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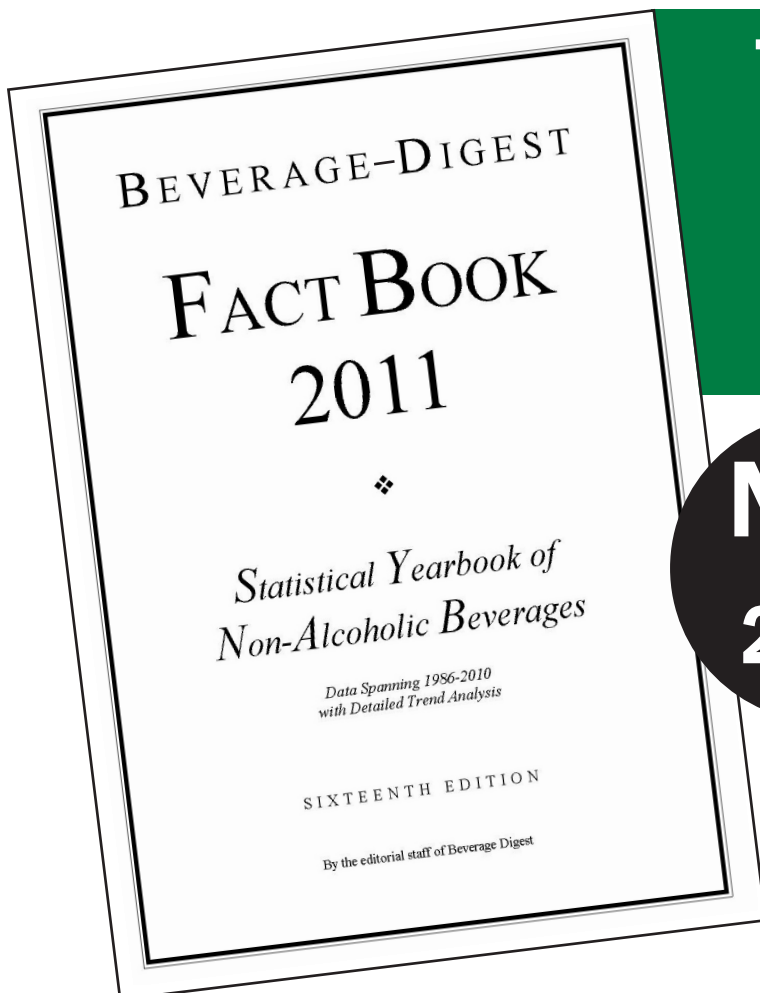
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BEVERAGE-DIGEST

FACT BOOK
2011



*Statistical Yearbook of
Non-Alcoholic Beverages*

*Data Spanning 1985-2010
with Detailed Trend Analysis*

SIXTEENTH 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 carbonated soft drink, non-carbonated beverage and bottled water businesses in 2010 and previous years, with certain 2011 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.

For the U.S. industry, 2010 was a better year than 2009. The recession began to recede, and the performance of the beverage categories tracked in the Fact Book improved.

The carbonated soft drink category lost volume for the sixth consecutive year, but in 2010 it was down less than in 2009. The overall non-carbonated beverage business returned to grow, as did the bottled water business.

The carbonated beverage category, however, still face headwinds, as some consumers, politicians and health-and-wellness advocates continue to voice concerns about calories and obesity. 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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CONTENTS

<i>I. Liquid Refreshment Beverages</i>	<i>Page</i>
1. The U.S. Industry	11
<i>Definitions</i>	
<i>Companies</i>	
<i>Corporate Volume Details</i>	
<i>Retail Sales</i>	
<i>Megabrands</i>	
2. Convenience/Fuel Channels	17
<i>Brands</i>	
<i>Top SKU's</i>	
3. Global Perspective	21
 <i>II. Consumption and Demographics</i>	
1. U.S. Consumption	24
<i>Carbonated Soft Drinks</i>	
<i>Other Beverages</i>	
<i>Total Liquid Refreshment Beverages</i>	
2. U.S. Population.....	30
3. European Consumption	32
 <i>III. Carbonated Soft Drinks</i>	
1. The U.S. Industry	35
<i>Companies</i>	
<i>The Top-10 Brands</i>	
<i>The Next 15 Brands</i>	
<i>Channel Shares</i>	
<i>Bottle/Can vs. Fountain</i>	
2. U.S. Flavor Segments	42
<i>Cola Segment Details</i>	
<i>Flavor Segment Details</i>	
<i>Energy Drinks</i>	
<i>Take-Home Performance</i>	
<i>Diet Brands</i>	
<i>New Soft Drink Brands</i>	
3. The Take-Home Market	54
<i>Major CSD Trademarks in the Take-Home Channels</i>	
<i>15 U.S. Markets</i>	
<i>Monthly Supermarket Volume</i>	
4. Fountain Channel	59
5. Pouring Rights	62

CONTENTS

<i>III. Carbonated Soft Drinks (continued)</i>		<i>Page</i>
6. Prices and Costs		64
<i>All-Channel Retail Pricing</i>		
<i>Price Increases Can Offset Shrinking Volume; Not In 2010</i>		
<i>Supermarket Pricing</i>		
<i>15 Markets Pricing</i>		
<i>Concentrate Costs</i>		
<i>High-Fructose Corn Sweetener Pricing</i>		
7. Soft Drink Packaging		70
<i>Can-Making Companies</i>		
8. The Bottlers		73
<i>The Bottler Universe</i>		
<i>Top-10 Bottlers Volume</i>		
<i>CCR, PBC and DPSG COBO</i>		
<i>Equity Bottlers</i>		
<i>The Coke Bottling System</i>		
<i>The Pepsi Bottling System</i>		
<i>The Dr Pepper Snapple Bottling System</i>		
<i>The Big Red Bottling System</i>		
<i>Bottler M&A Activity History</i>		
9. The Global Market		85
<i>Regional Volume</i>		
<i>Global Flavor Mix</i>		
11. International Perspectives		90
<i>United Kingdom</i>		
<i>Germany</i>		
<i>Russia</i>		
<i>Turkey</i>		
<i>Australia</i>		
<i>Mexico</i>		
<i>China</i>		
<i>Brazil</i>		
<i>Argentina</i>		
<i>Canada</i>		
<i>India</i>		
<i>Japan</i>		
<i>IV. Non-Carb Beverages</i>		
1. The U.S. Industry		98
<i>The Top Players</i>		
2. Take-Home Channels		101
3. Ready-To-Drink Coffee		103

CONTENTS

<i>V. Bottled Water</i>	<i>Page</i>
1. The U.S. Industry	106
<i>Top Water Companies</i>	
<i>Top-10 Water Brands. Nestle Owns Seven</i>	
<i>Water Bottles</i>	
2. The Take-Home Business	110
<i>Top Take-Home Brands</i>	
<i>Top Brands by Channel</i>	
3. Supermarkets	112
<i>Segments and Brands</i>	

CONTENTS

<i>Appendices:</i>	<i>Page</i>
A: All-Channel Soft Drink Data 1986-2010	118
B: All-Channel Soft Drink Flavor Segments	138
C: Take-Home CSD Market Data 2010	150
D: Supermarket Shares for 15 Markets 2010	154
E: U.S. Fountain Accounts	158
F: Supermarket 12-Pack and 2-Liter Pricing 2010	162
G: Comparative Concentrate Pricing 2011	167
H: HFCS Costs and Usage 2011	173
I: All-Channel Non-Carb Beverages Data 1993-2010	177
J: All-Channel Bottled Water 1998-2010	190
K: Take-Home Bottled Water Data 2010	197

CHARTS & TABLES

	<i>Page</i>
Chart 1: Refreshment Beverages 2010	11
Chart 2: Refreshment Beverages Growth Rates 2010	11
Table 1: Top-10 Refreshment Beverage Companies 2010	12
Table 2: Corporate Volume Performance by Category 2010	15
Table 3: LRB Retail Price Per Case 2010	15
Table 4: Refreshment Beverages Megabrands 2010	16
Table 5: C-Store LRB Category Shares 2010	17
Table 6: Top-25 C-Store Brands 2010	18
Table 7: Top-30 C-Store SKU's 2010	19
Table 8: Global Beverage Industry 2010	21
Chart 3: U.S. Consumption Trends 1985-2010	24
Table 9: U.S. Liquid Consumption 2010	24
Table 10: LRB Gallons Per Capita 1993-2010	26
Table 11: U.S. Liquid Consumption 1985-2010 (Gallons Per Person Per Year)	27
Table 12: U.S. Shares of Stomach 1985-2010	28
Table 13: U.S. Liquid Consumption 1985-2010 (8-oz Servings Per Person Per Year)	29
Table 14: U.S. Population Projections 1985-2010 - Census Bureau and Beverage Digest	30
Table 15: European Per Capita Consumption Trends 2005-2010	32
Chart 4: U.S. Carbonated Soft Drink Volume 1985-2010	35
Table 16: The U.S. Carbonated Soft Drink Industry 1996-2010	35
Table 17: All-Channel CSD Corporate Shares 2010 vs. 2009	36
Table 18: All-Channel Top-10 Brands 2010 vs. 2009	38
Table 19: 2010 All-Channel CSD Brands 11-25	39
Table 20: 2010 CSD Channel Shares	40
Table 21: Bottle/Can vs. Fountain 1989-2010	41
Table 22: Market Shares by Flavor Segment 1985-2010	42
Table 23: Coke and Pepsi Flagship Colas Over 23 Years	43
Table 24: Energy Drinks 2010	45
Table 25: Take-Home CSD Flavor Segments 2010	47
Table 26: Regular vs. Diet CSD Shares 1988-2010	48
Table 27: Selected Soft Drink Brand Introductions 1866-2011	50-53
Table 28: Take-Home Market Shares Full-Year 2010	54

CHARTS & TABLES

	<i>Page</i>
Table 29: CSD Trademarks - Multi-Channel Performance 2010	55
Table 30: 15 Markets (Cities) Leading Company and Cola 2010	56
Chart 5: 2010 CSD Volume and Price Seasonality	58
Table 31: Top-10 U.S. Fountain Accounts 2010	59
Table 32: Sports Venue Pouring Rights	62
Table 33: Sports Pouring Rights by Venue	63
Chart 6: CSD Price Per Case 1988-2010	64
Table 34: CSD Corporate Performance: Supermarkets and C-Stores 2010	65
Table 35: 2010 Corporate Supermarket Pricing	66
Table 36: Supermarket Corporate Per-192-oz Retail Pricing 2010 vs. 2009	67
Table 37: 2011 Concentrate Price Increases for Top-10 Brands	68
Table 38: HFCS Usage Among Major CSD Brands	68
Table 39: Supermarket Packaging Shares 2010	70
Table 40: C-Store Packaging Shares 2010	70
Table 41: Can Manufacturers' Shares	71
Table 42: Bottler Universe as of December, 2010	74
Table 43: Top-10 Bottlers' Volume 1987-2010	74
Table 44: Shares of Coke, Pepsi and DPS Volume by CCE, PBG and DPSG 1987-2010	75
Table 45: Shares of Coke, Pepsi and DPS Volume by Equity Bottlers 1987-2010	75
Table 46: Top-10 Coca-Cola Bottlers 2010	76
Table 47: Top-10 Pepsi-Cola Bottlers 2010	76
Table 48: Top-10 Aggregate Dr Pepper Snapple Bottlers 2010	77
Table 49: Selected Bottler Consolidation Deals, 1998-2011	79-81
Table 50: Top-10 Dr Pepper Bottlers 2010	82
Table 51: Top-10 Seven-Up Bottlers 2010	82
Table 52: Top-10 Sunkist Bottlers 2010	82
Table 53: Top-10 A&W Bottlers 2010	82
Table 54: Top-10 Canada Dry Bottlers 2010	82
Table 55: Top-10 Crush Bottlers 2010	82
Table 56: Top-10 Royal Crown Bottlers 2010	83
Table 57: Top-10 Schweppes Bottlers 2010	83
Table 58: Top-10 Squirt Bottlers 2010	83

CHARTS & TABLES

	<i>Page</i>
Table 59: Top-10 Hawaiian Punch Bottlers 2010	83
Table 60: Top-10 Sun-drop Bottlers 2010	83
Table 61: Top-10 Welch's Bottlers 2010	83
Table 62: Top-10 Vernor's Bottlers 2010	84
Table 63: Top-10 Tahitian Treat/Wink/Cactus Cooler Bottlers 2010	84
Table 64: Top-10 Country Time Bottlers 2010	84
Table 65: Top-10 Hires Bottlers 2010	84
Table 66: Top-10 Big Red Bottlers 2010	84
Chart 7: 8-oz Per Capita Consumption in World's Top-10 Population Countries 2009	85
Table 67: Global Carbonated Soft Drinks: Top-10 Markets 2009	85
Table 68: Regional CSD Volume 2010	86
Table 69: CSD Regional/Global Flavor Mix 2010	87
Table 70: Global Soft Drink Data (95 Countries) 2009	88-89
Table 71: U.K. CSD Shares 2010	90
Table 72: German CSD Shares 2010	91
Table 73: Russia CSD Shares 2010	91
Table 74: Turkey CSD Shares 2010	92
Table 75: Australia CSD Shares 2010	92
Table 76: Mexico CSD Shares 2010	93
Table 77: China CSD Shares 2010	93
Table 78: Brazil CSD Shares 2010	94
Table 79: Argentina CSD Shares 2010	94
Table 80: Canada CSD Shares 2010	95
Table 81: India CSD Shares 2010	96
Table 82: Japan CSD Shares 2010	96
Chart 8: Non-Carb Segments 2010	98
Chart 9: Non-Carb Growth Rates 2010	98
Table 83: All-Channel Non-Carb Categories 2010	99
Table 84: 2010 All-Channel Non-Carb Companies	100
Chart 10: Take-Home Non-Carb Growth Rates 2010 vs. 2008	101
Table 85: Full-Year 2010 Take-Home Non-Carb Beverages and Bottled Water	102
Table 86: Ready-to-Drink Coffee Shares 2010	103

CHARTS & TABLES

	<i>Page</i>
Chart 11: Bottled Water Volume 1998-2010	106
Table 87: Top All-Channel Bottled Water Companies 2010	108
Table 88: Top-10 Single-Serve Water Brands 2010	109
Table 89: Water Category Performance and Share by Channel 2010	110
Table 90: Top Take-Home Bottled Water Entries 2010	110
Table 91: Water Share Rankings by Channel 2010	111
Chart 12: Supermarket Water Segments 2010	112
Table 92: Supermarket Bottled Water Segments 2010	112
Table 93: Supermarket Water Market 2010	113