

# **BEVERAGE-DIGEST**

**Headlines: 1982 through 2000**

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## 1982

### May 21, 1982 (Premier Issue)

- Concentrate Prices, 40 Brands, First Time Ever.
- Coke Is It With Cherry, Lemon, Chocolate At 7-Eleven.
- No Shrink Mechanical Plastic Closure In First Use.
- Westinghouse Seven-Up Exec. Blasts PET Marketing.
- Mergers And Acquisitions (Coke And Pepsi).
- The Small Bottler, The Large Merger.
- Juice/Dairy Producers Planning Franchise.
- The Caffeine Wars.
- Regional Aspects To US Packaging Directions.
- One Way To Keep Lid On Direct Labor Costs.
- Canned Soft Drinks In Europe Show Gain.
- Reverse Vending Competitors Vie For Dominance.
- A&W Pulls Market Plum.
- Buyers And Sellers.
- Given Same Territory, Same Products, Who'll Do Best?
- Special Tour To Brewex/Pakex/England.

### Green Sheet:

- Estimated Concentrate/Sugar Prices.

### July 9, 1982

- Additional Notes Re New Drinks From Coke/Pepsi.
- Sweet 'N Low To Introduce Soft Drink Line.
- Coke, Pepsi Packaged Brands In New HFCS Tests.
- Soft Drink Industry, With Tired Growth, At \$20 Billion Wholesale, 412.3 Per Capita.
- Franchise Firm Buy-Ups Forcefully Decried By Bottler.
- Seagram's-NY Coke Examining Mixer Line.
- Promotional Packaging Innovation.
- RKO's President John Spencer. Shelf Straightener, One Who Executes.
- Concentrate Price Update.

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- 1981 Statistical Profile: NSDA

### July 23, 1982

- \$61 Million Seven-Up/Black Accord To Have Major Ramifications.
- Here's The Why Behind The Yes On Pepsi Free.
- Acesulfame-K In Lab Tests By Pepsi, RC, General Foods.
- Wow! 260 Headquarter Locales Control Two Thirds Of Soft Drink Business.
- Japanese Soft Drink Decline Seen Bottoming Out, Brighter Prospects.
- Concentrate Price Update.
- The Sayings Of Chairman Fouts.

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- Largest Soft Drink Companies: Headquarter Offices/Subsidiaries.
- Japanese Beverage Industry.

**August 6, 1982**

- Like Tests End, Franchising Set With Key 7-UP Operators, Diet Like Is Next.
- Monday Morning QB: Who Left The Door Open? Like's Advent Might Have Been Forestalled/Delayed/Or Not Changed.
- Vended Beverage Retail Sales Gain, Automatic Can Machine Shipments Slowed.
- Did 1696 People Ever Throw A Party For You? Enter Diet Coke, Roll-Out Afoot.
- Competitive Protective Bottle Foam Introduced.
- Producer Turns Marketeer: Carolina Canners' Tom Hiles, New Entrepreneur.

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- Composite Concentrate Price Schedule

**August 20, 1982**

- Comparative Sweetener Costs, 33 Brands: 7-UP, Pepsi Free Invert Possibility.
- Forced Deposit Outlook Bleak In WA, CO, AZ, CA, And MA. Many Murmurs For National Bill.
- Colas Near Top Of CPI Beverage Prices. San Diego, Costly; Miami, Cheap.
- Supermarket Managers' Likes/Dislikes About Route Salesmen.
- Root Beer: Uneasy Lies The Heads. From Soap To Fountains To Headaches.
- Ready Aim, Coke Associated Turkey Shoot: The Field Narrows.
- Can You Top – Or Bottom – This? Meet ITC Competitor to UTC.
- Third Generation Hot Seat: Mike Joyce, President Joyce Beverages Of NY.

**Green Sheet:**

- Comparative Sweetener Costs.

**September 10, 1982**

- Summer Stock. Hot Business Ain't So Hot: 7-UP Up, Colas Cool, Pepper Falls.
- NY Anti Forced Deposit Amalgamation Separates.
- Jack Puts In Thumb, Pulls Out Supermarket Plum: New JTL President
- What's In A Name? Not Decaffeinated RC.
- Tanks For The Memory? Will Competitive Systems Challenge Transfer Units?
- Don Keough, President, COO, Coke.

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- Part I: Summary Of Environmental Legislation Affecting The Soft Drink Industry.
- Part II: Summary Of State Detachable Pull-Tab Bans.

**September 24, 1982**

- Woe Canada. Poor Economy, Parent Pressures, Provincial Laws Dominate Market.
- Progress On Container Retrieval Study, NSDA Starts Economic Segment.
- Vending: Coke Is All Of It. Diet Dissent Continues.
- Canada Dry Makes Its Move: Ginger Ale As A Brand, Model Markets As Pioneers, Club Soda, Seltzer As Diets.
- Quadreklip Can Carrier. Coors Affiliate To Introduce Concept.
- The Truck Market: Aluminum Dominates, International Paces Chassis' Producers.

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- Ten-Year Sales Trend Of Beverage Chassis And Beverage Bodies 1981 – 1972.

**October 15, 1982**

- Counting On Discounting: Philip Morris In Major Strategy Change for 7-UP And Like.
- Peppers Applaud Hannegan's Appointment, Localized Programs And Fountain Plans.

- The Soft Drink Story: More Productivity, Less Profits. Margins At Record Low.
- Variable Price/Size Dispensers At Vending Exposition.
- Plastic + Paperboard = Full Color Carrier For PLSS/PET Bottles.
- Interbev Officially Announced, Multi Beverage Meet To Alternate With NSDA.
- George Downing, Pres. Coke Mobile, Div. Of Wometco.

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- The German Soft Drink Market: A Passing View.

**October 29, 1982**

- Nov. 2, 1982, A Catalytic Day In The History Of The US Soft Drink Business: If.
- Concentrate Price Update.
- RE: Caffeine Free Dr Pepper, Pepsi/Coke Movements On New Brands.
- Strong Growth Pattern Foreseen For Bottled Water Market.
- New Closure Utilizes Plastic And Aluminum Elements.
- The Last Word On HFCS.
- Harold Honickman. Chief Executive And Principal Owner Of One Of The Most Diverse Franchise Amalgamations In US.

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- US Bottled Water Market, 1981 Estimates:
  - Chart I: Gallonage By Type
  - Chart II: Brand By Estimated Sales And Estimated Share.

**November 12, 1982**

- Concentrate Price Update.
- The Other Shoe Drops: 7-UP Sends Three Jolly Fishermen, RC Sends Reminder.
- Near Sweep Elates Beverage Community, Caution Urged, Sisisky Triumphs.
- Surge Forecast For Isotonic Drinks.
- Seagram's Starts Up This Week In New England.
- Pepper Free Brand Pricing Linked To Sugar Free.
- The Gold-Dust Twins In Canada. Pepsi/Coke Extensions Debut.

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- Comparative Concentrate Pricing.

**November 23, 1982**

- RC Bottlers To Sign Like Franchises. Legal Action Seen. Serious Implications.
- Armstrong New Dr Pepper President.
- FTC Follows Up On Pepsi Bottler Warnings.
- Comparative Sweetener Costs - 55 Different Brands.
- Six-State Group Sees Pepper Free.
- Nine Months Numbers Nice. Diet Coke Super. 7-UP Continues Growth.
- 12 Pack Can Carrier Introduced By Hi-Cone.
- Closure Decisions By Coke/Pepsi To Help Industry's Safety Record.

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- Comparative Sweetener Costs

**November 29 – December 1, 1982 (Atlanta Convention Report)**

- Exciting Exhibition Elates Bottlers. Buys Supplier Sales.
- RC Bottlers Get '83 Marketing Program, Data On Caffeine Free. Applaud Adamany's Award.
- Seagrams/NY Coke See Rosy Outlook. Exhibit Space Reserved.
- Advertising Body Chastises 7-UP'S Quibble, Cites Misuse Of Regulatory Process.
- Interbev Seminar Report.
- Living With A State Deposit Law.
- The Future Of The Independent Soft Drink Bottler.
- Changing Demographics In Multiple Beverage Market.

**December 10, 1982**

- The Issue Is Joined: RC Vs. Philip Morris. 7-UP Houston Adds Like, RC Drops Parent 7-UP Plants in Texas, LA, MO.
- Seven-Up Announces Contract Packaging Expansion, Focuses On Six Production Centers, Cites 40 Other Facilities.
- Days Of Our Lives, Chapter 679: Au Revoir Associated.
- Coke Resigned To P&G Purchase, Secondary Franchise Questions.
- Candid, Growth Oriented, Tom Hanford.

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- Late Developments in Caffeine Wars. Seven-Up To Sue RC. Adamany: "Fine!"
- 1983 Soft Drink Calendar Of Events.

## 1983

### January 7, 1983

- Surreal Thing. Decaffeinated Products From Coke. One Two, Three?
- Seven-Up/RC Lawsuit: NSDA Studies Fallout.
- Joyce/RC Lawsuit: Cites Sherman/Clayton Acts.
- Coke/P&G Lawsuit: Bottlers Divided.
- Coke/Coke Bottlers Lawsuit: Diet Coke Issue.
- Soft Drink Stomach Shelf Space Share Strengthened.

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- Part I: U.S. Liquid Consumption Trends (Gallons Per Capita) 1982 – 1964
- Part II: A Comparison Of Selected Franchise Agreements.

### January 21, 1983

- RC Rejoices. Court Denies Injunction. Joyce Drops Like.
- Next Case: Mid-Continent Vs. RC.
- Deep Pockets: Report On Spending Level For Like's NY Entry.
- Caffeine Free Canada Dry Ginger Ale Introduction.
- '82 Final: 7-UP Paces Food Store Gains. Diets Way Up.
- NY Coke's Western Sale: Bride Said Yes, Groom Said Yes, Coke Said Switch. Wichita Wins.
- Interview: Jim McDonald. 27-Year Soft Drink Industry Veteran.
- Concentrate Price Update.

#### Special Supplement:

- In-Depth Review Of Court Opinion: Joyce Beverages Of NY Vs. RC Cola Co.

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- Part I: Sugar/HFCS Update.
- Part II: 1982 Composite Trading Summary.

### February 11, 1983

- Change Partners And Dance With Me. The Scorecard.
- Mid-Continent Likes Like, Mostly.
- Major Coke Operations Sold In Florida And PA.
- Pepsi Operations To Be Sold On West Coast, Alabama, TN And VA.
- Concentrate Pricing Update.
- More Notes Re: Coke's Caffeine Free Debut: Like, Others.
- Coke/Coke Bottlers Phase II Pact. A Progress Report.
- Book Review: 82 Civ. 8485 (MP) USDC. So. Dist. NY.

#### Green Sheet:

- Comparative Concentrate Prices.

### February 25, 1983

- Joyce And All-American/Cisneros In Agreement.
- 82's Grand Brands: Never-Never Land Ad Pushes 7-UP To Third: Tab, Sprite, Sunkist.

- 18 Bottlers Inaugurate Legality Over Coke Trademark Rights.
- Pepsi's Challenge: Scoring More With New Generation.
- Officially Mixed: Seagram's/Coke NY. Entry This Week, Early Franchising Seen.
- Getting To Know You: L.A. Conference For Global Coke, Dr Pepper Plans Round-Up.
- Coke Announces Own Bag-In-Box Program.
- Interview: Dennis DiSanto, President, COO., All-American Bottling Corp.

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- Top Ten Brands 1982 – 1971

**March 11, 1983**

- Bottlers Buoyed As Pepsi Now Focuses On Food Service And Segmentation.
- Interview: John Sculley, President, Pepsi-Cola Co.
- Zap. Industry Plant/Gallonage Concentration Implodes.
- Coke Totals: Three Caffeine's Free, Phase Two Pause, One More Lawsuit.
- RC/7-UP Are New Nielsen Gainers: Coke, Pepsi Droop.

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- U.S. Soft Drink Statistics
  - Part I: Sale and Size And Concentration.
  - Part II: Gallonage Size And Concentration.

**March 25, 1983**

- Coke's Decaf Package Spectrum: Gold/Silver Shown.
- Co-Existence In Canada: Coke Bottler Buys Pepsi Franchises.
- Concentrate Price Update.
- Canada Dry Mixers Surge; New Pepper Brand.
- Schweppes Starts 200<sup>th</sup> Year: To Remarket Seltzer.
- Eat Root Beer Ad: A&W Retail Food Trade Push.
- Abtex To Buy Oklahoma City Pepsi.
- Interview: Marvin Griffin, Sr. Vp, Bottler Operations, Coke USA.

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- Coca-Cola Concentrate Analysis.

**April 8, 1983**

- Diet Coke Hearing Held, Judge Reserves Decision, Urges Parties Negotiate.
- Oklahoma Judge Issues Diet Coke Price Injunction.
- Concentrate Price Update.
- Griffin To Consolidated; Joyce's O'Rourke Joins Herb.
- Interview: Ed Frantel, Pres. And CEO, The Seven-Up Co.

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- Pepsi-Cola Concentrate Analysis.

**April 9, 1983**

- John Sculley's Soft Drink Testimony: An Exclusive [Beverage Digest](#) Interview.

**April 22, 1983**

- Pepsi's HFCS Decision Leads To Concentrate Hike. Coke 2<sup>nd</sup> Quarter Prices.
- Phase II: Coke To Promulgate 1983 Amendment, Meetings Scheduled.
- Kudos For Can In McKinsey Profits Study.
- Heady Sugarfree Outlook. Aspartame Notes. Sweetener Report.
- Concentrate Prices.
- Carolina Pepsi Bottlers Now Opt For Separate Campaign.
- Reflection: Who's On First. Pepsi Minus, Coke Plus.
- Interview: Richard Q. Armstrong, Pres., COO, Dr. Pepper.

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- Part I: Container Study.
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- And Then There Were 17. (17 Colas Now In Total Marketplace.)

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- Caffeine/Cola Market Data.

**May 13, 1983**

- Delaware Court Finds For Coke, Injunction Denied. More To Come.
- Hannegan Reborn Coke Bottlers, Albers New Pres. Dr Pepper USA.
- DiSanto Departs. Weigland New All-American Head.
- 7-UP Paces Take Home Growth, CF's Near 7 Share, Regular Colas Continue Off.
- Pre-Nuptial Divorce: Joyce And All-American. Everything Is In Flux Now.
- 7-UP Hits Artificial Colors, Artificial Flavors.
- We Top \$21 Bil Wholesale: Per Cap 419.5. Colas Under 60%, Diets At 17.7.
- Quarterly Update Concentrate Prices.
- Pepsi Reinvests Price Rise In Marketing Funds.
- Pepper Prexy At BBPA Pastes Proliferation Practices.
- Phoenix Discounting Continues.
- Coke Bottler In Major Suit Against Pepsi General.
- SSDT Hears NSDA's Roberts, Reed And Coke's Goizueta.
- RC's Ads: "Everybody's Gotta Diet Rite."
- Coke Creates New Titles, Promotes Slew.
- British Soft Drink Market: A Surface Sketch.
- Interview: Wayne Jones, Formerly Coke's St. VP Europe/Africa; Mgr. N. Eur. Div.

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- Comparative Concentrate Prices.

**June 3, 1983**

- Seven-Up's Alarming New No/No's: The Reasons Why.
- After The Brawl Is Over: Was P&G's Victory Pyrric? Doth Coke Protest Too Much?
- United Brands Interviewing: Only Suitors With Large Dowries.
- Pepsi: Concentrate Increase Delayed; Mergers; Scorecard.
- New Coke Amendment Proposal: Phase 1 ½.
- Interview: George Horrigan, Pres., Mid-Continent Bottlers Div. Of Universal Foods.

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- Selected Soft Drink Ingredients.

**June 17, 1983**

- Geography Is History: First Part Franchise Map Series.
- New Like Ads Say Nuts To Coke And Pepsi. Blend Approved, Concentrate Price Up.
- Home Soft Drink Dispenser Research Continues.
- Carolina GCC Creates Caffeiness Consumers' Canopy.
- Pepsi's Burger King Coup Puts Spotlight On National Accounts Question.
- Cosby Challenges Pepsi In Multiple New Spots.
- Coke Says Dr Pepper Appropriates Vending Design. Files Suit.
- Interview: Al Burke, Pres., COO, Mid-South Bottling Co.

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- Basic Territory Structure Coca-Cola USA.

**July 8, 1983**

- Philadelphia Coke Sale To Be Completed. Industry's 1<sup>st</sup> Black Ownership Group.
- Discussion Honickman Buying NY Pepsi.
- NSDA's Reed To Retire. Search Begins.
- Second Part, Franchise Map Series: Pepsi's Territories.
- National Can Says Coke Canner Welshed: Mik-America Rebutts It Was Hustled.
- Concentrate Price Update.
- NSDS Poses Aspartame Questions, Coke Sends Alert. Seven-Up Poised?

**Green Sheet:**

- Basic Territory Structure Pepsi-Cola USA.

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- CF's, Paced By Pepsi, Soar: Diet Coke Now 4<sup>th</sup> Largest Brand: Main Colas Off.
- Pepsi Bakersfield Buys San Diego. And Then?
- CF Fountain Products From Coke: 3 Set Emerging.
- Schweppes At NY Crossroads.
- Concentrate Price Update.
- Some Secondary Brands Face Renewed Competitor: Fanta's Flavors.
- Pepsi's HFCS Decision: The Reason Why.
- Finally: 1983 Amendment Is It. Legal Actions Still To Come.
- Interview: Fran Mullin, Pres. Canada Dry (CD) USA.

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- Territory Structure: General Cinema, Pepsi General, MEI & PBG.

**August 5, 1983**

- Aspartame Aftermath.
- Pepsi's Franchised Bottlers: Who's Who.
- Post Mix In Refillable PET Package.
- Pepsi Frees Sugar Free Pepsi Free of Sugar Free; New Ads.

- Carbonation Concentration: WOW. (“Who Owns Who”.)
- In Arizona Shelf Space Is Fungible.

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- Pepsi Territory Structure: 23 Multiple Franchise Operations.

**August 26, 1983**

- Don't Look Back Mrs. Lot: RC's No Sodium Podium.
- Ian Wilson Makes 2<sup>nd</sup> Operation Purchase.
- Squirt Squeeks By Coke In Nutrasweet Inaugural.
- Coke's Cowart Named Ft. Syrup Godfather.
- Interview: Fred Adamy, Pres., RC Cola Co.

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- Comparative Concentrate Prices.

**September 9, 1983**

- Low Aspartame Level For New Diet Pepsi.
- Coke's Multiple Owners: A First Look.
- Coming Attractions: Coke, Schweppes, Dr Pepper Meetings.
- Low Volume Post-Mix Dispensers Available: Precursors To Home Units.
- Concentrate Price Update: Royal Crown Cola.
- Concentrate Price Update: Coca-Cola.
- By-Rite Sells Wrong: Frinches Curtail Post-Mix Syrup In Bottles. Suit Ensues.
- At Loggerheads: Pepsi And Regional Bottlers Over Burger King Implication.
- NY's Forced Deposit Law Begins.

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- Coke Territory Structure: 60 Multiple Franchise Operations.

**September 23, 1983**

- Food Store Sales Up 9%. 7-UP, Coke Grow Share.
- FTC Interviews Bottlers In NY Metro Market. Honickman/Joyce Deals.
- 1984 Plans: Coke Bottlers See Dispenser And New Tough And Teary Ads.
- Pepsi 80/20 HFCS Fountain Seen As Package Precursor. 13 Lead Bottlers.
- A Rash Of Aspartame Arrivals.
- The Why Behind Dr Pepper's Quest.
- Coke Pricing Levels.
- Interview: Jack Lupton, Chairman, CEO, JTL Corp.

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- Coke Pricing Analysis.

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- Schweppes' Bicentenary Image. No More Just Mr. Nice Guy.
- The Numbers Gain: Canada Dry Scores.
- Dr Pepper To Emphasize Extra-Ordinary Difference.

- Concentrate Price Update.
- Pepsi's Food Service Strikes Again.
- Diet 7-UP/SF Like With Aspartame In Midwest: Telephone Number?
- Coke Sees Substantial Cola, Company Growth; Analysis of Diet Coke's Success.
- Citric Acid In Toto.
- Interview: Bart Brodtkin, Pres., CEO, Westinghouse Beverage Group.
- P&G Introduces SF Crush, 100% Aspartame.

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- Soft Drink Citric Acid Usage.

**October 28, 1983**

- Seven-Up Introduces Hotline, Offers Aggressive Views. Coke's Echo.
- Aseptic Avalanche.
- Open Dam. Bottled Water Tops Billion At Wholesale, Beatrice Biggest.
- National Accounts Fountain Prices: Premier Listing.
- Concentrate Price Update.
- SF Crush: Pricing Discussion, Level Or 2-Tier: Other Facts.
- By-Rite Rejected: Judge Finds For Pepsi, Coke, Et. Al.
- Thou Shalt Not Transship: Coke's Sinners Pay.

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- Bottled Water Market, 1982.

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- Less Is More: Pepsi Gives Ad Clutter Silent Treatment.
- Comparative Sweetener Costs, 52 Brands
- Security Analysts See Cokes Armada.
- Pepsi's Best Performer Group: 9 Mo./2 Year Review. MEI Speaks.
- Coke's BTS Unit: Additional, Updated Data.
- Interview: Roger Enrico, Pres., Pepsi-Cola, USA
- Concentrate Price Update.

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- Comparative Sweetener Costs.

**November 25, 1983**

- Industry Shows Big Sales Gain; CF Rolled Out; Coke, 7-UP Set Pace.
- An Analysis Of Dr Pepper's Deal: Buying Big Time.
- Sear's Home Soft Drink Dispenser.
- Concentrate Price Update.
- New Diet Sprite Graphics/Marketing Putsch.
- Sweetener Economics: Consultant Develops Simplified Approach.
- Seven-Up's TV Network At NSDA Houston/Conference Program.
- Additional Data Coke Analyst Meeting.
- Interview: Brian G. Dyson, President, Coca-Cola USA.

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- Comparative Concentrate Prices.

**December 16, 1983**

- Houston Convention Report.
- Major Event: Seven-Up And RC Duality Agreement.
- Pepsi Bottlers' Meeting: WOW!
- APM Blend Appraisal, A 1<sup>st</sup> Look. Snipe Notes.
- RC Plant Sales, Wag Total Sales Tales: Bottlers Meet.
- Bubble Up/Dad's Prospectus Circulated
- Coke's Fountain Proposal; Legal Calendar.
- Dr Pepper/Castle & Cooke.
- Seven-Up Bottlers Hear Frantel, Schmid: No Salt?
- 1984 Beverage Calendar
- Concentrate Price Update.
- Reed's Successor: And Then There Were 2, And Then There Were 0.
- Interview: Dwight Reed, President, National Soft Drink Association

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- NSDA Houston Seminar Sessions Cover Spectrum Of Industry Issues.

## 1984

### January 6, 1984

- Coke Plans Aseptic Sessions, Products Anticipated.
- Squirt's SunGlow, Other News.
- Pepsi Acquisitions.
- Seven-Up Prepares New Cola Ads.
- Concentrate Price Update.
- Interview: Robert Shapiro, Pres., NurtraSweet Group, G.D. Searle & Co.

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- Part I: Estimated Foreign Market Share, Relative Importance, Market Share Growth, 1981-1982.
- Part II: 1983 Composite Tracking Summary.

### January 20, 1984

- Super Sales Supper: O/N Food Stores Up 6.6%.
- APM-TV Aftermath.
- Can/PET Big Package Gainers In Take Home.
- Can You Top This: Sides Vie For RC Pie.
- On Mixer/Flavor Side: Canada Dry Continues Dominance: A&W 1st In Root Beer.
- Interview: Phil Hughes, Sr. Vice Pres., Director, MEI Corp.; President, Pepsi-Cola Bottlers Association.

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- Basic Territory Structure: Royal Crown Cola Co.

### February 10, 1984

- Ripples: Seven-Up's Mid-Continent Purchase.
- Foots & Co.: Whither Canada Dry, Waltham And Armstrong.
- Concentrate Price Update.
- Pepsi's Hit Parade.
- Coke Committee Signals: Fountain Gets Green Light, BTS Gets Amber.
- Sears Catalogue Shows Home Soft Drink Dispenser, 15 Syrups.
- NSDA's Reed Sees New Markets, Pressures On Distribution, Exclusivity Challenge.
- A&W Official Root Beer For Floats, New Commercials.
- Coke's Sweetener News: HFCS Loose Now, Tight Later.

#### Green Sheet:

- Comparative Concentrate Pricing – Part I

### February 24, 1984

- Visually Stunning New TV Ad Flight From Pepsi.
- Additional Data Re Pepsi's Slice Brand.
- McDonald's And Who? Sprite Taps 7-UP Valve.
- Details On Coke's HFCS-55 Packaged Goods Move.
- Santa Fe Associates/Black Group Buy Pepsi Unit.
- Squirtpak To The Jugular.
- Comparative Price Update: Chapter II.

- New Exec Structure Foreseen At Pepper. Lead Canada Dry Bidder.

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- Comparative Concentrate Pricing – Part II

**March 9, 1984**

- Pepsi Generates Choice Advertising/PR Slice.
- After 18 Months Diet Coke Number 3 US Brand. New Ads/Expanded Promotions.
- Seven-Up Rebutts Coke Claim.
- Concentrate Price Update.
- Canada Dry Bids Monday; Welch Discussion; Proxy-II Issued Prior To Pepper Buy Back.
- Specifics On Coke's Aseptic Program.

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- Basic Territory Structure: Dr Pepper Company.

**March 23, 1984**

- D/J Business Superb. Corporate Coke Spectacular. Diet Coke Gorgeous.
- R.J. Reynolds' Canada Dry Purchase: A Perspective.
- Dr Pepper Pockets Profits Pushes Onward.
- Pepsi's Price Pause.
- 7-Eleven Annoints Diet Coke; Coke Plans; Concentrate Conversion.
- Interview: John Frazier, NSDA Vice Chairman. RC/Canada Dry/Crush/Seven-Up Bottler In Segments Of KS, OK, Northern TX.

**Green Sheet:**

- Bi-Monthly Soft Drink Measured Food Store Shares. 28 Brands, 1979 – 1983.

**April 13, 1984**

- MEA Culpa With Culprits: Peppers Fess Up/Cite Future Game Plan.
- New Brand: General Cinemas' Trim.
- D/J Mixer/Root Beer Segment Numbers. Seagram Signings.
- Schweppes' New Ads, Bottlers Updated.
- Interview: W.W. "Foots" Clements, Chairman, CEO, Dr. Pepper.

**Green Sheet:**

- Soft Drink Market In Southeast Asia: A Passing Glimpse.

**April 27, 1984**

- The Re-Mapping Of Pepsi's Bottler Group? An Analysis.
- Enter Big Bertha: 3 Liter PET Debut In Alabama.
- Immense Low Calorie Growth Rate; 42% Sugar Free Forecast By 1990.
- Interview: James W. Brooks, President/COO Squirt.

**Green Sheet:**

- Low Calorie Sweetener Data.

**May 18, 1984**

- Wide Spread Volume Growth: Outlook Remarkable.
- Corporate Coke, Diet Coke, Sprite, Diet Pepsi Spark F/M Business.
- Pepsi Bottlers Post Solid 1<sup>st</sup> Quarter Gains: Allegheny Pacesetter.
- New Seven-Up Theme: "Rethink Your Drink." SF Focus: "Taste." Schmid: "No Sale."
- You're My Nutrasweet Blend: Tab Too.
- Frantel At Illinois SDA: Soft Drink Distributor "Not 2<sup>nd</sup> Class Citizen."
- Accounting Canada Dry: New RJR Group, Argabright Pres. Ads, Promotions.
- New Pepsi Group Seen. Coke Ohio Jockeying.
- MEI's Prospective Buy Out.
- NSDA's Reed Successor Search.
- Comparative Sweetener Costs, 70 Brands.
- Son Of Great Get-Together: Coke Plans Bottler "Thank You."
- RC/Posner Closer To Wedding.
- Joyce Deal Junked: New Offers Anticipated.
- Mega-Minds For One Voice: Industry PR Activity Boosted.
- Supermarket Cornucopia: Customer Facets.
- Book Review. Best Summer Reading: Story Of Six Little Words.

**Green Sheet:**

- Comparative Sweetener Costs.

**June 8, 1984**

- Slice In Spritely Oklahoma Debut.
- Consumer Taste Test: Diet 7-UP Over Diet Coke/Diet Pepsi.
- Concentrate Price Update.
- Pepsi's New Transshipment Policy.
- Royal Crown's Multiple Franchise Holders.
- Interview: Chuck Schmid, Exec VP/Soft Drink Group Seven-Up Co.

**Green Sheet:**

- Royal Crown Cola Co. Territory Structure: 10 Multiple Franchise Operations.

**June 22, 1984**

- Pepsi's Syrup Phase Too. Bottler Board Sees New Version Paragraph 10.
- Pepsi 4-Month Volume Up 7.6%.
- Coke's Bottler Concord Seen As \$ Mil.-Plus Multi-Event Event.
- Interview: Brian Dyson, Pres. Coca-Cola USA.
- Los Angeles Westinghouse Schwipes Schweppes.
- Basket Carriers: New-Use Used PET Bottles.
- Small/Wall Can Vendor Sites Increased.

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- Original And Proposed Pepsi Syrup Amendments.

**June 9, 1984 (Special Issue)**

- Coke's Bottler System Salute: "Get Together '84".

**July 13, 1984**

- Abrupt Adamany Resignation Startles All. Whither RC?
- Record Industry Pace, A/M +6%. Corp. Coke, Diet Pepsi Big Gainers.
- Pepsi's Bottler Board OK's Revised Paragraph 10.
- Additional Data Coke Meeting.
- Common Cause Continues Carp On Aspartame. Cyclamate News.
- Interview: Fred Webber, New Exec VP NSDA, To Succeed Dwight Reed Mid-1985.

**Green Sheet:**

- Revised Pepsi Syrup Amendment Recommended By PCBA Board.

**July 27, 1984**

- Joyce-Less Sale Of Seven-Up New York?
- Searle Shows Nutrasweet-Swirl. Contract/Pricing Notes.
- Pepsi 5 Month Sales +7.9. Allegheny Stays Pacesetter.
- New Census Of Plants: Big Get Bigger, Small Smaller, Totals Fewer.
- Game Plan: Coke's Multi-Brand Strategy.
- Pepsi's Phoenix Slice Price-Slice; Supermarket Promotion.
- A&W To Introduce Dole Aseptics For Bottlers Only.
- Coke Corrects Press Release On Market Figures.

**Green Sheet:**

- 1983 U.S. Soft Drink Statistics.
  - Part I: Sales Size And Concentrate
  - Part II: Gallonage Size And Concentration.

**August 17, 1984**

- Pepsi Sets Low Concentrate Hike. Bottlers On Jackson: Bravo And Yeech.
- Coke Bottlers Denied Summary Judgement. Trial, Settlement Or What?
- Concentrate Price Update.
- Soft Drink Arithmetic.
- Soft Drink Consumption Patterns.
- Interview Harry Hersh, President/CEO PepCom Industries.

**Green Sheet:**

- Chart I: Soft Drink Per Capita By Age Group.
- Chart II: Soft Drink Per Capita Trend Of 30-39 Age Group.
- Chart III: Soft Drink Per Capita Trend Of 40-49 Age Group.

**August 31, 1984**

- The Oddest Couple: PBG And Coke NY.
- Soft Drink Ownership Analysis: New Study.
- Dramatic Squirt Ad Hits Saccharin Anew.
- Canadian Coke's Minute Maid. Fresca Notes.
- Interview: Abe Gray, Chmn./CEO Gray Beverages Co., Ltd., Vancouver, Canada.

**Green Sheet:**

- Soft Drink Ownership Statistics.

**September 14, 1984**

- J/J Burp. Growth Abates A Bit. Diets/Coke/Pepsi Gain.
- No Flash Just Facts. Canada Dry Bottlers Awed.
- Interview: Roberto Goizueto, Chairman/CEO, The Coca-Cola Co.

**Green Sheet:**

- Pepsi/Diet Pepsi Concentrate History.

**September 28, 1984**

- Ad Feature Future: BMI's Lawsuit Vs. Coke Cincinnati.
- Seagram's Introductory Package For PBG Los Angeles.
- Additional 3L Data.
- General Cinema Paces Pepsi's MFO Group. Pepsi USA +8%.
- Barq's Root Beer Buys Delaware Punch.
- Concentrate Price Update.

**Green Sheet:**

- Coke Syrup Pricing/Sugar Free And Caffeine Free Share Trends.

**October 12, 1984**

- Appraisal Of RJR's Sunkist Purchase: Why? What Next?
- Victor Posner Ain't A Pussycat.
- Seven-Up's Franchise Developments.
- Slice Adding West Coast Markets: L.A. \$1000 A Store.
- Canada Dry's Strong J/J Mixer Showing: A&W Root Beer Dominant.

**Green Sheet:**

- Four Current Law Suits.

**October 20, 1984 (Special Edition)**

- Fouts & Co. On Peppers Centennial: Brand Specific/Ploys Galore/Hold Out Theme.

**October 26, 1984**

- Concept In Formulation: National Shelf Sets. Profits Or Problems?
- Pepsi Bottlers Raise Slice Contract Questions.
- Coke's Security Analysts Meeting.
- Additional Data Re Dr Pepper Centennial Meeting.
- BMI Loses Round, Preliminary Injunction Denied.
- Financial Problems. Bell Tolling.

**Green Sheet:**

- Major Media Spending 85 Soft Drink Brands. Jan – March 1984.

**November 6, 1984**

- Pepsi's Pendulum? 100% APM Push For Diet Parity.
- Coke's Report Card.
- Sunkist Bevy.

**Green Sheet:**

- Selected/Edited Extracts. Current Slice Agreement.

**November 21, 1984**

- Interbev's Debut: Socko, Boffo.
- Coke's Reaction To 100% APM: Gauntlet Ready, Discussions Held, Watchful Waiting.
- Pepsi' Bottlers Hear Slice Exception, See 100% APM Commercial.
- 100% APM Notes: Seven-Up Yes, Dr Pepper/A&W No, Others. Frantel Refutes Sale Story.
- Harralson, Miss Posner To RC Bottlers: Tough Love.
- Slice Contract.

**Green Sheet:**

- Comparative Sweetener Costs.

**December 7, 1984**

- 100% APM Diet Coke: Current Events. Enrico's Enmity.
- Defacto Defection: Many Musing Over Mellett's Move.
- Adjusted Pepsi Slice Agreement.
- RJR's Locale Question: North Or South?
- Refined Sweetener Use Down As HFCS Acceptance/SF Grows.
- Interview: Mort Lapidés, Chairman Allegheny Beverage/Allegheny Pepsi.

**Green Sheet:**

- Chronological HFCS 42/55 Approvals.

## 1985

### January 11, 1985

- Dr Pepper APM Study Finds Nutrasweet “Blend” Preference, Watching Urged.
- Peoples: Coke Takes 1 From RC, RC Takes 1 From Coke, Other Changes.
- Official 1983 NSDA Data: Soda Up 5.13%. Beverage Digest Sees '84 At Circa +4%.
- Interview: Mark Stevens, CEO, Sunkist Soft Drinks.

#### Green Sheet:

- Composite Trading Summary 1984. Selected Companies With Soft Drink Interests.

### January 21, 1985 (Special Edition)

- Interview: Sid Mudd, Retiring Pres, Joyce Beverages.

### January 25, 1985

- Beverage Digest's 1984 Top 10 Soft Drink Brands.
- Like's Likelihood: Reappraisal Ongoing.
- Slice Penetration, Pepsi Expanding Distribution/Line.
- Interview: Al Coughlin, Pres, Beverage Management Inc.

#### Green Sheet:

- Basic Territory Structure: Seven-Up Company

### February 8, 1985

- BMI Disliking Like: 1<sup>st</sup> To Drop Brand.
- Seven-Up Shows \$16 Mil. Earnings Swing.
- Nutrasweet Bows Multi-Million Soft Drink TV Drive. APM Notes.
- Wometco Data Shows Group's Profitability, Competitive Shares.
- Webber On NSDA Today And Tomorrow.

#### Green Sheet:

- Comparative Concentrate Pricing – Part I.

### February 22, 1985

- Coke USA's Cherry Coke Seen As Line Extender And Dr Pepper Competitor.
- Frantel Chides Coke's “Monopolistic Potential” Criticizes Current LBO's.
- Pepper Say Public Aspartame-Perplexed, Cites Problems, Affirms Stance.
- Interview: Art Broll, Co-Chairman, Santa Fe Assoc.

#### Green Sheet:

- Comparative Concentrate Pricing – Part II.

**March 8, 1985 (Special Edition)**

- Interview: Dwight Reed, Retiring 5/1/95 As President National Soft Drink Association.

**March 15, 1985**

- Dr Peppers' Albers Sees Industry Legal Action, Mocks Seven-Up's Competitive Style.
- Seven-Up Execs To Bottlers: We'll Fight.
- 3 Announced Test Markets For Cherry Coke: Can Collectible?
- Last 2 Pepper Parcels Passing.
- Coke Baskin-Robbins In Soda/Float Venture. Root Beer Move.
- Interview: Marvin Griffin, President/CEO Consolidated Coke.
- New A&W Ad Creative

**Green Sheet:**

- Soft Drink Shares. Top 30 Food Service Chains.

**March 29, 1985**

- Slice/Sprite Spurt Leads Lemon-Lime Surge As Seven-Up Sags.
- General Foods In Post-Mix Pact With Carb-A-Drink International.
- Schweppes Bottlers Get Carson, Candor, Creative And Cadbury.
- Geraldine Jackson, Iacocca's Pucker And Roger Enrico.
- 9 Month Ad Spending Levels. 1<sup>st</sup> Time Slice/Trim Numbers

**Green Sheet:**

- Soft Drink Media Spending, Jan. – Sept. 1984

**April 12, 1985**

- FDA Proposes New Interpretation On In-Store Plastic Bottle Refills.
- Late But Lovely: Massive Yardstick Revisions Highlight 1983 NSDA Sales Data.
- Pepsi Box-Scores, Multiple Franchise Groups.
- Interview: Jimmy Lee, Jr., President Buffalo Rock/Pepsi, Birmingham, AL.

**Green Sheet:**

- Selected 1983 Regional Sales Data. Market Share Percentage.

**April 19, 1985 (Special Edition)**

- The Realer Thing: Historic Event, New Formula For Brand Coke.

**April 26, 1985**

- Perspective On Coke's Formula Change.
- Warehouse Operation Sued For Lack Of Goggles/Gloves.
- Crush President To Bottlers: Commitment, Money, New Plans Coming.
- Canada Dry's Report Card, RJR Unit Urges Anti-Seagram's Vigilance.
- Canfield's Low-Calorie Comet.

**Green Sheet:**

- Comparative Sweetener Costs.

### **May 21, 1985**

- Royal Crown Dented: Court Awards Seven-Up \$34.6 Million.
- NSDA Asks FDA: Reassess Carb-A-Drink/Fountain Fresh Ok; Carb-A-Drink Replies.
- More Aspects Of Coke's New Taste Move.
- Interbrau 1985: 100,000+ See Hi-Tech Supermarket.
- 1<sup>st</sup> Look At Study Of Industry's Future.
- Slice/Sprite Soars Continues As 7-UP Share Slide.
- Canned Bourbon And Coke: Alcohol Segment?
- Chocolate Fudge.
- Pepsi Family Salutes Broll Family On Golden Anniversary.
- Executives Berate/Boost Specific Packaging Practices At BBPA Seminar.

### **Green Sheet:**

- 4 Acts: Soft Drink Legal Guideposts.

### **June 7, 1985**

- Coke's Problem: Reality Or Perception? Pepsi's New Data.
- Kendall/Calloway: Gold PepsiCo Years Ahead.
- RC's New Stance: "Hit Them In Their Cans."
- Del Monte Soda Chief Views Industry's Future.

### **Green Sheet:**

- Advertised Soft Drink Retail Prices.

### **June 21, 1985**

- Boston Consulting's Soft Drink Future Study: Major Industry Research Event.
- Dr Pepper On Cherry Coke Strategy: It's The Pits.
- Pepper's Peach Brand: Juice Precursor?
- Industry News At Beverage Digest's "Future Smarts" Seminar.

### **Green Sheet:**

- Boston Consulting Study 1985 – 1990.

### **July 2, 1985**

- Del Monte's Soda Trio Merges, 4 New Products Coming.
- Big Get Bigger As Plant Unit Balance Shifts, 1376 Manufacturers Now.
- 1<sup>st</sup> Year Report Card NY Deposit Bill: Litter Up, Costs Up, Sales Down.
- Was Diet Coke Ad Two Of A Kind?
- Advice To Buyers/Sellers From 2 Plant Negotiators.
- C&C's Cola Response, Other Taste-Testing Mouths.
- Fresca Reincarnates Yet Again.

### **Green Sheet:**

- 1984 Bottler Demographics.

### **July 10, 1985 (Special Edition)**

- Coke Bringing Back Original Coke: Who's On First?

### **July 19, 1985**

- Perspective On Coke's Announcement.
- RC Cherry On Sale: And Then There Were 20.
- 4 Liter "Super Thirst Buster" On Sale In Memphis.
- Bottler Profits At Record High, After-Tax Earnings Decline.
- Baltimore-Washington 1<sup>st</sup> Market For Minute Maid. Aseptic Note.
- Chocolate Fudge Judge Finds For Canfield's.
- Pepsi USA, Pepsi International Win Top Worldwide Ad Awards. RC Scores.
- Seven-Up Shows New Like Ads, New Like Cans, Cans Agency. Merger Musings Mount.
- Flexible Packaging Retail Sales Up 13%, Aseptic Gains.

### **Green Sheet:**

- Comparative Income, Expense And Profit Averages.
  - Part I: Bottler Financial Statements (1974 – 1984)
  - Part II: Cola Product Introductory Dates.
  - Part III: Retail Sales Of Products In Flexible Packaging (January – May, 1985)

### **August 9, 1985**

- 6 Month Take Home Numbers: Diet's Delightful, Coke/Pepsi Soar, Others Sore.
- Coke Bottler Group Poses Contractual Problems; Coke Urges Sell Now, Sign Later.
- Dr Pepper Reports 6 Mo. Sale Gain, 100% APM Test, Pepper Free Phaseout.
- Pepsi/Coke Issue Updated Ingredient Comparisons.
- Royal Crown's Jewels: Brands, Ads, Attitudes.
- The Jedi Generation: Pepsi/Coke Taste-Test Space.

### **Green Sheet:**

- Pepsi/Coke Ingredient Comparisons.

### **August 23, 1985**

- Pepsi Pulls Coke's Chain; Explains Japanese "New Pepsi."
- Delaware Judge Orders Coke To Provide Secret Formula.
- Fountain Shares.
- Newnesses: Vernor Lives, Gnomes Dead, Bottlers Enthused.
- Can/PET Control Package Segment.
- Soft Drinks Dominate Vending Operators' sales. New Coke Vendor Available.
- Canfield's Wins/Accelerates Trademark Defenses.
- Juice for Juice.

### **Green Sheet:**

- Soft Drink Media Spending Jan. – Dec. 1984

### **September 6, 1985**

- Aspartame Price Rise/Decline Foreseen.
- Early Cherry Coke Number Excel, Coke Classic Leads New Coke.
- No Again To New Pepsi.
- Royal Crown Introduces Diet Cherry RC And New Chocolate Brands.
- Beverage Sugar Consumption Down Drastically.

- Western Canadian Bottlers Hear Comments On Sweeteners, New Transport Law.
- TV Soda Spending Up 55% 1<sup>st</sup> Quarter; Coke/Pepsi Represent 81% Total.
- FDA Gives Official OK To Fountain Fresh/General Foods Concepts.
- Franchise Firm Sale Prices.

**Green Sheet:**

- Part I: Aspartame (APM) Chronology
- Part II: Leading Brands TV Spending, 1<sup>st</sup> Quarter 1984-85

**September 20, 1985**

- Pepsi Posts 2-Step Price Push. Cola Cost Comparisons.
- New Look For Diet Pepsi.
- Coke Bottlers Hear Status Report/Marketing Discussions.
- Coke Sends Court Regard/Respect, Regrets Formal Formula Refusal.
- Supermarket Business Weak, SF Strong, Slices Spectacular, Diet Cokes Sparkle.
- Soft Drink TV Ad Spending Up 39%.
- Coke's Dyson, Pepsi's Enrico Speak At Advertising Forum.

**Green Sheet:**

- Part I: Comparative Concentrate Costs. Major Cola Brands.
- Part II: Leading Brands TV Spending, 1<sup>st</sup> Half 1984 – 85.

**October 11, 1985**

- Massive Movement In Juice-Added Market. Crush, Orange Slice, Others Afoot.
- Dr Pepper Now "Number 1 Non-Cola," 100% APR Test, Foots Hits Colas/Press.
- A&W Sales Meeting: Growth, New Products Forecast. Bottler/NSDA's Webber Speak.
- Coke's Plastic Can On Sale Next Week.
- Pepsi Reviews Growth, Future Prospects With Analysts. PBG 33%?

**Green Sheet:**

- Comparative Concentrate Pricing – Part I.

**October 25, 1985**

- Vitamin-Up: Squirt Introduces New Ingredient Aspect.
- 10 Market Midsummer Survey: Corporate Coke/Brand Pepsi Grow.
- Aspartame Users Group In Formation.

**Green Sheet:**

- Comparative Concentrate Pricing – Part II.

**November 8, 1985**

- A/S Coke's Mega +1.8 Share As Corp Coke/Pepsi Tie. Slices Up Strongly, Seven-Up Lists.
- Cherry Pepsi Starts In Winnipeg/Vancouver. Canadian Pepsi Shows +8% Growth.
- Coke Holds Analysts Meeting. Product News.
- NSDA Releases Final 1984 Numbers: Per Capita Whopping 469.0. Publishes Tax Data.
- Bottlers See Del Monte/RJR Plans. New Brands Coming.

**Green Sheet:**

- 1984 Soft Drink Demographics.
  - Regional Packaged Market Shares.
  - Regional Flavor Market Shares.
  - Income And Expenses As Percentages Of Net Sales.

**November 27, 1985**

- NSDA Convention: Registration Up, Participation Down. Other News.
- General Cinema To Introduce 2-Tier Pricing.
- RCC's Love-In. Sales, Shipments, Smiles Up. Bottlers Cheer Harralson.
- Strong Seven-Up Speech On Pricing/CMA's/Packaging.
- Pepsi Innovation: Truck Bodies For Fountain Syrup.
- Perfect Soda: Lower Calorie HFCS Research. New Prices Coming.

**Green Sheet:**

- At NSDA Show: Product/News Cornucopia.

**December 13, 1985**

- 3 Month 10-City Take Home Avg: Corporate Coke Lead Grows, Cherry Stumbles.
- And Then There Were 25: Caffeine Returns. 2 New Cola Products From RC.
- Additional Data From Coke Security Analyst's Meeting.
- Mergers Galore Provoke NSDA Due Boost.
- Mixers show A/S Sales Decline.
- Franchisor Questions Bottled Water Proposal.
- Coke Signs As 1<sup>st</sup> International Olympic Sponsor. Pepsi Locks-Up Goodwill Games.
- New Units At Italian Beverage Machinery Show.
- Concentrate Price Update.
- NSDA Seminars.

**Green Sheet:**

- Soft Drink Related Government Documents.
- 1986 Soft Drink Calendar Of Events.

## 1986

### January 10, 1986

- New Juice Brand From Seven-Up: Citrus 7.
- Seven-Up At Crossroads? Something Afoot?
- Aspartame Now \$62.50/Lb. 100% Or Logo Loss Urged On Blenders.
- Implications Of Coke/Schweppes British Marriage.
- Royal Crown's Roll.
- Aspartame/Ingredient Association Formed, NSDA's Stenzel Named Exec Director.
- Investment Strategy: Soda-Kin. RKO Pepsi Parent/Coke Consolidated Stock Winners.
- Concentrate Price Update.

### The Green Sheet:

- Part I: Composite Trading Summary
- Part II: Soft Drink Standard Of Identity.

### January 21, 1986 (Special Edition)

- Pepsi Seen As Purchaser Of Seven-Up.

### January 24, 1986

- Top 10 1985: Now It's Pepsi, For Those Who Think "One."
- 1985 12-Month Data. Slice Makes Pepsi's Year, Seven-Up Suffers. Also O/N Numbers.
- 4 Maidens With 4 Vitamins: Coke's Citrus 8-Pack Squeeze.
- Seven-Up Bottlers See "Rain," Major Ad Campaign, Taste Citrus 7.

### Green Sheet:

- Comparative Sweetener Costs.

### February 7, 1986

- Pepsi Rally: More Juice, Movie Moves, Coke Jokes, Aggressive Ads And More.
- 5-Month 10-City Update. (Average/Comparative Statistics Aug-Dec 1985)
- Coke's CBO/JTL Brobdingnagian Bottler: Tradeoffs Foreseen.
- 3 Competitive Analyses: Coke/Pepsi Corporate, Brand And Segment Swings.
- Proposal Specifics For HFCS Futures Contract.
- CMI Develops Comparative Packaging Software/Study.
- Pepsi-Up Perspective: Deal Challenges Seen, Related News.
- Machinery Makers Issue Exposition Philosophy Memo.
- Aspartame Ad Plugs Nature's Naturals.

### Green Sheet:

- Proposed HFCS Futures Contract.

### February 14, 2000 (Special Edition)

- Coke's First Dual Cola Ads, Diet Cherry Coke, Tab With Calcium.

**February 19, 1986 (Special Edition)**

- Coke Believed Imminent Purchaser Dr Pepper.

**February 21, 1986**

- Gold/New Ad Theme/Creative Marketing Plans For Canada Dry.
- Kendall In Farewell To Pepsi Bottlers.
- NSDA Reiterates Exposition Philosophy.
- Diet Cherry Coke Package.
- Pepsi Generation In Smithsonian.

**Green Sheet:**

- Soft Drink Media Spending Jan. - Sept. 1984.

**March 7, 1986**

- Mergers' Protagonists Emerging: RCC Company Attacks, Seven-Up Bottler Board Applauds.
- Schweppes' Home Dispenser.
- Citrus-7 Tests.
- Regional Meetings For Crush Operations, New Ads.

**Green Sheet:**

- Comparative Concentrate Pricing.

**March 21, 1986**

- D/J Sales +4%; Coke's Megabrand +1.8, Pepsi's Colas Even; Corporate Pepsi +1.2.
- 6 Mo 10-City Data. Coke Lead Doubles, Pepsi Label Down, Cherry Coke Thins.
- FTC/Acquisition Update: Testimonies, Theories, Dr Pepper/Coke Meeting.
- General Cinema Institutes 2-Tier Pricing.
- PET +7.2, Cans +4.6% In Food Stores.
- Second Quarter HFCS Prices.
- State News. (CA, KY, NY, FL)

**Green Sheet:**

- Comparative Concentrate Pricing

**April 4, 1986**

- FTC Investigation Continues. Much Industry Guessing. A Guide To Herfindahl.
- Stroh's Introduces 4 Sundance Flavors in California.
- Schweppes, Seagram's Add Flavored Seltzer Lines. Immense Category Growth Seen.
- RC's Nehi Questions Crush/Sunkist Longevity
- A&W Extends "Pour Yourself A Frosty One" Theme.
- Schweppes' 19<sup>th</sup> Duke Returns.
- PepsiCo Proposes 3-for-1 Stock Split.
- Egyptian Bottler Wins Top Pepsi Award.

**Green Sheet:**

- Revised Basic Territory Structure: Coca-Cola USA

#### **April 18, 1986**

- Coke: "Classic No. 1 US Label, New Coke Nears 8 Share." Pepsi: "We're No. 1."
- Pepsico/MEI Data Hunt: FTC Extends Research Into Franchisor's Plant Ownership.
- New York Court Opts For Crush In Re Orange Slice Co-Existence. Sunkist Notes.
- Pepsi Mid-South Sues Coke Memphis, Claims CMA-Related Lockout.
- 7 Month 10-City Numbers: Slice Paces Substantial Pepsi Gain: RC Also Up.
- Dr Pepper Association Bottlers/Coke Franchise Executives/Others Meet.
- Sweetener Story: HFCS/APM Usage Soars As Sugar/Saccharin Sales Sink.

#### **Green Sheet:**

- Revised Coca-Cola Territory Structure: 74 Multiple Franchise Operations.

#### **May 7, 1986 (Special Edition)**

- Dr. Pemberton's Drink: A Party Pause Prior To Overseas Push.

#### **Green Sheet:**

- Coke's Technological Innovations: Wonders Of The Soft Drink World.

#### **May 10, 1986 (Special Edition)**

- Tears And Cheers At Coke Centennial. Revised Logo Afoot. Other Events.
- Interview: Roberto Goizueta And Donald Keough.
- Interview: Brian Dyson.

#### **May 13, 1986 (Special Edition)**

- Reminiscences On Retirement Of Pepsi's Pathfinder Don Kendall.

#### **May 16, 1986**

- Canada Dry/Sunkist Labels Sale Believed Imminent. Schweppes Seen As Buyer.
- Kendall Retires At Pepsi Shareholders Meeting.
- More On Coke Centennial: Keough's Comments.
- Pepsi Birmingham Introduces 20 Can Pack.
- Pepsi Re-Ups Michael Jackson For Mega-Bucks.
- New Label Jolt Cola. Subtle Sell: "All The Sugar And Twice The Caffeine."
- Military Revises Soda Vending Program.
- 8 Month 10-City Numbers: Corp Coke +1.6, Corp Pepsi+1.5; Diet Colas Gain.
- Crush International Reminds Bottlers Of Contractual Obligations
- Pepper Association Tells FTC Coke's OK. Bottlers Receive Report.
- Quick Chill: Self-Refrigerating Can Promoted In Reportedly Fraudulent Scheme.
- Major Contribution To Soda Smarts: Publication On Artificial Sweeteners.

#### **Green Sheet:**

- Revised Pepsi-Cola Territory Structure: 28 Multiple Franchise Operations.

**June 6, 1986**

- New Territorial Value. Orange Co-Existence Seen Coming From Schweppes.
- F/M +4.3. Gainers: Sugar Free Segment, Cherry Coke, Slice, Diet Coke.
- 1995 Package View: 30% Bulk; Strong 16 Oz-1L PET; PET And Can Usage Grows.
- Major Contenders For Seven-Up's Mid-Continent Properties. Decision Nearing.

**Green Sheet:**

- FTC-Related Developments.

**June 20, 1986**

- As FTC Prepares: Congressmen Attach, Industry Maligned, NSDA Defends, RC Sues.
- Coke Buys Beatrice, JTL Discussions Stop, Much Afoot.
- Canadian Market Up 6.8%. Cherry Pepsi/Cherry Coke Bloom. News Events.
- Consolidated Denies Continuing Price-Fixing; Considers \$2.7 Mil Appeal.
- 2 New Products For A&W's MUG-A-BRAND: Cream Soda, Diet Cream Soda.
- Schweppes Introduces Flavored Seltzers.
- Frantel Faults Industry's Integrity Flop.
- White Rock Sale Shopping? Psyche Get Bodylift.

**Green Sheet:**

- Data/Interviews From 6/18 Congressional Press Conference.

**July 1, 1986**

- 3<sup>rd</sup> Ship Again Possible As FTC Forbids And Philip Morris' Pepsi Pact Poops.
- Recent Share Numbers For Mixer/Orange Markets
- 9 Mo 10-City Numbers: Corp Coke +5.0 Over Pepsi; New Coke's New Low; Slices Nices.

**Green Sheet:**

- FTC Plaintiff Vs. The Coca-Cola Defendant.

**July 18, 1986**

- Evolutionary Challenges For New Mega-Bottler Dyson, New USA Head Mellett.
- FTC Injunction Hearings Start. Seven-Up/Pepper Interest-List Grows.
- Pepsi Adds 18% Volume With Overseas Seven-Up Buy. Other International News.
- FTC Blesses Cadbury Schweppes' Canada Dry/Sunkist Buy.
- Crush Volume +30%, Hires Celebrates 110. P&G's Potential.
- RC's New Transshipment Program.
- Pepsi Adds Stabilizer To Slice Orange/Apple. Poison Scare.
- SW Canners Group Buying Interest In Speciality Produces.
- The Geriatric Generation: Seven-Up Uses Grandparents.
- Dr Pepper Offers 1<sup>st</sup> Worst-Best In TV Buy.

**Green Sheet:**

- Soft Drink Media Spending. Jan. – Dec. 1985/Jan. – Dec. 1984

**August 8, 1986**

- Scorecard: FTC Judge's Allusion, Seven-Up/MEI Maybe, Plenty Pepper Possibilities.
- Pepsi Gets Crisp Fountain Plus With KFC, Coke Stokes Customer Ire Fire.
- Growth Of Cherry Coke, Diet Pepsi, 6 Slices Paces A/M Store Sales.
- Royal Crown's 25% Juice Toot, Spelled Cute, Called Froot.
- Literary Soda Wars, Coke/Pepsi Vie For Head Space.

**Green Sheet:**

- Edited Selection From RC/Pepsi Columbus GA Court Filings.

**August 22, 1986**

- Hicks & Haas' Dr Pepper Ploy Will Make Schweppes 3<sup>rd</sup> Schip.
- HFCS-55 Not Sugar Says Coke Case Judge.
- 24-Markets Study Shows Corporate Coke With Average +2.2 Share Lead.
- Pepsi Bottlers Assail Price Increase Pattern.
- Seven-Up Sale Nearing, Statistics Circulated.
- Going Going: Industry Consolidation Consolidates.
- Pepsi's Fountain Sign 3 Chain Exclusivity Deals.

**Green Sheet:**

- Soft Drink Plant Demographics

**September 5, 1986**

- Seven-Up Mania: Purchasing Flocks Flocking To St Louis.
- Dr Pepper Equity Partners Include 2 Soda Factors.
- 2 Cokes +1.9 Over Pepsi In 10-Cities Review. Slices Soar.
- Soft Drink Consumption Patterns Revisited.
- 2<sup>nd</sup> Quarter Shares.
- Comparative Canadian Shares.
- Sweetener Linkage: Cola Prices Dip, APM/HFCS Use Up.

**Green Sheet:**

- Chart I: Soft Drink Per Capita By Age Group.
- Chart II: Soft Drink Per Capita Trend Of Age Group 10-19.
- Chart III: Soft Drink Per Capita Trend Of Age Group 20-29.

**September 19, 1986**

- Corporate/Sugared Cokes In Record Swings Over Pepsi. Slices Gain.
- Pepsi Attorney Cites Anti Promotional-Activity-Lawsuit Checklist.
- Seven-Up Countdown.
- 1980-81 Industry Status: Slightly Fewer Workers, Higher Pay, More Benefits.
- Sugar Association Opens \$3.2 Mil "Real Sugar" Ad Drive.
- The Jolly Roger: Enrico Sells Shirts For Soda, Image And Book Boosts.
- Big Buck Syrup Savings Reported Via New Dupont Blender.

**Green Sheet:**

- Comparative Sweetener Costs.

### September 29, 1986 (Special Edition)

- Brian Dyson, Pres. Of Coke's Newly-Announced Mega-Bottler, Coca-Cola Enterprises, Inc.

### October 3, 1986

- Nice NSDA Numbers: Business +4.8%, Per Capita 486, Two Share For Juicers.
- Diet Dr Pepper Now 100% APM/All Natural. New Packages, Ad Themes.
- 24 Markets In June: Coke 32.2 Corporate Average, Pepsi 28.7. 3 Cities Shift.
- Pepsi Challenges: Orangina's Juice-Taste Ads Questioned.
- Canadian Take-Home Numbers For June/July.

#### Green Sheet:

- Part I: Distribution Channels.
- Part II: Regional Packaged Market Shares.
- Part III: Regional Flavor Market Shares.

### October 17, 1986

- Numerous Naked Numbers: Comprehensive Prospectus On Coke Enterprises.
- Enrico Hail Bottler Leadership, Competition, Segmentation.
- Mellett Salutes Independent Bottlers. Coke's Numbers, Innovations.
- Seven-Up Bottlers' Association Greeted Hicks/Albers.
- Harralson In Strong RC Bottlers Speech: Progress And Problems.
- PCBA Appoints 1<sup>st</sup> Chief Operating Officer.
- Wendy's Yells Fowl, Drops Pepsi For Coke.
- FDA Sees 10% Slice, Minute Maid Label Problems.

#### Green Sheet:

- Comparative Concentrate Pricing – Part I.

### November 7, 1986

- A/S Numbers: Coke's Corporate Strong. Slice/All Diets Also Up.
- Seven-Up Addenda.
- New British Partners For Pepsi.
- Offering Taken: Additional Data Re Coca-Cola Enterprises.
- Future Smarts IV.
- Schweppes' Sunkist Co-Existence Specifics.
- Price Fixing: GCC Sued. Allegheny Pepsi VP Indicted.
- Dr Pepper Houston Accounting Questioned: GECC Sues.
- "Original NY Seltzer" Gets Health Violations Notice.
- Knee News Note: Coke Bottlers Change Uniforms.
- Royal Crown's Bonus Buy. Mets Can.

#### Green Sheet:

- Comparative Concentrate Pricing – Part II.

### November 24, 1986

- Contracts At Issue In Wendy's Vs. Pepsi Vs. Coke. Free The Food-Service Four.
- Sales From Bottle/Can Vendors Up, \$1+ Vend Seen. New Units. Cans Strong.

- Michael Blinks: New Jackson Cola.
- Juice Follow-Up.

**Green Sheet:**

- New Beverages At Interbev.

**December 12, 1986**

- Total Soda Market At \$38 Bil Retail. +3.8% Growth Ahead. Age Target Shifting.
- September Scanner Numbers Show Take-Home Corporate Coke 4.0 Over Pepsi.
- RC Seeks Bottler Help Against Coke/Pepsi Blocking.
- Ads: Pepsi Sets Super Bowl Slice Promotion. New Coke, 7-UP, Squirt, Commercials.
- Rough Childbirth: Coca-Cola Enterprises Enters Kicking.
- New Dr Pepper Numbers In Debenture Prospectus.
- Schweppes Issues Sugared-Seltzer Alert.
- Financial Analyst Hear Aggressive Coke Year-End Commentaries.
- Shoney's/Domino's Make Coke Fountain Decisions.
- Pepsico Slices Delaware For North Carolina: Caleb Comes Home.
- NSDA's Task Force Examines Association's Future.

**Green Sheet:**

- Dominant Soft Drink Shares Food Service Chains.
- 1987 Soft Drink Calendar Of Events.

**December 12, 1986 (Special Edition)**

- "Jake's" For Just-Folks: New 15-Calorie Diet Cola From Pepsi.

## 1987

### January 9, 1987

- Seven-Up Bottlers Tickled Pink Over Cherry. Ads Changing.
- October Scanner Numbers. Corporate Coke +4.3 Over Pepsi.
- Items Of Note At Beverage Digest's Seminar.
- 2 Cokes 28.4 Vs. Pepsi 25.8. Geographic Focus.
- New Coexisting Sunkist Product Imminent. Bottler Guidelines.
- Criticism Coke Contract Circulated.
- A&W Adds Another: Country Time.
- RC Head Calls For Industry Arbiter.
- Composite Trading Summary 1986.
- Est. Soft Drink / Other Beverage Route And Delivery Vehicle Ranges.
- Webber Hits Lowered Sugar Quotas.
- Record Sums In Bottler Fund.

#### Green Sheet:

- Composite Trading Summary 1986.
- Estimated Soft Drink/Other Beverage Route And Delivery Vehicle Ranges.

### January 23, 1987

- Top 10 Brands/Companies 1986: Coke Classic Number 1, Diets Up, Sprite Edges 7-UP.
- Specifics On A&W's New Low Calorie Root Beer.
- Albers Sends Warning Note On 7-UP Vs. Sprite. Coke Responds.
- Year-End Take-Home Number, 5-Year Review.
- Bottlers See 100% APM Diet Dr Pepper Sales Boost.
- Nutrasweet Now \$62.00/Lb.
- Additional Critique Coke Master Contract.
- Crush Says No To Cherry 7-UP. Signing Short-Term Franchises.

#### Green Sheet:

- Comparative Sweetener Costs.

### February 6, 1987

- \$1.3 Bil Seltzer War: Marketplace Popping.
- Soft Drinks Stomach Snapshots: Data On Overall Market/Consumer Profile.
- November Scanner Numbers. Major 7-UP, Pepsi Gains.
- O/N Take Home: Strong Low-Calorie Growth.
- Theories Abound On GCC's Cadbury Schweppes Stock Purchase.
- Appeals Judge Upholds Arizona OSHA Goggles/Gloves Mandate.
- Barq's Root Beer Bites Back. New Ads For Male Market.

#### Green Sheet:

- Soft Drink Media Spending Jan-Sept 1986/Jan-Sept 1985

### February 20, 1987

- In Summary, Pepsico To Pennsylvania Attorney General: Can You Read?

- Anheuser-Busch Shows TV Seltzer Ads.
- Substantial Coke Gains, Pepsi Losses In December Reports.
- Pepsi Bottler Meets, Sessions Great. Michael J. Teriffic (Fox That Is).
- Max Attack: Coke's New Pepsi Challenge Coming.
- Pepsi/Coke Respond To FDA Re Slice/Minute Maid Labels.

**Green Sheet:**

- Part I: Dominant Airline Shares.
- Part II: Sweetened Seltzer Summary.

**March 6, 1987**

- Coke Meeting's Ad Armada: 39 Commercials, Strong Ethnic Focus, Contract View.
- Tidmore To Pepsi Bottlers: "We'll Be There First." Pepsi Press Notes.
- New A&W Marketing Plans, Ads, Label. Hello Larry.
- Dr Pepper Concentrates In St. Louis. \$3 Mil Annual Savings.

**Green Sheet:**

- Comparative Concentrate Pricing – Part I.

**March 27, 1987**

- Coke Has Record Supermarket Sales; Sugar Colas Top Pepsi's 1<sup>st</sup> Time In Decade.
- Schweppes USA Bottlers At Annual Love-In.
- Concerned Crush Bottlers Form Association, Set Meeting.
- Jake's Stakes: Diabetes Group Asks Questions, Coke Ad Adds Fire, Pepsi Answers.
- Similarities Seen In Soho/Zeltzer Labels.

**Green Sheet:**

- Comparative Concentrate Pricing – Part II.

**April 2, 1987 (Special Edition)**

- Perspective/Data On Hicks & Haas Taking A&W Brands Public.

**April 10, 1987**

- Harford's Spritely Gauntlet: Thou Shalt Not Co-Exist.
- RC Bottlers Share Lock-Out Materials/Allegations, FTC Action-Request Next.
- Crush Bottlers Approve Association/Officers, Survey Membership.
- CCE Filing Describes Potential Antitrust Actions.
- New Pepper Ads: Just What The Bottlers Ordered.
- January Food Stores: Corporate Coke, H&H, CS Down: Pepsi Flat.
- RC At A Glance: Numbers From Prospectus.
- Coke Offers Non-Amenders 100% Sucrose.

**Green Sheet:**

- Seven-Up Territory Structure: 19 Multiple Franchise Operations.

**April 24, 1987**

- Pepsi Calls Challenge II Campaign “America’s Choice.” Label Change.
- Canada Dry Prepares Seltzer Attack. Sunkist Notes.
- General Cinema Sees Profits On 2-Tier Juice, Schweppes Investment.
- Corporate Pepsi, Royal Crown Up In February Store Check-Out Numbers.
- Soho Sues Anheuser-Busch Over Logo Lifting/Product Push-Out.
- NSDA’s Task Force Recommendations, Congressional Views At Legislative Meeting.
- Industry Advertising Numbers, Year-End Report.

**Green Sheet:**

- Soft Drink Media Spending Jan-Dec 1986/Jan-Dec 1985.

**May 15, 1987**

- Canada Dry/Sunkist Programs Focus On Focus. New Research.
- Skinny Pepper Up/Rosy-Up Rosy In Hicks & Haas Houses.
- Pennsylvania Judge Dismisses Claims Against Pepsico/Bottlers. Next?
- Pepsico’s Water Entry.
- Estimated Wholesale Sales Leading Bottled Water Companies 1984 – 1985.
- Crush Bottlers Circulate Franchise “Relationship” Questionnaire.
- Total US Sweetener Consumption Down. Aspartame At Record Level.
- Tofutti/Coke Promote Anti-Bloat Float.
- From Japan Hot-Drink Can.
- Coke Develops Quick-Fix Liter Merchandise Units.
- Take-Home Package Share Growth From PET, Cans. Glass Down Significantly.
- Unibev New Name For Santa Fe Associates.
- Bottlers Moving Into Non-Traditional Multipacks.
- Sharp Decrease In Japanese Soft Drink Consumption.
- Pepsi, Nutrasweet Executives Address Multi-State Meeting.
- Bottler Completes Unique “Junk Bond” Offering. Ahead?

**Green Sheet:**

- Revised Coca-Cola Territory Structure: 55 Multiple Franchise Operation.

**June 5, 1987**

- Royal Crown Tells FTC Coke/Pepsi Lockout Data Illegal. Suggests Collusion.
- Corporate Coke, Pepsi, Pepper Up In Feb/March. 3 Diet Cokes +1.2.
- Court Contends Soho Soda Hits The Spot. Busch Blinks.
- Pennsylvania Attorney General Still Sore. Sues For Court Encore.
- Pepsi-Cola Adjusts Jake’s Label.
- Seven-Up Eliminates Never/Never Caffeine Claim.
- Interpack Exposition News, New Machinery/Concepts.
- Revised Caffeine Free Package Line In Pepsi Test.
- New York Times Columnist In Hostile Soft Drink Attack.
- South Africa’s Soft Drink Market: A Passing Glimpse.
- 1<sup>st</sup> Metro City Fast Focus: Indianapolis. Big Coke/Pepsi Shifts In April Numbers.

**Green Sheet:**

- Soft Drink Market In South Africa: A Passing Glimpse.

**June 19, 1987**

- 11 Grand Juries Ogle Industry. RC Meets FTC. New Bottler Indictment.
- Summary Glimpse All-American Plant Data. Massive Interest.
- FTC Cop Asks Ad/Merchandise Guideline Review.
- Enter Megabranded Diet Rite Test. Exit RC Agency.
- Top 5 Corporation Continue Circa 79% Food Store Check-Out Shares.
- Pepsi-Cola Over Coca-Cola Classic As 'Choice' Choice.

**Green Sheet:**

- Revised Pepsi-Cola Territory Structure: 24 Multiple Franchise Operations.

**July 3, 1987**

- Soda Dozens: Market Shares Largest Coke/Pepsi Bottlers.
- Cherry 7-UP/Pepper/A&W Spark April Hicks & Haas Growth.
- Canadian Soda Systems In Flux. Pepsi/Coke Changes Afoot.
- RC Recaps FTC Meeting For Bottlers.
- Price Fixing Cases: Ex-Allegheny Pres, Ex-Consolidated Exec Plead Guilty.
- Caffeine Free Pepsi Tests Labels.
- Sunkist Bottlers Hold Steady F/M Orange Share, Others Decline.
- Business Press Measures Corporate/Beverage Aspect Coke/Pepsi.

**Green Sheet:**

- Comparative Sweetener Costs.

**July 7, 1987 (Special Edition)**

- International Group In Serious Bidding For Royal Crown.

**July 17, 1987**

- Diet Soda Study Shows Segment Soaring Substantially.
- New Squirt Ads, Graphics, Business Approach From A&W Brands.
- Double-Cola Enters Indian Market. Huge Potential Seen.
- Supermarket Study Shows Franchise Firm Discounts, Shares, Package Mix.
- Nutrasweet Draws Canadian Criticism, Patent Extension Bid Fails.

**Green Sheet:**

- Bottled Water Data 1977 – 1996.

**August 7, 1987**

- Substantial April/May Supermarket Gains For Coke, 7-UP, Dr Pepper.
- Schweppes Pops, Canada Dry Drops.
- Task Force Sees Evolutionary Changes In NSDA Structure.
- Sprite/7-UP LA/TX Court Fight Resolved. Cherry 7-UP Gains.
- Average Bottler After Tax Profits Decline, Gross Profits Up.
- New Container Review Show Strong Potential Can/PET Growth.

**Green Sheet:**

- Bottler Financial Averages 1974-1986.

- Container/Consumption Trends.

#### **August 21, 1987**

- Goodies Galore In May Scanner Numbers For H&H Group, Corporate Pepsi.
- PET Cans Chapter Two: NY Seltzer Markets 2 Labels.
- RC Looks At "Lockouts" With FTC.
- Antitrust Cop Comments On Current Investigations.
- Unsanforized Soda Sites: Shrinkage Continues.
- Pepsi Retains Burger King Account In Spirited Competition.
- Crush Bottlers Review Outlook In P&G Meeting: No Sale.
- Pepsi's Enrico, Coke's Georgas Address Beijing Advertising In Congress.
- Contemporary Packaging Graphic For 2 Cheerwine Products.
- Coke Bottlers Ordering New Low-Volume Dispenser.

#### **Green Sheet:**

- Soft Drink Plant Demographics.
  - 1983-1986 Total Soft Drink Plant Size Analysis – Chart I.
  - 1983-1986 Soft Drink Headquarter Company Subsidiary Locations – Chart II.
  - 1986 Soft Drink Headquarter Company Demographics – Chart III.
  - 1986 Soft Drink Headquarter Company Plant Average Sales Volume – Chart IV.

#### **September 4, 1987**

- Royal Crown: 1) It Ain't Over Till Its Over. 2) It Ain't Over.
- Crush Crushes Franchises in 7 Southern States.
- Pepsi General/Pepsi RKO Owners Sue Pepsico Over Plant Sale Approval.
- Multiple Cola Franchise Owners.
- Battelle's Transfer-Tank Said Better Bag-In Box. Home Dispenser Implications.

#### **Green Sheet:**

- Royal Crown Territory Structure: 10 Multiple Franchise Operations.

#### **September 18, 1987**

- Corporate Hicks & Haas/Brand Pepsi Show Gains In July Scanners.
- Pepsico Vs Pepsi General/Pepsi RKO Trial Date Set. Settlement Guessed.
- Crush Bottlers Dispirited; New Brand Bows; Lawsuits Studied; Sunkist Smiles.
- Enter TCC: Canadian Coke Prospectus Circulated. Shares Pegged At \$10 – 11.
- Corporate Pepsi Canada, Now With Seven-Up, Shows June/July Gains.
- Pepsi's Michael Jackson Ties-In In Japan.
- Israeli Bottler Sees Schweppes Franchise Renewal.
- New NSDA Board Members Proposed.

#### **Green Sheet:**

- Soft Drink Package/Segment Summary January 1986 – July 1987.

#### **October 2, 1987**

- Coke Testing 4 Ounces Free Concept. Potential Industry Impact Observed.
- 7-UP In 1<sup>st</sup> Ever Saturday Morning Kid's TV Push. New Products Noted.
- Corporate Pepsi, Coke, 7-UP, Dr Pepper Gain At Mid-Summer. Cherry 7-UP Soars.
- Sunkist Signs BMI, Others Negotiating.

- RC's Harralson Hits CMA's, Coke/Pepsi.
- Specific Plant Purchase Data In Johnston Coke Debt Filing.
- Schweppes Sends Memo On Sweetened Seltzer Policy/New Products, Recent Growth.

**Green Sheet:**

- Comparative Concentrate Pricing – Part I.

**October 23, 1987**

- Pepsi Says Some Franchises "Terminable." Bottlers Distressed. Enrico's Letter.
- Substantial Hicks & Haas, Coke Corporate Gains In August Scan. Coke/Classic Up.
- Harford On Indictment: "I'll Be Vindicated." Background On Price-Fixing Filings.
- Concentrate Production Cost Data Reviewed.
- Seven-Up Bottler Meeting: "Orgy Of Optimism."
- Dr Pepper Pushes "Priority Brand" Positioning. Bottlers Salute Albers.
- New Slice Drive Underway.
- Sculley's Choice: Ex-Pepsi Head Writes Unique Autobiography.

**Green Sheet:**

- Comparative Concentrate Pricing – Part II.

**November 13, 1987**

- Pepsico See Win-Win In IC Venture Move. Bottlers Ask: What Means Perpetual?
- Cadbury At Interbev Sees Global Growth For Adult Soda Segment.
- Interbev '87 Exposition Comments.
- Coke Bottlers Get Progress Data, Diet Views. Mellett's "New Realities."
- RC Bottlers Revel In "60 Minutes" Exposure. Hear Harralson, Legal Primer.
- Study Sees Special Sites For Diet Identified Vendors.
- "Great Aluminum Can Roundup" Focuses On Non-Recyclers.

**Green Sheet:**

- A Passing Glance At Interbev 87's New Products.

**November 27, 1987**

- Pepsi Group Looks At Lawsuit On Territory Transfers: "It Hurts To Do This."
- Fluke Fact? Diet Shares Show September Dip. Waters Rising.
- Pepsi Bottlers Get Concentrate Pricing Guidelines. Floor Cost Discussion.
- Seven-Up's Murphy Sees Industry With "Cake Mix" Patterns. Says Majors Threaten.
- RC Asks Bottlers For More Anti-Competitive Data.

**Green Sheet:**

- Dr Pepper Territory Structure: 44 Multiple Franchise Operations.

**December 11, 1987**

- Major Coke Graphics-Revision Test With Red, White, Gold. New Coke In Blue Too.
- Massive Sales Jump In Water Category. Sugared Seltzers Soaring.
- Cherry 7-UP Still Heads Up, Spurs August/September Supermarket Growth.
- Revised Graphics For Slice, Diet Sprite, Fresca.
- Cadbury Vows Full Opposition To General Cinema's "Hostile"/"Short Termism" Raid.
- Mt. Dew Regular/Diet Grow As Pepsi Tests New Labels.

- Possible Emergence Of Stronger Soft Drink Consumption Times Seen.
- RC Recaps Current Expansion.
- CCE Celebrates First Birthday. Efficiencies On Acquisitions Discussed.
- Bottler Commitment Letters Examined.
- Pepsi Celebrates Mission To Moscow's 15<sup>th</sup> Year.

**Green Sheet:**

- Preliminary 1986 NSDA Sales Survey.
- 1988 Soft Drink Calendar Of Events.

## 1988

### January 8, 1988

- Pepsi Bottlers Get Franchise Continuity Discussion Update.
- RC Lawyers Win \$1.3 Mil Fees/Expenses In Coke/Pepsi Litigation.
- Hicks & Haas, Pepsi, Coke Show Corporate Gains In October Scanner.
- Coke Ad Ties-In New 3D System/"Moonlighting" TV Show.
- Substantial 1987 Aluminum Soda Can Growth.
- Background Data In Recent Keystone Coke Preliminary Debt Filing.

#### Green Sheet:

- "Future Smarts VI" Seminar Extracts.
- Composite Trading Summary 1987.

### January 22, 1988

- Beverage Digest's Top 10 Brands/Companies 1987.
- Schweppes Introducing New Low-In-Calories Flavored Seltzers.
- Pennsylvania Appellate Court Upholds Dismissal In Interbrand Act Case.
- Japanese Soft Drink Imports Soar.
- Pepsi Continues Corporate Take-Home Growth In Canada.
- Pepsi/Coke Units Donate Water In Oil Spill Crisis.

#### Green Sheet:

- Comparative Coca-Cola Enterprises/Pepsi-Cola Bottling Group Territories.

### February 5, 1988

- Pepsi Bottlers At Multi-Faceted/Upbeat Annual Meeting: Well-Balanced Ad Menu.
- Coke Makes Max Candidate, New Classic/New Coke Ads.
- Coke, Hick & Haas Show Strong November Scanner Gains.
- Winners/Sinners: Research Firm Cites Year-End Pepsi, CF Diet Coke, H&H.
- P&G Unit Tell Bottlers: No Sale.
- Empty Can Prices Down, Shake Out Implications.

#### Green Sheet:

- Comparative Sweetener Costs.

### February 19, 1988

- Roger Reshuffles. Reorganizes Pepsi For Focused Customer Cuddling.
- Beverage Digest's 1987 Top 5 Corporate Channels.
- Year-End Food Store Shares Viewed In 3-Year Perspective.
- Coke Bottlers' Business Meeting: News, Numbers, New Ads. Pepsi Pokes.
- Canada Dry Introducing "Sparklers," Sugared/SF Seltzers.
- Price Fixing Charges Filed Against Seven-Up/Dr Pepper Bottler.
- Beat Cops: Company Surveys Bottlers' Music Audience.
- Additional Beverage Can Share/Sales Data.
- Mississippi Bottler Sues Pepsi Over Claimed Contract Breach.
- French Approving Nutrasweet For Soft Drinks.

- NSDA Sales Survey.

**Green Sheet:**

- NSDA'S 1986 Regional Market Share Percentages On Volume Basis.

**March 4, 1988**

- Coy Play: Golds' Uncola Alias Gives Seven-Up Dark Drink History. Unique Debut.
- Seven-Up/Pepper Legally Married. Musings On 3<sup>rd</sup> Ship Courtship.
- Chicago Mouths Opt For Diet RC.
- Corporate Pepper/7-UP/A&W, Pepsi, Coke Show December Scanner Gains.
- Company Growth Data/New Commercials At A&W Regional Meetings.
- Cans/PET Continue Package Domination: Can Growth Highest.

**Green Sheet:**

- Comparative Concentrate Pricing – Part I.

**March 25, 1988**

- Big Burps: Top 10 Units Do 77% Coke Volume, 69% Pepsi.
- Sugar Free Shares Soar In Dec/Jan Numbers.
- Cherry 7-UP At 1.3 In January Major Supermarket "Scanner" Numbers.
- Canada Dry Pares Diet Ginger Ale's Sweetness, Jumps Ginger, Revamps Label Designs.
- Bottlers Applaud Squirt Commercials. Company Sets Goals.
- Diet Soda Increases Pace Canadian Growth. Cans Top Package Shares.
- Going, Going, Gone: Sunkist's New Juice-Free Choice.
- RC Cola Solicits Simon, Simon Votes For "Pepsi."

**Green Sheet:**

- Comparative Concentrate Pricing – Part II.

**April 8, 1988**

- After Seven-Up Signings Pepsi Cancels Several Slice Franchises. Bottler Sues.
- 7-UP In Aggressive Fountain Promotion Against Slice.
- Data Bank Data: 2L PET/Can Multi-Packs Pace Take-Home. Coke 44 Share, Pepsi 36.
- RC's "Decide" Ads Deride Coke/Pepsi. FTC Issue Said Still Pending.
- Glasnost: Pepsi's Weatherup Discusses New Operating Guidelines.
- Wild Cherry Pepsi Test Starts. Mt. Dew Red Coming.
- Coke/Southland's 7-Eleven Stores Sign Exclusive Slurpee Syrup Deal.
- Barq's Bite Back. Anniversary Package.

**Green Sheet:**

- Seven-Up Territory Structure: 26 Multiple Franchise Operations.

**April 22, 1988**

- Everyone Wakes Up Richer After Hicks & Haas' Prudent 49% Prudential Sale.
- Pepsico/Bottlers Evaluating "Future Acquisition" Review Policy.
- Coke Gets "Rock & Roll Epic" After Competitive Bidding.

- Strong Hicks & Haas Gains In February Numbers. Pepsi Also Up.
- Judge Dramatically Reduces Crown-Failure Lawsuit Damages.

**Green Sheet:**

- Soft Drink Media Spending Jan-Dec 1987/Jan-Dec 1986.

**May 13, 1988**

- Albers Calls Industry Discounting "Seed Of Our Destruction."
- Bottlers/Pepsi Officers Hold "Candid" Meetings. Slice Called "Future 40% Ticket."
- Alabama Coke Bottler 1<sup>st</sup> In 20 Oz NR Glass.
- Wide Net Price Variations Shown In 20 Cities.
- Resealable Pepsi Can Believed In Home Test.
- Net Prices 2L/12-Pack Cans, February 1988.
- Canada Dry Announces 1<sup>st</sup> Qtr Sales Gain.
- GCC Again Increasing Cadbury Schweppes Holdings.
- RC Head Suggests Industry Moves To "Peaceful Co-Existence." Hits CMA's.
- Fractured Bids For Anheuser-Busch Water Group Guessed At \$16 Mil Level.
- Soft Drink Sweeteners: APM/HFCS Usage Up, Sugar Down.
- Per Capita Sweetener Consumption (1975-1987)
- Warehoused Crush At 3 Share In L.A. New Design. New Lawsuit.
- Pepsi's Overseas Head Hail Technologists As Business Builder.

**Green Sheet:**

- Revised Coca-Cola Territory Structure: 49 Multiple Franchise Operations.

**May 27, 1988 (Special Edition)**

- A Talk With Roger Enrico, President And CEO Pepsi-Cola Worldwide.

**June 3, 1988**

- Combined Coke/Pepsi Gain Full Share Point In March Supermarket Scanner Volume.
- Diet Soft Drinks Gain In F/M Take-Home Numbers. Regional Diet Data.
- Coke Describes Global Growth To Security Analyst.
- Sunkist Soda Shares Up +4% In 1<sup>st</sup> Quarter. Category Leadership Cited.
- New Program Calls Sugar/Hyperactivity-Effect Myth.
- Association Issues Fact Sheet In Re Vandalized Soda Vendor Deaths.
- International Beverage Meeting.

**Green Sheet:**

- 1987 Check-Out Counter Scanning Unit Shares.
- 1986-1988 Chain Store Package Analysis, As Delivered.

**June 17, 1988**

- NSDA's Webber Resigns, Successor Search Starts.
- Seven-Up Corporate Declines In April Check-Out Numbers.
- First Seven-Up Gold Bottler Report. Company Shifts Ad Spending.
- Schweppes Posts Continuing Gains.
- Interbev 1988 Update.
- Coke Rolling 2% Minute Maid Orange. Mello Yello Bellow.
- Concentrate Price Update.

**Green Sheet:**

- Revised Pepsi-Cola Territory Structure: 24 Multiple Franchise Operations.

**July 1, 1988**

- Bingo! Grand Met Sale Shatters Per Case Records. Map Ramifications/Musings.
- Chronology: Estimated/Selected Plant Purchase Prices/Estimated Per Case Prices.
- Cola Wars Round II, Diet Campaigns: Tyson, Taste Test Tiffs, Toons.

**Green Sheet:**

- Comparative Sweetener Costs.

**July 15, 1988**

- Diet Cola Taste-Testees In Record April/May Take-Home Numbers.
- Pepsi Executive Vaunts Diet Pepsi, Taunts Diet Coke.
- Denver Pepsi Bottler Wins 1<sup>st</sup> Court Round, Pepsico's Requests Refused.
- Can Growth At Record Level. Top 20 Plants Do 62% Volume.
- Estimated Volume Top 20 Soft Drink Can Production Facilities 1988.
- Insider Or Outsider? Pivotal NSDA Search Question.
- New HFCS-42 Approvals.
- Mello Yello Turns Green.
- 1<sup>st</sup> Vernors Ad Campaign From A&W Brands.
- Coke Announces 2% Juice For Diet Minute Main. Competitive Orange Shares.
- Seagram's Reports Substantial Volume Gain.
- New Fountain Equipment Study Shows \$100+ Mil Business.

**Green Sheet:**

- Bottled Water Data 1978 – 1997.

**August 5, 1988**

- 20<sup>th</sup>/21<sup>st</sup> Pricing-Related Lawsuits Filed. New Grand Jury.
- 5 Franchisers Have 79% Take-Home Segment. New Coke Grows.
- Mixer Market Out-Performs Total Industry.
- RC Shakes With Consumers Salt Storm.
- Plastic Soda Can Maker To Sell Manufacturing Rights.
- "We Goofed" New York Times Tells Coke.
- A&W/New "Munsters" In Halloween Tie-In.
- Reed Elected NSDA President. Selection Committee Named.
- Cherry Market Does Not Pop.

**Green Sheet:**

- Status Pricing-Related Soft Drink Litigation.

**August 19, 1988**

- Court Issues Opinions Prior To Long-Awaited Coke/Bottlers' Contractual Trial.
- June Take-Home Report Shows Coke/Dr Pepper Increases. Mega-Pak/Can Usage Jumps.
- NC Coke Price-Fixing Charges; Alleged Grand Met Pepsi Indictments; New Jury Sites.
- FTC Continues 1986 Anti-Trust Coke Case; Commission Chairman Dissents.

- Barq's Expanding, Shows Record 1988 Sales, New Sugar Free Design.
- A&W Pops For \$1 Million Cream Soda Pitch.

**Green Sheet:**

- Part I: Diet Coke Vs Diet Pepsi Combined Sugar Free/Caffeine Free Take-Home Shares 10/86-5/88.
- Part II: Soft Drink Calorie, Nutrient, Ingredient Contents Per Fluid Ounce.

**September 2, 1988**

- "Termination" Threats To Several RC Bottlers After Sales Slip.
- Flavor Companies Pace June Checkout Counter Numbers.
- Pepsi Starts Newsletter For Top Retailers.
- Consumer Study Shows Strong Coke Numbers, Magazine Report Cites Diet Pepsi.
- 4 New Documents: Fraud Scheme, S-1 Filing, Trade Restraint, Territory Lawsuit.
- Canada Dry/Sunkist Bottlers Told Sales Up.
- Seven-Up Bottler Group Assured Territory Transfers Not Pre-Determined.
- Coke/Classic Reported As "Most Popular" On Campus.

**Green Sheet:**

- Revised Royal Crown Territory Structure: 22 Multiple Franchise Operations.

**September 16, 1988**

- RC Bottlers Call Termination Threats "Sneak Attack," Urge Reconsideration, Recall.
- Cadbury Schweppes Integrates Operating Units. Canada Dry/Sunkist Immigrate North.
- Corporate A&W, Corporate RC, Dr Pepper/Diets Show June/July Supermarket Gains.
- Seven-Up Previewing 1989 Ad Campaign. Said Buying 100% Network Time.
- Keen Labor Day Price Wars In Phoenix Market. 2L Shasta 29¢.
- Dad's Root Beer Continues New Label Rollout.

**Green Sheet:**

- Soft Drink Corporate Take-Home Shares 35 Cities, June 1988

**September 26, 1988 (Special Edition)**

- Posner Names Al Burke As RC President, Harralson Continues As Executive VP.

**September 30, 1988 (Special Edition)**

- A Talk With Roberto Goizueta, Chairman/CEO, The Coca-Cola Company.

**October 7, 1988**

- Seven-Up Meeting: Problems/Potential Reviewed, Field Force Grows, New Network TV Thrust.
- 3<sup>rd</sup> Wave: Coke Targets Nation's Offices For New Dispenser.
- RC President Burke Touring Markets, Buys Plant. Imbesi New RCBA Head.
- Coke, A&W, Dr Pepper, Diet Colas Show July Take-Home Growth.
- Profits/Fairness Issues Examined In 1<sup>st</sup> Pepsi/Retailers Session.
- Dr Pepper Bottlers To Hear Record Growth Report, See New Ads.

**Green Sheet:**

- Comparative Concentrate Pricing – Part I.

**October 7, 1988 (Special Edition)**

- Herbert To Be Named Coke USA President; Mellett May Go To International.

**October 21, 1988**

- Dr Pepper Bottler Orgy: Positive Numbers, Ads, Priority Brand Outlook.
- They Like Ike: Coke Bottlers Salute Herbert's Appointment. Mellett Appraised.
- RC Bottlers Applaud Burke's Ownership. Harralson Appraised.
- Bottler Delivery Expenses Explode, Case Revenues Drop But Profits Grow.
- 1977-1987 Shircliff's Bottler Financial Averages As % Of Sales Income.
- P&G Warehouses 25% Crush/Hires Distribution. New Flavor In Test.
- Schweppes Shows June/July Mixer Share Gains. Sunkist Up In Orange Segment.
- League Of Women Voters Endorses Pepsi Bottler's Recycling Program.
- Interbev Attendees Advised: Bring Sneakers.
- State Association Reports.
- Appeals Court Vindicates Freemans/Louisiana Coke.

**Green Sheet:**

- Comparative Concentrate Pricing – Part II.

**November 11, 1988**

- Spectacular Interbev Exposition. Pepsi, 7-UP, RC, Coke News. Consolidation Data.
- Pepsi/Seven-Up In Continuing Co-Existence Conversations.
- Burke's Debut Speech As RC Head: Goals, Growth, Funding, Plant Purchase(s).
- Convention Keynoter Coke's Keough Cites "Need For Fun." Discounting Note.
- Lorelli Reviews Potential Growth Areas With Pepsi Bottlers. 1988 Report Card.
- Beverage Digest Charts Industry Consolidation.
- Corporate Coke, A&W Lead Strong Industry Growth In August/September Take-Home.
- Corporate Pepsi/Coke Classic Pace August Major Supermarket Gains.

**Green Sheet:**

- Pepsi-Cola Co Geographic Divisions With COBO Units.
- 24 Areas Pepsi-Cola Co.
- Coca-Cola Enterprises.
- COBO/CCE Territories Combined.

**November 25, 1988**

- No Co-Existence Now For Slice/7-UP. Slice Reformulation Soon.
- Color Riot: Cherry Coke In Radical Design-Change Test.
- Pepsi In 1<sup>st</sup>-Ever Phone Booth Soft Drink Pitch.
- NSDA Heads Look Ahead.
- Coke/RC Historic Promotions.
- \$2 Mil A&W Pitch Plays Ball With Consumers.

**Green Sheet:**

- Soft Drink Plant Demographics.

**December 9, 1988**

- Top 10 Brands/Companies: 1<sup>st</sup> Look At Beverage Digest's 1988 Rankings.
- Pepsi Ripples: Broad Range Industry Elements Affected By GCC Buyout.
- Roadshow Coke Show: Bottlers See 1989 Ad/Marketing Programs. Overseas Extension.
- Cola Companies, Classic, A&W, Pepper Pace September Scanner Supermarket Numbers.
- New Contemporary TV Ads For Barq's/Diet Barq's.

**Green Sheet:**

- A Passing Glance At Interbev 88's New Products.

## 1989

### January 6, 1989

- Combination Allied Brands Queries/FTC Pique Seen Disrupting Pepsi's GCC Buy.
- Diet Coke/Diet Pepsi Ads On Super Bowl TV Broadcast: Cola Wars' Flab Fight.
- 3 More Price-Fixing Filings: 29 Cases.
- Pepsi's 2-Liter 4-Pack Introduced In Florida.
- Vandalized Vendors: 3 Deaths/12 Injured. Changes Proposed.
- Shasta, A&W Pace October Supermarket Scanner Growth.

#### Green Sheet:

- Coca-Cola USA Bottler Account Groups (Map)
- Composite Trading Summary 1988

### January 20, 1989

- Cross Soft Drink Segment Attack Pits Diet Coke Against Sugared Pepsi.
- Pepsi Shows 3 Ads On Super Bowl Show: Michael F., Monkeys, Moscow.
- Strong Major-Label Diet Cola Drink Gains Pace October/November Take Home.
- Packaging Update: 5 Franchisors.
- Concentrate Price Update.

#### Green Sheet:

- Status Pricing-Related Soft Drink Litigation.

### February 3, 1989

- Cola Warriors: Pepsi Calls Diet Coke Claim "Misleading." Coke Says Data Factual.
- New Pepsi Commercials, Slice/Mug Packages. Bottlers Applaud Slice/Anti-Coke Shot.
- Pepsi, A&W, Cadbury Schweppes Show November Growth. Diets Continue Gains.
- Canadian Coke Shows Record 1988 O/N Swing. Industry Up +14.2.
- Concentrate Price Update.
- Comparative Sweetener Costs.

#### Green Sheet:

- Comparative Sweetener Costs.

### February 17, 1989

- Dropout: Coke USA Cancels Odd-Year InterBev Exhibition Space.
- Re-Launch: Pepsi Prepares New Lemon-Lime/Orange Slice Putsch.
- RC/Bottler Group Start \$1 Mil Drive For Homeless.
- Networks OK Diet Coke Vs. Regular Pepsi Ads.
- Schwopped Up: 1988 Mixer Gains In Food Stores For Schweppes. New CD Graphics.
- 7Up Gold Goes.
- State Association Reports.
- Dr Pepper Map.
- Concentrate Price Update.

#### Green Sheet:

- Dr Pepper Map.

### March 3, 1989

- No Shows: Pepsi, RC, Cadbury Schweppes Cancel InterBev Space. Others Mulling.
- Coke, Pepsi TV Ad War Heats Up.
- New Senate Recycling Bill Stresses Accountability.
- New Look For Royal Crown Flagship.
- Coke Subpoenas 30 Companies In FTC/Dr Pepper Related Probe.
- Concentrate Price Update.
- Calorie Control Council Reduces Major Member Dues.
- New Vernors Packaging Graphics.

**Green Sheet:**

- Comparative Concentrate Pricing Part I.

**March 24, 1989**

- Beverage Digest Tracks Industry Channel Shares. Coke Dominates.
- Schweped Away By Success: Growth, New Programs, Relationships Applauded.
- Coke Shares Set D/J Food Store Record.
- NSDA Calls InterBev "Strong Healthy Reality."
- Coke/Pepsi Ads: Guilt By Association. Herbert/Weatherup Letters.
- Flagship/Diets Fuel Coke's December Supermarket Scanner Surge.
- 1988 Take-Home Report Highlights Swing To Cans. Top 5 Totals.
- A&W Shares Growth Numbers, New Ads With Bottlers.
- Pepsi/CCE On Low Pricing Limbo.
- Little Razzcals.
- Concentrate Price Update.

**Green Sheet:**

- Comparative Concentrate Pricing Part II.

**April 7, 1989**

- Termination: 7Up Threatens Boston Franchise. Bottler Responds Strongly.
- "Strained" Relationship: Canada Dry Bottlers Ask For Cadbury Meeting.
- A&W Bows New Squirt, Vernors Ads. Country Time Growth Cited.
- Coke, Dr Pepper, A&W, Schweppes Up In January Scanners.
- Legislative Affairs.
- 7Up Map.

**Green Sheet:**

- 7Up Map.

**April 21, 1989**

- Waste Busters: NSDA Announces Major Program To Combat Solid Waste.
- Coke Posts Strong February Scanner Gains. RC, A&W Also Up. 5 Firms Flat.
- Major Increases In Soft Drink Media Spending.
- Vending Change: NAMA Backs Bill For \$1 Coin.
- Study Sees Continuing Soft Drink Can Domination. Can Capacities Forecast.
- HFCS Suppliers Announce 2nd Quarter Price Increases.
- Slice Whets Competitive Stance.

**Green Sheet:**

- Soft Drink Media Spending Jan-Dec 1988/Jan-Dec 1987.

**May 21, 1989 (Double Issue)**

- Top Pop Cornucopia: 7th Anniversary Beverage Digest. 7 Years Of Soft Drink Stories.
- Star Trek: RC Enterprise Beams Up With Captain Burke, \$20 Mil Ad Budget.
- Corporate Coke/Pepsi Own Or Invest In Top 24 Markets.
- Diet Debates: Coke/Pepsi Continue Sugar Free Cola Exchanges.
- 5 Million Mouths: Coca-Cola Renews Classic As "Official Soft Drink Of Summer."
- Pepsi Sends Retailers Black/Hispanic Consumer Profiles.
- Washington State Bottlers Fight "Railroaded" Drug-Related Tax Bill.
- Summary Judgment: Judge Junks Sewell Suit Against Coke Bottler Co-Op.
- 3 Suits: NC Retailer Cites Pricing Conspiracy. Cleveland/Miami Charges.
- Plastic-Ring Cup Carrier Saps Spillage.
- Canadian Soft Drink Sales Surge +9.2%. Diets Up +13%.
- Concentrate Price Update

**Green Sheet:**

- Corporate Take-Home Shares/Time Line 1982-1988.

**May 31, 1989 (Special Edition)**

- A Talk With Henry Schimberg.

**June 2, 1989**

- Buyers In Crush Rush. P&G Latest Outsider Out.
- Hey Abbott! FDA Rethinks Cyclamate.
- Coke, A&W Lone Gains In February/March Take-Home.
- Legislative Affairs Recap.
- Coke, Pepsi, Dr Pepper, A&W, Schweppes March To March Scanner Gains.
- Sunkist Survey Embraces Teens, Grabs Press.
- Mapping Up: Operations Down.

**Green Sheet:**

- Sales Of Selected Franchise Firms 1980-89.  
Guide To Beverage Digest Maps.

**June 7, 1989 (Special Edition)**

- Anchor Aboard: NSDA Names Former Secretary Of Navy As Incoming COO.

**June 23, 1989**

- Moving Picture: Coke Bottlers Get Momentum Message Via 1st Ever Teleconference.
- No Armistice In Southern California Pricing.
- Scanners: Pepsi, RC, Cadbury, A&W, Shasta Show April Gains.
- Coke, RC Show April Invoice-Report Gains In C-Store, Supermarket, Warehouse Review.
- Nutrasweet Target Canadian Anti-Competitive Action. US Patent Also Challenged.
- Corn Sweetener Pricing Increases.
- Non-Traditional Design Puts Cherry Coke On Beach.
- Making Book: Coke's Goizueta, Pepsi's Lorelli On Risky Business. Cuban Passion.
- Coke Map.

**Green Sheet:**

- Coca-Cola Co Map.

**July 7, 1989**

- Purchase Order: Survey Players/Viewpoints In P&G's Crush Sale.

- Flame-Broiled Account Review: Burger King Keeps Pepsi.
- China Crisis: Coke, Pepsi Endure Tiananmen Square Turmoil.
- Probe NY Beverage Trade Follows Likely Seizure Unclaimed MI Moneys.
- Coke-Identified Trademarks Top Regular, Diet Ad Spenders 1988.
- 3rd Quarter HFCS Price Increases.

**Green Sheet:**

- Dominant Soft Drink Volume In Food Service Chains.

**July 21, 1989**

- Soft Drink Snapshot: Industry Value Up. Fewer Make More In Less Time.
- Corporate Pepsi Leads April/May Take-Home Gains. Coke, A&W Also Up.
- Root Beer Wars: Barq's, Dad's Vie For Bottler Attention.
- NSDA Previews Specifics Solid Waste Management Position.
- Future Smarts VIII Speaker Slate Finalized. Seminar Nearly Sold-Out.

**Green Sheet:**

- Census/Annual Survey Of Manufactures Data.

**August 11, 1989**

- Mea Culpa: P&G Now Sees 65% Sales Gain Via Bottlers. Crush Potential Viewed.
- Nutrasweet Answers Anti-Competitive Claims In Canada.
- Canadian Food Store Roundup: Coke Rides High In April/May.
- Corporate Pepsi Gains In May Scanners. RC, Schweppes, Sunkist Also Rise.
- PepsiCo Evolution: Lorelli New President Pepsi East, Cranor Joins Chicken Outfit.

**Green Sheet:**

- Pepsi Map.

**August 25, 1989**

- Act Attack: Judge Says Bottler's Interbrand Law Use "Inapplicable."
- 7Up Pins Volume Shortfall On Major Bottlers, Announces Budget Cuts.
- June Scanners: Big Diet Coke/Diet Pepsi Gains. Corporate Pepsi, Five Others Up.
- June Invoices: Coke, Dr Pepper Up In Supermarket, C-Store, Warehouse Review.
- Backfield In Motion: Diet Coke Aligns With NFL To Gain Sales Yardage.
- Bottler Delivery Expenses/Discounts Move Up As Case Revenues/Profits Dip.
- Calendar Update.

**Green Sheet:**

- Bottler Financial Averages 1978-88.
- Bottled Water Data 1979-1988.

**September 8, 1989**

- Schwapped Up: Crush Buy Relaunches 3rd Ship Quest "For Real."
- Eye-Opener: Pepsi Adding Caffeine-Added Flagship Extender As Coffee Competitor.
- Beverage Digest Charts Top 10 Coke/Pepsi Bottlers.
- CCE Sees Dim Earnings 2nd Half 1989, Light At End Discounting Tunnel.
- Coke's Beindorff On Big, Creative Ideas.
- Drinktec-Interbrau Draws +58,000 Visitors With 684 Exhibitors.

**Green Sheet:**

- Drinktec-Interbrau '89.

**September 22, 1989**

- Nickel Pickle: Commission Seeks Unclaimed NY Deposits.
- Major Cadbury Beverages North America Executive Changes.
- Diet 7Up Revamped. New Taste/New Graphics.
- Canadian Soft Drink Group Calls For Tax Equality Among Non-Alcoholic Drinks.
- Corporate Coke Registers +1.2 June/July Take-Home Swing.
- July Scanners: Coke/Pepsi Match Corporate Gains. 6 Others Up. CF Labels Rise.
- First Ball: NSDA Presidential Heir Debuts At Bottler Meeting.
- State Association Reports.

**Green Sheet:**

- Comparative Sweetener Costs.

**September 29, 1989 (Special Edition)**

- Foots' Farewell: "Thank You For Your Dr Pepper Business."
- One-On-One: A Talk With Foots.

**October 6, 1989**

- Pepsi Tests Isotonic "Mt Dew Sport" Extension. "Pepsi A.M." Research Starts.
- Candid 7Up Meeting. Ad Rain Ends, Spot Dot Shots Shown.
- No News Good News: Peppers Prepare For Record Year.
- Peoples: Pepsi Reorganizes International Group. Others.

**Green Sheet:**

- A Talk With Ike Herbert.

**October 20, 1989**

- Coke Bottlers' Meeting: New CF Product, Classic Ad Theme, TV Ads, Celebrities.
- Four Additional Price-Fixing Cases. More Ahead. Related News.
- August Scanners: 7 Of 12 Corporate Totals Up. Significant Coke Share Swing.
- August Invoices: Coke, Dr Pepper, RC Gain In 3-Channel Review.
- Turn-On: PepsiCo's Calloway Addresses Radio Group On Human/Corporate Nature.
- Merry Nintendo: Pepsi Holiday Promotion.
- Comparative Concentrate Pricing.

**Green Sheet:**

- Comparative Concentrate Pricing.

**November 10, 1989**

- RC Challenge: Sampling Booths In 6 Markets, National Rollout Planned.
- Albers At InterBev: 17 Pithy Predictions.
- InterBev Angst: Transition Period Unfolds.
- Weatherup Reports On Pepsi Pricing Plus Product Priorities.
- New A&W Thin Thrust Ads/Promotions For Early 1990. Bowling Hook.
- Price-Fixing Pleas.
- New Index Data: Diet Mt Dew Sets Brand Volume Pace.
- Significant Pepsi-Cola International Moves. Related Notes.
- Recycling Update.

**Green Sheet**

- A Passing Glance At InterBev's New Products.

#### **November 22, 1989**

- FTC Says Honickman's 1987 7Up/RC Brooklyn Buy Violates Antitrust Laws.
- Coke Details Operational Global Movement.
- Pepsi Sees Substantial Operating Efficiencies Ahead.
- Corporate Coke Gains +1.1 August/September Take-Home Swing.
- Soft Drinks Cited As Funding Sucker.
- Nutrasweet Issues Brand Value Report.

#### **Green Sheet:**

- Status Pricing-Related Soft Drink Litigation.

#### **December 8, 1989 (Double Issue)**

- Top 10 Corporations/Brands: 1st Look Beverage Digest's 1989 Rankings. Diet Riot.
- Consolidation Profiles: Top 10 Bottlers, Network Breakdowns 9 Franchise Systems.
- Decade's Top 10 Soft Drink Events.
- RC Bottlers At Challenge-Oriented Meeting. New Diet Thrusts.
- Soft Drink Sci Fi: Movie Sequel Posits "Pepsi Perfect" Product For 2015.
- A&W Brands Mounts 1990 Squirt/Vernors Promotions.
- Pepsi Drops Nielsen Scanner Services For IRI.
- September Scanners: Dr Pepper, RC, A&W, Schweppes Show Corporate Gains.
- September Invoices: Pepsi Shows +2.6 Share Swing In 3-Channel Review.
- Pricing: Pepsi Retail Trends Above Coke Classic.

#### **Green Sheets:**

- Decade Of Selected Brands' Food Store Shares - 1980-89.
- Soft Drink Calendar Of Events

## 1990

### January 5, 1990

- Pepsi Puts Largest-Ever Promotional Push Behind New Diet Pepsi.
- Diet Coke Intensifies Regular Pepsi Ad Assault. Diet Sprite Swipes Diet Pepsi.
- Profit Prophecy, FTC Plea Spark Beverage Digest's Sold-Out "Future Smarts" Seminar.
- RC Bottlers Get Challenge Particulars. Marketing Ploys, Plus Posner's Pearls.
- Witness Lists In Coke-Vs-FTC Case Circulated.
- Security In Soft Drink Securities.
- Scanners: Pepsi, RC, A&W Show Corporate Gains. SF Colas Soar.
- October Invoices: Corporate Dr Pepper, RC Lead 3-Channel Review.
- Another 15 Minutes For Coke.
- Concentrate Price Update.

### Green Sheet:

- "Future Smarts" VII Extracts/1989 Stock Trading Summary.

### January 19, 1990

- A&W Dominates, Mug Advances, Coke Mulls More Active Root Beer Role.
- Pepsi Previews 1990 Advertising.
- Diet Cola Growth Dominates October/November Take-Home Gains.
- Canadian Corporate Coke Tops October/November Survey Food Stores.
- Early Pepsi A.M. Numbers Groggy.
- First Quarter HFCS Prices Steady.
- Concentrate Price Update.

### Green Sheet:

- Beverage Digest Legal/Financial Document Catalog.

### February 2, 1990

- Kemmerer Sale, Other Shifts Possibly Put 40+% 7Up System On Move.
- Pepsi Prepares For '90s At Upbeat Bottler Meeting.
- November Scanners: Pepsi Sets Corporate Race Pace. Schweppes, Sunkist Also Up.
- November Invoices: Coke, Pepsi, Dr Pepper Increase Combined 3-Channel Share.
- Price-Fixing Update.
- Legislative Affairs Review.

### Green Sheet:

- Comparative Sweetener Costs.

### February 16, 1990

- Perrier's Hard High-Road Choice: Questions, Problems In Worldwide Recall.
- Case Dismissed: Justice Department Drops Coke Cleveland Price-Fixing Indictment.
- First Cadbury Beverages USA Meeting Hears 250-Mil Case 1990 Forecast.
- Bottlers Applaud Canada Dry Plans, Open Corporate Session.
- Can Multi-Pack Test Gives Rise To C-Store Sales.

### Green Sheet:

- Royal Crown Territory Map.

**March 2, 1990**

- Beverage Digest Notes On 1989 Industry Performance, Sales Year Expansion.
- Dr Pepper/7Up Profits Up. IBC Sale Reduces 7Up Debt.
- Perrier Sets Late March/April Return, Label Addendum. Competitors Announce Plans.
- Cherry 7Up Reformulated, Repackaged, Re-Launched.
- December Scanners: Pepsi Ends 1989 On Corporate High Note.
- December Invoices: Coke, Pepsi, Dr Pepper Shows Combined 3-Channel Share Gains.
- December Snapshot: Major Cola Pricing Picture.
- Concentrate Pricing Update.
- NSDA Lobbies Locally To Dissuade National Deposit Legislation.
- Legislative Affairs.

**Green Sheet:**

- Comparative Concentrate Pricing Part 1.

**March 6, 1990 (Special Edition)**

- New Coke Name Change Test: "Coke II." Classic Unchanged.

**March 16, 1990**

- Share Shifts: 35-Year Take-Home Numbers/Patterns Reviewed.
- Reflections: Coke Executives Comment On 1985 Reformulation, Coke II.
- FTC Disputes Dispenser-Giveaway Bill. Industry Split.
- Corporate Pepsi Shows Strong December/January Take-Home Gains.
- Ex-Bottler Executives Accused Of Navy Fraud.
- Coke Mounts Largest-Ever Summer Campaign For Classic, Bows Magicans.
- Perrier Builds Bridge Campaign Until Early-April Return.
- CCE Volume Pays Price Of Net Pricing Increase.

**Green Sheet:**

- Comparative Concentrate Pricing Part 2.

**April 6, 1990**

- Pepsi Sees Huge International Volume Growth By 1995: "Watch Out, We're Coming."
- January Scanners: Corporate Pepsi Up. Shows 4-Month Gains.
- Coke International Head Reflects On Global Growth.
- 1993 Non-Caloric Sweetener Price Projections.
- Country Profile: Brazil Sets South American Soft Drink Pace.
- Cadbury Schweppes Australia Pitches First Cola: "Satisfy Your Taste."
- Concentrate Price Update.

**Green Sheet:**

- Coke Joint Ventures/Brazilian Market Profile.

**April 20, 1990**

- Top-10 Coke Bottler Rankings Change.
- NSDA Associate Member Dues Shift Stirs Adverse Reaction.
- Coke II Starts Spokane Area Test With 16-Oz Cans.
- Metal Can Continues Upswing. Dominates Packaging Mix.
- Canada Targets 50% Waste Reduction By 2000. Can Size Conversion Seen.
- Goizueta Goads Global Coke System Growth.
- Earth Day: Industry Raises Recycling Awareness. Can Get Bum Rap.
- Snoopy's Soda: A&W Unleashes Wholesome Ads/Summer Promotions.

**Green Sheet:**

- Pepsi-Cola International Aspects/Viewpoints/Chris Sinclair Interview.

**May 11, 1990 (Double Issue)**

- Burger King/Other Moves Flip Full Corporate Share Point From Pepsi To Coke.
- Several Shifts In Top-10 Pepsi Bottler Rankings.
- Unnatural Act: Fed Intervention Changes Perrier Label. Bum Rap.
- Changing Channels: Industry Watches Network TV Ad Priority Wane.
- RC Updates Consumer Preference Vs. Coke Classic/Pepsi.
- First Quarter Invoices: Corporate Pepsi Paces Composite 3-Channel Shelf Space Race.
- February Scanners: Corporate Pepsi Continues Supermarket Surge.
- Coke Black/Hispanic Group Analyzes Opportunities/Problems.
- Barq's Barks On MTV.
- A&W Presents New Squirt/Vernors Campaigns.
- Elizabethtown/Delaware Diet Coke Lawsuits Ongoing.
- Concentrate Price Movement.
- HFCS Pricing Up.
- Recycling Update.

**Green Sheets:**

- Dominant Soft Drink Volume in Food Service Chains.
- Soft Drink Media Spending 1989 Vs. 1988.

**June 1, 1990**

- History Afoot: 5-Year FTC/Coke Fight Enters Final Stages.
- Cadbury Beverages Head Calls For Growth/Profit Balance.
- "MC"Coke: Pepsi Trade Ad Woos Coke Fountain Customers.
- Dr Pepper/7Up Registers Record 1st Quarter.
- Coke Ending Magican Promotion Early.
- Canadian Soft Drink Sales-Growth Slows From Year-Earlier Surge.
- RC-Owner Posner Solicits Industry Support For California Homeless.
- Corporate Pepsi Raises February/March Take-Home Momentum.
- Mixers Show Flat F/M Food-Store Results.
- "Lehar" Opens Huge Indian Market To Pepsi.
- Unprecedented 2 Cents: NY State Adopts Soft Drink Container Tax.
- British Government Puts Soft Drink Trade Under Monopoly Microscope.

**Green Sheet:**

- Coca-Cola/Federal Trade Commission Testimony.

**June 22, 1990**

- Reformulating NSDA: Ball Recasts 71-Year-Old Association.
- Surprise: NY Bottlers Mull Escheat Forfeiture As Container Tax Option.
- War Relief: Net Pricing On Upswing.
- Dr Pepper/7Up Head Urges Boost Bottler Vigilance. Claims Cyclamate Safe.
- Cadbury Schweppes Beverages CEO Offers Global View, Calls For World Association.
- Mid-Atlantic Coke Guilty In Navy Fraud Case.
- March Scanners: Corporate Coke Comes Back. RC, Shasta Also Up.
- Early View Pepsi's IRI Scanner Data.
- New Dr Pepper Map.
- FTC-Vs-Coke Trial Update.

**Green Sheet:**

- Dr Pepper Territory Map.

**July 6, 1990**

- Apparently Heirs: Implications Major Coke USA/International Executive Moves.
- Recycling Cache: NSDA Advocates Packaging Fee All Virgin Materials.
- Spokane: Coke II Holds 2.4 Share, Corporate Pepsi Grows Substantially.
- NY Bottlers' Container Tax Amendment Unresolved Until Fall.
- April Scanners; Major Corporate Coke, Pepsi Gains. Dr Pepper, Schweppes Also Up.
- Bottler Credit Analyses: CCE, Johnston, Coke Consolidated.
- Pepsi General Earnings Up As "Common Sense" Returns.
- Unfinished Legal Business.
- Beverage Digest's "Future Smarts IX" Seminar Nearly Sold Out.

**Green Sheet:**

- Soft Drink/Beer Packaging in Municipal Solid Waste

**July 20, 1990**

- Manhunt: Consideration Albers Successor Stirs Schaufel 7Up Exit.
- Barq's 1st US Franchisor Approving 100% Nutrasweet Fountain.
- National Net Pricing Up Slightly. Southern CA Cola Warriors Cut July 4th Prices.
- NSDA Continues Solid Waste Ad Offensive.
- May Scanners: Corporate Coke Continues Charge. RC Also Up.
- Coke Amatil Head Reports Australian Business Booms.
- Perrier Recovery Reported At 80%.
- Worldwide Coke Concentrate Sales Up +6%.

**Green Sheet:**

- 6-Pack/2L Food Store Pricing.

**August 10, 1990**

- IRI Data: Coke/Pepsi Take-Home Shares Reported In 24 Markets.
- Bottlers' Average Per Case Revenues Increase, Delivery Expenses Continue Up.
- Mutual Coca-Cola Co/PepsiCo Bottling Equities Newly Mapped.
- Dr Pepper, Royal Crown Lead April/May Take-Home Growth.
- Enrico Promotes "Lambada Economy."
- PepsiCo Posts 2nd Quarter Gains.
- Several NY Bottlers Dissent On Escheats/Tax Swap.
- Coke Opens Historical Museum.

**Green Sheet:**

- Bottler Financial Averages 1979-1989.
- Coca-Cola Co/PepsiCo Overlapping Bottler Equities Map.

**August 24, 1990**

- Growing Segment: Gatorade Protects Turf Vs. Pepsi/Coke Inroads.
- Canadian Private-Label Cola Reports Substantial Sales.
- Middle East Crisis Creates Fuel, PET Supply Concerns.
- 1st-Half 1990 Invoices: Total Pepsi, RC, Dr Pepper Show 3-Channel Take-Home Growth.
- Flavored Ginger Ales Only Sparkle In Flat A/M Mixer Results.
- Report Documents Growth/Concentration European Soft Drink Market.
- Coke Surge Reported In Turkish Market.

- 2 Liter At 7¢! No Deceleration Southern Ca Price Cuts.
- Legal Update.
- New 7Up Bottler System Map.
- Concentrate Price Update.
- "Future Smarts IX" New York Seminar Sold Out.

**Green Sheet:**

- 7Up Territory Map.

**September 7, 1990**

- Squeezed: Franchisors Seek To Stimulate Sluggish, Confused Orange Segment.
- Middle East Update.
- Revised Coke Map.
- Sodamate Takes Bottled Water Route To Home Soft Drink Dispensing.
- Strong Coke Canada June/July Share Swing.
- Beverage Digest Talks With Incoming NSDA Chairman Moore.
- Diet Coke Renews NFL Ad Relationship.
- Current Dr Pepper/7Up Performance, Debt Data In SEC Report.
- Japanese Per Capita Consumption On Upswing. Coke Tests HFCS/APM Blend.

**Green Sheet:**

- Coca-Cola Territory Map.

**September 21, 1990**

- Un-Settled: Albers Pledges "Candor," Low Concentrate Hike At 7Up Meeting.
- New Food-Store Service Tracks Profits Per Case. Dr Pepper/Coke Excel.
- June Scanners: Dramatic Corporate Coke Growth. Pepsi, Schweppes Also Up.
- Total Coke Shows Only June/July Take-Home Growth. Outlook 5 Years Ago.
- Legal Update.

**Green Sheet:**

- Invoice-Generated Food Store Share/Yield Data.

**October 5, 1990**

- Dr Pepper Pleasures: Sales, Profitability, Spirits Up, New Diet Formula, Graphics.
- Dr Pepper Test-Markets Low-Calorie "Nautilus" Sports Drink.
- Coke Tries 12-Oz NR Glass Bottle.
- Can Dependence Expands Amid Supplier Consolidation.
- July Scanners: Coke, Pepsi, RC Show Corporate Growth.
- Bottled Water Executives Offer Congressional Group Voluntary Inspections.

**Green Sheet:**

- Comparative Sweetener Costs.

**October 26, 1990**

- Pepsi Unwraps "Winter Cool Collection."
- Implications Swirl As Canada Finds Nutrasweet Contracts Anti-Competitive.
- August Scanners: Coke, Pepsi Only Gainers. Comparative 1986 Numbers.
- Coke, Pepsi, A&W Show 3rd Quarter Increases. CCE, Pepsi General Also Up.
- NAMA Convention Highlights.
- Cola War As Olympic Event?
- Legislative Affairs Update.

- Cool Cola Attacks Mainstream Drinks.

**Green Sheet:**

- Selected Soft Drink Brand Introductions 1866-1990.

**November 9, 1990**

- Kamikaze Advertising: Glass, Plastic Suppliers Attack Each Other.
- InterBev Highlights: Nautilus, Wide-Mouth Pepsi Bottle, Attendance Appraisal.
- A&W Chief Assesses "Unlimited" Growth Opportunities.
- RC's Psychological Challenge: Burke Urges System Act Like Winners.
- NSDA President Unveils New Political Action Plan.
- Pepsi Asia Pacific President Addresses "Irresistible" Globalization.
- Congress Passes Soft Drink-Friendly Food Labeling Bill.
- Coke Thanks Employees For Thanking Customers.
- Perrier Head Recalls Recall Crisis.
- Concentrate Pricing Update.

**Green Sheet:**

- Comparative Concentrate Pricing.

**November 21, 1990**

- Posner's Putsch: RC Future Unfocused As Burke Bows Out.
- Pepsi Shows August/September Take-Home Growth. Data Compared To 1980.
- 9-Month 1990 Invoices: Dr Pepper, RC Show 3-Segment Take-Home Increases.
- Foam Flap? Franchisors Reconsider Polystyrene Labels.
- Revised Pepsi Map.
- InterBev Postscript: Additional News Notes.
- Home Soft Drink Dispenser Manufacturers In Lawsuit.

**Green Sheet:**

- Pepsi-Cola Territory Map.

**December 14, 1990 (Double Issue)**

- Non-Blinking Assessments: Enrico's Legacy, Bottler Views.
- Consolidation Ripples: 14 Systems Show Coke/Pepsi Participations, CCE/COBO Strength.
- European Commission Imposes Aspartame "Dumping" Duties.
- September Scanners: Coke, Pepsi, Shasta, Sunkist Up. Comparative 1986 Outlook.
- Pepsi/Coke Race To Close PET Recycling Loop.
- A&W Ads Match Famous People With "Famous Taste." Company Expands Spending.
- RC Bottler Adamany Enters Sports Beverage Arena.
- National Forced Deposit Argument Intensifies.
- Coke/Nestlé In Joint Venture For Coffee/Tea Products.
- Coke 2L Pricing Selected Cities Worldwide.
- Concentrate Price Update.

**Green Sheets:**

- Top-10 Bottlers, Network Breakdowns.
- Soft Drink Calendar of Event

## 1991

### January 11, 1991

- FTC Appeals As Judge Issues Non-Restrictive Coke Decision.
- Albers To 7Up Bottlers: Sales "Strong, Getting Stronger."
- FDA Approves Coke Use Recycled PET Bottle.
- October Scanners: Coke Momentum Continues. RC, Sunkist Also Up.
- Coke/Pepsi Stage Super Bowl XXV Interactive Ad Ploys.
- Highlights "Future Smarts IX."
- Soft Drink Securities

### Green Sheets:

- Composite Stock Trading Summary 1990.
- Guide to Beverage Digest Maps.

### January 25, 1991

- Top-10 Corporations/Brands. Beverage Digest's 1990 Soft Drink Share Rankings.
- Pepsi Adjusts Concentrate Prices To Accelerate Diet Push.
- RC Bottler Board Members Meet With Posner.
- October/November Take-Home Audit: Coke Logs +1.1 Share Swing. O/N Picture 1980.
- November Scanners: Coke Up 9th Straight Month. Pepsi Also Up.
- Judicial Update.

### Green Sheet:

- Soft Drink Market In Australia.

### February 8, 1991

- Wow! \$46.6 Bil Retail Soft Drink Marketplace.
- Consumer Profile Shifts: Older Males New Focus, Breakfast Share Grows.
- 1st Look: Still Water Scanner Data 10 Major Markets.
- Weatherup Urges Pepsi System Refocus.
- Diet Pepsi/Coke Super Bowl Promotions Sacked, Altered.
- Coke Concentrate Price Update.

### Green Sheet:

- Still Water Shares 10 Major Markets.

### February 22, 1991

- Persian Gulf Postcard.
- Cola Pricing Cools: Supermarket Update Major Brands By Package.
- Full-Year 1990 Invoices: Dr Pepper, RC Log 3-Segment Take-Home Gains.
- Cans Continue Package Share Gains.
- 7Up Concentrate Price Update.
- December Scanners: Coke Up 10th Consecutive Month. RC, Shasta Also Up.
- Renaissance Brand: Fresca Repositioned Vs. Bottled Water.
- Revised RC Territory Structure.
- Beverage Digest's "Legal Smarts."

### Green Sheet:

- Royal Crown Territory Map.

**March 1, 1991 (Special Issue)**

- A Talk With Roberto Goizueta.

**March 8, 1991**

- Coke Calls Ethnic Marketing "Vital To Leadership."
- 7Up Brooklyn Sold To Honickman Pending FTC OK.
- FTC Appeal Again Seeks "Prior Approval" Over Coke Acquisitions.
- Flavored Pepsi/Coke Colas Testing In Tulsa.
- 7Up Trademarks Upheld, Vess Complaint Denied.
- A&W CEO Says Flavors Expand Profits, Comments On Co-Existence/FTC.
- Coke Offers Compact Discs In Summer Promotion.
- Record 64% Aluminum Can Recycling Rate Reached.
- 46th Price-Fixing Indictment: Former Coke Charleston SC Head Charged.
- Speaker Specifics Beverage Digest's "Legal Smarts" Seminar.
- A&W Markets "Snoopy Joe Cool" Packages.
- Concentrate Price Update.

**Green Sheet:**

- Comparative Sweetener Costs.

**March 22, 1991**

- 7Up/Pepsi Systems Move Closer Pending FTC OK. Pepsi Reaffirms Slice Commitment.
- Pepsi Wins Marriot. Coke Claims Financial Foul.
- Schweppes Seeks Doubled Case Volume By 2000.
- January Scanners: Coke Logs 11th Straight Monthly Gain. Dr Pepper, Shasta Also Up.
- December/January Take-Home Audit: Pepsi Lone Gainer, Private Labels Also Up.
- Coke Starts "Recycled" Pet Bottle Test. Key Definition Dispute Simmers.
- IBWA Again Urges FDA Adopt Additional Regulations. 3 States Follow Suit.
- A&W Brands Bows New Squirt, Vernors TV Campaigns. Vernors Turns 125.

**Green Sheet:**

- Comparative Concentrate Pricing

**April 5, 1991**

- FTC's 7Up Brooklyn Decision Key To Further 7Up/Pepsi Fusion. Additional Buyer Cited.
- Pepsi Readies Summer-Only "Wild Bunch" Rollout.
- More Fountain Shifts: Coke Gets 2 From Pepsi, Pepsi Gets 1 From Coke.
- Court Dismisses Portion Nutrasweet Suit, Trial Ahead. New Sweeteners Coming.
- February Soft Drink Producer Price Index Up. Take-Home Cola Pricing Also Up.
- HFCS 55 2nd Quarter Spot Pricing.
- Schweppes Shows D/J Mixer Gain, Flavored Ginger Ales Up. European Schweppes Shares.
- Concentrate Price Update.

**Green Sheet:**

- Dr Pepper Territory Map.

**April 19, 1991**

- Fountain Wars: New Numbers. Pepsi Bottlers Ponder Marriot. Coke Calls Ad Foul.
- FDA Completes Compulsory Round Sucralose Testing, Decision Awaited.
- Bottlers Fight National Deposit Bill, Promote Recycling.
- FDA's Bottled Water Standards Questioned. IBWA Again Urges Stricter Tests.

- February Scanners: Coke Shows Most Growth. Dr Pepper, Shasta Also Up.
- 1990 Canadian Soft Drink Sales Sluggish.

**Green Sheet:**

- Soft Drink Media Spending 1990 Vs. 1989.

**May 17, 1991 (Double Issue):**

- Beverage Digest Discusses Competition, Bottlers, Future With New 7Up President.
- Widespread Speculation In Re Metro-NYC/New England 7Up, RC, Other Systems.
- Franchisor, Bottler 1st Quarter Sales Highlights.
- PepsiCo Settles "Ring" Suit With Marion IL Bottler.
- Arab League Lifts Coke Boycott. Middle East Cola War Intensifies.
- Pepsi's "Wild Bunch" Offered Nationally. Bottlers Express Reservations.
- Pepsi'd Like To Teach World To "Chill Out."
- Canadian Bottlers Confront Consolidation, Environmental Issues.
- High Technology: Johnston Coke Readies 7-Story Vertical Warehouse.
- March Producer Price Index Up. Take-Home Pricing Also Up.
- Waters, Tea Drinks Pace Japanese Market Growth. Soft Drinks Also Log Strong 1990.
- Australian Take-Home Tally Full-Year 1990.
- Concentrate Price Update.

**Green Sheet:**

- Average Foodstore Prices 6-Packs/2L.

**June 7, 1991**

- Beverage Digest's "Future Smarts/Legal Smarts" Meeting Focuses On Judicial Morass.
- Bottlers Applaud 1st Pepsi Mid-East, Africa Conference.
- Dr Pepper/7Up Plans Refinancing. A&W Completes Subordinated Debt Repurchase.
- Pepsi Sees "Huge" Growth Domestically, Internationally.
- Coke Leads March Scanner Growth. Pepsi, Dr Pepper, Schweppes Also Up.
- Legislative Affairs.
- New Stars/Stripes On Pepsi Packages.

**Green Sheet:**

- "Future Smarts/Legal Smarts" Seminar Extracts.

**June 21, 1991**

- FTC Complaint Collapses: Coke Southwest Judge Finds Competition "Healthy."
- "Dr Pepper/7Up White Paper" Surfaces As FTC Studies "Piggy-Backing" Issue.
- RC Tests Diet Rite Cola With Caffeine.
- 1st Quarter 1991 Invoices: Pepsi Shows Share Gain, Dr Pepper Also Up.
- NSDA Says National Deposit Bill Hurts Consumers/Recycling Efforts.

**Green Sheet:**

- 7Up Territory Map.

**July 3, 1991**

- Coke Said "Strong" Delaware Lawsuit Winner As Bottlers Get \$20 Mil In Sugar Costs.
- RC Mess: COO Resigns, Debt Payments Due, Bottlers Irate Over Private Label Deal.
- Coke SW/FTC Decision Substantiates TX Soft Drink Competition.
- New Senate Deposit Bill Requires 70% Recycling Rate.
- Switch: Dr Pepper, Cadbury, Shasta Gain April Shares As Coke, Pepsi Decline.

- Additional Dr Pepper/7Up Refinancing Notes.
- Sweetener Dates, Observations.

**Green Sheet:**

- Soft Drink Suppliers To Food Service Chains.

**July 19, 1991**

- Coke Bottlers Organize Delaware Appeal. Judge's Opinion Fascinating Reading.
- Pepper/Pepsi Pace Strong April, May Industry Growth.
- Pepsi Tells Retailers Technological Advances Expand In-Store Profits/Volume.
- Root Beer Overview: Shares, Availability, Bottler Networks.
- Inadvertent Accident Reportedly Spurs July 4th Los Angeles Price War.
- "Future Smarts" Tops In Pops: Beverage Digest's Winter 1991 Seminar Lineup.

**Green Sheet:**

- Invoice-Generated Foodstore Share/Yield Data.

**August 9, 1991**

- Third Soft Drink Flagship Still At Sea. Concept Possibly Sinking.
- Cadbury Schweppes Re-Shifts Headquarters To UK. Schadt Resigns.
- Peoples: Major Coke Management Moves.
- Powdered Soft Drinks Show Share Decline, Volume Gain.
- Corporate Pepsi, Dr Pepper With Strong Gains In May Scanners.
- Coke, Pepsi See Major Japanese Growth Ahead.
- Suppliers Set 3rd Quarter Sweetener Prices.
- Legal Update.
- PepsiCo Head Says Press Story On Corporate Food Emphasis "Dead Wrong."
- Concentrate Price Update.

**Green Sheet:**

- Coca-Cola Territory Map.

**August 23, 1991**

- Decade Perspective: 7Up/RC Show Huge Take-Home Declines As Coke/Pepsi/Pepper Gain.
- UK Government Calls Take-Home "Competitive" But On-Premises "Monopolistic."
- Coke Experiments With New "Intelligent" Vending Machine.
- Flavored Ginger Ale Momentum Continues, Seltzers Down. Orange Category Up.
- Sour Grapes? Nugrape Edits Trade Ad After Complaint.
- Deposit Law Robs Communities Curbside Investment.
- Barq's Launches Major "Nightmare" Halloween Promotion.
- Burke Bids For 10th Largest Franchisor.

**Green Sheets:**

- April/May Take-Home Shares 1982-1991.
- Annual Survey Of Manufacturers/Census Data.

**September 6, 1991**

- Oh Henry! Ramifications CCE's Purchase Johnston Coke.
- Albers Lambastes FTC Over Franchise Transfer Delay.
- Dr Pepper Stock Trading Anew.
- Cadbury Beverage Take-Home Market Share 1st Time On Par With 7Up.
- Pepsi System: High Case Revenues, Low Costs Generate High Profits.

- Daniel 4th Acquittal In 46 Price-Fixing Cases.
- Southern CA CCE Vs. COBO Price Battle Continues.
- Recycling/Legislative Update.
- Coke Increases Distribution Recycled PET Bottles.

#### **Green Sheets:**

- Coca-Cola Enterprises Plus Pending Johnston Areas Map.
- Pepsi Bottler Financial Averages 1980-1990.

#### **September 20, 1991**

- Uh-Huh: Major Pepsi Logo Redesign.
- Top Franchisors: Dr Pepper Growth Exceeds Entire Industry.
- Top Flavors: Canada Dry, A&W, Slice, Mt Dew.
- \$900,000 Fine/Cooperation: TN Coke Unit Negotiates Price-Fixing Guilty Plea.
- Cadbury Profits Up As Beverage Sales Show Small Drop.
- National Beverage Corporation Publicly Pops "Pops."
- Two Legal Updates.
- Coke Extends Sports Advertising Sponsorships.
- HFCS Up +30% 5 Years, Sugar Prices Up +12%.

#### **Green Sheet:**

- Comparative Sweetener Costs.

#### **October 11, 1991**

- Volume Vs. Margin: Wholesale Clubs Create Debatable Industry Issues.
- Mullin In Rousing 7Up Meeting Debut. New Marketing/Ad Plans Detailed.
- Dr Pepper Bottlers Celebrate Great Sales, Diet Momentum.
- FTC Rejects Honickman's 7Up Brooklyn Bid.
- Pepsi Bottlers Laud New Look. Conversion Timetable Set.
- Pepsi Corporate Shows Strong July Growth.
- Pepsi Also Gains In Bi-Monthly Analysis.
- Legal Update: Appeal Claims Bottlers Hold Equity In Corporate Coke.
- NSDA Submits Labeling/Sweetener Viewpoints To FDA.

#### **Green Sheet:**

- Comparative Concentrate Pricing 1.

#### **October 25, 1991**

- Military Soft Drink Market: Consolidated Purchasing/New Product Line Create Changes.
- Low Calorie Coke Outsell Sugared Pepsi In Europe.
- Pepsi Up/Coke Down In Invoice Analysis 3 Channels. Regional Shares Reported.
- Dr Pepper Shows Non-Southern Growth.
- Additional Wholesale Club Data.
- Coke Look-Alike On Sale: "Continental Cola."
- Global Low Calorie View At Australasian Meeting.
- 3 Legal Updates: Coke's Response To Bottlers, Sun Dun, Beckley WV.
- 3rd Quarter Franchisor/Bottler Reports.

#### **Green Sheet:**

- Comparative Concentrate Pricing 2.

#### **November 8, 1991 (Special Edition)**

- Soft Drinks In 21st Century: Johnston Coke Opens Space Age Market Service Center.

#### **November 15, 1991**

- "Sam's Choice." Cott Supplies Wal-Mart With New RC-Based Private Label Colas.
- Dazzling Array Industry/Government Shakers At NSDA Meeting. CCE View?
- Proposed Standard I: FDA On Soft Drink Labeling.
- Proposed Standard II: Congressman On Bottled Water.
- 2 Legal Updates: Diet Coke Appeal. Coke Co-Op Plant Suits.
- "The Trip:" Dr Pepper/7Up/Welch's Bottlers Offered 21-Day Global Incentive Award.

#### **Green Sheet:**

- Pepsi-Cola Territory Map.

#### **November 29, 1991**

- Teed Off: Lipton's Adios Enrages Independent Bottlers, Pepsi Deal Said Imminent.
- "Strategic Alliance." Pepsi/Ocean Spray In Distribution Pact.
- "Crystal Pepsi:" Company Examines Clear Cola Segment.
- In Re NYC: 7Up Seeks Legal Help, Contemplates Legislative Relief. Opposition Noted.
- Coke Executives Air Views On Private Labels/Wholesale Clubs

#### **Green Sheet:**

- Average Retail Foodstore Prices 6-Packs/2L.

#### **December 13, 1991**

- Outsiders Beware: Pepsi/Coke Seen Focusing On "Strategic Alliances."
- Pepsi/Category Leader Lipton Tea Sign Joint Venture.
- Jilted: BMI Claims Vows Broken, Sues Lipton. Other Suits/FTC Complaint Ahead.
- "Boringly Excellent." Executives Document Coke's Domestic/International Growth.
- FTC Actions: 1) CCSW Appeal. 2) Pepsi's No On 7Up NY. 3) FTC's No On 7Up Brooklyn.
- New Package Design, New Ads Support A&W Cream Soda Enhancement.
- Lawsuit Claims Perrier Steals Bottle Design.
- Analysis Top-10 Bottlers 14 Systems.
- Dr Pepper/7Up Show August/September Take-Home Gain.
- Mixers October Scanner Report: Flavored Ginger Ale Gains Continue.
- Update On Coke Sweetener Appeal.
- Bottlers Applaud 7Up Programs.

#### **Green Sheets:**

- Systems' Top-10 Bottlers/Network Breakdowns.
- Soft Drink Calendar of Events.

## 1992

### January 10, 1992

- Ego Pop: Pepsi Head Calls Industry "Self-Absorbed To An Incredible Fault."
- Dispensing Giveaways: FTC Says Legislative Plan Unnecessary.
- ADM Suit Dismissed. Judge Finds HFCS Prices Competitive.
- Judge Refuses To Overrule FTC Distribution Decision On 7Up NY. New Plans Discussed.
- Indiana Bottler Sues Double-Cola Over Concentrate Quality. Court Calendar.
- New Barq's Promotions Push Massive Sampling, Multi-Pack Use, C-Store Volume.
- FDA Approves Pepsi/Goodyear PET Recycling Process.
- More Escheat Cases Ahead. Lawyers See Supreme Court Consideration.
- K-Mart Soon Markets Private Label Soft Drink Line.
- Bottler Decimations Shown In BD Maps.
- Dr Pepper/7Up In Strong November Corporate Take-Home Share Gain.

### Green Sheet:

- "Future Smarts XI" Coverage.

### January 31, 1992

- Beverage Digest's 1991 Top-10 Rankings: Coke, Pepper, Cadbury Gain.
- Pepsi Concentrate Up Weighted Average +2.7%. Amended Coke Colas Up 1.9 To 2.8%.
- CCE Moves Decision Making To 10 Regions.
- Cadbury Says Diet Crush Canada 1st With Sucralose. Staff Changes Reviewed.
- Largest 3-Year Private Label Share Jump: 20-Year Perspective.
- Holland Sweetener Targets Nutrasweet In Global Expansion.
- 7Up's Mullin: 1992 "Positive Case Sales Momentum Building."
- Coke/Nestlé Launch "Nestea Pure Iced Tea."
- Legal Update: 1) RC Unit Vs. Lipton. 2) Coke Vs. PA Bottler. 3) 7Up Plea Denied.
- NSDA Questions FTC On Franchise Transfer Policies.

### Green Sheet:

- Assorted Nielsen/Data Bank Statistics.

### February 14, 1992

- Transshipping Blast: NC Supreme Court Reinforces Interbrand Competition Act Power.
- Dr Pepper/Cadbury Up In Nielsen Bi-Monthly Report.
- Dr Pepper Head Salutes Bottlers' Record 1991 Numbers.
- Vermont Bottler Sues RC Cola After Franchise Withdrawal.
- Bottler Says TN FDA Finds Double-Cola Concentrate Plant "Unsanitary."
- April Named "Uh-Huh" Month For Diet Pepsi.
- Pepsi/Michael Jackson In New International Ad Pact.
- FDA Concludes Clearly Canadian Source Clearly Canadian.
- Cadbury Introduces "Hires Original Mocha."
- Price Wars: 75¢ 6-Packs In Southern CA.
- New Coca-Cola Enterprises Logo.

### Green Sheet:

- Royal Crown Territory Map.

### February 28, 1992

- Judge Calls RC Parent "Corporate Holocaust" As Bottlers Study Posner-Ban Decree.

- Observers See Substantial Aspartame Price Decline As Patent Soon Expires.
- \$2.9 Mil Award In Hawaiian Punch Cancellation Suit.
- 1991 Year-End Scanner Analysis: Cola Category Depressed. Pepper-Type/Citrus Up.
- Mountain Dew Tests Caffeine Free Extensions. 2 New Dew Ad Themes.
- A&W/Tetley In Iced Tea Franchise Pact.
- Japanese Soft Drink Volume Grows +4%, 1992 Forecasts.
- Legal Smarts.

**Green Sheet:**

- Comparative Sweetener Costs.

**March 13, 1992**

- Wrongful Wooing: Suing For \$500 Mil Seven-Up Says Coke Sins In Bottler Seductions.
- Coke In New Mr. Pibb Push. Graphics/Diet Formula Changed.
- Criminal Contempt Charges Filed Against Hospitalized Posner.
- Private Labels Called Less Profitable. Introductions Continue.
- NSDA Calls FDA Label-Revision Deadline "Impossible." Request 1-Year Extension.
- Pepsi Implements Final Training Phase "Right Side Up" Company.
- Aluminum Can Shipments Up +7.6% As Steel Sinks.
- Coke Holds Equity Position In 38% Global Volume.
- Schweppes Mixers, Crush Orange, A&W/Hires Root Beer Gain.
- Former Pepsi Bottler Launches Exoneration Drive.
- "Legal Smarts" Seminar.

**Green Sheet:**

- Comparative Concentrate Pricing 1.

**March 27, 1992**

- Tea For Too Many? New Labels Weaken Possible Bottler Profits.
- Albers Again Considers FTC Franchise Transfer Challenge. Seeks Bottler Views.
- Escheat Defeat: Maine Court Puts Unclaimed Deposits In "Recycling Fund."
- New A&W Root Beer/Squirt/Vernors Commercials.
- Regular 7Up Up In Bi-Monthly Scanners. Corporate Cadbury/Dr Pepper Up.

**Green Sheet:**

- Comparative Concentrate Pricing 2.

**April 10, 1992**

- Crystal Pepsi: Bold Product Test, Possibly Bold Distribution Plan.
- 1991 Soft Drink Ad Spending 9 Franchise Firms Down -2.6%. Cadbury Up +81.3%.
- Albers' FTC Proposal Lists License Transfer Terms. 7Up Bottlers Group Urges Caution.
- Lawsuits Allege Pepsi-Lipton "Conspiracy." 36 Potential Plaintiffs Reported.
- Cola Prices: Pepsi Products 6-Pack Prices Up As Others Generally In Decline.
- Diet Pepsi Begins 1-Mil-Case Sampling Distribution. Questionnaire Attached.

**Green Sheet:**

- Soft Drink Media Spending 1991 Vs. 1990.

**April 24, 1992**

- Pepsi Tests Innovative Distribution. Crystal/Other Pepsi New Age-Product News.
- Shoes Drop: Pepsi/Coke Announce Long-Term Nutrasweet Signings.
- 1st Meeting Pepsi-Asia Bottlers. In-Plant Efficiencies Stressed.

- Albers' FTC-Restraining Bill Formally Introduced In Congress. NSDA Board Objects.
- Legal Notes: Coke Calls 7Up Claims "Ambiguous." Perrier Denies Copycat Charge.
- Snapple Mulls Reformulations After FDA Inquiry.
- Government Bureaus Uphold Cheerwine Ads.
- 66 Dr Pepper Territories Eliminated 1987-1992.
- Australian Consumption Declines Charted.
- Coke Down, Pepsi Corporate Flat In March Scanners. Private Labels Up Strongly.
- 7Up Up +5.6% In March. Company Foresees 1st Yearly Gain Since 1987.
- Future Smarts/Legal Smarts.

**Green Sheet:**

- Dr Pepper Territory Map.

**May 1, 1992 (Special Edition)**

- Posner Puckers Anew: Discussion Reported On RC Sale To Financier Carl Lindner.

**May 15, 1992 (Special Edition)**

- 10 Years: Industry Looks Back, Around, Ahead.

**May 15, 1992 (Double Edition)**

- Prime Segment Sags: Year-End Cola Share Drops -3.2 Since 1984.
- Bi-Monthly Scanners: Business Up. Colas Continue Decline. Private Labels Gain.
- Sucralose Views At Technologists' Meeting. Korab Retires.
- Coke II Expands Into Upstate New York, Philadelphia. NYC Ahead?
- Courts Consolidate/Transfer Lipton Lawsuits.
- "Real Brewed:" Pepsi-Lipton Launch Ready-To-Drink Tea.
- Isotonics: Coke Rolls Out Powerade. Gatorade Extends Global Arm.
- Dr Pepper/7Up Cos Selling 42% Stock In Public Offering.
- Coke Executive Committee/Bottler Board Of Governors In 1st Meeting.
- Dr Pepper Promotions Spotlight Non-Cola Segment.
- 7Up Promotion: 20-Ounce Emerges As Strong Growth Package.
- New Age Beverage Category Generates \$515 Mil Retail 1991.
- Monarch Launches Diet Quench. Overhauls Graphics. Seeks National Bottler System.
- New Movie Promotes Bottled Water.

**Green Sheet:**

- Beverage Digest's 10th Anniversary Statistical Review.

**June 5, 1992**

- Legal Seminar: Pepper Says FTC Abuses Industry. Pepsi/Lipton "Conspiracy" Seen.
- 6+ Billion Cases Since Debut: Diet Coke On 10th Anniversary Cusp.
- Club Stores Called Threat To Supermarket Soft Drink/Other Sales.
- European Diet Volume Soars. Regular Drinks Also Show Solid Growth.
- Ads Revive Canada Dry Ginger Ale's "Less Sweet" Pitch.
- Concentrate Price Update.
- Riot Relief: Pepsi Offers Free Products. Coke's Financial Contributions.
- 1991 Canadian Soft Drink Sales Show +2.3% Growth.
- Current Southern California Pricing.

**Green Sheet:**

- Public Numbers - 1991 Annual Reports.

**June 19, 1992**

- Denver Bow: Wow! Crystal Pepsi Ranks 5th In Tryout. Repeat Sales Next Key Issue.
- "New Age" Category Grows Twice As Fast As Soft Drinks. Clearly Canadian Soars.
- Citrus, Lemon-Lime Labels Outpace Colas In 1st Quarter Invoice Analysis.
- Private Label Spokesman: Brands Now 18.2% All Grocery Units. "No Overnight Fad."
- Non-Carbonated Water Volume Up +20%. Imports Drop.
- Coke Creates Unique Olympic Ad/Promotion Format.
- Resealable 12-Oz PET Introduced.
- Dr Pepper/7Up Public Offering Imminent.
- Clearly Canadian Signs Major 7Up Bottler.
- Correction.

**Green Sheet:**

- 7Up Territory Map.

**July 2, 1992**

- Fountain Fresh Offers Fountain Goods In PET Bottles. New Pump For 100% Nutrasweet.
- Coke Implements New Product-Rotation Requirements To Reduce Outdated Products.
- Franchisors Urge Speedy FTC Action On 7Up NY.
- Cott Private Label Business Soars. Uses Vending Units. Starts Clear Cola.
- Seven-Up Outpaces Industry Growth. Dr Pepper, A&W Also Gain.
- Majority Retail Prices Decline. Diet Coke 12-Packs Up.
- Convenience Store Report Shows Pepsi With Dominant Share.
- "Lipton Original" TV Ads Start.
- New Zealand Revises Data. Growth Shown.
- Interview: Chris Sinclair, President Pepsi-Cola International.
- Barq's Ties In C-Store Promotion With "Cool World" Movie.

**Green Sheet:**

- Books About Soft Drinks 1946-1992.

**July 17, 1992**

- Read Our Contract: Lipton Says Bottlers Misinterpret.
- NY State Agency Seeks Standardized Diet Expiration Dates.
- Take-Home Growth Ebbs. Cola Shares Down. Private Labels Up.
- Bottlers Unhappy With Cott Product Margins. 1st Plant Purchased.
- 6-Month Comparison: 6-Pack Pricing Increases. 2L Drops Slightly.
- InterBev Features New Products, Expocard, Broad Seminar Range.
- 7Up Insists Lawsuit Vs. Coke Contains "More Facts Than Required."
- Autumn Trial Seen In Crown Financial Suit Over A&W Franchise Sale.
- Royal Crown Concentrate Price Update. Financial Data Circulates.
- Blockbuster "Future Smarts" Speaker Line-Up.

**Green Sheet:**

- Average Retail Foodstore Prices 6-Packs/2L.

**August 7, 1992**

- Tinier Bubbles: Aspects Contributing To Slowed Soft Drink Growth.
- 6-Month Mixers/Flavors: Private Label Mixer Shares Gain. Citrus Volume Soars.
- RC Documents Show Company With Record \$35 Mil Profits. 70.3% Concentrate Margin.
- 7Up Brooklyn Buy Again Denied: Judge Says Honickman/DPSU Join In Unit's Demise.
- Albers To Senators: "NYC Beer Distributors Do Not Have Resources."

- Clearly Canadian Sues Perrier Over Package Design.
- Canadian Court Dismisses Hockey Suit Against Pepsi.
- Clear "Everlast Sports Drink": A&W In Isotonic Ring.
- New Royal Crown Ads. Company Also Launches Car Sweepstakes.
- 5-Month Invoice Report: Strong Dr Pepper Corporate Numbers. RC Also Up.

#### **Green Sheets:**

- Bi-Monthly Foodstore Shares December/January 1979- April/May 1992.
- Soft Drink Suppliers to Selected Fountain Accounts.

#### **August 21, 1992**

- "Still A Winner." Pepsi System Optimistic As Crystal Tests Settle At 2 Share.
- Ganging Up On Gatorade: Competitors Eye Sports Drink Segment.
- Cadbury Claims Bottler Illegally Transships Crush. "Curious" Dates.
- 15-Market Price Review: Coke's Cola Prices Generally Higher Than Pepsi's.
- FTC Finds "No Justification" For 7Up Brooklyn Distribution Extension.
- Pepsi Bottlers' Sales Expenses Jump. 1991 Case Revenues Down -4.4%.
- Coke Says Non-Territorial Production Harms System "Integrity."
- 1991 Dutch Soft Drink Volume Up +3.1%. Diet/Cola Shares Gain.

#### **Green Sheet:**

- Average 2L Prices 15 Markets.
- Average 2L Price Changes Vs. Year Ago.
- Pepsi Bottler Financial Averages

#### **September 4, 1992**

- Dandy "DSD." Dr Pepper Study Finds Private Labels/Warehouse Brands Less Profitable.
- Nordic Mist: Coke Bottlers Test Clearly Canadian Competitor.
- Judge Finds Lipton Contracts "Unambiguous." Dismisses Key Bottler Action.
- Kick Lawsuit Underscores Mt Dew Success.
- Data Bank Head Questions Private Label Growth.
- New Age Dollar Volume/Case Sales Continue To Outpace Soft Drink Growth.
- Soft Drink 1991 Drink Industry Provides FL Hurricane Relief.
- Coke II Expansion.
- Japanese Soft Drink Consumption Up +6.3%. New "Functional Beverages."
- Concentrate Price Update.

#### **Green Sheet:**

- Sales/Profitability Analysis DSD Vs. Warehouse Delivered Brands.
- Regions of Coca-Cola Enterprises Map.

#### **September 18, 1992**

- Front Line Focus: Pepsi Restructures To Gain "Sustainable Competitive Advantage."
- 7-Month Numbers: Private Labels/Allied Brands Outperform Colas.
- "Splash." Pepsi/Ocean Spray Study New Age Entry.
- 41% Increase Planned For Wholesale Club Units.
- RC Corporate Outpaces Coke/Pepsi In 6-Month Invoice Review.
- Crown Financial Dismisses A&W Suit.
- Judge Questions FTC Actions. Extends Honickman's 7Up Brooklyn NY Distribution.
- Territory Changes: Pepsi/Lion Nathan Form Australian/NZ Alliance

#### **Green Sheet:**

- Pepsi-Cola International/US Joint Ventures, Company-Owned Operations.

- Selected Sports Drink Ingredients.

#### **October 9, 1992**

- Cott Sees Big Private Label Growth. Says Cola Firms Offer "Little Or No Profit."
- 8-Month Take-Home Totals: Volume Up +2.2%. Private Labels Gain. Dr Pepper/Dew Too.
- "Eye-Opening" 7Up Sales Reversal. Local Marketing Thrust.
- Knowles Seeks Pepper Growth 2-3x Industry. Albers Says "Resist Overconfidence."
- Coke Announces Nordic Mist. Expands Powerade.
- Snapple/Nestea Gain On Lipton.
- Pepsi International To Sell A&W Brands In Asia.
- Crystal Pepsi Update: 1.6 National Share Forecasted.

#### **Green Sheet:**

- Coca-Cola Co Worldwide Company-Owned Operations/Joint Ventures.

#### **October 23, 1992**

- August Cola Blues: 1.1 Share Decline As Private Label Colas Gain.
- Snapple Beverage Prospectus Indicates Huge 1992 Sales/Revenue Jump.
- Concentrate Price Update.
- 1991 Vending Survey: Cold Cup Machines #1 Cash Generator. Sales Per Unit Drop.
- Turner's Turn: Incoming Soft Drink Chairman Outlines Goals.
- More New Age Competitors.
- Nielsen Profiles Beverage Consumers.
- New Books On Garbage Crisis/Canada.
- "Future Smarts" Seminar Sold Out.

#### **Green Sheet:**

- Top Label Performers 8 Months 1992.

#### **November 6, 1992**

- InterBev: Beverages Galore. Speeches On Customers/Future. Off-Shore Orders.
- Great September Sales. Soft Drink Volume Up +9.0%.
- Bottlers Discuss New Royal Crown Ownership/New Products.
- Canada Dry Forgoes 1993 Price Increase If Sales Up +4.0%.
- NSDA President Outlines 1993 Strategies. Reviews 1992 Challenges.
- FTC Levies \$1.9 Mil Antitrust Fine In Re 7Up Brooklyn NY Buy.
- Nielsen Projects 12.0 D/J Private Label Share.
- Analyst Sees Pepsi/Coke Ad Spending Up. RC Down -54.0%.
- 8-Month Invoice Report: Pepsi/Coke Down, Others Up.
- 6-Month Premium Still Water Volume Up +22.7%.
- Concentrate Price Update.
- Corrections.

#### **Green Sheet:**

- Selected InterBev Booths
- Territories 12 Pepsi-Cola Business Units/4 Franchise Business Units Map

#### **November 20, 1992**

- National Brands 88% More Profitable Than Private Labels In Pepsi Analysis.
- Scanner/Invoice Reports On 9-Month Sales. Nielsen Views Channel Shares/Pricing.
- Franchisor/Bottler Unanimity Emphasized At Pepsi-Cola/PCBA Love-In.
- Milestone Nutrasweet Patent Expires In 2 Weeks.

- FTC Permits Honickman Purchase Only NJ Section 7Up New Rochelle NY.
- Pepsi Proceeds With Crystal Launch Plan. Mulls Superbowl Ad.
- 20-Oz Gains As 2L Pet Declines. Cans Shift.
- InterBev Seminars: Regaining "Eroded Margins." Private Labels.
- Innovative Vendors At NAMA Show. Beverages Galore.

**Green Sheet:**

- Coca-Cola Territory Map.

**December 11, 1992**

- CCE/COBO Increase Cola/Flavor System Shares.
- Pepsi Launches Crystal Nationally, Predicts 2 Share.
- Study Shows 5-Year Decline Coke Bottler Profitability Ratios.
- October Volume Up +1.3%. Pepsi Growth Leads Franchisors. Private Labels Up.
- 10-Month Report: Volume Up +1.6%. Private Labels Gain. Colas Down.
- Spain: Pepsi Nearly Doubles Share With Kas/Kesa Buy.
- FTC Again Denies Pepsi Bottler's Request To Distribute 7Up In Metro NYC.
- Cadbury Settles Crush Franchise Lawsuit Vs. 7Up Virginia Beach.
- Reflections: Jim Lindsey, Former Owner/CEO Pepsi Bakersfield CA.
- Pepsi Details Product Rotation Dates.
- Concentrate Price Update.
- Analyst Sees Cott With 4.0 Share 1995.
- Wholesale Club Prices Reported 26-31% Lower Than Supermarkets.

**Green Sheets:**

- 12 Systems' Top-10 Bottlers/Network Breakdowns.
- 1993 Soft Drink Calendar of Events

## 1993

### January 8, 1993

- Guerrilla-Gorilla Taxes: Excise Bills Create Soft Drink Woes.
- Soft Drink/Other Beverage Dollar Sales Grow As Colas Decline. New New Age Data.
- "Future Smarts": Coke/Pepsi Agree Competition Boosts Business. Seminar News.
- Package Design Lawsuits: Pepper Sues Coke Then Coke Sues Pepper.
- "Tab Clear." Coke Calls Product "Study In Contradictions."
- New PET Version Classic Shaped Coke Bottle.
- Data Bank Reports Pepsi's Diet Cola Labels Show Profitability Gain.
- 11-Month Scanners: Cola Volume Up +1.6%. Private Labels Up.
- 45% Denver Crystal Pepsi Purchasers Buy Again. Channel Breakdown.
- Review 1992 Soft Drink-Related Stocks. RC Parent DWG Soars.
- Nielsen Analyzes Beverage Channel Shares.
- Clinton Election Puts Spotlight On Arkansas Water.
- NSDA Video Pushes Bottler Action Against Bottle Bills.
- Concentrate Price Update.

#### Green Sheet:

- "Future Smarts XII" Coverage.

### January 22, 1993

- Tax Task Force Formed. "Gubernatorial Purse-Snatching" Challenged.
- Maine Supreme Court Confirms State Ownership Unclaimed Deposits.
- 12-Month Supermarket Volume Up +3.6%. Diets Decline.
- FDA Approves "Simplified" Soft Drink Label.
- FDA Proposes Bottled Water Regulations.
- New US Schweppes Graphics For "Mainstream" Look.
- Government Estimates Nutrasweet Price. Sees Slowed Soft Drink Growth.
- Nestea Now #1 Ready-To-Drink Tea In Supermarkets.
- A&W Ups Ad Budget. New Root Beer Theme: "Brings You Back."
- Caffeinated "Diet Citra" Challenges Lemon-Limes. Jolt Numbers.
- Security Analysts' Soft Drink Reports.

#### Green Sheet:

- Excise Taxes/Forced Deposit Laws/Container Taxes.

### February 5, 1993

- Beverage Digest's 1992 Top-10 Rankings: Primary Corporate Gain From Dr Pepper/7Up.
- Sweet Talk: Bottlers Ask Do Franchise Firms Share Recent Nutrasweet Savings?
- NSDA Studies Elimination "Issues" Group.
- Cadbury/Pepsi In Eastern European Pact. Potential Ripples.
- Annual Foodstore Report Shows Diets/Colas Down. Flavors/Private Labels Up.
- 1992 Canadian Private Labels Outperform Major Franchisors.
- CCE Retail Price Increases Top COBO's
- Concentrate Price Update.
- Premium Still Waters Volume Up +26.7% 1992. Evian Loses Share.
- Seagram Beverage Launches "2 Calorie Quest."
- "Future Smarts/Profit Smarts" Seminar.

#### Green Sheet:

- Interview Snapple Beverage Corp.

**February 19, 1993**

- Coke's Keough Announces Retirement.
- NY Legislators Urge Expiration Dates On Diet Labels. Franchisor Plans.
- Hostile Soft Drink Bills Introduced AR, FL, OK, MN, NM.
- January Supermarket Volume Up +7.9%. Private Labels Down.
- "Always Coca-Cola." Company's New Media-Focused Ad Campaign.
- Pepsi Bottlers See Comparatively Higher Crystal Profits.
- Tab Clear Distribution Increases. 1st Numbers Reflect Limited ACV Availability.
- "Welch's Sparkling Water Refreshers" Soon In Test.
- DWG Proxies Detail Financing, Posner Departure.
- Revised Equity Holdings, Other Highlights In Pepper Prospectus.
- Slight 1992 Australian Soft Drink Gain.
- Japanese Soft Drink Consumption Up +2.0% 1992.
- Analysis Supermarket Newspaper Ads/In-Store Displays.
- 1992 C-Store Ranking Shows Corporate Pepsi Lead. Cola Segment Down.
- Beverage Digest's Seminar On New Products/New Profits.

**Green Sheet:**

- 2/17/93 Interview With Coke's Don Keough, Robert Goizueta.

**March 5, 1993**

- Woe's: Negative Industry Implications In Mounting Tax Threats. NSDA Shifts Staff.
- Sugar Free "Pepsi Max" Targets Sugared Consumers.
- Court Voids Coke Bottlers' \$20 Mil Sweetener Award.
- Cans/2L PET Continue Marketplace Domination.
- Pepsi Pushes 1L "Big Slam"/Other Single-Serve Packages.
- Report Measures Cola Pricing Gap. Private Labels Lowest. Pepsi/RC Highest.
- Dr Pepper/7Up Sues FTC Over Blocked NYC Transfer.

**Green Sheet:**

- Comparative Sweetener Costs.

**March 19, 1993**

- Un-Nice: Bottlers Claim 7Up's "Unilateral" Decisions Harm Relationship.
- NSDA Task Force Finds Myriad Gaps In Tax Fight.
- Crystal Pepsi Share Now 2.4 Nationally.
- 7Up, Colas Fuel Strong 6-Week 1993 Numbers.
- MA High Court Upholds Escheat Law. Broad Implications Seen.
- Coke Bottlers Claim "Oversight" Prompts Award Reduction.
- A&W Brands Adds "Slightly Sweeter" Squirt Extension.
- Pechiney Holds Largest US Beverage Can Share.

**Green Sheet:**

- Comparative Concentrate Costs.

**April 2, 1993**

- Non-Soft Drinks Grow In \$12 Bil Ready-To-Drink Take-Home Arena.
- Crystal Pepsi Produces Incremental Sales. Tab Clear Update.
- Imminent Launch Vitamin-Enriched "Bullwinkle."
- Pepsi-Cola International Sees "Immense" Power In Star Endorsers.
- State Tax Update At Presstime.

- Express Lane Visi-Coolers Boost Coke/Pepsi Volume.
- NY Distributors Charge Honickman/Coke NY With Price-Fixing.

**Green Sheet:**

- Pepsi-Cola Territory Map.

**April 13, 1993 (Special Edition)**

- Tectonic Shift: Era Ends As Coke's Keough Retires.

**April 23, 1993**

- Tick Or Threat? Private Label Growth Spreads Throughout Take-Home Arena.
- Crystal Pepsi Shares Dip. Tab Clear Update.
- Data Indicates Coke Dominates Former East Bloc Market.
- December/January Take-Home Volume Up As Diets/Cola Shares Drop.
- Tax/Bottle Bill Update.
- 1992 Soft Drink Recycling Sets Record.
- Court Orders FTC Re-Evaluate 7Up Brooklyn Sale Request.

**Green Sheet:**

- Soft Drink Media Spending 1992 Vs. 1991.

**April 26, 1993 (Special Edition)**

- "Free At Last, Free At Last." RC Sold. John Carson New President.

**May 14, 1993**

- Investor Says Innovations Stem Private Label Growth.
- Cadbury Names Brock US/Canadian Soft Drink Head.
- Industry-Supported Recycling Proposal Counters "Costly, Wasteful" Bottle Bill.
- Lemonades: 4 New Hot-Filled Products.
- Paced By Pepsi Scanners Show Excellent April Volume Gains.
- February Multi-Channel Share Growth Led By Dr Pepper/7Up.
- 4th In-Store Research Service Pushes "Tactical" Data.
- Welch's Tests Sparkling Waters With Unique 3-D Labels.
- New Ads For Royal Crown System. 2nd Pepsi "Monster Bash" Planned.
- 1993 Australian Update: Coke Strongly Dominates But Pepsi/Cadbury Up.
- Beverage Book Reviews: "God & Coke." "Blood & Wine."
- Concentrate Price Update.

**Green Sheets:**

- 50-Market Case Shares, Selected Labels 8 Weeks Ending 2/20/93.
- Selected Data 1992 Annual Reports.

**May 26, 1993 (Special Edition)**

- A Talk With Craig Weatherup.

**June 4, 1993**

- Liquid Tea Supermarket Sales Up +79.6%. Snapple #1 Label.
- Crystal Pepsi Drops Below 1.0 Share. Tab Clear Under 0.1.
- Coke NY Drops Distributor Contracts 1995. Offers Settlement.
- 7Up Distributors Claim Honickman-Funston/DPSU "Purposely" Bankrupt Brooklyn Plant.

- Honickman At Beverage Digest Seminar: "Franchisors Should Own Distribution System."
- Judge Says Court's Action Stops RC Collapse. Compares Posner To "Malignancy."
- Faygo's "Mario Brothers" Attacks \$14 Bil Children's Soda Market.
- 7Up Gains Share Vs. Sprite.

#### **Green Sheets:**

- Future Smarts/Profit Smarts.
- 1987-1996 Soft Drink Packages Units.

#### **June 18, 1993**

- Pepsi Hoax Flood: Overwhelming Fraud Seen. Prankster? Sabotage?
- Pepsi Nebraska Tests "Freshness Dates."
- Cola Decline Continues. Segment At Record Low. Drops To 59 Share 1992 Take-Home.
- Industry Prepares For 5/94 Labeling Law Changes. NSDA Calls For Revisions.
- Top-10 Coke/Pepsi Plants Control 80+% B/C Volume. Key CCE/COBO Roles.
- F/M Data Shows Diets Lag Industry Growth. Private Labels/Corporate Pepsi Gain.
- Argentine Pepsi Bottler Trades In US. Other Stock News.
- Pepsi Latin American Growth Seen.
- 1992 Canadian Soft Drink Sales Drop -1.4%.

#### **Green Sheet:**

- Royal Crown Territory Map.

#### **July 2, 1993**

- CCE Says New Private Label Profit: "Myth Based On Misconception/Misrepresentation."
- Pepsi Bottlers Set Record Case Profitability.
- Re Hoaxes: NSDA/Pepsi Call For Continued Industry Security.
- Perrier In Growth Mode After 1990 Recall.
- Sports Drink Newcomers Take Gatorade Shares.
- Ex-East Bloc Market Update.

#### **Green Sheet:**

- Soft Drink Market In Hungary.

#### **July 16, 1993**

- Private Labels Continue Strong 1993 Volume/Share Gains.
- Dr Pepper Says "Brand Switching" Provides Private Label Increase.
- What's On Soft Drink Industry's Mind?
- Dew-Led Heavy Citrus Labels Show Steady Growth.
- Weatherup Cautions On Product Integrity/Arrogance.
- Press Knocks Soft Drinks.
- Japanese Volume Off -2.1% 1992.

#### **Green Sheet:**

- Dr Pepper Territory Map.

#### **August 6, 1993**

- Strong Sales In Flood Area. HFCS Delivery Problems.
- Hoax Reality: 3.9 Mil Case Loss Seen During Peak Pepsi Scare.
- Dr Pepper System Sets "All-Time" Volume Record.
- Zyman Returnz: Coke System Applauds Ivester Surprise.
- RC Investor Pitch: Victor Vanquished. New Blood Aboard. Gold Ahead.

- Huge Canadian Private Label Growth.
- 2Q 1993 Financial Reports.

**Green Sheet:**

- Pepsi-50 Coke Ownerships/Joint Ventures.

**August 20, 1993**

- Tea Time: Phenomenal RTD Growth As Lipton Expands/Snapple Dominates.
- Carson Names Leyland RC Ombudsman. New Ad Agency.
- Low Interest Boosts Coke Bottler Profitability.
- April/May Take-Home Shows Substantial Private Label Growth.
- NSDA: Ohio Tax Ominous For Food Wholesalers.
- National Beverage Corp Spends \$2.5 Mil Behind Mario/Kid Cans.
- Australian Grocery Volume Up +5.5%. Pepsi/Cadbury Talks On/Off.
- Diet Freshness: Kalil's Lids Offer Education Vs. Date Coding.

**Green Sheet:**

- Invoice-Generated Food Store Share/Yield Data.

**August 20, 1993 (Special Edition)**

- Bottlers Applaud Cadbury's "Unsolicited Surprise" DPSU Stock Purchase.

**September 9, 1993**

- Cadbury Strikes Again. With A&W Buy Holds Equity In 16.2% US Volume.
- Soft Drink Dominance Ready-To-Drink Dips. Will Coke Perk Coffee?
- Pepsi Challenge Revives In CT.
- Lemon-Lime Growth Outpaces Total Market.
- RC Bottler Board Hears Ad Budget, Agency, Label News.
- Private Labels Show Overall Growth. Store Brands Top Root Beer/Orange Segments.
- Concentrate Price Update.

**Green Sheet:**

- 7Up Territory Map.

**September 24, 1993**

- Industry Awaits Additional Franchisor Consolidation. Related Notes
- Major PepsiCo Organizational Changes. Sinclair Seen As "Potential" Calloway Heir.
- Suit Says Fritz Family Ships Pepsi Outside Territories.
- Appeals Court Sides With Bottlers Vs. Coke Over Non-Territorial Production.
- Mass Merchandisers Lead Soft Drink Channel Growth.
- Sucralose Boosts Cadbury Canada Sales.
- 12-Pack Gains Popularity As 6-Pack Wilts.
- FTC Again Snubs Honickman Buy 7Up Brooklyn.
- 2Q 1993 Financial Reports.
- Pepsi Forms Huge South American Bottling Network.
- COBO Now Does 55.7% US Pepsi Volume.
- 1992 Dutch Soft Drink Production/Consumption Up.
- Review Beverage Stock Prices.

**Green Sheet:**

- Comparative Sweetener Costs.

**October 15, 1993**

- Pepsi Weighs Next Freshness Dating Step As Many Franchisors Disagree With Project.
- Court Backs Honickman For 7Up NY.
- Mullin Announces Diet 7Up Concentrate Price Drop.
- Dr Pepper Bottlers Celebrate 9th Record Year.
- Brock Welcomes A&W System To Cadbury.
- Staley/American Maize Keep HFCS Prices Stable.

**Green Sheet:**

- Soft Drink Suppliers to Selected Fountain Accounts.

**October 29, 1993**

- Coke Dominates 1st Global Share Analysis. Huge Non-US Coke/Pepsi Growth Seen.
- Diet Coke Label Demotes Nutrasweet. Implications Assessed.
- Rave InterBrau Reviews: Innovative Packaging/Production Units Shown.
- Concentrate Price Update.
- Carson Retunes Royal Crown. Non-US Volume Up +30%.
- NSDA Attacks Legislative Deposit/Recycling Analysis.
- Dr Pepper Posts Double-Digit US Volume Gains. New Canadian Numbers.

**Green Sheet:**

- Global Soft Drink Corporate Shares Estimated Mid-1993.

**November 12, 1993**

- Hot Teas: Lipton #1 Volume. Snapple #1 Dollar Share. Arizona Jumps.
- NSDA Meeting: Franchisors Sit On Board For 1st Time. Cadbury Fights Private Labels.
- Cadbury Integrates A&W Buy Via Red/White/Blue Teams.
- Root Beer Overview: Barq's Takes Big Bite.
- 12-Pack/2L Prices Drop In Key Markets As Equity-Bottlers/Private Labels Fight.
- Harvard Business School Studies Cott.
- New Products From Clearly Canadian.

**Green Sheet:**

- Average 2L/12-Pack Prices 15 Markets.

**November 24, 1993**

- HFCS Producers Predict Higher Prices.
- Record Private Label Growth Continues. "Relentless Threat."
- Coke CEO Vows Growth "With A Vengeance." Sees New Packaging/Fast In-Out Cycles.
- Original New York Seltzer Seeks Investors.
- Sports Drinks: Soft Drink Franchisors/Others Gain On Still #1 Gatorade.
- Slice Redesign Emphasizes Flavors.
- Japanese Ready-To-Drink Teas/Coffees Grow.
- Address Changes.

**Green Sheet:**

- Coca-Cola Territory Map.

**December 10, 1993 (Double Issue)**

- New Coca-Cola Policy Requires End-Date Codes.
- Pepsi Moves To Linked National Fresh Product/Dating System.

- Pepsi Considers Crystal Relaunch As Clear Citrus Cola.
- Cola Share Erosion Continues.
- Canada: Coke/Pepsi Dominate Shifting Industry. US Voices Loom Louder.
- Coke NY Distributors Launch P.R. Pitch.
- Bottled Water Aims At Diet Soft Drinks.
- Beverage Digest Update: Top-10 Bottlers In 14 Systems. Big Get Bigger.
- Beverage Digest Talks With Lou Lowenkron.

**Green Sheet:**

- Systems' Top-10 Bottlers/Network Breakdowns.

## 1994

### January 7, 1994

- Pepsi Posts 2.5% Price Increase.
- Honickman Wins All Metro NYC 7Up Rights. FTC Drops Objections.
- Bottlers Apprised Of New Laws Affecting Company Value.
- Dr Pepper/7Up Only 1993 Corporate Share Gainer.
- Major Industry Issues Reviewed At "Future Smarts."
- Most Soft Drink Stocks Show '93 Growth.

### Green Sheets:

- "Future Smarts XV" Coverage.
- Soft Drink Calendar of Events.

### January 21, 1994

- Coke/Pepsi Move Toward "Hub" Bottlers In Latin America.
- Private Label/Dr Pepper 1993 Supermarket Growth Winners.
- Diet Cola Moves Fight Big Losses.
- Cadbury Sees 1994 Above-Industry Growth. Profits Up "Significantly."
- Corn Syrup Prices Up 2.6%-3.6%.
- Pepsi Attacks "Premium" Private Labels.
- "Future Smarts/Profit Smarts" Seminar Speakers.

### Green Sheet:

- Latin America Soft Drink Shares 3Q 1993
- Publicly-Traded Coca-Cola Bottlers
- Publicly-Traded Pepsi-Cola Bottlers

### February 4, 1994

- 1993 Top-10 Numbers: Strong Growth Pushes Dr Pepper To #4 Label.
- Soft Drinks Sag As Teas/Still Drinks Gain In Take-Home.
- Cott's 3 Shots: Global RC Contract. Cadbury Europe Venture. UK Acquisition.
- Lipton/Snapple Gain. "Real Brewed" Tea Tempest Mounts.
- Coke Classic/Sugar-Diet Private Label Colas Show Supermarket Gains.
- Cadbury Plans Broad Range 1994 Promotions.
- Mystic Beverages Files Stock Offering Data.
- 650 US Bottler Ownerships Now Functioning.
- Independent Bottler Group Eyes Small Franchisors.
- Concentrate Price Update.

### Green Sheet:

- Top-10 Corporate Soft Drink Share History 1986-1993.
- Top-10 Soft Drink Brand Shares History 1986-1993.

### February 18, 1994

- Cola Shares Sag To 22-Year Low. Pepsi Narrows Take-Home Gap.
- 26 New Classic TV Ads Expand Consumer Approach. 1st Coke Private Label Poke.
- Competitors Nibble As Evian Dominates Premium Waters.
- Pepsi/Coke Return To Vietnam.
- FTC On Honickman 7Up NY Buy: "3rd Tier Bottler Not Realistic."

**Green Sheet:**

- All-Channel Soft Drink Profile 1988-1993.
- Soft Drink Take-Home Review 1969-1993.

**March 4, 1994**

- RC Rebirth: Bottlers "Rapturous" After Meeting. Flagship Ad Called "Remarkable."
- "Fruitopia." Coke Plays Another Minute Maid Card.
- New Diet Coke/CF Diet Coke Designs Incorporate Classic Script.
- Dr Pepper/A&W/PL Start 1994 With Share Growth. 52-Week Mixer/Orange Shares.
- Knowles Calls Pepper Bottlers "Best." Congratulates Group On 1993 "All-Time Record."
- Metal Container Now 3rd Largest Aluminum Can Producer. Growth Forecast.
- Concentrate Price Update.

**Green Sheet:**

- Pepsi-Cola Territory Map.

**March 17, 1994 (Special Edition)**

- Talks With John Hunter/Doug Ivester.

**March 18, 1994**

- Pepsi Seen Expanding Consumer-Friendly Dating Nationally. TV Ad Tie-In Reported.
- Coke Analysts Meeting: Global News. Brand Buys Possible. PL Attacked.
- Monarch Financial Data Circulates. Firm Owns Historic Labels.
- Cola Slips As Citrus/Peppers Gain In January Foodstores. 15-Year O/N Review.
- Dr Pepper-Sponsored Study Finds Private Labels "Weak Tool" For Store Loyalty.

**Green Sheet:**

- Comparative Concentrate Pricing.

**April 1, 1994**

- Reporting "Strong" Sales Pepsi Max Adds 12 Countries.
- Pepsi Announces Total US Freshness Dating Program. Says "Others To Follow."
- Naturaw: Soho Natural Switches To "More Natural" Sugar Sweetener.
- PL Dominates Canada As Growth Slows. NB Prices Eased. Views Cott's Vice Chairman.
- Panamerican Offers 9 Mil Shares In Ownership Expansion.

**Green Sheet:**

- Invoice-Generated Composite Data 1991-1993.

**April 22, 1994**

- "OK" Is It. Coke's Zyman Describes New Product's Goal: "We'll Try To Take It All."
- Mass Merchandisers Lead 1993 Selected Channel Growth. Flagship Pepsi Ranks #1.
- "Never Signed" Agreement: Coca-Cola Loses Yankee Stadium Rights To Royal Crown.
- NSDA Task Force: Increase State Focus. Monitor New Members. Expand Committees.
- Largest Non-US Pepsi-Cola Bottler Offers Public Stock.
- Strong Fountain Sales Secure Coke #1 Canadian Spot.
- Coke's "Green Day:" Beverage Refuse Down To 3.2%.
- Gatorade Continues Sports Drink Dominance As Coke/Pepsi Presence Increases.

**Green Sheet:**

- NSDA Task Force Report.

### **May 13, 1994 (Double Issue)**

- Product Freshness: Weatherup Discusses Status. RC Plans Test. Coke Memo Circulates.
- Mexican Debate: Cane Sugar Vs. "Gringo Corn Syrup." "Wrong Time For Right Product."
- Key Soft Drink Franchisors Cut 1993 Ad Spending 4.8%.
- Highlights Selected Beverage 1993 Annual Reports.
- Coke's Ed O'Reilly Returns. Starts "Transfusion" Beverage Company.
- Leahy Attacks Coca-Cola Co On Senate Floor. NSDA Responds.
- International Paper/Pepsi Test Paperboard 6-Pack Holder.
- Concentrate Price Update.

### **Green Sheets:**

- Soft Drink Media Spending 1993 Vs. 1992.
- Highlights Selected Industry Annual Reports.

### **June 3, 1994**

- Future Smarts Seminar: Cott's Nichol Condemns \$3 Coke/Pepsi "Brand Tax."
- RC's Carson Pledges Franchising/Antitrust FTC Activism. Triarc Numbers Released.
- Coke Leads Franchisor Take-Home Growth Through Early April. Strong PL Gains.
- 1993 Canadian Soft Drink Sales Up +5.5%.
- Australia: 1st Quarter Soft Drink Volume Up +20.6%.
- Coke Femsa Mexico Reports +45% Income Growth.
- Gatorade Introduces "Sun Bolt" Morning Energy Drink.
- Coke/Seagram's/Private Labels Dominate Orange Juice Market.
- Non-Traditional Margins Higher Than CSD.
- Bottled Water Group Knocks Calories/Caffeine In Soft Drinks/Sports Drinks.

### **Green Sheet:**

- "Future Smarts XVI" Coverage.

### **June 17, 1994**

- Continued Pepsi Restructuring Said Ahead. Weatherup Seeks Savings.
- Diet Pepsi Gains. Coke Sees "No Evidence" Freshness Dating Helps Sales.
- RC Bottlers Fret Over Cott. Meeting Planned. Cott Capacity Expands.
- Ready-To-Drink Pot Up As Soft Drink Shares Shrink.
- Lipton/Arizona/Private Labels Gain Tea Share. Snapple/Nestea Drop.
- Year-End "Future Smarts" Agenda.

### **Green Sheet:**

- Dr Pepper Territory Map.

### **June 28, 1994 (Special Edition)**

- Talk With John Brock.

### **July 1, 1994**

- Dr Slice Targets Pepper "Voids" In Pepsi System.
- FTC Orders Coke Obtain OK To Buy Franchisors In Next Decade.
- Cott Expands International Sites. Penetration US Channels Reviewed.
- Bottlers On Pepper's Success: People/Funds/"Good Fortune"/"The Trip."
- Coke Products Lead Military Sales. Military Volume Down.

**Green Sheet:**

- Selected Soft Drink Ingredients.
- Carbonated Soft Drinks Among Top-500 Dry Grocery Items.

**July 15, 1994**

- Pepsi Shifts Top Managers. Business Units Consolidate.
- NY Lawsuit Claims Soft Drink Producers "Conceal" Limited Aspartame Shelf Life.
- Diet Pepsi Leads Low-Calorie Volume Gains.
- Initial Coke OK Share Report. Crystal Down.
- Lower Costs/Improved Margins Raise 1993 Coke Bottler Profitability.
- Pepsi Outgains PL In Canada A/M.
- Top Brand 2L/12-Pack Pricing Declines In Key Markets.

**Green Sheet:**

- Average 2L/12-Pack Prices in 15 Markets Vs. Year Ago.

**August 5, 1994**

- Ahead: Who's On 1st? Coke/Pepsi Succession Scenarios Considered.
- 6 Months 1994: Still Waters/Teas Impact Soft Drink Shares.
- Wide Variety New Products Seen Ahead.
- Pepsi/Pepper Show YTD Share Gains.
- Previous Pepsi President's Bottler Paeon.
- Concentrate Price Update.

**Green Sheet:**

- 7Up Territory Map.

**August 19, 1994**

- Observations On Major Cola Bottler Pricing/Share Shifts.
- Significant 6-Month National Brand Growth Over Private Label.
- Soft Drink Book Review: "Secret Formula."
- OK Sells 95,000 Cases In Supermarkets To Date.
- Chilean Coke Bottler Listed NY Stock Exchange.
- Pepsi Britvic Chief Attacks Private Labels.

**Green Sheet:**

- Books About Soft Drinks 1946-1994.

**September 2, 1994**

- Tea'd Off: Frustrated Coke Shifts Sagging Nestea To Atlanta.
- Changes Afoot As Perrier/Gatorade/Lipton Dominate Water/Sports/Tea Categories.
- Coke NY/Distributors Reach \$140+ Mil Settlement.
- Soviet Business Midwife Sues Coke.
- Fountain Fresh Sees Global Expansion/Profitability.
- Canada Dry Refocuses On Regular Ginger Ale.
- Coke Dominates 87-Country Update.

**Green Sheet:**

- Global All-Channel Soft Drink Corporate Shares In 87 Countries.

**September 16, 1994**

- Pepsi Plans US Introduction Pepsi Max: But Which One?
- Mt Dew/Dr Pepper Labels Exceed Industry Growth.
- Dr Pepper/FMI Study Draws Private Label Conclusions.
- 24-/12-Pack Volume/Share Soars As 6-Pack/2L Decline.
- Carrot/Fish/Bottled Water Drinks Show Big Japanese Growth.
- Coke Contour Results Mixed In Midwest Pepsi Markets.

**Green Sheet:**

- Coke US/International Ownerships/Joint Ventures.

**October 7, 1994**

- FTC Reverses Previous Coke Southwest Decision. Orders Sale Dr Pepper San Antonio.
- Albers Details Dr Pepper/7Up Fiscal Progress. Weeps At Dr Pepper Meeting. Adios?
- 7Up System Celebrates 3rd Consecutive Growth Year. Mullin Sings For Diet 7Up.
- Dr Pepper Bottlers Celebrate "8th Record Year."
- Dramatic Private Label Cola/Volume/Share Declines.
- RC Seeks 5 Share Mexico Via New Bottler Contract.
- Beverage Digest In Talk With Pepsi's Brenda Barnes.

**Green Sheet:**

- 41+ Pepsi-Cola US/International Ownerships/Joint Ventures.
- Publicly-Traded Coca-Cola Bottlers.
- Publicly-Traded Pepsi-Cola Bottlers.

**October 21, 1994**

- Bottler Cost Of Goods Mounting. "Largest Increase Since 1973-74."
- Coke/Pepsi Show Matching +0.4 Growth In 9-Month Numbers. 1984-1994 Trends.
- 7Up Wins Federal Suit Against Coke Bottler Ads.
- Cott/Virgin Launch Cola. Cott Could Hold 20% UK Market.
- Canada: Ace-K Approved. Saccharin Reintroduction Said Soon.
- Coke Introduces Cutout Multi-Packs For Contour.

**Green Sheet:**

- Coca-Cola Territory Map.

**November 3, 1994 (Special Edition 1)**

- News/Commentary At InterBev.
- Ivester Attacks Sheep/Parasites. Salutes Wolves.
- Pepsi Bottlers Discuss New Products.
- Cadbury Filing Indicates Formal Wish To Buy Dr Pepper/Seven-Up.
- Dr Pepper/7Up Optimistic About 2nd Coke Trial. Reviews Status NYC Franchise.
- RC System Optimistic Over NYC Outlook. Carson Reviews Business.

**November 3, 1994 (Special Edition 2)**

- "Gem Of A Move." Quaker Oats Buys Snapple.

**November 10, 1994**

- Election Results Bode Well For Soft Drink Industry.
- Bottlers Fret Snapple Pact Portends Margin Losses. Quaker Oats Plans Update.
- New "Lighter" Fruitopia Labels. Volume Gains Reported Against Snapple.

- Selected InterBev Exhibit Highlights.
- Study Details Soft Drink/Related Industries \$94+ Bil US Economic Impact.
- Royal Crown Shifts To Information Resources Inc.

**Green Sheet:**

- InterBev 92 Beverage Exhibit Highlights.

**November 23, 1994**

- NSDA Urges Government Renegotiate Aluminum Deal.
- Uzzi Outlines "Innovative Hybrid" Snapple/Gatorade Distribution. Sees "Trade-Offs."
- Report Says Non-Traditional Drinks "Overspaced Vs. Sales." 9-Month RTD Overview.
- Coke's Fruitopia Reaches 61% ACV. Fruit Punch #1 Flavor.
- Search For Coke/Pepsi Vendor Theft Victims.
- Coke Offers Employees Snapple/Cott Perspective.

**Green Sheet:**

- Royal Crown Territory Map.

**December 9, 1994 (Double Issue)**

- Top-10 Bottlers 5 Largest Franchisors Now Handle Average 76% Volume.
- Coke Consolidated Extends Use Fluted Cans. Corporate Coke Can Hunt Continues.
- Bottler Analysis Contrasts Coke/Pepsi Concentrate Prices.
- Pepsi Invests \$400 Mil In Brazil As Baesa Now Controls Franchises.
- 10 Months: Coke/DPSU/PL Lead Corporate Gains. Mt Dew Paces Brand Growth.
- Canadian Update: Mixed Franchisor Gains Vs. Private Labels As Prices Drop.
- Harvard Probes "Cola Wars."
- Non-Alcoholic Beer: Stroh Gains On Anheuser-Busch.
- Dr Pepper Case Profit Highest In 9-Month Review.
- Coke/Revised Dr Pepper Recipe Books Published.
- 9-Month Beverage Company Highlights.
- Concentrate Price Update.

**Green Sheet:**

- 12 Systems' Top-10 Bottlers/Network Breakdowns

## 1995

### January 6, 1995

- Beverage Digest Seminar Speakers Present News/Review Critical Issues.
- Quaker Oats Post Snapple Creates Non-Traditional Agreement.
- Judge Reverses Jury: Coke Wins 7Up Case Appeal.
- Court Bars Ex-Pepsi Executive From Quaker Oats Duties.
- Consumer Preference Reported For New Canadian Diet Pepsi With Acesulfame-K.
- Aluminum Update: Coke/Pepsi Systems Study Alternatives As Can Prices Rise.
- New "Lifesavers" Still Drinks Available From Adirondack.
- Who's Afraid Of Polar Bear?
- Coke/India Partner In Dispute.
- Cadbury's Canada Dry Dominates Mixer Category.
- Sales Review Pepsi's Dr. Slice/Coke's OK.
- Fountain Fresh Sales "Top All Coke/Pepsi Brands" In Bottles Selected UT Markets.

### Green Sheet:

- "Future Smarts XVII" Coverage.

### January 20, 1995

- New 1995 Pepsi Ads Plus Expanded Products-Packages.
- Snapple Distributors/Bottlers Review Additional Contract Issues. Uzzi's Update.
- Pepsi Says Bottler Floor Costs Show "Continued Advantage" Vs. Coke System.
- 12-Month Coke/Pepsi Take-Home Shares Up. Prices Down.
- Why Buffett Likes Coke.
- 1994 Tough Soft Drink Stock Year.

### Green Sheet:

- 1995 Soft Drink Calendar of Events.

### January 23, 1995 (Special Edition)

- Cadbury Makes Dr Pepper/7Up Offer. Industry Implications Reviewed.

### February 3, 1995

- Cadbury Evaluates Acquisition Efficiencies.
- Distributors Pleased With Quaker Oats Executive Tour. 1995 Plans Reviewed.
- NAACP Threatens Dr Pepper/7Up Boycott. Issues Demands.
- Record Low Take-Home Cola Share.
- New Diet Coke Commercials.
- 62 Bottlers Win Dr Pepper/7Up Globe Girdling "Trip."
- News/Ad Views At Pepsi Bottler Meeting.
- 12 Months 1994: Coke/DPSU/PL Lead Corporate Gains. Mt Dew Tops Brand Growth.
- Coke Canada Follows Pepsi With Diet Sweetener Blend. 1994 Shares.

### Green Sheet:

- Selected 1994 Corporate/Brand Shares Take-Home Channels.
- Selected 1994 Packaging Trends.

### February 17, 1995

- 1994: Top-10 Carbonated Soft Drink Numbers. Industry's Best Year Since 1988!!!

- Pepsi's 1994 Mt Dew Sales Top 500 Mil Case Mark: "It Will Pass Diet Coke By 1998."
- Metbev: O'Reilly Probably Soon Births New NYC Distributor Force.
- FTC Interviews RC's Carson/Bottlers Re Cadbury Acquisition.
- Australia: Non-Traditional Entries Spur Record Sales.

**Green Sheet:**

- Anatomy of a Deal - Cadbury-Dr Pepper/7Up Negotiations.

**March 3, 1995**

- Cadbury Takes Control Dr Pepper/7Up. Brock New Head. Albers/Knowles Resign.
- 1994 Soft Drink Market Passes Milestone: Over \$50 Bil In Retail Sales.
- Average Retail Soft Drink Price Increases Reported.
- One Scene/Two Cameras: Differing 1994 Numbers From IRI/Nielsen.
- "New Sheriff In Washington": NSDA Urges Aluminum/Sugar/Dollar Coin Actions.
- NSDA Report Assails Aluminum Pact. Congressional Action Asked.

**Green Sheet:**

- Average 2L/12-Pack Prices 15 Markets Vs. Year Earlier.

**March 17, 1995**

- "Pepsi XL" Nears Test Launch. "Reduced-Sugar" Cola.
- 1995 Coke Goals: Stop Pepper-Dew/Grow Ethnic Shares/Enhance 35-49 Positioning.
- 10th Anniversary New Coke Ahead.
- Beverage Digest Talks With Outgoing Dr Pepper President Knowles.
- 7Up Shows Decade's Top Concentrate Hike.
- Pepsi China Reports 73% Growth.
- Coke Presence Creates Extensive Polish/Romanian Impact.
- Bottlers Lose \$100 Mil In Vendor Crimes. NSDA Offers Guide.
- Fruitopia Adds Tea Line. Shifts Group To Coke USA From Coke Foods.
- Bottled Water Group Touts Purity. Urges More Regulation.

**Green Sheet:**

- Comparative Concentrate Costs.

**March 30, 1995 (Special Edition)**

- Coke Seeks Barq's. "Shocked" RC/Bottlers File FTC Protest.

**April 7, 1995**

- 1st Quarter 1995 Volume Flat. Pepsi Share Jumps +0.8. Private Label Flat.
- McDonald's CEO Urges Coke "Loyalty"/Mr. Pibb Sales: "Dr Pepper Cannibalizes Coke."
- Pepsi/Lipton Doubles Volume. Tea Segment Shifts Ahead.
- Triarc/Royal Crown Make Major Water Entry Via Saratoga Alliance.
- Maximum Push: Pepsi Canada Spends 50% Media On Mid-Calorie Pepsi Max.

**Green Sheet:**

- Pepsi-Cola Territory Map.

**April 28, 1995**

- Coke Tests "Contour Can" In Germany.
- Cott President Knocks Coke/Pepsi In Trade Ad.
- 3 Additional "OK" Markets. Graphics/Flavor Revised.

- Seven Channels 1Q: Coca-Cola Co #1. Dr Pepper Co Tops Growth. Pepsi Tops Classic.
- Concentrate Price Update.

**Green Sheet:**

- "Intelligent Risks" - Coke's Senior Management Looks Back at New Coke.

**May 8, 1995 (Special Edition)**

- A Talk With John Albers.

**May 19, 1995 (Double Issue)**

- Cadbury Renamed "Dr Pepper/Cadbury North America." Senior Staff Changes.
- Industry 1994 Ad Spending Tops \$500 Mil. Coke Up/Pepsi Down. RC Up +123.7%.
- Multi-Flavor "Smooth Moos" Label Coming From Pepsi.
- O'Reilly Nears Startup "Possible 8 Mil Case" NYC Operation. RC Seen Major Gainer.
- Pepsi COBO/CCE Handle Major Shares Combined Cadbury System.
- Military Soft Drink Market Shrinks As Downsizing Continues.
- FTC/Coke Settle Antitrust Litigation: Restrictions Modified.
- Asia-Mideast-Africa Chief Sees Pepsi Max/Mt Dew Growth. Area Review.
- Technologists Vote On Name Change. Announce University Training Pact.
- 1994 Canadian Soft Drink Sales Rise +7.1%. 1Q 1995 Coke Up, Pepsi/PL Down.
- Japan 1994: Ready-To-Drink Beverage Volume Rises +13.4%.
- Lifesavers: New Label Looks For Market Hole.

**Green Sheet:**

- Soft Drink Media Spending 1994 Vs. 1993.

**June 9, 1995 (Special Edition)**

- Premium "Royal Crown Draft" Coming. Major Bottler Sees "20-30%" Growth Potential.

**June 9, 1995**

- Congress Weighs Sugar Subsidy Repeal.
- At "Future Smarts": Carson Seeks 3rd Tier Unity. Crisp Questions Parent Equities.
- Canfield Sale Tightens Chicago Competition. Brand Shifts Seen.
- Quaker/Snapple Chief Sees "Substantial Growth" Ahead.
- Portland RC/7Up Claims Restraint Of Trade Against CCE Unit.
- \$155,000 Per Couple: Dr Pepper Bottlers Cite "Trip" As "Greatest Experience."

**Green Sheet:**

- "Future Smarts XVIII" Coverage.

**June 30, 1995**

- FTC Approval Coke/Barq's Deal Said Soon. Pepsi Plans Mug Push. A&W Implications.
- Triarc-Royal Crown To Acquire Mystic Beverages.
- Pepsi Tests "Josta" Brazilian Berry Drink In NJ. Weighs National Launch.
- Beverage Digest Reviews Company Annual Reports.
- Cadbury Holds 1st Global Tech Session.
- Aboard Aircraft Carrier: RC Celebrates 'Draft' NYC Debut/Metbev Start.

**Green Sheet:**

- Highlights Selected Annual Reports.

**July 14, 1995**

- NYC Drivers Sue Pepsi. Claim 'Sham' Re Transshipping. Pepsi Raps Drivers/Bottler.
- Premium Still Water Segment Volume Up +26%. Sparkling Drops -6%.
- Bottling Partners Cadbury/Coke Launch Competing UK Fruit Drinks.
- Metal Container/Reynolds Beverage Can Shares Soar. ANC Remains Flat.
- Coke Survey Finds Company's Cola 'Product Age' Under Pepsi's.
- Beverage Digest Examines HFCS Usage/Costs.
- Concentrate Price Update.
- Top Industry Speakers At "Future Smarts."

**Green Sheet:**

- Comparative Sweetener Costs.

**July 28, 1995**

- "Modest" Start: Coke System Estimates US Fruitopia Sales At 6 Mil Cases.
- Cott Says Results At Risk If "National Brand" Firms Sell Private Labels.
- Hansen's Debuts Vitamin-Fortified "Smoothies" Juice Line.
- Dr Slice Now In 27 Cities/Covers 24% ACV.
- Coke Bottler Cash Flow Margins At 5-Year High. Plant Values Rise.

**Green Sheet:**

- Dr Pepper Territory Map.

**August 11, 1995**

- Atlanta Meeting: Coke Seeks 50% Market Share By 2000. Focuses On "Local" Markets.
- RC Tells Bottlers Revised "Draft Premium Cola" Label Coming.
- Pepsi Sees Gains In 3 Eastern European Countries.
- 6 Months 1995: Corporate Coke Soars. Strong DPC Co Gain. Mt Dew Ties Diet Pepsi.
- Coke Buys 37% 1994 Vendors, Pepsi 29%. Japan Leads Global Purchases.
- Pepsi Wins Pouring Rights For New England/Dallas Football Stadiums.

**Green Sheet:**

- Soft Drink Suppliers To Selected Restaurants/C-Stores/Hotels.

**August 25, 1995**

- "Dramatic Mug Expansion": Pepsi Seeks Uprooting A&W/Barq's.
- Pepsi/Lipton Tea Share Hits 38.4. Coke/Nestea Improves.
- Repeal Sugar Price Support Program Gains Momentum As Lobby Fragments.
- Beverage Companies/Fans Develop Internet Programs. Addresses Listed.

**Green Sheet:**

- 7Up Territory Map.

**September 8, 1995**

- National Brand Prices Up 5¢-18¢. Bottlers Question Impact On Margins.
- Gatorade Loses Share But Still Dominates Sports Drinks. Category Volume Up +8.9%.
- Snapple Tells Distributors Shipments Down -30%. Sales Down -11%.
- Brock Reiterates Cadbury's "No Co-Existence" Policy.
- Coke Amatil Eyes Additional Franchises: "We Earned The Right."

**Green Sheet:**

- Average 2L/12-Pack Prices 15 Markets Vs. Year Earlier.

### **September 29, 1995**

- Dominic Cadbury Welcomes "Big Brother" 7Up To "Family." New Logo/Ads.
- Dr Pepper's Kilduff: "When You Got A Good Thing Don't Mess With It." Sales Up +6%.
- 527,000 Cases Pepsi XL Sold. Sales Rate Declines.
- Cadbury Urges Pepsi Bottlers Keep "#1 Root Beer" A&W.
- 7Up/RC Southern CA Gains Agreement Ending Involuntary Bankruptcy Move.
- Concentrate Price Update.

#### **Green Sheet:**

- A Talk With Dr Pepper/Cadbury Senior Management.

### **October 13, 1995**

- Dr Pepper/Cadbury Chief To Employees: "Capture Share. Use Only Our Brands."
- Pepsi Puerto Rico Goes Public. Deal Nets \$92 Mil. Firm Holds 17% Baesa.
- Key Soft Drink Stocks Up Sharply 1st 9 Months 1995. PepsiCo Top Gainer.
- Metro NYC Focus: Coca-Cola Co Corporate #1. Brand Pepsi Leads Coke Classic.
- NSDA Contends Sugar Reform Still Possible.

#### **Green Sheet:**

- Global All-Channel Soft Drink Corporate Shares In 88 Countries.

### **October 27, 1995**

- Pepsi COBO Officially Drops A&W For Mug. Other Shifts Seen Ahead.
- Quaker Tells Snapple Distributors: "Past Year Tough." Better Times/New Ads Ahead.
- Quaker: Gatorade \$1 Bil Brand. Firm Pledges Broker Loyalty. New Packages Shown.
- NSDA Recognizes Albers/Koerner Contributions.
- Cadbury Global Beverage Business Up. Dr Pepper Growth Strong At US Pepsi Bottlers.
- Franchisors Forecast "Explosive" Vietnamese Growth.
- IRI Continues Data Sweep As DPC Shifts.

#### **Green Sheets:**

- A Talk With Quaker Oats Beverages Management.
- Royal Crown Territory Map.

### **November 10, 1995**

- Industry Predicts Next Franchise Leaders: "They've Got To Be Globalists."
- A Conversation With Pepsi Ad Guru Phil Dusenberry.
- Premium Entries Attack Traditional Colas.
- Modest 1996 Cost Increases Seen.
- Cadbury Brands Dominate Mixers. Seagram's Posts Big Volume Gain.
- Pepsi Seeks "Dominant #2" Sports Drink Spot.
- Red Segment: Dr Pepper/Cadbury Holds Largest Corporate Share. Big Red #1 Brand.

#### **Green Sheet:**

- Coke US/International Ownerships/Joint Ventures.
- Pepsi-Cola US/International Ownerships/Joint Ventures.
- Publicly-Traded Coke Bottlers.
- Publicly-Traded Pepsi Bottlers.

**November 22, 1995**

- Mt Dew Tops Diet Pepsi YTD '95. Corporate Pepsi Posts Major Gain.
- Industry Sees "Root Beer War Ahead." A&W Loss Said "6 Mil Cases."
- RC Says Yankee Stadium Presence Ends. Coke Next?
- Juice Drink Review: P&G/Coca-Cola/Ocean Spray Dominate.
- Responding To IBWA FDA Establishes Bottled Water Definitions.
- 7Up/RC Southern CA Agrees To Restructuring/Sale Puerto Rican Plant.

**Green Sheet:**

- Coca-Cola Territory Map.

**December 8, 1995 (Double Issue)**

- BD's Annual Bottler Review: Big Plants Continue Domination Industry's Distribution.
- Cott Restructures. Pencer: New "Focus." Coke/Pepsi Skeptical.
- A Talk With Beverage America CEO Jim Brooks.
- Cadbury's Crystal Light Grows Dramatically. New Flavors/Packaging Ahead.
- New 7Up "Up Thing" Ads Break 2/5/96. Soft Packaging Conversion Under Way.
- 7.7& Production Gain Reported For Australasian Market.
- Concentrate Price Update.

**Green Sheet:**

- 12 Systems' Top-10 Bottlers/Network Breakdowns

## 1996

### January 12, 1996

- Beverage Digest Conference Speakers See Shifting Industry.
- Pepsi Drops Mid-Calorie "XL" Cola.
- "Profound Global Impact" Seen From Anchor/Hub Cola Bottlers. CCE: "Consolidator."
- Mixed Year For Soft Drink Stocks.
- Cuba Libre? Industry Again Eyes Island.
- Pepsi Eyes New Juice Products Not Under Ocean Spray Banner.

#### Green Sheet:

- "Future Smarts XIX" Coverage.

### January 13, 1996 (Special Edition)

- Brock To Head Cadbury Schweppes Global Beverage Business.

### January 26, 1996

- Diet Coke To Use Sweetener Blend After Ace-K Approval. Zyman Blasts Nutrasweet.
- 1995 CSD Prices Generally Up. Pepsi 2L Down. Private Label Rises Sharply.
- Brock Promotion: Dr Pepper/Cadbury Shifts Management. Bottlers Wary.
- IRI Vs. Nielsen: One Industry -- Two Views.
- Global Coke Reorganization Under Goizueta/Ivester.
- Great Brands Of Europe Says Dannon Bottled Water Tests Boost Total Segment.
- Coke Sues Circle K. Claims Breach Fountain Contract.
- Discussion With Former Barq's President: Root Beer Growth. Allied Brands.
- Concentrate Price Update.

#### Green Sheet:

- 1996 Soft Drink Calendar of Events.

### February 1, 1996 (Special Edition)

- 1996 Meeting: Weatherup Says 'We're Winning Big.' Major 'Pepsi Stuff' Promotion.

### February 9, 1996

- Top-10 Soft Drink Numbers: Coke Expands Lead. Industry Up +3%.
- Pepsi: 1996 Concentrate Price Increases Provide Bottlers 'Advantage' Vs. Coke.
- 1995 Soft Drink Packaging: 2L Expands Lead. 12-Packs/20-Oz Gain. 6-Packs Plummet.
- Dr Pepper Debuts Proprietary PET Bottle.
- Diet 7Up Gets New Formula/New Name In Canada.
- NSDA 1996 Agenda: Delaney Amendment/FDA/Sugar Program Repeal.
- Coke To US Bottlers: Cold Drink Growth "Greatest Opportunity."

#### Green Sheet:

- Beverage Digest/Maxwell Soft Drink Corporate Share History 1986-1995.
- Beverage Digest/Maxwell Top-10 Soft Drink Brand Share History 1986-1995.

### February 23, 1996

- Take-Home Cola Shares Continue Slump To Record Low.
- Pepsi-Lipton Expands Tea Lead In Supermarkets/C-Stores As Snapple Falls.

- Coke's Contour Can: Great Potential. Potential Concerns.
- Added HFCS Production Keeps Prices Stable Despite Poor Corn Crop.
- Wall Street Analysts: Quaker 'Likely' Keeps Snapple.

**Green Sheet:**

- Comparative Sweetener Costs.

**February 27, 1996 (Special Edition)**

- Enrico Succeeds Calloway As PepsiCo Head.

**March 8, 1996**

- Pepsi International Unveils New Look: 'Project Blue.'
- Alternative Beverage Growth Slows: Perrier #1. Coke/Pepsi Gain Share. Quaker Down.
- Quaker Oats Divides Snapple/Gatorade Management.
- Future Of Coke/Cadbury UK Joint Venture Uncertain.
- Root Beers: New Pepsi Mug/Cadbury A&W Franchising Shapes Up.
- 1995 Carbonated Soft Drink Market: Dollars Outpace Volume. Diets Dive.
- Canada 1995: Coke/Cadbury Grow. Pepsi Posts Fountain Gain.
- Heavy Citrus/Pepper Segments Lead CSD Supermarket Growth As Root Beer Weakens.
- Trend Watch: Pepsi's Josta Joins Small/Growing US Guarana Soft Drink Field.

**Green Sheet:**

- Comparative Concentrate Pricing.

**March 26, 1996 (Special Edition)**

- Pepsi Launches Massive New Cola Promotion: 'Pepsi Stuff.'

**March 28, 1996**

- Epochal Event: Major Coke Bottlers Drop Key Cadbury Brands.
- Pepsi Integrates Global Beverage Businesses. Alters Management.
- IRI Vs. Nielsen: Differing Views On Take-Home Business.
- Coke Says: US Acquisitions Unlikely. No New Products 1996. Barq's Soon #1.
- Gatorade Continues Sports Drink Dominance. Coke/Pepsi Gain In Supermarkets.
- Interview: Former CCE Technical Guru Dan Moskovitz.

**Green Sheet:**

- Nielsen 5-Channel Full Year 1995 Take-Home Data.
- IRI 7-Channel Full Year 1995 Take-Home Data.

**April 12, 1996**

- Dr Pepper/Cadbury Reaches CCE 'Security And Growth' Plan.
- Pepsi Launches 'Project Blue' Internationally. US Follows. Bottlers Wary.
- Soft Drinks Lead US Consumption As Coffee Sinks. Bottled Waters Up.
- Colas Dominate Top-25 Supermarket SKUs.
- Nestlé Takes Nescafe Outside Coke System. Buys Koala.
- 1995 Soft Drink Ad Spending Drops. Coke Down/Pepsi Up.

**Green Sheet:**

- Soft Drink Media Spending 1995 Vs. 1994.

**April 26, 1996**

- Pepsi's Mug Volume Soars After Franchise Shifts. Up +46.7%.
- Coke Launches Mt Dew-ish Product. Norwegian Test. No US Entry 'This Year.'
- Virgin Eyes US Start Without Cott. Philadelphia 1st Market.
- 7Up Volume Rises After 1995 'Year Of Transition.'
- Coke NY Offers NJ Distributors \$55+ Mil Conversion Deal.
- Three Years At Helm: RC President John Carson.
- Coke Revamps Fruitopia. New Graphics/Ads.
- Select's Canfield's Goes Regional. Redesign/Reformulation. Franchising Plan.

**Green Sheet:**

- A Talk With Will Ball President National Soft Drink Association.

**May 17, 1996**

- Most Major Soft Drink Brands Show Price Gains. Markets/Packages Vary.
- Dr Pepper/Cadbury Franchise Decisions Spur Debate. Brock Responds.
- Coke/Pepsi Test Small Supermarket PET Packages.
- UK All-Channel Soft Drink Numbers: Major Firms/PL Gain Share. Small Firms Drop.
- Dr Pepper/Cadbury Reduces Connecticut Presence. Consolidates In Texas.
- Coke Bottler Cash Flow Margins Drop.
- Beverage Digest Focus On Dallas/Ft Worth: Coke System #1. Independent #2.
- Food Marketing Show: New Products/Packaging.
- 46 Years At Pepsi General: A Talk With Jerry McGuire.

**Green Sheet:**

- Average 2L/12-Pack Pricing In 15 Markets 4 Weeks Ending 4/7/96.

**June 7, 1996**

- 'Future Smarts': Franchise Issues Dominate. Keough Receives 'Visionary' Award
- Bottlers Protest Grant Northern AZ 7UP Rights to Pepsi Bottler. Dr. Pepper Seattle?
- Snapple: Executives Says Snapple Results Improve. Quaker Changes Ad Agency.
- Trend Watch: 'Value Added' Beverage
- Canadian Association Cites Challenges.

**Green Sheet:**

- "Future Smarts XX" summary.

**June 21, 1996**

- Snapple: New Ad Campaign Pulled. Top Management Shifts. Consultant Hired.
- Bottlers Told Coke Holds 'Biggest Preference Gap.' Stahl/Shimberg View Future.
- NSDA Examines 'Unusually Turbulent' HFCS Market.
- Coke Classic Passes Flagship Pepsi In Take-Home Business.
- Metal Container/Ball Gain Soft Drink/Beer Market Share. Prices Said Down.
- Coke Study Compares DSD VS Warehouse Re Out-Of-Stocks.
- New Dairy Product Targets Young Soft Drink Fans.

**Green Sheet:**

- Nielsen 5 Channel Take-Home Data 1Q 1996.

**July 10, 1996**

- Startling Development at Pepsi: Sinclair Out. Weatherup Returns To Beverages.
- Root Beer Wars: Pepsi's Mug Up +78.5%. Cadbury Refranchises Ex-CCE Territories.

- Pepsi Bottlers Say 'Stuff' Drives Volume But Cost High. Media Flap. Dew Too.
- NYC Market: RC Gains Share With New Distribution. Coke/DPC Up. Pepsi Down.
- Coke: UK Cola Lead Over Pepsi Widens. Pepsi: 6/96 Volume Up. Blue Positive.
- Cadbury Schweppes Names New Group CEO. US Unit Picks New Site. Changes Ahead.
- Beverage Digest Reviews Company Annual Reports/Stock Price Data.
- Coke Foods Creates Dairy-Based DSD System For Perishable Juices.

#### **Green Sheet:**

- 1995 Beverage Company Annual Reports

#### **July 24, 1996 (Special Edition)**

- Pepsi CEO Craig Weatherup: Cites International Challenge. "We Can Do Better."

#### **July 26, 1996**

- Dr. Pepper/Cadbury Renamed "Dr. Pepper/Seven-Up." Major Reorganization.
- CCE: Reorganizes. Buying Naya Water. Johnston/Schimberg Explain Moves.
- Naya Deal.
- Quaker Changes Snapple Management. Uzzi Out. New Ads Debut. Volume Down Again.
- Federal Court Affirms Coke Victory Over 7UP In Bottler Seduction Case.
- PET Prices Drop As Global Resin Capacity Grows. FDA Approves PEN Bottles.
- Coke Bottler Sues Pepsi: Claims Unfair Trade/Bribery. Seeks Brand Divestiture.

#### **Green Sheet:**

- Revised Pepsi-Cola Territory Structure.

#### **August 9, 1996**

- Coke's Nestea Passes Snapple In June Take-Home Data. Pepsi's Lipton Dominates.
- Hoechst Says FDA Approves ACE-K Soon. Gain For Diets Seen. Group Protests.
- Royal Crown Tests: Bottler-Produced 'Draft Premium' In Cans. New Nehi Cola.
- 2Q Prices: Coke Classic Higher Than Pepsi.
- Coke To Sponsor Olympics Through 2008. Details Benefits. Blasts Ambush Marketers.
- Brazil: Coke Dominant. Pepsi #3. Two Local Firms Hold 20+% Market.
- Pepper Segment: Dr. Pepper Dominates. PL Posts Growth.

#### **Green Sheet:**

- Average 2L PET Retail Prices 15 Markets 2Q 1996 vs Year Ago.
- Average 12-Pack Can Retail Prices 15 Markets 2Q 1996 vs Year Ago.

#### **August 21, 1996 (Special Edition)**

- Cola War Heats Up, Coke Signs Pepsi's Venezuelan Bottler. Pepsi Files Complaint.

#### **August 29, 1996**

- New Snapple President: Success 'Attainable.' Cold-Channel Focus.
- Coke Shows Strong US Growth In 1st Half Take-Home. Sprite Surges.
- Bottlers Report Pepsi Eyes US Packaging Innovations.
- Coke Dominates In-Flight Cola Business. United Airlines Top Purveyor.
- Venezuelan Government To Hear Pepsi's Case VS Coke
- Orange Segment Volume Down. Sunkist/Minute Maid/Crush Gain Share. Slice Down.
- Virgin Cola Debuts in US. Executive: Virgin 'More Effective' Than Private Label.
- More Soft Drink Containers Recycled But Rate Drops. NY Times Article Sparks Debate.

**Green Sheet:**

- Nielsen 5-Channel Take-Home Data 1st Half 1996.
- IRI 7-Channel Take-Home Data 1st Half 1996.

**September 13, 1996**

- Pepsi CEO Slams Coke RE Venezuela Deal. Will Unveil Plans to Pepsico Board.
- Global Soft Drink Market 28 Billion Cases. Coke Holds 47 Share. Pepsi 22.3.
- Snapple Co-Founder Marsh: Quaker's 'Error.' Cold-Fill Tea. Coke/Pepsi 'Geniuses.'
- Diet CSD Business Nearly Flat. 8 of Top-15 Diet Brands Lose Volume.
- FTC Drops Case Against Coke Southwest RE Dr Pepper Rights.
- Conjecture Again Re Longevity Of Restaurants at PepsiCo.

**Green Sheet:**

- 1995 Global All-Channel Carbonated Soft Drink Corporate Shares in 95 Countries.

**September 27, 1996**

- Weatherup: Pepsi International Realignment. 'Poor' Results. 'Leaner Organization'.
- Pepsi Soon Launches 'Project Blue' in New Orleans/Des Moines.
- Multiple Factors Spur CSD Price Cuts. Barq's Down Most. Margins Said Stable.
- Caffeinated Water: 'Water Joe' Expands. 'Krank<sub>2</sub>O' Debuts. Bottlers Skeptical.
- Pepsi Ad Tweaks Coke Chairman's Venezuelan Visit.

**Green Sheets:**

- Average 2L and 12-Pack Prices in 15 Markets for 8 Weeks Ending 8/25/96 Vs Year Ago.
- Revised Royal Crown Territory Structure.

**October 11, 1996**

- Enrico Details New International Pepsi Strategy. Adds 'We Don't Need To Beat Coke.'
- 7UP Unveils New Bottle. Brock Tells Bottlers: Sprite 'Thinks They Can't Lose.'
- Dr Pepper Reveals New Package Graphics. Debuts 'Mainstream' Advertising
- Barq's and Mug Propel Root Beer/Cream Segments Past Overall CSD Growth.
- Pepsi's Josta Sells 300,000+ Cases. Food C-Stores Account for 43.2% Volume.

**Green Sheet:**

- Beverage Information on the World Wide Web

**October 25, 1996**

- Triarc To Combine Royal Crown And Mystic Operations. Weinstein Named CEO.
- Coke Contour Can Undergoes Recent Production Tests. 'Difficult Product.'
- Snapple Distributors Say Quaker Plans East/West Coast Strategy.
- Alternative Beverages: Most Coke/Pepsi Brands Gain. Gatorade Volume Up/Share Down.
- Mt Dew/Sprite Post Top Supermarket On-Display Increases. 7UP Drops.
- 3Q Earnings: Coke Up. Pepsico Down. Pepsi Provides Baesa \$40 Mil.
- Much Ado About Nothing: Phillip Morris Buying Pepsico? 'Pepsi Morris?'

**Green Sheet:**

- Fountain Soft Drinks Sold At Selected Restaurant, C-Stores, Hotel And Food Service Chains

**November 8, 1996**

- Triarc To Spin Off Beverages/Restaurants. Combines RC/Mistic. RC Moves to NY.
- Dr Pepper/Seven-Up Creates \$200+ Mil Cold-Bottle/Vending Purchase Program.
- FTC Study: Checkout Scanner Error Rate 4.8%. Undercharges Exceed Overcharges.
- Quaker Oats CEO Won't Rule Out Sale Of Snapple. Diet Focus Ahead.

- Wall Street Watch: Major Franchisors Gain. 10 of 17 Stocks Under-Perform Dow.
- Coke System Leads 1995 North American Vendor Purchases. Dixie-Narco Top Supplier.
- Tea Trends: Hot Results For Cold-Fill Products in PET.
- 'Enhanced' PET Blow-Molding Technique Possibly Soon Available.
- CCE Calls Off Naya Water Acquisition.

**Green Sheet:**

- Revised 7UP Territory Structure (Map)

**November 27, 1996**

- Interbev 96: RC's Carson Warns of 'Killer Doves.' Pepsi Re-Assesses Role in NSDA.
- Royal Crown Tells Bottlers 'We Have To Change the Rules.'
- Experts And Nutrasweet Defend Aspartame.
- Pepsi Memo Cites Own Results. Derides 'Coke's Olympic Binge' and 'Fancy Footwork.'
- Recent Supermarket Data Shows Strong Private Label Pepper Growth.
- CCE Celebrates 10th Birthday.
- Pepsi And Empresas Polar Form Venezuelan Joint Venture.
- Triarc CEO Says Spinoff Proceeds Available For Acquisitions.

**Green Sheet:**

- Interbev 96: Selected Beverage and Packaging Products.

**December 13, 1996**

- Top-10 Bottlers: Coke/Pepsi System Consolidation Continues. DPSU Brands Shift.
- Mexican Soft Drink Bottlers Move Toward HFCS Use In 1997. 'Sensitive Issue.'
- Industry Buzzes With Speculation Over Sale Of Gatorade And/Or Snapple.
- Venezuelan Agency Allows Coke/Cisneros Joint Venture. But Assesses \$1.9 Mil Fines.
- A Talk With Cott CEO Gerry Pencer: 1996 Volume Up +8%. 'Personality Brand' Growth.
- Baesa: \$452 Mil Loss. 'Accounting Irregularities.' Cash Flow 'Now Positive.'
- European Consumption: Soft Drinks Rank Fourth. Gain Share.
- Concentrate Price Update: Coke Classic/Diet Coke.

**Green Sheet:**

- 12 Systems' Top-10 Bottlers/Network Breakdowns
- Revised Dr Pepper Territory Structure (Map)

## 1997

### January 10, 1997

- Industry Leaders Offer Diverse Views At 'Future Smarts' Conference.
- Coke Bottlers Say Surge Rolls Out In Phases. Assess Ads. Industry Split On Impact.
- Coke Modifies Flagship Cola Packaging Graphics.
- Pepsi Concentrate Prices Increase Average +3%.
- Pepsi's Barnes Accepts NSDA Board Seat. Dues Under Review.
- Coke Leads Take-Home Growth Through 3rd Quarter 1996. Pepsi Performance Improves.
- US Supermarket CSD Packages: 12-Packs Up. 2L Down. Sprite Gains Across The Board.
- Top-10 Non-US Per Capita Markets: Coke Supermarket Volume Up In 7, Pepsi In 6.
- Wall Street 1996: Major Franchisors Up. 9-Of-17 Stocks Underperform Dow.

### Green Sheets:

- Future Smarts XXI December Conference Highlights.
- Nielsen/IRI Take-Home Data January-September 1996.

### January 22, 1997

- Pepsi Bottlers Meet In New Orleans: 'Generation Next.' Fountain Push. New Packaging.
- 'Citra': Coke Debuts Yet Another Soft Drink In US.
- Pepsi Patents 'Compartmented' Bottle For 'Family Size' CSD Package.
- Coke Readies New Diet Coke and Caffeine-Free Diet Coke Package Designs.
- Soft Drinks Dominate Take-Home Beverage Business.
- Coke Outspends Pepsi 2-To-1 In 9-Month Ad Buys.
- Pepsi To Expand Starbuck's Frappuccino Distribution. Dairy Buys Coke Plant.

### Green Sheet:

- 1997 Soft Drink Calendar Of Events.

### January 24, 1997 (Special Edition)

- Pepsi CEO: Build Fountain. 'Protect/Promote Trademark.' Restaurant Spin-Off.

### February 7, 1997

- 1996 Top-10 US CSD Numbers: Coca-Cola Co Up Sharply. Colas Sluggish.
- Coke Readies Contour Can Debut
- Pepsi's Fountain Drive: Prospects? Possibilities? Burger King?
- Coke Discontinues Fruitopia Teas. Brings Back Flavored Nestea.
- A Talk With Snapple President Mike Schott: New Agreements. Tea 'Innovation.'
- Soft Drinks #1 Supermarket Category. Outpace Overall Sales Growth.
- Speculation Continues Re Gatorade/Snapple Sale.

### Green Sheet:

- Selected Soft Drink Brand Introductions 1866-1997.

### February 21, 1997

- 1996: Americans Drink \$54 Bil Worth Of Pop. Diet Slide Continues.
- Coke Debuts Contour Can. Designer Recounts Multi-Year Effort. Confident Re Cost.
- Procter & Gamble's Sunny Delight Invades Soft Drink Turf. 'Almost Like Dr Pepper.'
- Royal Crown Plans Cola 'Initiatives.' New Diet Rite Flavors/Packaging. Draft Done.
- Wall St. Analyst Ponders Pepsi COBO Spin-Off. CCE Comparison. 'Talk Of The Day.'
- New Bottle Bills Surface In US Senate/Several States. 'Why Not Soup Cans?'

- 1996 Mixed Year For Mixers: Seagram's Gains. Segment And DPSU Brands Drop.

#### **Green Sheet:**

- Beverage Digest/Maxwell Soft Drink Corporate and Top-10 Cases and Shares 1987-1996.

#### **March 7, 1997**

- Reversal! Colas Increase Take-Home Share In 1996. Diet Decline Continues.
- Deal Creates Biggest Third-Tier Bottler: Dr Pepper Turner Buying RC/7UP Southern California.
- Perrier Launches 'Oasis' Spring Water Via DSD. In Talks With Bottlers.
- Pepsi's Weatherup Declares 'Space War.' Quaker CEO 'Not Satisfied With Snapple.'
- 'Financier'/Lawyer/Pizza Hut Operator Eyes Soft Drink Bottlers. 'Deal Flow Started.'
- 1996 Water Report: 'Premium Still' Grows 20+%. Evian/Naya Lose Share. Dannon Up.
- Coke Launches Grapefruit-Flavored Citra CSD In FL/TX/AZ Markets. Like Squirt.
- Fructose Price Decline Continues. 'Buyer's Market.'

#### **Green Sheets:**

- Comparative Sweetener Costs (HFCS Vs. Sugar for 80+ Brands)
- Coca-Cola Co U.S. Bottler Territory Map

#### **March 27, 1997**

- Pepsi Develops 'Storm' Caffeinated Lemon-Lime Soft Drink. Rival For Sprite And 7UP.
- Coke And Pepsi Capture All 1996 Take-Home Share Growth In IRI/Nielsen.
- Pepsi Tests Cold-Fill 'FruitWorks.' Coke Weighs Cold-Fill Fruitopia.
- New Diet Coke Packaging Drops 'Nutrasweet' Logo And Name.
- Rejection of Dr Pepper Franchise Shift Stirs Controversy. Royal Crown Upset.
- Seagram Executive Says 'Aggressive Listening' Spurred Growth.
- Great Brands CEO Predicts Continued Evian Growth. Company Tests Sparkling Water.
- Forecast: Can Growth Accelerates Due To Surge And Pepsi Blue. PET Slows.

#### **Green Sheets:**

- Full-Year IRI/Nielsen Take-Home Shares
- Comparative Concentrate Prices

#### **March 28, 1997 (Special Edition)**

- Triarc Agrees To Buy Snapple. CEO To Distributors: 'We Love You.'

#### **April 11, 1997**

- Industry Starts Year On Weak Supermarket Volume Growth vs 1996.
- Surge Posts 0.6 Market Share. Exceeds 1 Share in Some Cities. Does Well In Strong Mt Dew Markets.
- Quaker's Effort to Sell Snapple Began Recently. Deal Called 'Counter-Balance' to DPSU. RC 'Not For Sale.'
- Another Proprietary Package From Coke: Embossed Sprite Can.
- Pepsi Debuts New Diet Pepsi Effort. New Graphics. New Tagline: 'This Is Diet?'
- Coke NY Sues Dr Pepper/Seven Up Over A&W. DPSU: 'We Were Amazed.'
- Canada 1996: Volume Up +2.1%. Coke Leads. Pepsi Posts Biggest Share Gain.
- CSD Prices Down for Full-Year 1996. Pepsi Higher Than Coke. Slide Continues in 1997.
- 1st Quarter Stock Prices: Most Beverage Firms Out-Perform Dow. Triarc Top Gainer.
- Former CEO Sues Pepsi General. Claims 'Retaliatory Discharge.'

#### **Green Sheet:**

- 12-Pack and 2-Liter Pricing in 15 Markets, Full Year 1996 vs 1995.

**April 17, 1997 (Special Edition)**

- Stitzer Named CEO of Dr Pepper/Seven Up. Bottlers Cite Challenges. Executive Interview.

**April 25, 1997**

- Quaker Oats Says CEO Smithburg Leaves. Will Gatorade Stay?
- Coke Contour Can Details: Taller and Heavier. Other Versions Possible.
- 1996 Alternative Beverages: Still Water Up Sharply. Perrier, Coke, Pepsi and Suntory Gain Share.
- Australia 1996: Coke Takes All Corporate Share Gain. Pepsi Max Up. CSD Volume Grows +3%.
- Philadelphia 7UP/RC Bottler Bankruptcy Lists Debts to Franchise Companies. Lawsuit vs. Arizona.
- A&W Root Beer Rebounds. But Barq's and Mug Gain Greater Share. PL Posts Big Loss.
- Coke NY vs. Dr Pepper/Seven Up: Some Executives Claim A&W Agreements Don't Require Exclusivity.
- Diet CSD: 8 of Top-10 Brands Under-Perform Industry. Diet Mt Dew Posts Biggest Volume Gain.
- Editorial: Shame on CBS.

**Green Sheet:**

- Pepsi U.S. Bottler Territory Map. Includes a list of all franchise owners plus bottling plant locations and ownerships.

**May 9, 1997**

- Coke Nestea, Pepsi Lipton, Powerade, Hawaiian Punch Dominate Alternative Beverage Growth.
- Key Industry Leaders at Beverage Digest's December "Future Smarts" Conference.
- Enrico Tells PepsiCo Shareholders: Pepsi Talks With American Airlines. Keeps COBO.
- Great Britain: Coke Corporate Share Up Sharply. Pepsi Max Gains Share. CSD Volume Down.
- Coke NY Seeks \$90+ Mil From Dr Pepper/Seven Up in A&W Case. Says Termination 'Unjustified.'
- PepsiCo Executive Affirms Cadbury 'Partnership.' Says 'Position' Differs From Coke's.
- Surge's Market Share Continues to Grow. Mt Dew Up Dramatically. Market Expansion.
- Coke Launches 'Biggest' Promotion for Classic. Zyman: 'Not Just a Lot of Stuff.'
- Yoo-Hoo Leads Dairy Category. Pepsi/Starbucks Frappuccino Leaps to #4.
- Beverage Technologists Meet. Focus on Packages and Sweeteners.

**Green Sheet:**

- Soft Drink Media Spending 1996 vs 1995.

**May 30, 1997**

- CCE to Buy Coke NY and Coke Canada. Bottler Adds 470+ Mil Cases. Deals Valued at \$1.66 Bil.
- Coke Offers Exclusivity 'Rewards' to McDonald's Restaurants. Dr Pepper/Seven Up Counters.
- Triarc Completes Snapple Deal. Wendy Back in Ad and Promotional Role.
- Coke vs. Pepsi: IRI and Nielsen Offer Different Views. Mt Dew and Sprite Post Sharp Gains.
- Tap Water in Trouble: Soft Drinks' Share of Stomach Up Again. Bottled Water Also Up. Beer/Coffee Drop.
- Pepsi Counter-Sues Coke Bottler. Claims 'Sham' and 'Malicious Conduct.'
- Pepsi Tests New 'Quick Grip' Bottle in Michigan.
- Arizona Begins '2-Tier' Pricing/Packaging Strategy to Compete With Snapple.
- Latin America: Coke Dominates 3 Largest Markets. Industry Volume Down in Mexico. Up in Brazil/Argentina.
- 'Future Smarts': Kendall Receives Visionary Award. Water in Coke's Future?
- Pepsi South African Bottler Closes Shop.

**Green Sheet:**

- Nielsen and IRI Multi-Channel Take-Home Data, 1Q 1997.

**June 13, 1997**

- CSD Prices Drop Sharply in US. Pepsi Blames Coke. CCE Blames Pepsi. Will 'Attempt' to Raise Prices After July 4th.
- Virgin Cola Plans US Rollout. Executive: Virgin Won't 'Target' RC Bottlers.

- Triarc Starts Snapple Relaunch. Wendy: 'I'll Never Eat Oatmeal Again.'
- Coke Tests '12-oz' Plastic Contour Bottle in Australia. 'Shaping Is Where Everything Is Headed.'
- Canadian Association at Crossroads. A&W Resigns Membership as Coke Bottler Drops Brand for Barq's.
- Coke Executive Details Value of Special Packaging. Contour Can Offers 'Excellent' Growth Opportunity.
- Pepsi Makes Management Changes. Creation of New Bottling Division Spurs Spin-Off Talk.
- European Consumption: Soft Drinks Rank 6th. Intake Up Since 1991.

#### **Green Sheet:**

- 12-Pack and 2-liter Pricing in 15 US Markets, 12 Weeks Through 5/4/97

#### **July 18, 1997**

- 15 US Markets: Coke Leads in 11. Pepsi Ahead in 4. Biggest Gains: Pepsi in NY, Coke in Minneapolis/St. Paul.
- Dr Pepper Exhibits Strong Growth. Kilduff Positive re Future at McDonald's and in Coke/Pepsi Systems.
- Beverage America and Select 'In Discussions.' Bigger Bottling Role for Cadbury Ahead?
- Stock Prices 1st Half 1997: Coke Fems, Triarc Lead. Coke and Pepsi Up Sharply. Recent Cadbury Gains.
- Pepsi Says It Won't Renew Ocean Spray Deal. Speculation Abounds. Tropicana?
- Coke and Sprite Get New Half-Liter PET Proprietary Bottles.
- CSD Price Drop Eliminates Gap for Royal Crown in 12-Packs. RC Higher Than Coke.

#### **Green Sheets:**

- Corporate and Major Brand Market Shares for Foodstores in 15 Markets Through 6/1/97 Plus Changes Vs. Same Period 1996.
- 1996 Coke Bottler Financial Data: Cash Flow Margins Increase. Interest Expense Way Down.

#### **June 27, 1997**

- Snapple: 'New Day.' New Teas. New Juices. New Green Bottle. No Love for Arizona. No 64-oz Bottle. No Mystic Cannibalization.
- And Triarc Strikes Again. Will Acquire Cable Car for \$31 Mil.
- Pepsi General Owner Whitman to Divest Other Businesses. Expansion Predicted. Anchor Bottler?
- Coke and Pepsi On-Display Approaches 100%. Mt Dew and Dr Pepper Post Biggest Gains.
- Pepsi Says No 'Storm' in 1997.
- Private Label CSD Loses Ground. Other PL Beverages Post Mixed Results.
- Ireland: Coke Leads Market. 7UP Holds #2 Brand Spot. Industry Volume Up +5.1%.

#### **Green Sheet:**

- On-Display Presence for Various Brands Plus Private Labels, Year-To-Date Through 5/4/97.

#### **July 31, 1997 (Special Edition)**

- Coke US Bottlers Meet. Focus on 'Commitment to Growth.' Cold-Fill Fruitopia Ahead. BD Talks to Coke USA President Jack Stahl and CCE President Henry Schimberg.

#### **August 1, 1997**

- Future Smarts Additions: PepsiCo Chairman/CEO Roger Enrico. Dr Pepper/Seven Up CEO Todd Stitzer.
- Cola Wars? Now It's Tea Wars. Snapple and Arizona Slug It Out. Snapple Volume Up in July.
- Pepsi's Aquafina Water Nears Full US Distribution. Not a Martini-Sipping 'Woman in a Black Dress.'
- Cadbury Weighs Major Changes in US Bottling Strategy.
- PepsiCo Executive Says US Volume 'Picking Up.' Prices 'Coming Back.'
- A&W Leads in 9 Major Markets. Barq's Ahead in 3. Mug in 2. All Gain Share Overall.
- Coke Amatil Gains as Asian Consolidator After San Miguel Deal. Philippines #6 Coke Global Market.
- CSD Package Recycling Rate Up for 1996. PET Drops.

**Green Sheet:**

- Royal Crown US Franchise Territory Map.

**August 22, 1997**

- PepsiCo Tests Snack Foods in Soft Drink Cans in Soft Drink Vending Machines. 'Tremendous Opportunity.'
- Cadbury Schweppes Executives: Dr Pepper Picks Up 140 McDonald's. 7UP Ups Marketing. 'Up Thing Right On Target.' 'Consumer Has Spoken' re A&W.
- Cadbury Outside US: Grow Dr Pepper via 'Optimum Routes to Market.' Brock Outlines Priorities.
- 1st Half 1997 Market Shares/Volume: Mt Dew and Sprite Lead Growth. Coke Corporate Outpaces Pepsi.
- US In-Flight: 6 of Top-10 Airlines Serve Coke. Canada Dry on All 10.
- Cadbury Shifts 60+ Sunkist Franchises From Coke to 3rd Tier and Pepsi Bottlers.

**Green Sheet:**

- Nielsen and IRI Take-Home Shares, Corporate and Top-10 Brands, 1st Half 1997.

**September 5, 1997**

- 7UP Shows Signs of Modest Recovery. Fastest-Growing Top-10 Brand in 2 Channels.
- Surge Holds 0.7 Share Overall in Markets Where Available. Other Leading Non-Cola Brands Grow Slower in Surge Markets Than in Full US.
- Coke System Buys 2/3 of North American Vending Machines. Pepsi System Increases Purchasing.
- Arbitrator Orders Cisneros to Pay Pepsi \$94 Mil After Venezuelan Bottler Switches to Coke.
- 2-Liter Is Top SKU in Most Flavor Segments. Private Label Dominates Orange and Grape.

**Green Sheet:**

- Top-10 SKU's in 7 Flavor Segments with Supermarket Case Volume, Volume Increase or Decrease and Share of Segment; Year-to-date Through June 1 Vs. Same Period 1996.

**September 8, 1997 (Special Edition)**

- 7UP Flavor To Be Modified. 'Cleaner, Crisper Taste.'

**September 19, 1997**

- Stitzer Tells Bottlers: 'Enhanced' 7UP Is 'Not New Coke.' Brock: 'Uncared for' 7UP 'Is Back.'
- Whither Cott? Private Label Producer Seen at Crossroads. Exits Food Busines. Nichol Out. Sale Ahead?
- Global CSD: Per Capita at 119 Servings. Volume 28.6 Bil Cases. Coke's Share 48. Pepsi 22.3. Cadbury 8.5.
- Pepsi Says Fruitworks Meets Targets. 'Hot-Fill Taste in a Cold-Fill Product.'
- CSD Uses 44% of All Beverage Packaging in US. CSD: 76.2% Cans and 22.2% PET.
- CSD Pricing Still Down in August. September Picture Mixed.

**Green Sheet:**

- Soft Drink Per Capita Consumption Plus Coke, Pepsi and Cadbury Shares for 95 Countries.

**September 24, 1997 (Special Edition)**

- Pepsi's Brenda Barnes Resigns. Company Taps Ex-Quaker Oats President Phil Marineau. Beverage Digest Interviews Pepsi Global CEO Weatherup and Marineau

**October 3, 1997**

- Bottlers Say Pepsi Seeks Bigger Slice of Market with Flavor Push in 1998. Storm on the Horizon?
- Dr Pepper Aims at 7+% Growth in 1998. New Slogan: 'This Is the Taste.' Executives Adopt Competitive Tone Toward

Coke/Pepsi. Stress 'Freedom of Choice.'

- Pepsi Names Suntory - Owner US Bottler PepCom - Japan Master Franchisee. 30-Year 'Strategic Alliance.'
- Pepsi Will Launch Project Blue in US Late 1997 and Early 1998.
- Carson Details International Strategy and Picture for Snapple, RC and Mystic.
- 3Q Stock Prices. Big Coke/Pepsi Bottlers Up Dramatically for Year.

**Green Sheet:**

- Dr Pepper US Franchise Territory Map Showing State and Bottler Territory Borders; List of Franchisees and Plant Locations on Back.

**October 19, 1997 (Special Edition)**

- Roberto Goizueta - Chairman/CEO of The Coca-Cola Company - Dies at Age 65.

**October 24, 1997**

- Ivester Era Begins at Coca-Cola Co.
- Goizueta Funeral Held in Atlanta. Ivester Pays Tribute. Keough Reflects on Goizueta.
- Coke Nestea, Pepsi Lipton, Gatorade and Hawaiian Punch Lead 1st Half Alternative Beverage Growth.
- Some 3rd-Tier Bottlers Weigh Expanded Private Label Role. Possibly With Cadbury Concentrate. Cott Confirms Investment Banker Hired. Several Interested 'Groups' Reportedly Eye Company.
- Coke Latin American Bottler Details Multi-Market Dominance. Show Pepsi Gains Share In Venezuela.
- Coke and Pepsi Sign Multi-Year Campus Deals. 'In Virtual Tie.' Public School Systems Also Get Focus.
- Sharp Year-Long Decline in CSD Prices Shows Signs of Easing in 4-Week Period Covering Labor Day.
- Pepsi Bottlers Report Discussions to Continue Ocean Spray Distribution.

**Green Sheet:**

- 7UP US Franchise Territory Map Showing State and Bottler Territory Borders; List of Franchisees and Plant Locations on Back.

**November 7, 1997**

- Executives Predict Cadbury 'Moving' Closer to Bottler Investment or Acquisition.
- Ivester, Sunderland, Weatherup and Weinstein: 4 Different Ways to Say 'Growth.'
- Cadbury Seeks Fountain Funds From Dr Pepper Bottlers. Bottlers Dismayed. 'Division of Profits.'
- Decoding Weatherup: Do Pepsi CEO's Words Herald Storm's Approach?
- Triarc: Snapple 3Q Volume Flat. 'Brands We'd Love to Own.' 'Terrific' if Cadbury Buys Bottlers. 'Frapple?'
- Pepsi 2L Is Top-Volume SKU in C-Store Data. Mt Dew 20-Oz Holds Top Dollar Share. Coke Classic 20-oz in #2 Spot Both Volume and Dollars. Dr Pepper 20-Oz Only Top-10 Non-Coke/Pepsi SKU.
- Juice Drinks: Sunny Delight Top Brand in Supermarkets. Top-10 Brands Account for 80% of Category.
- Dr Pepper/Seven Up to Downsize. Top Management Changes.
- Who Holds What in Fountain Business?

**Green Sheet:**

- Cola, Lemon-Lime and Pepper-type Fountain Drinks for 88 Restaurant, Food Service, C-Store and Hotel/Casino Chains.

**November 21, 1997**

- Coke's Cold-Fill Fruitopia Debuts. Bottler: 20-oz Cold-Fill Priced Same as 16-oz Hot-Fill.
- 9-Month Take-Home Picture: Coca-Cola Co Leads Corporate Growth. Mt Dew and Sprite Lead Brand Growth.
- Cadbury Continues on Path Toward Possible Bottler Deal.
- 3Q Supermarket Pricing for Full US Plus 15 Markets. Overall Trend Down. Coke Below Pepsi. All 12-Packs Up in Los Angeles. All 2-liter Up in Chicago.
- Surge shows Diverse Market Share Patterns in Supermarket Data. Coke Bottlers Offer Reasons.

- Pepsi Frappuccino In National Distribution. Now #3 Dairy Drink. Holiday Eggnog Test.
- Honickman Asks FTC to Drop 'Prior Approval' Requirement for Metro NYC Bottling Acquisitions.
- Holland: CSD's Share of Stomach Declines. Total Volume at 192 Mil Cases.
- Private Label Under-Performs Industry and Leading Brands in Supermarkets.
- Carolina Pepsi Bottlers Will Start 100th Birthday Celebration at Stroke of Midnight. 200 'Pepsi Babies.'

**Green Sheets:**

- Nielsen 5-channel and IRI 7-channel Take-home Data: 1/97-9/97.
- Supermarket Pricing for 12-packs and 2-liter in 15 US Markets.

**December 12, 1997**

- 'Global Smarts' June 1998 Conference Planned for Dallas. John Albers Will Receive 'Visionary Award.'
- BD's Top-10 Bottler Review: Coke and Pepsi Top-10 Lose Share. Cadbury and Royal Crown Top-10 Gain.
- Ocean Spray Buys Stake in Nantucket Nectars. Pepsi and Ocean Spray Discuss Distribution Extension.
- Cadbury Bottler Deal: Talks. Permutations. Cott and Thomas Lee in Equation?
- Coke Says Barq's #1 All-Channel Root Beer. A&W Leads in Supermarkets. Barq's and Mug Outpace Segment.
- Snapple Volume Up. New Products and Package Graphics. 'Frapple?'

**Green Sheet:**

- Top-10 Bottlers and Bottling Networks for Coke, Pepsi, Dr Pepper/Seven Up, 14 DPSU Brands, Monarch and Big Red.

## 1998

### January 9, 1998

- Pepsi Will Test-Market 'Storm' in Denver in Early 1998.
- Triarc Plans New Snapple Smoothie-Type Beverage.
- Whither Cott and Cadbury Deals? 'Due Diligence' at Cott.
- 'Future Smarts': Enrico Confirms Pepsi Will Test Storm. Stitzer: No Co-Existence with 7UP.
- Coke to Buy Orangina. Deal Excludes Yoo-Hoo, but Triarc Reportedly Eyes Brand. Bottler Issues?
- Soft Drink Channels: Supermarkets, Fountain and Vending Handle 2/3 of CSD Volume.
- 1997: Banner Year for Soft Drink Stocks. Most Out-Perform Dow.
- 'Global Smarts' June 1998 Conference Planned for Dallas. John Albers Will Receive 'Visionary Award.'

#### Green Sheet:

- 'Future Smarts XXIII' Speech Summaries. Click here for a list of speakers and speech titles plus transcript ordering information.

### January 23, 1998

- Cadbury and CCE Extend Dr Pepper, Squirt, Canada Dry, Schweppes Relationship.
- Triarc Plans 'Blue Collar' 'Heartland' Strategy for Royal Crown. Aims to 'Legitimize' Brand.
- Pepsi Concentrate Prices Increase Average +3.1%. Pepsi Up +3.3%. Orange Slice Up +12.6%.
- Global CSD Report: Cost of a Cola Varies Hugely. Global Flavor Preferences and Volumes.
- HFCS Producers Seek Big 1998 Price Increases. Bottlers Have Other Ideas.
- Pepsi Bottlers Meet in Hawaii. Strong Message From Weatherup. Bottlers: Storm Will Contain Caffeine.

#### Green Sheet:

- 1998 Soft Drink Calendar of Events.

### January 29, 1998 (Special Edition)

- Pepsi Global Meeting/Centennial Celebration. Enrico Tells Bottlers: '21st Century Is Ours.' Bottlers Pleased With 'Different Attitude' at Pepsi. Weatherup Calls Pepsi 'Brand Without Limits,' Responds re Ads.

### February 6, 1998

- Major Coke Restructuring: Amatil Splits in Two. Isdell and Kennedy to Run Bottlers. Casey Succeeds Isdell.
- 1997 Non-Carbonated Beverages: Cold-Fill Teas Continue Hot Growth. Gatorade With Frost Continues Sports Drink Domination. Juice Drink Category Slows.
- Cadbury Botler Deal 'Really Is Closer.' Partner in Picture? Other Deals Ahead? Triarc and Thomas Lee Together Eye Cott. Cott Ends Joint Venture With Virgin.
- Big Red Reports 'Record Growth' in 1997. 'Much of This' Attributed to 4 Bottlers.
- 9-Month Ad Spending Tops \$500 Mil. Coca-Cola Co Leads. Brand Pepsi Leads Coke Classic.
- Down-Sized US Military Buys Less Soft Drinks. Coke Holds #1 Corporate Share. Pepsi 2-Liter Top Navy SKU.
- International Packaging Analysis Shows Wide Regional/National Variation.
- Cott Chairman/CEO Gerry Pencer Dies at Age 52. Man of 'Drive and Vision.'

#### Green Sheet:

- Coke Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

### February 12, 1998 (Special Edition)

- 1997 Top-10 Soft Drink Companies and Brands. Coke Is #1 Company, Captures Most Corporate Share Growth. Pepsi's Mt Dew Is Fastest-Growing Brand, Now Ranks #4. Overall Industry Up +3.2%.

**February 20, 1998**

- 1997 CSD Volume Growth Far Exceeds Dollar Growth. Single Market Share Worth \$547 Mil. Diets Drop Again.
- Cans Dominate U.S. CSD Supermarket Packaging. 12- and 24-Packs Up Sharply. 2-Liter Loses Share.
- Where Does Surge Rank After 1 Year?
- Quaker Executive Explains Gatorade Marketing. Competition With Tap Water and Carbonated Soft Drinks.
- Weatherup Tells Pepsi Employees: 'Fight Back Even Harder.'
- Coke's Tab Ardently Sought in New York City. Coke Executive Says 'Quirky' Brand Loved.
- If Pepsi Spins Off COBO: Analysis. Comparisons to CCE.
- Juice Drinks 1997 Volume Grows Only +1%. Sunny Delight Gains Volume and Holds #1 Spot.
- Update: Cadbury Bottler Deal.

**Green Sheet:**

- Beverage Digest/Maxwell Top-10 Soft Drink Companies and Brands 1988-1997. Includes 192-oz case volume, share and share change data.

**February 23, 1998 (Special Edition)**

- Cadbury and Carlyle Group Will Buy Beverage America and Select. \$724 Mil Deal.

**March 6, 1998**

- IRI and Nielsen Full-Year 1997: Coke Leads Corporate Growth. Royal Crown Plummet. Mt Dew and Sprite Top-Growing Brands.
- Pepsi COBO Drops "About Half" of Sunkist.
- New From Pepsi: Storm Debuts in Denver 3/15/98. 'Grip' Bottle Introduced in Dayton.
- Designer of Pepsi's New Packaging Critiques Previous Versions. Says Pepsi's Blue Suggests Refreshment, Coke's Red Connotes Sweetness.
- Cadbury's Bottler Deal: Executives Predict Improved Margins. Deal Price Assessed.
- Coke and Cadbury Raise Concentrate Prices.
- New Book on Goizueta/Coke: Deluge of Detail. Keough Helps.
- Coke's New Annual Report: 1st Investor Letter. Global Gains. Pepsi Contests Coke's Middle East Claim.
- HFCS: 1998 Pricing Still Uncertain. Many Bottlers Without Contracts. Mexico Imposes New Tariffs.

**Green Sheet:**

- Nielsen and IRI Multi-Channel Take-Home Data, Full Year 1997. Includes share, share change, and volume change vs. 1996 for leading companies and top-10 brands for Nielsen's 5 and IRI's 7 measured take-home channels.

**March 20, 1998**

- Cola Share Hits New Low In 1997. Gains of Previous Year Erased.
- Zyman Resigns as Coke Chief Marketing Officer. Frenette Will Take Over.
- Triarc Plans New Snapple 'Refreshers' Line For Sports Occasions. Plus: Executive Details WhipperSnapple Rollout Plans. Coffee Ahead From Mystic or Snapple?
- Cott Starts Executive Search.
- Final 1997 Supermarket Pricing: Down Overall. Mt Dew Shows Highest Price and Steepest Drop. Some Brands Up in Some Markets.
- Technical Report: Fruitopia, Pepsi Lipton Brisk, Coke Nestea Cool and the Cold-Fill Revolution.
- European Consumption: Soft Drinks Rank 6th. Per Capita Intake Rises +20% In Past 5 Years.
- Latin America: Coke Leads in 5 Largest Markets. Posts Big Gain in Puerto Rico. Industry Volume Falls in Mexico. Up in Brazil, Argentina, Chile and Puerto Rico.
- New Dollar Coin Set for 2000. NSDA Declares "Half A Victory."

**Green Sheets:**

- Full Year 1997 Supermarket Pricing for Top-10 Brands' 12-packs and 2-liter in 15 US Markets.
- 1998 Concentrate Prices.

**April 3, 1998**

- Several Possible Buyers Eye Monarch.
- Major US Pepsi Bottler Seeks Control of Pepsi Puerto Rico.
- 7UP Off to Slow Start in 1998. 3rd-Tier Outperforms Pepsi System. Brock Says Brand's Volume Up Where New Version in Market. Declares Cadbury 'Confident.'
- Storm Is 'Everywhere' in Denver. Coke Responds With Free Sprite.
- Johnson & Johnson's Sucralose Diet Sweetener Approved. Diet RC Switches.
- 15 Major US Markets: Coke Leads in 11. Pepsi Ahead in 4. Pepsi Share Growth Greatest in San Francisco/Oakland. Coke in Minneapolis/St. Paul.
- Royal Vendors Top Executive Says Form Seeks to Grow Beyond Coke System. Lauds Recent Cadbury Bottler Deal. Notes Average Machine Now Costs \$2000.
- Stock Prices 1st Quarter 1998: Most Soft Drink Stocks Under-Perform Dow. Cadbury, Pepsi, Coke Strong.
- Pepsi Extends Ocean Spray Agreement. Also Expands Fruitworks Test.
- Major Diet Brands Lose Weight in 1997. Diet Mt Dew and Diet Barq's Up. Many Diets Stronger in Supermarkets.
- PET Dominates Global CSD Volume. Glass Leads by Packaging Units. Average Global CSD Size 20-oz.

**Green Sheet:**

- Full Year 1997 Supermarket Shares for Top Companies and Top-10 Brands in 15 US Markets.

**April 24, 1998**

- Pepsi Asks French Government to Block Coke's Purchase of Orangina.
- Marineau Reportedly Says Pepsi and Frito-Lay Will Co-Market. Eyes More Separate COBO.
- CCE Names Schimberg CEO. Company Expands Again With Acquisition of Coke Southwest Hoffman.
- Soft Drinks Post Big Share of Stomach Gain in US. Per Capita Consumption Up 10 Gallons in 10 Years.
- Soft Drink Ad Spending Rises Slightly in 1997. Coke Down. Pepsi and Cadbury Up.
- 1997 Water Report: 'Premium Still' Segment Drives Growth. Dannon/Aquafina Post Big Gains. Evian Down.
- Australia 1997: Coke Dominates. Cadbury Gains Share. Pepsi Max Up Sharply.
- PepsiCo Extends Relationships With Former Investors in Pepsi's Former South African Bottler.

**Green Sheet:**

- Full Year 1997 Soft Drink Advertising Expenditures. Tracked by company, brand and media used.

**May 8, 1998**

- 'Global Smarts' Conference Approaches. Set for Dallas June 22-23.
- Pepsi's Marineau Wants 'Improved Availability.' Says 'Generation Next' Is 'Not Expansive Enough.' Company Overhauls Marketing Management. Swette Out. Bottlers Eye More Local Focus and Funding.
- Virgin Cola Set to Launch in US. Knocks Coke and Pepsi.
- Interested Buyer in Due Diligence at Monarch. 'It's Not Coke but It Is Americana.'
- Cadbury and Carlyle Close Purchase of Beverage America and Select. Reportedly Eye More Deals. Cadbury Reports US 1st Quarter Volume Up +1.5%. Notes 'Lack of Focus' In Pepsi System.
- Great Britain 1997: Coca-Cola Co Leads, But Brand Coke Loses Share. PepsiCo's Share Up.
- C&G Channels 1997: Pepsi #1 CSD Brand. Growth Stars: Dr Pepper, Coke Nestea, Sunny Delight.
- Veryfine Rolls Out First Sucralose-Sweetened Juice Products in US. Sucralose Supply Said Tight.

**Green Sheet:**

- Color Map: Coca-Cola Enterprises and Pepsi-Cola Bottling Co (Pepsi COBO). Shows CCE and COBO territories plus areas where CCE and COBO directly compete.

**May 8, 1998 (Special Edition)**

- Pepsi Sues Coke in Antitrust Action Over Fountain Business. Marineau: 'War Against Coke.'

**May 29, 1998**

- Enrico Suggests Possible COBO Breakup and System Realignment. Bottler Moves Predicted.
- 1Q 1998 Take-Home: Coke Leads Corporate Growth. Pepsi Posts Big Gains in Drug Chains. Top-Performing Brands: Dr Pepper, Mt Dew and Sprite. Dr Pepper Soars in IRI C-Store Channel.
- Interview: Virgin's Richard Branson. 'Basically We're After Coke.' 'Some RC Bottlers Will Switch.'
- Some Pepsi Bottlers -- Who Haven't Signed New Fountain Agreement -- Reportedly in 'Intense' Talks With Pepsi.
- Coke Responds to Pepsi's Antitrust suit. Triarc Reviews Options.
- Marineau: Don't Sacrifice 'Innovation at the Alter of Exclusivity.' Pepsi Lands on American Airlines.
- Beverage Scientists Meet. Focus on Sweeteners and New Beverage Trends.

**Green Sheet:**

- 1st Quarter 1998 Multi-Channel Take-Home CSD Data. Includes 5-channel Nielsen data and 7-channel IRI data.

**June 12, 1998**

- Pepsi Takes Action to Terminate #9 US Bottler Pepsi Central Investment. BD Talks to Enrico. Enrico Calls Bottler 'Traitors to Our System.' Condemns 'Blatant, Raw Squeeze Play.'
- 7UP/RC Puerto Rico in Default on Debt Agreement. Bank Takeover Possible. 7UP and Snapple to Pepsi?
- 1st Quarter Non-Carbs: Nestea, Powerade and Fruitopia Gain. Snapple Up Slightly.
- Cott Names New CEO: Frank Weise. Investment by Thomas H. Lee.
- North American Coke Bottlers' 1997 Cash Flow Margins Decline.
- HFCS Pricing Update: 2nd Quarter Down. Mexico Dispute Intensifies.

**Green Sheet:**

- Comparative Sweetener Costs (HFCS Vs. Sugar for 80+ Brands)

**July 1, 1998 (Special Edition)**

- Pepsi Debuts 'Pepsi One' After FDA Approves Ace-K for Soft Drinks. Interview With Marineau.

**July 2, 1998**

- Coke Executives Meet Financial Analysts. Ivester Says System 'Never Better Equipped or Aligned.'
- Cott Names Weise CEO. Thomas Lee Buys 30% Stake in Company. 'Focus, Focus, Focus.'
- Pepsi Pohlad and PepsiCo Agree to Acquire Control of Pepsi Puerto Rico for \$51 Mil.
- Soft Drink Litigation Update: Bottler Termination and Antitrust Suits.
- 1997 All-Channel Non-Carbonated Beverages: Top-4 Companies Account for 71% of Volume.
- American Bottling Executives Outline Plans. Private Label and New Age Called 'Key.'
- Canada 1997: Volume Moves Ahead. Coke, Pepsi and Cadbury Grow Shares. Pepsi Leads in Bottle/Can. Coke Leads in Fountain. Diets Show Big Gain.
- Major Retail Channel Volume Up +3.8% Through May. Sprite, Mt Dew, Dr Pepper Up. Surge and 7UP Down.
- Ball's Purchase of Reynolds' Can-Making Unit Will Create Giant With 32 Share of US Market.
- "Global Smarts" Conference: Industry Leaders Offer Variety of News and Views.

**Green Sheet:**

- "Global Smarts" Conference Presentation Summaries. [Click here](#) to order a complete transcript of this 2-day beverage industry conference.

**July 17, 1998**

- Former PepsiCo CEO Wayne Calloway Dies. Industry Executives Praise His Leadership.
- Stock Prices 1st Half 1998: Most Soft Drink Companies Under-Perform Dow. Cadbury, Coke, PepsiCo Up.
- Pepsi Broadly Expands Storm Test Markets. 7UP Issue Still Looms.
- Pepsi Bottler Says Pepsi 'Vindictive.' Denies Threat to Side With Coke.
- Pepsi Bottlers Expect Indications Soon on US System Restructuring.

- Pepsi and Frito-Lay Test Joint Display in NJ Supermarket. Will Expand Snack-In-Can Test.
- Technical Report: Ready-to-Drink Coffee -- How Great A Challenge?
- Nestle Executive Says Consumers Need to Understand Ready-to-Drink Coffee.

**Green Sheet:**

- Pepsi Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

**July 21, 1998 (Special Edition)**

- PepsiCo to Buy Tropicana From Seagram for \$3.3 Bil. Enrico Eyes 'New Beverages.'

**July 29, 1998 (Special Edition)**

- Coke Bottlers Meet in Atlanta. BD Talks to Stahl and Schimberg. Bottlers Focus on 'Momentum' and 'Value Creation.' Some Expect Water News, but Hear None. Schimberg Cautions Cadbury Against Using Dr Pepper Profits From CCE Against CCE.

**August 7, 1998**

- PepsiCo Weighs COBO Spin-Off Via IPO. Some Pepsi Territories May Get Reshuffled. Major Role in New Public Company Predicted for Weatherup. Turner? Benefits Seen for Pepsi.
- Royal Crown Gets New President: Jack Belsito.
- Ocean Spray 'Concerned' About PepsiCo's Tropicana Purchase. Pepsi Executive: Can't Block Deal.
- Triarc CEO Says Snapple Volume Grows +10%. Company Monitors Pepsi Vs. Coke Antitrust Suit.
- Triarc Beverage Marketing Executive Says Snapple Seeks Products 'That Allow Us To Dominate.'
- Pepsi Tests Caffeinated and Non-Caffeinated Fountain Versions of Storm.
- Top Executives From Cadbury and Coca-Cola Enterprises Join December 'Future Smarts' Program.
- Dr Pepper/Seven Up Volume Up +2% in 1st Half 1998. Results Strong in Coke System. Weak in Pepsi.

**Green Sheet:**

- Royal Crown Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

**August 21, 1998**

- Pepsi Will Buy Top-10 Bottler. First Step in Revamping US System. What Will Cadbury Do About Transfer of Its Brands? Dr Pepper Leverage? Collision Ahead?
- Coke and Pepsi Take All Corporate Growth in 1st Half 1998 IRI and Nielsen Data. Sprite Passes Dr Pepper in Nielsen. Dr Pepper Volume Up +39% in IRI C-Stores.
- Ocean Spray Sues PepsiCo. Seeks to Block Pepsi-Tropicana From Selling Other Single-Serve Juice Drinks.
- Bottler Calls Pepsi's Lawsuit 'Coercive Tactic.'
- PepsiCo Appoints New Top Sales Executive for Both Pepsi and Frito-Lay.
- Cadbury's Squirt Dominates Grapefruit Segment. Coke's Citra Grows Share.
- Canadian Consumption: CSD #1. But Trends Differ From US and Europe.

**Green Sheet:**

- 1st Half 1998 Multi-Channel Take-Home CSD Data. Includes 5-channel Nielsen data and 7-channel IRI data.

**September 4, 1998**

- Bottlers Expect Major Changes in 7UP Ads and Marketing. Look for New Brand Image. 'Very Positive.'
- Pepsi Buffalo Rock CEO Says Bottler 'Not in Play.'
- Major Shift: 12-Packs Pull Even With 2-Liter in Supermarkets. Coke and Pepsi Both Down in 24-Packs.
- Non-Carbs: Coke Brands Show Strong US Growth in 1st Half 1998. Teas: Pepsi's Lipton Leads and Gains Share. Nestea and Arizona Gain Share. Snapple Volume Up +10%.

- Bottlers Speculate on Water From Coke. 'Soon?'
- Major Changes Among Top-10 Coke, RC and DPSU Bottlers. Pepsi System Boosts Share of 7UP Volume. CCE Gains Dr Pepper Volume.
- Coke Loses Motion to Dismiss PepsiCo's Antitrust Suit. Pepsi Must Show 'Realities' Support Its Allegations.
- Coke Bottler Pursues Antitrust Suit vs Pepsi. Pepsi Executive to Testify.

**Green Sheet:**

- 7UP Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

**September 25, 1998**

- Pepsi Restructures. Weatherup Named CEO of New Bottling Unit: 'Pepsi Bottling Group.' Pepsi North America CEO Marineau and Pepsi International CEO Thompson Will Now Report to Enrico.
- Cadbury Plans to Re-Target 7UP to 12-24 Year-Olds. Introduces 'Un' Campaign. Bottlers Hear Tough Message: Get Committed. Cadbury Executive Says Pepsi's Storm Is No 'Slam-Dunk.'
- Pepsi Set to Roll Out Pepsi One. 'All Channels, All Packages, All Geographies.' \$100 Mil in Support.
- Coke and Pepsi Gain Ground in Orange and Root Beer Segments. Cadbury's Lead Brands Increase Share.
- American Bottling to Close 5 Plants. 450 to Lose Jobs. Plans \$30 Mil Investment Program.

**Green Sheet:**

- Dr Pepper Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

**October 9, 1998**

- Dr Pepper Executives Urge Continued Priority Brand Status. Note Weakness in Pepsi System. Fountain Business Called 'Bloody Battleground.' New Ads Stress Diet 'Tastes Like Regular.'
- Turner Watch: Dr Pepper Texas CEO Explores Sale of Company. Future Role in Pepsi System? At ABC?
- Sports Arena Pouring Rights: Coke Holds Wide Lead. Pepsi Gains.
- Pepsi Predicts Pepsi One Will be 'Most Successful' New Product Launch Ever. Forecasts \$1 Bil Sales.
- Stock Prices 3rd Quarter 1998: Bleak Picture for Most Beverage Firms. Cadbury and Quaker Out-Perform.
- Coke Plans New Surge Promotions. Says Focus on Cold-Bottle Channels. Bottler Says Brand Needs TLC.

**Green Sheet:**

- Carbonated Soft Drink Consumption and Shares for 94 Countries. Includes population, per capita 8-oz consumption and corporate shares for Coke, Pepsi and Cadbury.

**October 23, 1998**

- Charlie Frenette -- Coke's Global Chief Marketing Officer -- Joins 'Future Smarts' Program.
- Enrico: More Bottlers Coming. 'High Hopes' for Pepsi One, But 'Concern' Over Cannibalization. Predicts Positive Results From Pepsi-Frito Joint Programs. Declares Pepsi International 'Clear Win.'
- In One Fell Swoop: CCE Buying Six Bottlers. Deals Total \$770 Mil. Include #10 Bottler Coke Cameron.
- Pepsi General May Get Significant Additional Territories. Other Deals Brew. 7UP and Storm Implications?
- Triarc to Go Private. Stock Up +137% in 1997, Down -52% This Year. Deal Worth \$420 Mil.
- Pepsi's Frappuccino Doubles Share in Dairy Category. Yoo-Hoo Leads and Refocuses. Category Up +23%.
- September IRI Data Shows Industry Volume Grows +7.5%. Pepsi +11.5%. Cadbury +8.1%. Coke Up +6.2%.

**Green Sheet:**

- Soft Drink Brand Introductions 1886-1998.

**November 6, 1998**

- Top Coke and Pepsi Marketing Executives, Other Industry Leaders On Deck for Beverage Digest's Conference.
- Coke Nears the Water's Edge. Named 'Dasani?' New Package. Impact on Other Waters in Coke System?

- Quaker Plans Rollout for New Gatorade Cold-Fill Package. Also Adds New 'Fierce' Sub-Line.
- Interbev 1998: Brock -- New NSDA Chairman -- Warns Cadbury Will Stop Competitors' 'Predatory' Practices. Pepsi's Marineau Call for Innovation. CCE's Schimberg Urges NSDA Support. Show Gets Mixed Reviews.
- Mt Dew and Sprite Gain Greatest Share Among Top-10 Brands in 9-Month IRI and ACNielsen. Dr Pepper Also Picks Up Share. Coke and Pepsi Take All Corporate Growth.
- Marineau Puts His Imprint on Pepsi North America. PBG Gets Russia, Spain and Greece.
- Cadbury Reports 3rd Quarter US Volume Up +3%. Pepsi System Helps 7UP.
- News From Morgan Stanley Beverage Conference: Reduced Coke Media Spending? New Mt Dew Graphics.

#### **Green Sheets:**

- Interbev 1998: Selected Beverage and Equipment Products.
- 9-Month 1998 Multi-Channel Take-Home CSD Data. Includes 5-channel ACNielsen data and 7-channel IRI data.

#### **November 20, 1998**

- 'Future Smarts' Conference Will Feature Top Industry Executives Plus Stock Market Insights.
- Royal Crown Considers 'Energy Cola.' Triarc May Also Offer Flavored Water.
- Ocean Spray vs PepsiCo: Court Okays Tropicana Single-Serve. Says Damages Proper Remedy.
- 9-Month Non-Carb Data: Coke Notches Top Gains in Sports Drinks and Juice Drinks. Pepsi's Lipton Top Tea Performer. Snapple Shows Strong Tea/Juice Growth in 3rd Quarter.
- PepsiCo Approves Bottler Spin-Off. Also Completes Pepsi Portion of Pepsi Allied Acquisition.
- NY Times Report on Supermarket Consolidation: Major Implications for Bottlers.
- Loblaws, Other Retailers Mull Warehouse Delivery in Canada.
- First Month of Pepsi One: Wide Distribution in Grocery and Mass Merchandiser Channels.
- Airline Update: Coke Now on 6, Pepsi on 3. Coke/Pepsi Both Fly American.
- Swiss CSD Rivella Launches in US. First Available in Florida. New US-Legal Diet Version in Works.

#### **Green Sheet:**

- Fountain Soft Drinks Sold at Selected Restaurant, C-Store, Hotel and Food Service Chains. Listed by fountain accounts, details which cola(s), lemon-limes(s) and pepper(s) are served in each chain.

#### **December 11, 1998**

- Cadbury and Pepsi Bottling Group Reach Multi-Year 'Growth and Security' Agreement.
- Top-10 Bottler Review: Consolidation Advances in 1998.
- CEO of Coke Consolidated Says No Sale To CCE. #2 Coke Bottler Seeks Acquisitions.
- CCE Sends Naya Termination Notice.
- Earl Graves Sells Interest in Pepsi Washington Bottler. Praises Pepsi Re South African Investors.
- November IRI: Pepsi Top Performer. Industry Up +5.0%. Pepsi One Holds 2.9 Share. Pricing Continues Up.
- Triarc Launches/Readies Spate of New Products and Packages.
- Soft Drink Container Recycling Rate Grows. Driven by Aluminum Recycling Increase.

#### **Green Sheet:**

- 1998 Top-10 Bottlers. Includes details of Coke, Pepsi, RC, Dr Pepper/Seven Up, Monarch and Big Red franchise systems plus 14 DPSU brands.

#### **December 11, 1998 (Special Edition)**

- Coke-Cadbury \$1.85 Bil Deal Remaps International Soft Drink Landscape. Ivester Notes Growth Potential. Cites 'High Degree of Respect for Dr Pepper.'

## 1999

### January 8, 1999

- 1998 Stock Market: Dismal Year for Beverage Companies. 10 Decline. Cadbury and Whitman Out-Perform.
- Private Label's Volume Loss Deepens. Consolidation Ahead? Effort by 3rd-Tier Bottlers?
- Cadbury Eyes Hawaiian Punch. Brand Shows Strong Growth.
- Cadbury and Carlyle Group in Talks with Turner. Future of Cadbury Brands in US?
- 'Future Smarts': Coke's Frenette Details Value Marketing. Cadbury, Pepsi, Yoo-Hoo Cite Teen Focus.

#### Green Sheet:

- 'Future Smarts XXV.' Highlights of speeches from Beverage Digest's December, 1998 conference.

### January 22, 1999

- Pepsi Bottling Group Files for IPO. Reveals Multiple Details on Business, Markets, Contracts.
- Coke West Japan Named 11th Anchor Bottler. More Consolidation Ahead.
- Triarc Will Launch 'Edge' Energy Cola From Royal Crown in March. Only in 20-oz.
- FTC Says Scanner Accuracy Improving. Food Stores Perform Best.
- Mixer Volume Declines. Seagram Increases Share.
- CSD Volume On Feature and Display Up in Mass Merchandisers. Down in Supermarkets and Drug Chains.
- CSD Ranks #3 in Dutch Per Capita Consumption. Industry Volume Up +20% in 1997.

#### Green Sheet:

- 1999 Calendar of Industry Events

### January 28, 1999 (Special Edition)

- Japan: Coke's Appointment of 1st Anchor Bottler Opens Era of Consolidation. Company Plans More New Products. Drive for Volume Growth. Channel Mix Changing.

### February 5, 1999

- Coke Likely Near Announcement of Dasani Bottled Water. Big Shakeup of Category Ahead.
- Pernod Ricard Puts Yoo-Hoo Up for Sale.
- Coke Takes Citra National. Bottlers Enthusiastic. Squirt Leads Segment But Loses Share.
- Whitman Will Acquire Midwest US and Central Europe Territories From Pepsi. Bottler's Future Acquisitions in US Limited. Stock Market Reacts Aversely.
- Pepsi One at 1.6 Share. Some Diet Pepsi Cannibalization Seen.
- Full Year 1998: Coke and Pepsi Volume Up +6%. Pepsi Executive Says Coke 'Aggressive' on Pricing.

#### Green Sheet:

- Coke Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

### February 12, 1999 (Special Edition)

- 1998 Top-10 Soft Drink Companies and Brands. Coke and Pepsi Tie in 1998 US Volume Growth. Each Up +4.5%. Overall Industry Up +3%. Mt Dew and Sprite Continue Hot Pace. Coke's Minute Maid Vaults Into Top-10 Brand List.

### February 19, 1999

- 1998: Fountain Gains on Bottle/Can. Diet Gains on Regular.
- Coke Announces Dasani Water. CCE's Schimberg Cites Appeal of Purified Water.
- Head of Pepsi General Resigns. Second President to Depart in 2 Years.
- Full-Year IRI and ACNielsen: Pepsi Gains Most Share. Coke Turns in Strong Result. Mt Dew, Sprite and Dr Pepper

Notch Big Volume Gains and Capture All Brand Share Growth.

- Interview: Royal Crown President Jack Belsito Cites Need for Better Execution and More Innovation.
- Cadbury Says US Volume Up +1% in 4th Quarter. 7UP Down -4%. Company Cites 'Lack of Focus' in Pepsi System. Coke System Out-Performs for Cadbury in 1998.
- Baesa Delisted by New York Exchange. Sale Ahead?

**Green Sheet:**

- Full-Year 1998 Multi-Channel Take-Home Carbonated Soft Drink Data. Includes 5-channel ACNielsen data and 7-channel IRI data.

**March 12, 1999**

- Top M&A Experts and Wall Street Analysts on Program For BD's June Beverage Investment Conference in New York.
- Pepsi Bottlers Praise 'Joy of Cola' Ads. Marineau and Hudson Put Their Imprint on Brand.
- Gatorade Plans New Product Aimed at Tapping Into Bottled Water's Growth. Will Phase Out Glass Single-Serve Packages. Eyes 'Better' Take-Home Packaging.
- Coke's Dasani Water: What's In It?
- CSD Prices Heading Up? 'The Real Thing?'
- Just Below Top-10: Barq's, Mug and Sunkist Big Gainers in BD/Maxwell Data.
- Pepsi One Study: 86% of US Knows of Brand. Highest Repeat Rate Among 'Diet Switchers.'
- Full-Year 1998 Non-Carbs: Coke Notches Top Gains in Sports Drinks and Juice Drinks. Pepsi's Lipton Top Tea Performer. Snapple and Arizona Teas Post Double-Digit Volume Gains.

**Green Sheet:**

- Beverage Digest/Maxwell Top-10 Soft Drink Companies and Brands 1989-1998. Includes 192-oz case volume, share and share change data.

**March 26, 1999**

- Pepsi Bottling Group IPO Nears Completion.
- Cadbury Out-Performs Industry in February 4-Week Major Channel Data. 7UP Shows Up-Tick.
- Brands of Puerto Rico 3rd-Tier Bottler Will Likely Be Sold Off. Triarc Concerned About RC.
- Soft Drink 'Fair Dealing Act' Passes Illinois House. Linked to Pepsi's Central Investment Lawsuit. Pepsi Questions Actions by Its Marion IL Bottler and by State Lawmakers.
- Program Expands for Wall Street Beverage Conference in New York. Top Franchise Company Executives, Analysts, Investment Bankers, Lawyers Will Participate.
- Cadbury's Research Shows Preliminary Positive Impact From New 7UP Ads.
- US Per Capita Consumption: Soft Drinks Gain Most Share of Stomach. Milk and Coffee Drop.
- Milk Most Likely to Accompany At-Home Dinners. CSD Gaining Fast. Liquor Tops Coffee.
- 15 Major US Markets: Coke Leads in 11. Pepsi Ahead in 4. Coke Share Growth Greatest in Los Angeles. Pepsi in Minneapolis/St. Paul.

**Green Sheets:**

- 1999 Soft Drink Concentrate Prices.
- Full Year 1998 Supermarket Shares in 15 US Markets for Top Companies and Top Brands.

**April 1, 1999 (Special Edition)**

- Pepsi Bottling Group: Birth of a Company. IPO is 5th Largest in US History. CEO Weatherup Says PBG Will Be 'Better' Than CCE. Talks of Vision for Company. 'We Sell Soda.'

**April 9, 1999**

- Bears Devour Beverage Stocks in 1st Quarter. 12-of-17 Under-Perform Dow.
- Australia Turns Down Coke-Cadbury Deal. New Proposal Submitted. Mexico Rejection Also Rumored. Five Other

Countries Approve Deal.

- Pepsi Launches 'Light Storm' in Test Markets. Diet Version of New Lemon-Lime CSD.
- 3rd-Tier and Private Label Consolidation: Role of Cott and Thomas Lee? Cadbury 'Holds Right Cards.' Talks and Planning at Early Stage. Independent Bottlers Capture More Private Label Business.
- 1998 Supermarket Pricing: Up Overall and in Major Packages. Diet Coke Highest. RC Up Most. Some Brands Down in Some Packages/Markets.
- Total Retail Value Per Case of CSD Declines -2.6% Over 10 Years. Overall Consumer Prices Up +35.6%.
- Coke Estimates Global Volume Will Decline in First Quarter. North America Up +2%. Stock Price Drops. Analysts Predict Stock Price at Low \$60's to \$70+ by Year-End.
- In the Bag: Lipton Leads Leaf Tea Business in Major US Take-Home Channels.

#### **Green Sheets:**

- Full Year 1998 Supermarket Pricing for 2-Liter and 12-Packs in 15 US Markets for Top Companies and Top Brands.
- Pepsi Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

#### **April 30, 1999**

- Cadbury Agrees to Buy Hawaiian Punch From P&G. Brock Says Deal Shows US Commitment.
- NSDA May Sell Interbev.
- European Commission Probes Coke-Cadbury Deal. EC Official Lashes Out. Belgium Rejects Deal. Companies Offer New Australian Proposal.
- Coca-Cola Enterprises Makes Major Management Changes. Alm and Findley Promoted.
- PBG's Weatherup: Pricing Up in 70% of US. Pepsi One Cannibalization 'Little Less' Than Anticipated. Bottler CEO 'Disappointed' Pepsi Doesn't Snag Burger King. But Adds Coke Is 'Economic Loser.'
- Cadbury and Pepsi Show Strong Volume Gains in March Take-Home Data. Coca-Cola Co Pricing Up Most. 7UP Leads Volume Growth.
- Coke Retains Burger King Account. Cadbury Wins Spot for Dr Pepper.
- Cans Increase Dominance of US CSD Supermarket Packaging. 12-Packs Now Top Package.
- Pepsi One Challenges Diet Coke. Diet RC Challenges Pepsi One.
- Illinois Bottler Protection Bill Moves Toward Possible Passage.
- Nestle Develops Purified Water With Minerals: 'Nestle Pure Life.'
- New Soft Drink Atlas Details US Bottlers and Major Brands.

#### **Green Sheet:**

- 7UP Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

#### **May 14, 1999**

- Brock Says Coke-Cadbury Deal 'Will Go Through.' But Offers Other Insights. In Purchase Contract, Coke and Cadbury Agree on 'Threshold' Limits Plus Restraints on Other Deals. Coke and Pernod Submit Revised Deal on Orangina.
- Brock: Cadbury Negotiates New Deals With US Pepsi Bottlers. Schimberg: No Anointed Successor.
- Coke Plans to Position Dasani as Mid-Priced Water for 'Total Body Hydration.'
- 1998 Channel Ranking: Supermarkets, Fountain and Vending Move Two-Thirds of CSD in US.
- All-Channel Non-Carbs 1998: Coke Leads With Above-Industry Growth. Sports Drinks Gain on Teas.
- Top Packaging Executives See Higher PET Prices. Pechiney Prepares Can Unit for Spin-Off.
- Australia 1998: Cadbury Gains Share. Diet Coke Fastest-Growing Brand.

#### **Green Sheet:**

- Dr Pepper Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

#### **May 28, 1999**

- SoBe For Sale. Connecticut Venture Capital Firm Interested.
- Coke and Cadbury Modify Deal to Exclude Western Europe. Price Reduced by \$750 Mil. Restrictions Lifted.
- First Quarter Take-Home: Pepsi Gains Share. Coke Flat or Down. Cadbury Up in All IRI Channels.
- Cola Share Drops Again in 1998. Lowest Point in 2 Decades. Diet Colas Gain Share for First Time Since 1990.
- Great Britain 1998: Coke Gains Share. Pepsi Even. Cadbury Down. Fanta and Sprite Join Top-10.
- Coke's US Supermarket Prices Up Most in April While Volume and Display Are Down. Pepsi Pricing Up Less, Volume Down Less. Pepsi Segment Posts High Prices and Gains Volume.
- Naya Blows Hot and Cold as It Kicks 'the Coke Habit.'
- Canada 1998: Volume Growth Out-Paces US. Coke Gains Share. Pepsi's Shaw Issues 'Call to Action.'

#### **Green Sheets:**

- First Quarter 1999 Multi-Channel Take-Home Carbonated Soft Drink Data. Includes 5-channel ACNielsen data and 7-channel IRI data.
- Royal Crown Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

#### **June 18, 1999**

- PepsiCo Seeks to Terminate Franchise of Illinois Bottler Pepsi Crisp.
- Cadbury Will Drop 'Are You and Un' Campaign for 7UP. Readies New Ads.
- Private Label Volume Up Sharply in May. 'Sneaks In the Back Door.' Cadbury Out-Performs Coke and Pepsi.
- Coke's Advertising for Brand Coke Seen Evolving. 'Relevance' From Frenette?
- 7UP Bottler Sues School District and Coca-Cola Enterprises. Claims CCE 'Malicious.'
- 1st Quarter 1999 Non-Carbs: Coke's Fruitopia Posts Biggest Share Gain. Pepsi's Lipton Tea, Snapple and Gatorade Also Show Strong Performance.
- 1998 Supermarket Water Report: 'Premium Still' Segment Propels Growth. Dannon and Aquafina Top-Growing Single-Serve Still Brands.
- 'Wall Street Smarts' Conference Highlights
- Coke System Deals: Coke Buys Out Anchor Bottler F&N. Australia Nixes Cadbury Deal Again; UK Okays It. Coca-Cola Beverages in Merger Talks With Coke Hellenic Bottling.
- Coke's Investor Apologizes to European Consumers for Product Problems.
- HFCS Pricing Down as Annual Contracts Return.
- Winter 'Future Smarts' Conference Set for New York December 13.

#### **Green Sheet:**

- 1999 Sweetener Pricing. Includes high-fructose corn sweetener and beet sugar usage and pricing for all major carbonated soft drink brands

#### **July 2, 1999**

- Top Executives on Program for BD's 'Future Smarts' Conference.
- Pepsi One Is Having Significant Impact.
- Bottlers Speculate on Future Pepsi-Ocean Spray Relationship and Role of Tropicana Brand.
- Pepsi's Aquafina Top PET Bottled Water Brand in 1998. Coke Plans 80% US Distribution of Dasani This Year.
- Stock Prices First Half 1999: Coke, Pepsi, Cadbury Down. Triarc, Coke Femsa and Coke Andina Way Up.
- Coke's European Ordeal Ends. Belgian Initiative Starts.
- North American Coke Bottlers' Free Cash Flow Evaporates in 1998.

#### **Green Sheet:**

- On-Display Presence: Year-To-Date Through 5/15/99. Indicates what percentage of various brands' supermarket volume was sold via in-store displays; denotes which brands are most-often featured.

#### **July 23, 1999**

- Cadbury and SoBe Executives Join Program for BD's December 'Future Smarts' Program.
- Quaker Oats Tests New 'Fitness Water': 'Propel' From Gatorade. Contains Sucrose, Aspartame and Ace-K.

- Coke CEO Ivester on Management, Pepsi, Pricing, Belgium, European Investigation.
- Pepsi and Suntory Create US Anchor Bottler: Pepsi Bottling Ventures. Pepsi Up +91% in Japan in June.
- Future Home of 7UP in Puerto Rico Still Uncertain.
- Supermarket Prices for Coke Brands Up More Than for Pepsi and Cadbury.
- Snapple and SoBe Dominating Growth in Premium Non-Carb Beverages.
- Brazil: Brahman and Antarctica Plan Merger. Local Brands Out-Perform Coke and Pepsi Last Year.
- Pepsi US Ad Spending Up in 1998. Others Down.

#### **Green Sheet:**

- 1998 Measured Advertising Spending. Soft drink, water and non-carb companies' spending and media use in 1998 vs. 1997.

#### **July 29, 1999 (Special Edition)**

- US Coke Bottlers Meet in San Francisco. Growth and Customer Focus Stressed. BD Talks to Stahl.

#### **August 6, 1999**

- Whitman-Pepsi General CEO Joins Program for BD's December 'Future Smarts' Conference.
- Coke and Cadbury Complete Deal's 1st Phase. Sunderland Comments on: Future in US; 7UP; ABC Problems.
- Cadbury's US Flavor Brands Perform Strongly. Executives and 3rd-Tier Bottlers Explain Why.
- Gatorade 'Propel' Fitness Water: Price and Ad Details.
- Wall Street Firm Polls Consumers on Coke After European Recall. 'Encouraging Signs.'
- Automotive 'Enigma': Round Containers Don't Always Fit Into Round Holes.
- CSD Is Top Category for Major US Retailers. Cereal and Diapers Also Rank High.
- CSD Ranks 5th in Western Europe Consumption and 4th in Eastern Europe. Water and CSD Top Growth.
- Editorial: Recycling Group's Attack on Coke Is Curious and Unfair.

#### **Green Sheet:**

- Top Merchandise Categories Measured by Retail Value. Tracks top-25 retail categories in supermarkets, mass merchandisers and drug chains for full-year 1998.

#### **August 27, 1999**

- First Half Take-Home: Mt Dew Now Even or Ahead of Diet Coke. Pepsi and Cadbury Gain Share. Coke Down.
- Bottlers Say Pepsi Considers Flavored Colas. Pepsi Will Expand Fruit Works Distribution.
- Private Label Posts Big Share Gain and Lower Prices. Coke/Pepsi Prices Up, Shares Down. 'Retailer-Driven.'
- Cadbury and Turner Edge 'Closer' to Deal.
- Nestle Executive Cites Bottled Coffee's US Potential and Challenges as Company Debuts New Bean Coffee Products.
- Italy Raises Issues About Coke's Marketplace Practices. Coke Hits Pepsi's 'Lack of Commitment.'
- Top Industry Executives on Program for BD's December 'Future Smarts' Conference.
- Patent Lawsuit re PET Bottles Names Coke/Pepsi Bottlers, Quaker Oats, Ocean Spray, Cott, Tropicana, Etc.
- Sales Per Vending Machine Accelerates in Japan. Coke Dominates.
- Snapple Drops? Snapple Jelly Beans? Triarc Licenses 'Snapple' Name for Candy.

#### **Green Sheet:**

- First Half 1999 Multi-Channel Take-Home Carbonated Soft Drink Data. Includes 5-channel ACNielsen data and 7-channel IRI data.

#### **September 10, 1999**

- Pepsi's Marineau Resigns. Tropicana's Rodkin Takes Over. Reinemund Named COO of PepsiCo.
- Cadbury and Turner Agree on Deal. Price \$691 Mil. Turner Cites ABC's 'Tremendous Potential.'
- Australian Executives Predict Linkup Between Cadbury and Pepsi. Nutritionist Blasts Sugar Myths.
- Analyst: European Commission Seeks to Protect Coke's Competitors - But Serves Coke.

- 1st Half 1999 Non-Carbs: Coke Gains in Juice Drinks and Sports Drinks. Pepsi Up in Teas. Snapple and Gatorade Also Post Strong Results.
- Ireland: Coke Leads. Coke System's #2 Brand is 7UP. Market Shows 'Healthy' Growth.

**Green Sheet:**

- Dr Pepper/Seven Up Bottling Group Inc. A map of the new bottler created from American Bottling Company and Dr Pepper Texas, color-coded by brand franchise territories.

**September 24, 1999**

- Top Coke Executive Joins Program for BD's December 'Future Smarts' Conference.
- 7UP Bottlers Cheer New Ads. Cadbury Urges More Displays and Availability. 'Real Enemy Is Sprite.'
- Cadbury-Carlyle Acquisition of Turner: First Price Rebuffed. Valuation Details. Dissent? Meeting Oct. 6
- CCE and PBG Executives Predict More Price Increases. Alm Foresees One Coke Bottler, One Pepsi Bottler.
- Global CSD Market At 31 Bil Cases. Coke Holds 51 Share. Pepsi At 20.8.
- Cola War Aloft. In Airline Channel, Coke Takes Alaska Airlines. Pepsi One Now On American.
- Cola's Loss Is Flavors' Gains. Sunkist Propels Orange Segment.

**Green Sheet:**

- Carbonated Soft Drink Consumption and Shares for 97 Countries. Includes 1998 population, per capita 8-oz consumption and corporate shares for Coke, Pepsi and Cadbury.

**October 8, 1999**

- Coke Classic Will Get Facelift. 'Sensation Graphics' Set for Early 2000. 'Always'?
- Pepsi One's Share Leveling Off. Pepsi Will Maintain Support Level. Hudson: 70% of Volume Incremental.
- Cadbury Aims to Double Dr Pepper Volume to 1 Bil Cases in 10 Years. Bottlers See New Ads.
- Top Executives on Program for BD's December 'Future Smarts' Conference.
- PBG's Weatherup 'Comfortable' on 2000 Concentrate Prices. Says Equipment Placements Will Accelerate.
- Cost of PET Resin and Packaging Up.
- Packaging Mix Update: Most Top Brands Post Volume Gains in 12-Packs. Higher Per-Oz Price, More Display.

**Green Sheet:**

- Dr Pepper Map - Territories By Bottler System. Color-coded map shows which parts of US are served by Coke, Pepsi and Third-tier bottlers.

**October 22, 1999**

- Frenette: Coca-Cola Co. Aims to Double Size in 10 Years. Coke Has To Be 'Small' and 'Not Too Corporate.'
- Sunny Delight: Some of the Bloom Is Off the Rose.
- Pepsi To Take Fruitworks National in 2000.
- CCE Names Alm President and COO. Schimberg to Retire at Year-End. Johnston Retakes CEO Role.
- Trend Watch: What's Ahead for Internet Buying of Soft Drinks?
- Top Executives on Program for BD's 'Future Smarts' Conference.
- Fountain Update: Coke Holds About 65 Share of Channel.

**Green Sheet:**

- Top US Fountain Accounts. Details number of units and brands of cola, lemon-lime and pepper for all major US fountain accounts.

**November 5, 1999**

- Coke Announces Major Management Reorganization. Stahl To Oversee Nearly Half of Global Business.
- NSDA Sells Interbev to Reed. Liquor, Beer and Milk Ahead?
- 9-Month Take-Home: Mt Dew, Sprite and Dr Pepper Account for All Share Gain. Cadbury's Dr Pepper/Seven Up Gains Most Corporate Share.

- CCE's Alm Details New 'Multi-Year Strategic Plan.'
- Rite Aid Brings Back Coke In Louisiana.
- Top Wall Street Experts Join Program for BD's December 'Future Smarts' Conference.
- Suntory Water Chief: Industry At Early Stage of Developing 'Huge Business.'
- Refrigerated Juices: Tropicana Holds Big Lead With Minute Maid Second. Sunny Delight Flat.
- Triarc's Peltz 'Amazed' by Coke/Pepsi Exclusive Deals. Stahl, Hudson and Cadbury Offer Insights.

**Green Sheet:**

- Nine-Month 1999 Multi-Channel Take-Home Carbonated Soft Drink Data. Includes 5-channel ACNielsen data and 7-channel IRI data.

**November 19, 1999**

- Coke Plans 'Discover Can' Promotion. Plus: Food Company Tie-Ins and Contour Glass Giveaway.
- Coke's New Approach on Retail/Concentrate Pricing and Volume Seen as Major Shift. Some Bottlers Upset.
- Triarc Plans Initiatives for RC. New 'Money-Back' Guarantee.
- Gatorade Will Introduce: 'Torq' Energy Drink. 'Energy Bar.' Will Expand 'Propel' Fitness Water.
- 9-Month Non-Carbs: Snapple Gains Continue in Teas and Juices. Arizona Sinking. Fruitopia Rolls On. Gatorade Posts Big Share Increase in Sports Drinks.
- Analysis: Pepsi About to Begin Lapping Pepsi One Launch. 100 Mil Cases.
- NutraSweet President Joins Program for BD's December 'Future Smarts' Conference..
- Stock Market's Battering of US Bottler Stocks Impacts Consolidation. 'Very Troubling.'

**Green Sheet:**

- Coca-Cola Enterprises/Pepsi Bottling Group Map. Compares and contrasts territories of two mega bottlers. Color-coded to indicate where CCE and PBG compete.

**November 29, 1999 (Special Edition)**

- CEO of Coca-Cola Enterprises Henry Schimberg Prepares to Step Down. BD Interviews Highly Regarded Bottler.

**December 6, 1999 (Special Edition)**

- Ivester Steps Down as Coke CEO. Torch Passes to Doug Daft. Why and Why Now?

**December 10, 1999**

- Coke's Daft: 'I Want to Leave My Print.' Cites 'Elation, Sorrow and Pride.' Supports Concentrate Price Hike. Will He Name President? Why Did Ivester Leave? Daft Called 'Good Guy' With Sense of Humor.
- Pepsi Plans 'Choose Your Music' Summer Promotion. Build Your Own CDs.
- Top-10 Bottler Review: Pepsi and 3rd-Tier Systems Show Big Changes.
- French Government Rejects Coke-Orangina Deal. What's Next?
- Ball Dominates US Beverage Can Business With 33 Share. Can Costs Rising.
- Canned/Bottled Beverage Vendors Generate \$5000+ Sales Per Machine.
- Soft Drink Container Recycling Rate Falls. But Number of PET Bottles Recycled Increases.

**Green Sheet:**

- Top-10 Bottlers and Bottling Networks 1999. Lists top-10 bottlers and bottling networks (where applicable) for: Coke, Pepsi, Royal Crown, Dr Pepper/Seven Up overall, Dr Pepper, 7UP, Canada Dry, A&W, Sunkist, Squirt, Hawaiian Punch, Schweppes, Welch's, Sun-drop, Country Time, Crush, Vernor's, Hires, Hershey's, Monarch and Big Red.

## HEADLINES 2000

### January 7, 2000

- Coke's Daft Begins Makeover of Company. Names Charlie Frenette To Head Europe. Steve Jones Is New Chief Marketing Officer. Bill Casey Retires.
- Coke's New Ad Slogan: 'Coca-Cola. Enjoy.'
- Coke's Ware Rescinds Resignation and Gets New Senior Post. Says One Priority Is Improving Company's Governmental Relations.
- Naya Water Files for Bankruptcy Protection After Volume and Sales Fall Dramatically.
- Full-Year 1999 Stock Prices: Bears Bite Beverages.
- Cott CEO Says Company Focused and 'On Track.' Will Explore Consolidation and Alliances.
- Coke Amatil Leaves Australian Soft Drink Association. Move Criticized by Pepsi Bottler/Organization Head.
- 'Future Smarts': Coke's Farrell Compares Dr Pepper to Coca-Cola. Whitman's Chelberg Cautions on Public Concerns re Genetically Modified Foods.

### Green Sheet:

- 'Future Smarts XXVII.' Details of all speakers on December 13, 1999 program. Full transcripts available. Call (914) 244-0700 to order.

### January 21, 2000

- Coke Names Jack Stahl Next President/COO.
- Coke Releases New Ads. Bottlers Give Mixed Reviews. Ivester Gets Ovation. Cost Cuts Ahead? Bottlers Say Company Sounds 'More Sensitive' to Their Finances. Coke's 'Dose of Reality.'
- Big Water Deal: Danone to Buy Troubled McKesson's Water Business. Perrier Also Bid.
- 7UP Shows Improvement in Recent Months. 'Good News, Not a Turnaround.' Ad Stirs Things -- Up.
- Coke Plans to Switch Minute Maid Juices and Nestea from Glass to PET.
- Mt Dew's Dominance Grows. Will Get Super Bowl Air Time. Surge Falls Behind Mello Yello.
- Dixie-Narco President: 70% of New Vendors Handle 20-oz Only. Envisions 'Vending Marts.'
- Coke's Aquarius Gains Share in Japanese Sports Drink Market. Gatorade Is Small Player.
- Coke Revamps Global Group Structure and Names Executives to New Posts.

### Green Sheet:

- Industry Calendar of Events 2000.

### January 26, 2000 (Special Issue)

- Coke Reorganization. Interview with Daft and Stahl. Daft Sets 'New Direction' For Coke. Stahl Sees 'More Emphasis' On Brand Building.

### February 4, 2000

- Pepsi One Changes Ads and Packaging to Reinforce Tastes-Like-Regular Message. Why Compare to Coke?
- New Coke Strategy Begins to Emerge: Local Business and Local Products. Daft Cites Need to 'Rekindle' Coke Spirit. Executives Also Talk of Need for 'Profitable Bottlers.'
- Virgin Undertaking Major US Facelift. Will Target Non-Carbs.
- 'Water.com': Suntory Enters E-Commerce World. 'Enormous Strategic Initiative.'
- PBG's Weatherup Says Pricing Will Be Up +2% This Year. 'Coke Will Spend Intelligently.'
- Trend Watch: 'Smart' Vending Technologies Begin to Make Their Mark.
- BD to Host 'Wall Street Smarts' Conference on June 12 in New York City.

### Green Sheet:

- Coke Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

### February 18, 2000

- Special Edition: 1999 Beverage Digest/Maxwell Top-10 Soft Drink Companies and Brands.
- Coke Accelerates Formal Transition at Top. Daft Now CEO, Stahl President. Ivester Is Out.
- Enrico: Pepsi Plans Ocean Spray 'Replacement.' Tweaks CCE. Calls Bottler Health Important.
- Full-Year IRI and ACNielsen: Cadbury Grabs All Share Growth. Mt. Dew Has Strong Year.
- Pepsi's Aquafina Nearly Doubles Take-Home Volume in 1999. Passes Dannon and Evian.
- Coke Plans 'Oil Cans' For Surge. 'Needs People to Think of It.' Wrap Sprite?
- Triarc's Stewart's Unit to Launch New Diet CSD Flavor Line: 'S.' 'Nothing Old-Fashioned.'
- Refrigerated Juices 1999: Pepsi's Tropicana Leads. Coke's Minute Maid Grows Most. Sunny Delight Down.
- Philippine Unit Saps Coke Amatil's Performance. But Indonesia Sours.
- Monarch Beverages International Seeks to Build Non-US Private Label Business and Enter US.
- BD to Host 'Wall Street Smarts' Conference on June 12 in New York City.

### Green Sheet:

- Full-Year 1999 Take-Home Data. IRI 7-Channel and ACNielsen 5-Channel take-home data for soft drink companies and top-10 brands.

### March 10, 2000

- Cadbury Shuffles Management Deck. Brock Named Group COO. Stitzer Goes to London to Head Strategy. Tough to Lead DPSU. Ahead?
- 1999 All-Channel Profile: Diets Slip Again. Fountain's Share Flat. Volume Slows. Price Per Case Up.
- Venerable UK Soft Drink Brand Irn-Bru Tests Possible US Entry.
- Snapple, Gatorade and Fruitopia Are Big Winners in Full-Year 1999 Take-Home Non-Carb Data.
- Uptick for Royal Crown but 'Still a Struggle.' Triarc's Mr. Natural to Distribute RC in New York.
- Vendor Companies Face Crunch as Some Bottlers Curtail Purchases. 'Business Is Terrible.'
- Federal Trade Commission Issues New Report on Antitrust and CSD Bottling Industry.
- Coke Redefines Market Shares. Reveals Ivester's Severance Package.
- 1999 Packaging Shares: 12-Packs Pull Ahead. All Other Major Packages Lose Share.
- NSDA Takes Industry Executives to Make Their Case to Congress. Lott Praises NSDA and Bottlers.
- 'Wall Street Smarts' Conference Set for New York on June 12. New BD Website Feature.

### Green Sheet:

- 10 Years of All-Channel Top-10 Companies and Brands. Beverage Digest/Maxwell all-channel carbonated soft drinks data 1990-1999.

### March 27, 2000 (Special Issue)

- Pepsi Bottlers Meet. Pepsi Challenge Revived. New Tie-In With Yahoo. New Ads.
- Interview With Pepsi North America Chief Gary Rodkin: Will Focus on Turnaround of Brand Pepsi and Bottler Alignment. Says Renewed Lemon-Lime and Juice Drink Efforts Ahead.

### March 31, 2000

- Coke and PepsiCo CFOs Join Program for 'Wall Street Smarts' June NYC Conference.
- Coke Introducing New Red CSD in Southwest Markets: 'Red Flash.'
- 1999 Was Another Bad Year for Colas. Share Falls Again. Bottlers Detail Problems and Concerns.
- Concentrate Prices Take Big Jump This Year. 'Green Sheet' Shows Details.
- Increasing Fuel Costs Concern Bottlers.
- 1999 Supermarket Water Report: 'Premium-Still' Segment Rockets Double-Digit Category Growth. Pepsi's Aquafina Posts Top Growth Among Single-Serve Still Brands.
- Coke CEO Daft Tells Europeans 'Setbacks' of 1999 Were 'Clear Wake-up Call.'
- Nutrasweet Will Be Acquired by J. W. Childs Investment Firm. Former Bottler Will Be Chairman.

**Green Sheet:**

- 2000 Concentrate Prices. Latest data for all major brands. Shows for each brand: latest price effective date, percent change vs. previous price, cost per unit of concentrate, 288-oz case yield and cost per 288-oz case.

**April 14, 2000**

- Top Beverage Executives and Wall Street Experts Set for 'Wall Street Smarts' June NYC Conference.
- Signs Point to New Lemon-Lime from Pepsi. PBG Won't 'Drop' 7UP. Will Pepsi Try to Buy 7UP?
- Coke Begins to Sketch Picture of New Era. Daft Calls Recent Performance Disappointing. 'Long-Term' Volume Growth in US Forecast at 5-6%. Bottlers Skeptical.
- 15 US Markets 1999: Cadbury Gains in Most. Mt. Dew Aids Pepsi. Turner Boosts 3rd-Tier in L.A.
- 1999 Channel Mix: Vending and Mass Merchandisers Gain Share in CSD Universe.
- Crown Cork & Seal Works on Self-Chilling Can.
- First Quarter 2000 Stock Prices: Coke and PepsiCo Down. PBG, Cadbury and CCE Post Gains.
- Concentrate Cost Increases Far Outstrip Retail Pricing From 1988-1999.
- Arizona vs. SoBe: Trial Likely Nears in Case With Angry, Bitter Claims.

**Green Sheet:**

- Corporate and Brand Shares in Grocery Retailers for 15 Markets. 1999 shares and share changes for Coca-Cola Co., PepsiCo, Cadbury and Royal Crown plus Coke Classic, Pepsi, Diet Coke, Mt. Dew, Sprite, Dr Pepper, Diet Pepsi, 7UP, Caffeine-Free Diet Coke, RC Cola and private label cola. Cities covered: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Phoenix, San Francisco, Seattle and Washington, DC.

**April 28, 2000**

- Top Coke, PepsiCo, CCE, Triarc and Cott Executives on BD Program. Plus Wall Street Experts.
- SoBe Agrees to Sell Control to Childs Investment Firm. Letter of Intent Signed. Due Diligence to Start.
- Snapple Volume Hits 100 Mil Cases. Triarc Beverage CEO Sees Rapid Growth for Functional Beverages. Weinstein Says CSD Price Increases Were No Factor in Snapple's Volume Growth.
- Daft Deftly Handles His First Stockholder Meeting. Jesse Jackson Criticizes Company.
- US Per Capita Consumption: Soft Drinks Drop. Bottled Water Posts Largest Gain.
- All-Channel CSD Brands 11-25: Volatility in the Ranks. Sunkist and A&W Move Up. Pepsi One is #15.
- Enrico Says No More 'Significant' Price Increase This Year. New Pepsi Lemon-Lime Will Fill 'Important Need.'
- North American Coke Bottling System's Cash Flow Margins at Highest Level Since 1988.
- Japan 1999: Coke and Suntory-Pepsi Gain in 'Soft Drink' Market. Other Drinks Grow Faster Than CSD.
- 15 Markets CSD Pricing: Coke, Pepsi, Cadbury Prices Vary on Top Packages.

**Green Sheet:**

- 1999 Corporate and Brand Grocery Retail Pricing for 15 Markets. 1999 prices and price changes for 12-packs and 2-liters of Coke Classic, Pepsi, Diet Coke, Mt. Dew, Sprite, Dr Pepper, Diet Pepsi, 7UP, Caffeine-Free Diet Coke, RC Cola and private label cola. Cities covered: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Phoenix, San Francisco, Seattle and Washington, DC.

**May 12, 2000**

- Wall Street Conference June 12 Features Top Coke, PepsiCo, CCE, Triarc and Cott Executives.
- Reed Changing Interbev. Seeks Beer Presence. Coke and Pepsi Not Now In. Show's Role?
- Nantucket Nectars Co-Founder Predicts 'Significant' Growth in Multi-Serve. More Ties to Ocean Spray?
- 1st Quarter: Cadbury and RC Beat Coke and Pepsi in Share Performance. Dr Pepper Passes Sprite in IRI.
- All-Channel Non-Carbs 1999: Coke, Pepsi and Cadbury Gain Share. Quaker Posts Strong Results. Sports Drinks Out-Perform Other Segments.
- Canada 1999: Pepsi Narrows Share Gap. Industry Volume Barely Grows. Ruby and Sapphire.
- All-Channel Bottled Water: Perrier #1. Pepsi Now #3. Top-5 Companies Hold 70% of Single-Serve Market.
- France 1999: Coke Leads. Per Capita Consumption and Volume Grow.

**Green Sheet:**

- First Quarter 2000 Take-Home Data. IRI 7-Channel and ACNielsen 5-Channel take-home data for soft drink companies and top-10 brands.

**May 26, 2000**

- Wall Street Conference June 12: Top Executives From Coke, PepsiCo, Cadbury, CCE, Triarc and Cott Will Be On Program. Plus Leading Financial Experts.
- C-Stores: Dr Pepper Strong. Sprite Lags -- Why? New Sprite 'Blue Jean' Promotion With Special Bottle Set to Start.
- Pepsi and Coke Plan Fountain Innovations.
- CCE Cuts Profit and US Volume Estimates. Prices Up Next Year. UK Transshipment Woes. Alignment?
- Snapple, Gatorade and Sunny Delight Post Strong Gains in 1st Quarter Non-Carb Data.
- Great Britain 1999: Coke's Share Up Sharply After Cadbury Deal.
- Dairy-Type Drinks: Yoo-Hoo Leads in Volume. Pepsi's Frappuccino #1 in Dollars.
- Private Label Posts Big Volume and Share Gains in US. Lags in Price.
- HFCS Costs: BD Offers On-Line Interactive Calculator. Pricing 'All Over the Map.'

**Green Sheet:**

- Comparative HFCS Pricing. High-fructose corn sweetener usage and pricing, per 288-oz case, for major soft drink brands.

**June 16, 2000**

- Change Looms for Coke Nordic Anchor Bottler. Carlsberg-Orkla Plans to Keep Pepsi. System Issues?
- SoBe Deal Scheduled to Close Within Weeks. Company Hit With more Mis-Labeling Claims. Childs and Coke Discuss Investment in SoBe.
- Childs Completes Purchase of NutraSweet. CEO Talks About New Focus and New Sweetener.
- Pepsi Will Introduce Its New Lemon-Lime: 'Sierra Mist.'
- Australia 1999: Pepsi Posts Volume and Share Growth. Coke Holds Big Lead.
- Bottlers Say New Coke Classic Ads Will Utilize More 'Humor' and 'People.'
- Mexico: Industry Grows in 1999 and Coke Grows Faster. Positive Trends in First Quarter 2000.
- European Per Capita Consumption: Soft Drinks Rank Sixth Overall. Milk Most Popular.

**Green Sheet:**

- Wall Street Smarts 2000. Summary of presentations from BD's "Wall Street Smarts" conference of June 12. Click here to see the conference agenda. Click here for information on ordering this issue.

**June 22, 2000 (Special Issue)**

- Triarc Plans IPO of 'Snapple Beverage Group.' Weinstein to Be CEO. New Company Will Include Snapple, Royal Crown, Mystic and Stewart's.

**June 30, 2000**

- In Lawsuit by Small Royal Crown Bottlers, Texas Court Says Coke and CCE Violated Antitrust Laws. Plaintiffs Will Seek Dr Pepper Divestiture by CCE in Affected Territories.
- Pepsi Challenge Scorecard: Pepsi 63, Coke 37. How Sweet It Is. Coke Says Buyers Tell Different Story.
- Pepsi's New Lemon-Lime: 'Sierra Mist' Preferred Name. 'System Wide.' Brand's Taste and Positioning.
- Snapple Files for \$100+ Mil Initial Public Offering.
- Lemon-Lime Segment: 7UP Gains on Sprite. Private Label Posts Big Share Increase in Grocery Channel.
- Pricing: Mt. Dew Highest, 7UP Lowest. Coke Brands Up Most. Next Year: Coke-Pepsi Disparity Looming? Bottlers Skeptical.
- In the Bag: Lipton Leads Major US Take-Home Channels in Tea Bag Sales.
- Ireland: Coke Posts Big Gain in 1999. Pepsi Bottler Gains 7UP Next Year.

**Green Sheet:**

- Royal Crown Revised Territory Map. Updated U.S. Franchise Map for RC shows bottler territory lines and state lines, lists bottlers with headquarters locations and production plant locations.

**July 21, 2000**

- Coke or Pepsi? Poll Gauges Preferences. Democrats for Pepsi. Republicans for Coke.
- Pepsi Modifies Go-to-Market Process. Rodkin Lays Out Priorities. Focus on Regaining Mt. Dew Momentum.
- Pepsi Readies New Dole Juice and Juice Drink Line to Replace Ocean Spray.
- Coke Plans New US Brands in 4th Quarter. More Regional Introductions. Will Test Coffee Drink in US.
- Pepsi Bottling Group Plans 'Major, Major' Press on Pepsi Flavors. US Pricing to Hold. New Push at Wal-Mart.
- Coke and Pepsi and Functional Beverages: Will They? How?
- First Half 2000 Stock Prices: PepsiCo and PBG Both Up. Coke Recovers Ground.
- Sports Venues: Pepsi Gaining But Coke Still Poured at Most Professional Games.

**Green Sheet:**

- Sports Venue Pouring Rights. Details pouring rights for all NFL, Major League Baseball, NBA, NHL, NASCAR and Major League Soccer venues.

**August 4, 2000**

- Coke President Jack Stahl, Snapple CEO Mike Weinstein to Speak at December 'Future Smarts' Conference.
- BD Talks to Weatherup. CEO Praises PBG Organization and Relationship with Pepsi. Comments On: Pricing; CSD Growth; Functional Beverages; Sierra Mist Vs. 7UP.
- Cadbury Says 7UP's Growth Continues, but Dr Pepper's Slows. Brock Says Company Will Continue to Outperform Industry. Not 'Staying Awake Worrying' About Sierra Mist.
- 1st Half Multi-Channel: ACNielsen and IRI Data Out of Sync on Industry Volume. Cadbury Top Corporate Performer. Diet Coke and Diet Pepsi Post Share Gains.
- CCE to Roll Out 'Planet Java' Bottled Coffee in New York and New England. 'Milky Wave' and 'Tremble' Flavors.
- 7UP Continues to Post Strong Volume Growth. Bottler Performance and Ads Cited.

**Green Sheet:**

- First Half 2000 Take-Home Data. IRI 7-Channel and ACNielsen 5-Channel take-home data for soft drink companies and top-10 brands.

**August 25, 2000**

- Heads of Coke Consolidated and Dr Pepper/Seven Up Join Program for BD's December Conference.
- SoBe Sale to Childs Delayed. Total Deal Value \$282.2 Mil. More Details. Coke Weighs \$45 Mil Investment.
- SoBe, Snapple, Fruitworks and Gatorade Post Big Gains in 1st Half Non-Carb Data. SoBe Holds 9.4 Share of Juice Drink Segment With Volume Up +90%. Snapple Up +27%.
- Pepsi General-Whitman and Pepsi Americas to Merge. Bob Pohlman Will Be CEO.
- PepsiCo's Reinemund Tells Bottlers Why No Deal With Priceline.com.
- Trend Watch: Is It Coffee Time in US Yet? Potential and Challenges.
- CSD Segments: Cola Slides in Groceries and Mass, Gains in C-Stores. Pepper and Orange Strong.

**Green Sheet:**

- Pepsi Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

**September 12, 2000 (Special Issue)**

- Coke Bottlers Meet in Florida. Dunn Cites Need for Better Marketing and More Speed With New Products. Company Will Reduce Bottler Costs on Dasani and Some Non-Carbs.

**September 15, 2000**

- Heads of SoBe and ACNielsen US Join Program for BD's December Conference.
- Cadbury Set to Debut New 7UP Graphics. Reformulates Diet 7UP.
- Launch of Sierra Mist Approaches. Pepsi Aims to 'Close the Volume Gap' With Coke.
- SoBe and Anheuser-Busch to Launch 'Energy' Drinks. Red Bull Leads Tiny Category. 'Whoop Ass.'
- At Half-Year Mark, Royal Crown Cola Volume Up in Major Take-Home Channels.
- Sale of SoBe Now Set to Close End September to Mid-October. Coke?
- 1st Half 2000 Pricing: All Major Companies Up in Major US Cities. Coke Up Most Overall. Next Year?
- Coke Bottlers Post First Half Gains in Brazil. Argentina Mixed. 1999 Difficult Year for Coke and Pepsi in Both Countries.
- Japan Beverage Volume Up +3% in 1st Seven Months. Coke and Pepsi/Suntory Out-Perform.

**Green Sheet:**

- 12-Pack and 2-Liter Grocery Pricing: Includes all major brands for 15 US markets.

**September 18, 2000 (Special Issue I)**

- Talk with PepsiCo President/COO Steve Reinemund. Cites Importance of Innovation. Says Future CSD Momentum Will Be 'Positive.'

**September 18, 2000 (Special Issue II)**

- Cadbury to Buy Triarc's Beverage Business for \$1.45 Bil. Deal Includes Snapple, Royal Crown, Mistic, Stewart's. BD Interviews: Sunderland, Brock, Weinstein, Peltz and May.

**September 29, 2000**

- 3rd-Tier Bottler George Kalil Joins Program for BD's December Conference.
- Water, Water Everywhere. Category Up +30.1%. Brands Buoyant As Private Label Founders.
- Coke and Pepsi Executives Cite Reasons for Water's Growth. Bullish on Branding. Segmentation Ahead?
- 15 Metro US Markets: Cadbury's CSD Business Outgains Coke and Pepsi in Grocery Channel.
- Cadbury-Snapple Deal: Why? Multiple Competitive Implications. 'Those Are the Realities.'
- Federal Court Dismisses Pepsi's Antitrust Suit vs. Coke.
- Private Label CSD Posts Big Gains Across Flavor Segments in Grocery Channel.
- PET Users Tell Resin Producers To Focus on Recycling and Invest. Innovations Detailed.

**Green Sheet:**

- Corporate Shares, Grocery Channel, 15 Markets: Includes top companies and all major brands' market shares for 15 US markets.

**October 13, 2000**

- Top Executives on Program for BD's December Conference.
- New From Coke: Fanta in Some US Markets. Diet Lemon Coke. Mr. Pibb Replacement. Energy Drink. Sprite 'Energy'? Ginger Ale?
- Reinemund To Run PepsiCo. Enrico On: Cadbury, Sierra Mist and Concentrate Pricing.
- Dr Pepper/7UP President Says 7UP Has 'Momentum.' Re Royal Crown, Says Non-Cola Focus Continues. Tells Pepsi Bottlers to Treat 7UP 'As a Priority.' Executives Detail Pepsi-Tricon Fountain 'Penalty' on 7UP.
- Dr Pepper Bottlers Hear Upbeat Messages. Executives Say Cola Bottlers Should Split Vendors.
- Cadbury May Buy Pernod Ricard's Orangina, Yoo-Hoo, Etc. Coke and Pepsi Implications?
- Executives of Coke, Perrier Group, Cosmos Bottling Address Investors: Insights, Quips and Barbs.
- GMA Survey Touts Multiple Advantages of 'Brand Loyalists' vs Private Label Buyers.
- Nine Months 2000 Stock Prices: PBG, Triarc and PepsiCo Up Significantly.

**Green Sheets:**

- 1999 Carbonated Soft Drink Consumption and Shares for 97 Countries. Includes 1999 population, per capita 8-oz consumption and corporate shares for Coke, Pepsi and Cadbury.
- Dr Pepper Bottler Territory Map. Includes franchise and state boundaries, a list of franchise owners and list of bottling plant locations and owners.

### October 27, 2000

- Pepsi Executive — VP of Colas C. J. Fraleigh — Joins BD's December Conference.
- 'Lifehouse' in Berlin: Coke Begins to Reveal New Thinking to Board and Executives. 'Growth Company.'
- 'Welcoming Don Back': Keough Returns as Advisor to Daft and Coke Board. Bottlers Ecstatic.
- Coke Plans Test of 'BeginIt Adult Beverage. Launches 'KMX' Energy Drink. Plus, Plus.
- Prize-in-Package System for Soft Drink Vendors: Cold Drink, T-Shirt or Toy Cars?
- Perrier Group Agrees to Buy Leading Mass Merchandiser Bottled Water Brand.
- Coke Conference Call Highlights.
- Root Beer and Orange Segments: Cadbury Gains. Coke Prices Highest.
- All the Tea In Japan: Coke Dominates Ready-to-Drink Teas. Suntory to Launch Lipton.

### Green Sheet:

- Top US Fountain Accounts. Details brands of cola, lemon-lime and pepper for selected major US fountain accounts; also lists number of units for each account.

### October 30, 2000 (Special Issue)

- The Joy of Lizards: Pepsi Agrees to Buy SoBe for \$370 Mil.

### November 10, 2000

- Nantucket Nectars and Fiji Water Executives on Program for BD's December Conference. Plus Sanford Bernstein's Pecoriello Will Present New Consumer Research.
- Virgin Plans to Introduce Flavored/Enhanced Water Line in US: 'Virgin Fusion.'
- Snapple Tests New Flavored Water.
- Coke to Form New York City-Based 'Think-Tank.' Will Report to Daft.
- Nine Months Multi-Channel: Industry Essentially Flat. Cadbury Posts Corporate Gains in IRI and ACNielsen. Diet Coke and Diet Pepsi Up.
- Gold to Water. Fiji Aims at Evian's Niche. Talks With CCE and PBG.
- Big 3rd-Tier BOTtler Eyes Consolidation and Growth. 2000 Revenues Will Be Nearly \$2 Bil.
- Pepsi Seemed on Brink of Quaker Takeover. What's Next?
- New Trade Bill Permits Import of Gum Arabic from Sudan. 'Irreplaceable Commodity.'
- Refrigerated Juice: Calcium-Added Drinks Boost Tropicana. Health Claims Allowed. Whither Sunny D?

### Green Sheet:

- Take-Home Data - First 9 Months 2000. IRI 7-Channel and ACNielsen 5-Channel take-home data for soft drink companies and top-10 brands.

### November 22, 2000

- Top Executives on Program for BD's December Conference.
- Non-Carbs for Nine Months 2000: Cadbury Now Dominates Juice Category. SoBe Will Boost Pepsi to #2 in Juice Drinks, Which Out-Grow Sports Drinks. Teas Decline.
- Coke Eyes Purchase of 'Planet Java.' Pepsi's Frappuccino Posts Big Gains.
- Industry CSD Volume Picks Up Steam in October. Pepsi Out-Performs.
- PepsiCo CFO Offers SoBe Insights. Irony.
- SoBe Wins Lawsuit With Arizona
- Reversal of Cola Fortunes: Diet Brands Gain While Flagships Lose Share.
- Mexico and Brazil Power Good 9-Month Results for Latin American Bottlers.

**Green Sheets:**

- Royal Crown Revised Territory Map. Updated U.S. Franchise Map for RC shows bottler territory lines and state lines, lists bottlers with headquarters locations and production plant locations.
- Seven-Up Revised Territory Map. Updated U.S. Franchise Map for 7UP shows bottler territory lines and state lines, lists bottlers with headquarters locations and production plant locations.

**December 4, 2000 (Special Issue)**

- PepsiCo To Buy Quaker Oats in \$13.4 Bil Stock Deal. Reinemund Will Become Chairman/CEO. Indra Nooyi Will Be President. Enrico and Morrison Will Be Vice-Chairmen.

**December 8, 2000**

- Top-10 Bottlers: Consolidation Continues in Pepsi and 3rd-Tier Systems. Slows Down in Coke System.
- Carbonated Soft Drinks Climb in Ranks of Breakfast Drinks. Skipped Breakfasts Increase.
- InterBev 2000: More Exhibitors in Smaller Booths. Salute to 'Largest Beverage Retailer' Wal-Mart. Many Energy and Sports Drinks on Display. Speeches by CCE, Pepsi, Wal-Mart and SoBe Executives.
- Fizz in the Air: Coke Holds Cola Exclusivity on Most Airlines. American Juggles Two Colas.
- Japanese 'Soft Drink' Volume Up +3% Through September. Coke Grows at Pace. Pepsi/Suntory Out-Paces.
- Beverage Companies and Bottlers Participate in B2B Web Ventures.
- Coke CEO Daft Suggests PepsiCo-Quaker Deal Could Face Anti-Trust Issues.

**Green Sheet supplement:**

- Top-10 Bottlers 2000. Top-10 bottlers are listed with their share of bottle/can volume for: Coke, Pepsi, RC, Dr Pepper/Seven Up overall, Dr Pepper, 7UP, A&W, Canada Dry, Sunkist, Squirt, Hawaiian Punch, Schweppes, Welch's, Sun-drop, Country Time, Crush, Vernor's, Tahitian Treat/Wink/Cactus Cooler, Hires, Big Red and Monarch.