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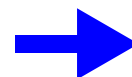
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*Statistical Yearbook of
Non-Alcoholic Beverages*

*Data Spanning 1986-2013
with Detailed Trend Analysis*

NINETEENTH 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 2013 and previous years, with certain 2014 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, 2013 was a year of volume decline, and the first year since Beverage Digest tracking began in which the carbonated soft drinks business lost retail dollars. Overall liquid refreshment beverage volume was down -1.3% in 2013 vs up +1% in 2012.

The carbonated soft drink category lost volume for the ninth consecutive year, with the decline in 2013 steeper than in 2012. The non-carbonated beverage business grew, as did bottled water.

The carbonated beverage category faces 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, over the years, costs to franchisors and bottlers have risen. 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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