

# DrinkTell™ Database with Market Forecasts

## THE INDUSTRY'S ONE-STOP DESTINATION FOR ALL THINGS BEVERAGE

This powerful, customizable, easy to query database facilitates decision-making across the organization



**DRINKTELL™** covers more than 30 categories and 60 sub-categories including:

**Non-Alcohol Beverages**

- Carbonated Soft Drinks
- Bottled Water
- 100% Fruit Juices
- Fruit Drinks
- Sports Drinks
- Energy Drinks
- Coffee
- RTD Coffee
- Tea
- RTD Tea
- Milk
- Dairy Alternatives
- Flavored Milk
- Vegetable Juice
- Kombucha Teas
- Coconut Water
- Liquid Water Enhancers
- Probiotic Drinks
- Protein Drinks
- Plant Waters
- Vegetable/Fruit Juice Blends
- Energy Shots
- Enhanced Water
- Flavored Water
- Essence Water
- Sparkling Water
- Alkaline Water

**Alcohol Beverages**

- Beer
- Flavored Malt Beverages
- Craft Beer
- Wine
- Spirits
- Cider

And many more...

**SELECT FEATURES:**

**Volume and Sales Dollars**

- Query annual and quarterly data and 5 year projections for more than 30 categories and 60 sub-categories.
- Track companies and brands.
- Analyze regional data, flavor trends, diet vs. regular, sales channel break-outs, etc.

**Advertising Expenditures**

- Compare category, company and brand expenditures across 18 media types including internet advertising

**U.S. Consumer Insights**

- Access brand equity relationship assessment data
- Get insight on Gen Z's beverage consumption patterns and opinions
- Explore category and brand demographic profiles

**U.S. Packaging Data**

- Explore annual and quarterly packaging units by beverage category, packaging material and size

- Track pack weight and resin consumption trends
- Access co-packer capabilities database and more

**Global Beverage Data**

- Query volume and per capita consumption for 9 beverage categories across up to 190 countries

**Beverage Company Database**

- Search U.S. and Canadian companies
- Track bottling and distribution networks
- Study local market distribution and brand competitive situation by product type, brand, location, company size, etc. *Optional*

**Financial Analysis**

- Access Wall Street analyst reports, key government and economic data

**DrinkTell™**

CONTINUES TO EVOLVE,  
WITH ENHANCED GRANULARITY AND  
NEW FEATURES ADDED REGULARLY.  
SCHEDULE YOUR DRINKTELL™ DEMO TODAY!

**Market Reports**

- Explore the numbers and what they really mean.
- Tap into BMC's insightful analysis of key trends, companies, brands and market drivers
- Access BMC Market Reports from your DrinkTell portal. *Optional*

**More**

- Industry presentations
- Analysis of private beverage companies
- LRB caloric trend data
- Leading brand sweetener profiles
- New product introductions
- Beverage imports

**NOW AVAILABLE:**  
**Customized modular access for greater flexibility!**

FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION  
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