

Beverage Marketing Research Reports

FILE DESCRIPTION

Beverage Marketing Research Reports, published by Beverage Marketing Corp. of New York, contains the complete text of reports detailing all aspects of the beverage industry ranging from marketing, to packaging, and to consumption. Reports focus on consumer trends, consumption figures, market directions, and regional preferences. This is now a closed file that contains reports dated from August 1995 to April 2003.

SUBJECT COVERAGE

All market aspects of beverages and beverage consumption are covered, including:

- regional drink markets
- beverages by type
- beverage flavors
- imports and exports
- leading companies and their strategies
- distribution channels
- packaging, powdered drinks
- advertising expenditures
- pricing
- demographics

Beverages include:

- Microbreweries
- New Age Fruit Drinks
- New Age Beverages
- Ice Beers
- RTD Teas
- Imported Beers
- Sports and Functional Beverages
- Bottled Water
- Flavored Waters
- Soft Drinks

TIPS

USE FILE 770

to track trends in the beverage industry.

EXPAND MT=

to see a complete list of reports included in the file.

USE SF=TABLE

to locate records that contain tables or exhibits.

USE REPORT TITLES

to gather all records together for an individual report.

SELECT BEER

REPORT S1/TITLES

USE CO=

to locate a company name mentioned in an individual report.

DIALOG FILE DATA

Inclusive Dates: August 1995 to April 2003

Update Frequency: Closed No longer receives updates

File Size: 13,822 records as of April 2003

CONTACT

Beverage Marketing Research Reports is provided by Beverage Marketing Corporation of New York. Questions concerning file content should be directed to:

Beverage Marketing Corporation

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New York, NY 10022

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SAMPLE RECORD

DIALOG(R)File 770:Beverage Marketing Research
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00016406

/TI,SE=

FRUIT BEVERAGES IN THE U.S.: EXHIBIT V- 60 LEADING FRUIT BEVERAGE COMPANIES AND THEIR BRANDS CHANGE IN PRODUCERS' REVENUES 1999- 2002

/MT,MT=

Main Title: SELECTED BEVERAGE CATEGORY TOPLINE REPORT 2003 EDITION

PD=,PY=

Pub. Date: APRIL 2003

CS=

Source: BEVERAGE MARKETING CORPORATION OF NEW YORK

Telephone: (212) 688-7640

WD=

Word Count: 333 (1 pp.)

LA=

Language: English

/TX

LEADING FRUIT BEVERAGE COMPANIES AND THEIR BRANDS CHANGE IN PRODUCERS' REVENUES*
1999 - 2002

Companies	1998/99	1999/00	2000/01	2001/02
Coca-Cola/Minute Maid				
Minute Maid	10.5%	16.0%	16.6%	10.7%
Hi-C	11.0%	7.0%	-19.1%	-2.4%
Minute Maid Single-Serve**	3.9%	8.0%	83.3%	72.3%
Odwalla	--	--	--	14.6%
Fruitopia**	44.3%	-2.5%	-28.3%	-33.4%
Simply Orange	--	--	--	--
Five Alive	-3.1%	-20.0%	-93.5%	-15.5%
Bright & Early	1.0%	-20.0%	-43.7%	-64.8%
Other	14.9%	1.1%	21.3%	55.0%
Subtotal	10.8%	9.0%	8.7%	16.0%
PepsiCo/Tropicana				
Tropicana Pure Premium	15.9%	15.3%	4.2%	2.4%
Dole Single-Serve	--	--	--	5.3%
Tropicana Season's Best	1.0%	-0.5%	-7.5%	-23.2%
Dole**	-7.2%	0.0%	0.4%	49.3%
Tropicana Twisters	36.4%	12.8%	7.9%	-11.2%
Lipton Brisk Lemonade**	--	--	--	--
FruitWorks**	229.8%	405.0%	10.5%	5.0%
SoBe	--	--	--	12.1%
Pure Tropics	0.5%	-2.6%	-12.1%	-5.4%
Other	-8.2%	17.2%	0.2%	16.0%
Subtotal	12.0%	14.2%	13.6%	5.3%
(. . .)				
Welch's*****	5.2%	7.6%	-4.2%	2.1%
Florida's Natural Growers	13.0%	10.2%	-0.2%	0.2%
Nestle	5.0%	5.8%	12.8%	9.4%
Procter & Gamble****	-27.2%	-2.2%	-11.1%	3.8%
Tree Top	18.0%	14.9%	-5.5%	-0.1%
Veryfine	-7.7%	-13.8%	-12.6%	-16.3%
Subtotal	9.2%	8.3%	4.7%	5.9%
All Others	-2.3%	-1.6%	-4.2%	-0.1%
TOTAL	5.1%	5.0%	1.9%	4.1%

* Gross sales. Includes fruit beverage sales only.
 *** Cadbury acquired Nantucket Nectars from Ocean Spray in 2002.
 **** Hawaiian Punch sales included in P&G through 1998 and in Cadbury starting in 1999.
 ***** Pro Forma. Cadbury acquired Snapple and Mystic from Triarc in 2000.
 ***** Welch's has adjusted its sales from 1998 to 2002 in compliance with Financial Accounting Standards Board policy on reclassification of certain trade promotion and coupon expenses.
 Source: Beverage Marketing Corporation

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SF=

Features: TABLE

/CN,CN=

Country: UNITED STATES

/DE,/IN,IN=

Industry: FOOD AND BEVERAGES

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S IMPORTED(W)BEER
/CN	CN	Country Name ¹	Word	S UNITED(W)STATES/CN
/DE	DE	Industry Description	Word	S BEVERAGES/DE
/MT	MT	Main Title ¹	Word	S TOPLINE(W)REPORT?/MT
/TI	TI	Title	Word	S FRUIT(W)BEVERAGE?/TI
/TX	TX	Text	Word	S FRUIT(W)BEVERAGE(W)COMPAN?/TX

¹ Searchable in the Basic Index and in the Additional Indexes.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AZ	DIALOG Accession Number		
CN=	CN	Country Name ¹	Phrase	S CN=UNITED STATES
CS=	CS	Corporate Source	Phrase	S CS=BEVERAGE MARKETING?
IN=	IN	Industry Description	Phrase	S IN="FOOD AND BEVERAGES"
LA=	LA	Language	Phrase	S LA=ENGLISH
MT=	MT	Main Title ¹	Phrase	S MT=SELECTED BEVERAGE CATEGORY TOPLINE?
PD=	PD	Publication Date	Phrase	S PD=200304?
PY=	PY	Publication Year	Phrase	S PY=2003
SE=	SE	Section Name	Phrase	S SE=FRUIT BEVERAGES?
SF=	SF	Special Feature	Phrase	S SF=TABLE
UD=	—	Update	Phrase	S UD=9999
WD=	WD	Word Count	Numeric	S WD<500

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK online.

LIMIT	/NONUSA -- Non-U.S. focus /USA -- Has U.S. focus /YYYY -- Publication Year	S S1/NONUSA S S2/USA S S2/2002
SORT	AN, CN, CS, IN, MT, PD, PY, SE, TI, WD	SORT S5/ALL/MT PRINT S2/5/1-10/CS
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK AU S3

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Text
3	Medium	Bibliographic Citation
5	Long	Full Record
6	Free	Main Title, Title, Publication Date, Section Name, and Word Count
8	--	Main Title, Title, Publication Date, Section Name, Country Name, Company Name, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP PREFORM, HELP UDF, HELP TAG online.

REPORT TITLES	REPORT TITLES gathers together all records comprising a single report.	REPORT S1/TITLES
USER DEFINED FORMATS	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S2/MT, TI/1-5
TAG	TAG may be used for tagged fields.	TYPE S1/6, SE/ALL TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 0000530/9 DISPLAY 0000530/5 PRINT 0000530/9

FOR ONLINE HELP:

See HELP FIELDS 770 for searchable fields; HELP FORMAT 770 for output formats; HELP LIMIT 770 for limits; HELP RATES 770 for cost information; HELP SORT 770 for sorts.