Water ---- 624
- Sneakz ---- 626
- Juicy Juice ---- 627
- Silly Juice ---- 628
- Hapi Water ---- 629
- Kaylee's Culture ---- 629
- Tim Tam Tummy ---- 630

TEXT SAMPLE 1

That convenience store mainstay, energy, serves as a good example of the unpredictable directions non-alcohol beverages have been taking.

- While big brands like Red Bull, Monster and Rockstar have been mainly locked up in captive distribution systems (even as they continued to be independently owned, at least until PepsiCo acquired Rockstar), a disruptive challenger called Bang Energy seemingly came out of nowhere to establish a new segment called performance or fitness energy. (We say "seemingly" because it did have an incubation period of several years before attaining broad traction.) These brands use workout-oriented ingredients like creatine, branched-chain amino acids and L-theanine, and lots of caffeine, in the range of 300 mg per package. Bang rocketed to the $1 billion range in retail sales and paved the way for other fitness-energy challengers like C4, Celsius and Alani Nu. The prospects of so-called "clean energy" brands that eschew the use of artificial ingredients seem a bit brighter these days too, although there have been false signs of hope in the past.
- Even among the experts, the disruption to the category via the performance entries was not a foreseen development. Many instead saw a completely different path for the energy segment in which the core consumers of Red Bull and Monster would grow up, begin to pay more attention to those items' nutritional data and turn to natural energy drinks or RTD coffee as an upgrade. That view guided Anheuser-Busch InBev's acquisitions of the organic Hiball energy brand that failed to develop more than a niche presence and finally was sold off.
- While Guayaki Yerba Mate has done well as an alternative to conventional energy drinks and a yerba mate brands like Clean Cause and Yerbae have logged some progress, the natural, "healthier" energy segment has not delivered to expectations. Instead, the performance segment really came out of nowhere to put the category on its ear. By now, retailers are building special shelf sets around these brands and the major beverage players have had to react with their own entries — the Coca-Cola/Monster alliance with Reign, KDP with Adrenaline Shoc (now A Shoc), and Anheuser-Busch with Ghost.
- A further shock occurred in 2021 when PepsiCo moved to acquire its partner brand Rockstar for $3.85 billion — not so much because it saw vast potential in the long-declining brand, but to extricate itself from a contract that precluded it from offering non-Rockstar energy entries. The lure was a distribution alliance inked with Bang, which promptly exited the beer houses it had relied upon (mainly Anheuser-Busch houses) and created a scramble for replacements. But the Pepsi/Bang alliance got off to a rocky start and Bang owner VPX Sports tried in increasingly acrimonious ways to extricate itself from the alliance before the conclusion of its three-year term in October 2023.

Text Sample 2

There has been quite a bit of tumult on the finance side, too. For one, a new set of players have invaded a space once dominated by private-equity firms focused on the CPG and lifestyle-brand segments: private-equity and venture capital firms that are normally associated with technology plays and often based in Silicon Valley.

- It is clear they view the food and beverage world as finally ripe for disruption, and their investments have often been guided by sustainability issues — as with hefty investments made in the home juicing device Juicero or in brands like the pea-based dairy alternative Ripple, with its promise of easing the world's reliance on animal-based protein and all the environmental issues that creates; the butter-coffee pioneer Bulletproof and the meal-replacement alternative Soylent. They also are willing to write exceedingly large checks to support businesses in the "food-tech" realm that are inventing new ways of creating protein by way of fermentation, for instance.
- Beyond their sheer presence, their arrival has been remarkable for the magnitude of checks they are willing to write even for pre-revenue companies, in the tens of millions, often. Although it sometimes seems they believe themselves to be "the smartest guys in the room," their record is not unblemished: Juicero proved to be an expensive and embarrassing flop. But they have proved a valuable new source of capital and so far show no signs of retreating from a business that likely has proved more challenging than they initially anticipated.
- Another category of capital provider is the celebrity endorser/investors who, these days, not only are willing to write checks (rather than simply being gifted a small sliver of equity as in the past) but to take a hands-on role in building a brand beyond flogging it to their legions of social media followers. This has been the case most vividly with BodyArmor sports drinks, where retired NBA superstar Kobe Bryant for a while was the third-largest investor and active in working trade events and writing, directing, and starring in the brand's first national TV ad, tempting Coca-Cola into an acquisition. He had profited handsomely from his efforts before his untimely death.
- At alkaline water play Aquahydrate, meanwhile, Sean "Diddy" Combs and Mark Wahlberg took active roles for a good stretch before their commitment seemed to wane, a product of "investor fatigue" as the brand was slow to ignite.
- How real are these activities? It can be hard to judge from the outside: after all, when called to the stand in a class action lawsuit challenging the company's ingredients, Bai's purported "chief flavor officer," Justin Timberlake, testified that, title aside, he had no idea what went into the stuff. But it is a potent mechanism, given the massive social media followings that star actors and athletes bring.