

BEVERAGE DIGEST

FACT BOOK
2009



*Statistical Yearbook of
Non-Alcoholic Beverages*

*Data Spanning 1985-2008
with Detailed Trend Analysis*

FOURTEENTH EDITION

By the editorial staff of Beverage Digest

INTRODUCTION

This book is a compendium of non-alcoholic beverage facts and statistics, culled from the pages of Beverage Digest and from various data and other sources. It provides and utilizes a broad and in-depth assortment of data about the soft drink, non-carb and water businesses in 2008 and previous years, with certain early 2009 data included.

The book is divided into five sections: the overall liquid refreshment beverage business; per capita consumption and demographic data; carbonated soft drinks; non-carbonated beverages; and bottled water. Data in the text is annotated to the chart, graph or table from which it is taken.

Last year was a challenging one for the beverage industry in the U.S.

The carbonated soft drink business posted its fourth consecutive year of volume loss, and the rate of decline accelerated yet again. The overall non-carb business posted a decline in volume for the first time since Beverage Digest tracking began, and bottled water volume was essentially flat. Once fast-growing energy drinks slowed down but continued to gain volume. The on-going recession had an impact on 2008 results and adds an element of uncertainty for 2009 and possibly beyond.

Beyond macro-economics, these shifts are reflective of demographic and consumer-preference changes. In addition, there have been significant pricing changes, as carbonated soft drink prices, for example, have gone up, and bottled water prices have declined. And, costs to franchisors and bottlers continue to rise. All of this makes for a dynamic beverage business environment, one in which factual information and data are more useful than ever. We hope you find the Fact Book useful.

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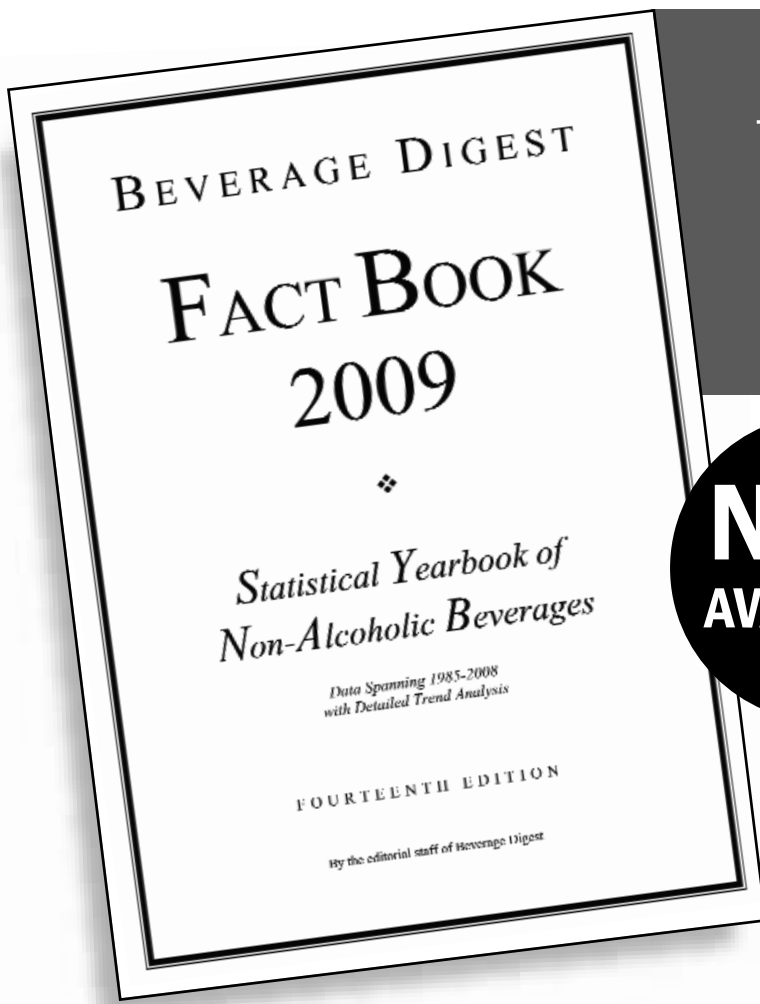
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