

BEVERAGE DIGEST

FACT BOOK
2010



*Statistical Yearbook of
Non-Alcoholic Beverages*

*Data Spanning 1985-2009
with Detailed Trend Analysis*

FIFTEENTH 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 2009 and previous years, with certain early 2010 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 recession, certain consumer headwinds and on-going demographic shifts affected every category tracked in the Fact Book.

The carbonated soft drink business posted its fifth consecutive year of volume loss. The overall non-carb business posted a decline in volume for the second year in a row. And, for the first time since Beverage Digest started tracking bottled water in the late 1990's, the category declined.

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, many 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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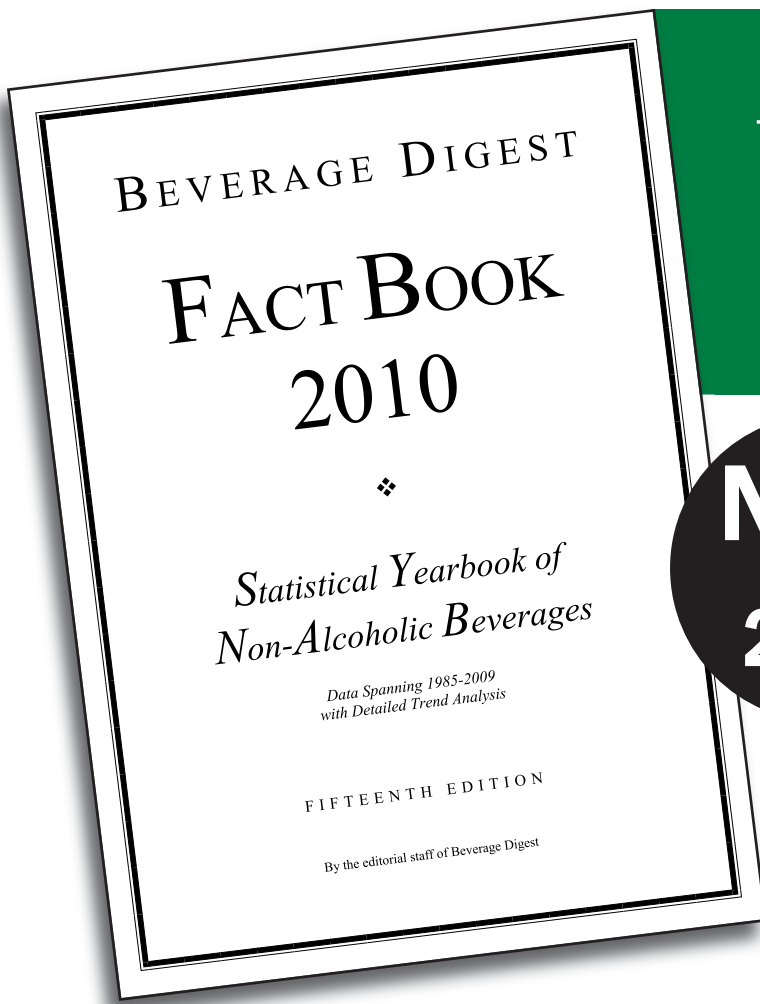
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