



BEVERAGE
MARKETING
CORPORATION

PROVEN BEVERAGE SOLUTIONS

MANAGEMENT CONSULTING >

ADVISORY SERVICES >

RESEARCH/ANALYTICS >

DRINKTELL™ >

MARKET REPORTS AND DATABASES >

BEVERAGE COMPANY DATABASE >

THE BEVERAGE FORUM >

WHO WE ARE

BEVERAGE MARKETING CORPORATION (BMC) and its subsidiaries—BMC Strategic Associates (BMCSA), BMC Research/Analytics (BMCRA) and BMC Advisors (BMCA)—provide unparalleled management consulting, research and advisory services to the global beverage, food and consumer packaged goods (CPG) industries.

Founded in 1972 by **Michael C. Bellas >**, BMC began as a data services firm, publishing a series of beverage market reports and a comprehensive beverage directory. Today, our research and data division, BMC Research/Analytics, offers more than 30 U.S. and global market reports regarding the beverage industry. In addition, BMC Research is also home to the beverage industry's first ever all-inclusive, all-channel database with market forecasts—DrinkTell™.

In the 1990s, BMC expanded into the management consulting and advisory sectors. Today, BMC Strategic Associates offers a wide range of management consulting services throughout the supply chain to companies, entrepreneurs and investors through in-depth knowledge and experience, while BMC Advisors handles the financial needs of CPG and finance industry clients.

At present, our staff counts among its ranks many of the most knowledgeable beverage, food and CPG experts in the world. With distinguished records of success in their professional careers along with diversified nationality and professional experiences, our staff members help industry leaders, emerging companies and investment firms thrive in a competitive and continually evolving marketplace. In addition, our global network of contacts enables us to maintain the most thorough and up-to-date reserve of industry-related knowledge anywhere.

Finally, for more than two decades, BMC has annually co-hosted The Beverage Forum, gathering global industry leaders and experts to discuss the current and future status of the global beverage industry. In the past few years, we've added our successful interactive breakout sessions that deliver essential industry information and thought-provoking analysis.

OUR MISSION

Our mission is to add value and provide meaningful insights to our clients by leveraging our extensive industry-related expertise, our reservoir of proprietary market information, our access to industry experts and our broad-based, efficient model for addressing client needs.

OUR VALUES

We at BMC believe in and practice “no learning at the client's expense.” We pride ourselves on being able to identify and address issues quickly. We apply fast starts and efficient solutions because of our ability to draw on our reservoir of past projects, extensive experience and synergy between our business lines.

OUR VISION

BMC will be a leader in providing insights and solutions with superior returns to our clients through the efforts of passionate and accomplished professionals, outperforming client expectations in a work environment that is both exciting and challenging.

THE BEVERAGE FORUM

BMC ANNUALLY CO-HOSTS THE BEVERAGE FORUM, the only global all-beverage executive conference. For 25 years, this international marketing conference has brought together top beverage professionals for knowledge exchange and networking, and provides a grand stage on which to feature the finest of the beverage business.

The Beverage Forum consistently features top beverage executive presentations and interviews, lively panels debating the pressing topics of the day and engaging breakout sessions that provide a more hands-on environment to dissect complex topics.

▶ FOR MORE INFORMATION: beverageforum.com >



BMC STRATEGIC ASSOCIATES



BUILDING ON ITS MORE THAN 45 YEARS of experience and more than 1,000 completed assignments, BMC created BMC Strategic Associates (BMCSA), which consolidated its management consulting services with unparalleled expertise of the beverage industry, proprietary data, access to key players within the industry and international reach with a network of affiliates throughout the world including the United Kingdom and Mexico.

The professional staff at BMCSA has a distinguished record of success within their corporate careers along with diverse experience and backgrounds. Additionally, the BMCSA management consulting team has at its disposal the in-house resources of BMC Research/ Analytics and all research is supported by our proprietary industry data, which offers an unrivaled look at the beverage industry and its categories, companies and brands.

These attributes give BMCSA the unique capacity to advise the world's leading beverage and consumer packaged goods companies on their most important endeavors. BMCSA prides itself on delivering actionable, market-driven insights to these brand owners, manufacturers, distributors, franchisers and suppliers and turning ideas into quantifiable results. BMC's value proposition includes a quick project start, strong understanding of client needs, cost effective research and activities, and workable solutions that add real value to the overall project and differentiate BMC from other management consulting firms.

BMCSA's approach to client assignments is to structure a customized work plan involving research activities specific to the project's needs. Our core objective is to deliver real-world, actionable findings and recommendations that can be acted upon immediately.

BMCSA's methodology is grounded in specific, relevant primary research developed through interviews, surveys, field audits, focus groups and access to key industry players. The work of BMCSA is not a hidden process where solutions are derived using inexplicable analytical constructs. Rather, the style is highly open and collaborative with the goal of advising and counseling clients throughout the project using proprietary data and insights developed and refined by the project team.

▶ FOR MORE INFORMATION: Brian Sudano bsudano@beveragemarketing.com >

BMCSA'S COMPETITIVE ADVANTAGES

- Senior staff with proven track record within the beverage industry
- Experience at adapting and evolving
- Efficient and effective in addressing client needs
- Relationships with senior executives throughout the industry
- On-going tracking of market performance and global beverage trends
- More than 45 years of beverage marketplace experience
- Ability to deploy and maintain a world class client service team

DISCIPLINES & AREAS OF EXPERTISE

- Brand Development
- Corporate Strategy Development
- Growth Strategies
- Market Assessment & Analysis
- Supply Chain & Distribution Strategies

THE BMC BEVERAGE COMPANY DATABASE

THE BEVERAGE MARKETING CORPORATION BEVERAGE COMPANY DATABASE is the leading resource to the U.S. and Canadian beverage industries. Covering thousands of alcohol and non-alcohol beverage distributors, manufacturers, importers, marketers and more, this continuously updated and constantly expanding database provides access to 20,000+ beverage executives and 16,000+ beverage brands.

Use it to:

- Search U.S. and Canadian beverage companies
- Track bottling and distribution networks
- Study local market distribution and brand competitive situation by product type, brand, location, company size, etc.
- Develop listings of leading beverage distributors for beer, wine, spirits, soft drink, bottled water, energy drinks, RTD tea, etc.

The Beverage Marketing Corporation Beverage Company Database is available in its entirety, as category specific databases or customized to meet client specifications. Immediate downloads are available at bmcbeveragecompanydatabase.com. It is also available in the enhanced PDF version.

▶ FOR MORE INFORMATION: Andrew Standardi at 800.332.6222, +1.740.314.8380, ext. 252 or astandardi@beveragemarketing.com >



BMC ADVISORS (BMCA) was formed in 1999 and designed to advise owners of middle-market beverage companies on asset sales, asset acquisitions and valuations. With more than 50 transactions completed, BMCA utilizes more than 45 years of beverage experience and proprietary data, while being able to provide unparalleled industry access and commitment to strict confidentiality throughout the process to provide expert counsel to each of our clients. Areas of specialty include asset sales and acquisition, equity funding, M&A advisory, evaluations, expert witness and impairment services.

INSTITUTIONAL INDUSTRY RESEARCH

BMCA leverages its deep knowledge and understanding of the entire beverage landscape and market dynamics to provide guidance on key market trends and industry dynamics to the investment community. This unique perspective is from a bottom-up company perspective versus a top-down outsider's viewpoint.

Client advice on the buy side can take many forms in regard to the beverage industry, its history and where it may be headed in the short term and long term. BMCA works with clients in a wide array of areas across all beverage categories that have covered many varied and critical topics.

- Distribution dynamics and trends within the beverage industry
- Supply chain analysis and cost structures within the various beverage categories
- Business modeling and insight on key competencies and organizational capabilities that exist in the marketplace
- Consumer trends in the marketplace
- Key industry metrics and trends that source from proprietary BMC data and understanding of the beverage industry
- Competitive landscape overview and economic drivers that exist in the marketplace
- Barriers to entry that exist for the various beverage categories and opportunities that may be realized and/or exploited in the future due to demand or evolution by the consumer
- Key competencies that are generally required for success in the industry
- Situational analysis of competitors and the key business dynamics within the beverage categories and its impact on industry participants

Our unique position in the marketplace allows for clients to access our proprietary data along with our unparalleled experience to provide insights that are generally not available to institutional investors.

DUE DILIGENCE

BMCA assesses markets, companies and opportunities for private equity firms as well as strategic buyers in order to provide them with an independent fact-based assessment of a potential targeted acquisition or investment. The knowledge of the beverage industry, network of contacts, proprietary information and in-depth understanding are what set BMCA apart from the rest and cannot be found anywhere else in the beverage marketplace.

This broad understanding and depth of knowledge provided at BMCA are leveraged in a number of ways for our clients when determining best and worst case scenarios, examining relationships with suppliers, identifying cost savings and synergistic opportunities and determining potential risks and opportunities against targeted acquisition.

Our perspective on the industry allows us to ask the right questions, ones that will lead to distinguishing between a strong or weak acquisition or investment. On a more practical level, BMCA has the ability to work effectively within the whole spectrum of the due diligence process and specializes in a wide array of acquisitions providing analytics through SWOT analysis, synergy analysis (cost and revenue), cost savings analysis, key agreement terms and drafting of letters of intent.



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

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

- 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 *Optional*

- 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.

Financial Analysis

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

Market Reports *Optional*

- 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

More

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

NOW AVAILABLE:
Customized modular access
for greater flexibility!

FOR MORE INFORMATION OR TO SCHEDULE A DEMONSTRATION
CONTACT: Charlene Harvey at +1.212.688.7640, ext. 1962 or
charvey@beveragemarketing.com >

2018 BMC REPORTS >

YOUR SOURCE FOR SUPERIOR DATA AND TOTAL MARKET PERSPECTIVE

Leverage Beverage Marketing Corporation's 45+ years of experience tracking, analyzing and advising the global beverage industry.

Total Market View. From bottled water to wine, and everything in between, BMC covers all beverage segments, offering accurate, granular, total market data. Wherever a beverage is sold or consumed, you can be confident it is included in our market totals.

Turn to BMC for actionable insight, industry expertise you can rely on and depth of data you won't find anywhere else.



NEW FOR 2018! GREATER VALUE THAN EVER!

New! Quarterly Updates
FREE with Purchase!

Quarterly category
updates now included
with purchase of any
U.S. Market Report or
**Data-Intensive Excel
Report:** (3 quarters)

New! Get PDF, Word and
Excel formats with your
Market Report Purchase

Have Questions?

Contact: Charlene Harvey
+1.212.688.7640 ext. 1962 or
charvey@beveragemarketing.com

SHOP ONLINE AT
bmcreports.com >

THE BMC REPORT ADVANTAGE*

Historical, current and projected category volume, wholesale and retail dollar sales

Total all-sales-channel inclusive data + key sales channel break-outs

Detailed breakouts and projections of product volume by package size and material type (on- and off-premise inclusive) through 2022

Consumer demographic profiles for beverage segment and key brands, plus ad expenditures for category and top brands by 18 media breakouts

Regional all-sales-channel inclusive data and projections

Quantification of organic market in each major beverage sector

Historical, current and projected flavor data, diet vs. regular statistics and so much more

*This specific feature set describes key attributes of select Market Report and Data-Intensive Excel Report titles that cover an individual major U.S. beverage category. Examples of these are *Energy Drinks in the U.S. through 2022* and *Carbonated Soft Drinks through 2022: Excel Data Set*

This feature set does not apply to Focus Reports, Topline Reports, Guide Reports or Innovation Reports. It also does not apply to reports covering multiple beverage sectors or to reports covering non-U.S. or global markets. For detailed information on features of these reports visit bmcreports.com >

MARKET REPORTS: Comprehensive Data/Analysis/Market Implications	Pages	Available	Price
Beverage Packaging in the U.S. > (Word, PDF, Excel)	400+	Summer	\$4,995
Bottled Water in the U.S. through 2022 > (Word, PDF, Excel)	300+	Summer	\$4,995
Coffee in the U.S. through 2022 > (Word, PDF, Excel)	200+	Fall	\$4,995
Dairy Alternative Beverages in the U.S. through 2022 > (Word, PDF, Excel)	150+	Summer	\$4,995
Energy Drinks in the U.S. through 2022 > (Word, PDF, Excel)	150+	Fall	\$3,995
New Age Beverages in the U.S. through 2022 > (Word, PDF, Excel)	300+	Fall	\$4,995
On-Premise Intelligence Report 2018 > (PowerPoint)	275+	Fall	\$9,500
Private Label Beverages and Contract Packing in the U.S. > (Word, PDF)	400+	Fall	\$3,995
Ready-to-Drink Tea in the U.S. through 2022 > (Word, PDF, Excel)	250+	Summer	\$4,995
The Global Beer Market > (Word, PDF, Excel)	450+	Fall	\$4,995
The Next Wave of Niche and Emerging Beverages > (Word, PDF)	450+	Fall	\$3,995
Value-Added Water in the U.S. through 2022 > (Word, PDF, Excel)	150+	Fall	\$3,995
Wellness and Functional Beverages in the U.S. > (Word, PDF, Excel)	300+	Fall	\$4,995
DATA-INTENSIVE EXCEL REPORTS: NEW! In-depth, Data Driven	Pages	Available	Price
Carbonated Soft Drinks in the U.S. through 2022: Excel Data Set >	N/A	Summer	\$2,995
Contract Packing Directory Database > (Excel)	N/A	Fall	\$4,995
Fruit Beverages in the U.S. through 2022: Excel Data Set >	N/A	Spring	\$2,995
Global Bottled Water Marketplace Trends: Excel Data Set >	N/A	Winter	\$2,995
Global Multiple Beverage Marketplace Trends: Excel Data Set >	N/A	Fall	\$2,995
Milk and Dairy Beverages in the U.S. through 2022: Excel Data Set >	N/A	Fall	\$2,995
Quarterly U.S. Category Volume & Wholesale Dollar Reports > (Excel)	N/A	4/Year	\$1,495
Sports Beverages in the U.S. through 2022: Excel Data Set >	N/A	Fall	\$2,995
The Multiple Beverage Marketplace in Canada: Excel Data Set >	N/A	Fall	\$2,995
The Multiple Beverage Marketplace in the U.S.: Excel Data Set >	N/A	Spring	\$2,995
FOCUS REPORTS: Hot Topics and Executive Briefings	Pages	Available	Price
Beverages 2018: What's in Store > (PowerPoint)	40+	Winter	\$1,995
Cold Brew Coffee in the U.S. New! > (Word, PDF)	30+	Spring	\$1,495
Sparkling Water in the U.S. > (Word, PDF)	40+	Winter	\$1,495
The On-Premise Mixer Market in the U.S. New! > (PowerPoint)	40-50	Winter	\$1,995
U.S. Alcohol Beverage Trend Analysis > (PowerPoint)	25-50	Spring	\$1,495
U.S. College Student Beverage Consumption and Attitudes > (Word, PDF)	100+	Spring	\$1,995
INNOVATION REPORTS: NEW! Actionable Insight on Game Changers	Pages	Available	Price
The Cannabis Revolution: How Cannabis is Disrupting the Food and Beverage Industry New! > (PDF)	75	Winter	\$2,995
Supply Chain Symbiosis: Why Blockchain and the Beverage Industry Are the Missing Link in the Cannabis Revolution New! > (PDF)	50+	Spring	\$3,495
Cannabis is the New Alcohol: Reinventing Cannabis for Sustainable Mainstream Use New! > (PDF)	50+	Summer	\$3,495
BMC'S GUIDE REPORTS: Granular Alcohol Market Data	Pages	Available	Price
BMC's U.S. Beer Guide > (PowerPoint)	160+	Summer	\$995
BMC's U.S. Spirits Guide > (PowerPoint)	300+	Spring	\$995
BMC's U.S. Wine Guide > (PowerPoint)	250+	Spring	\$995
TOPLINE MARKET REPORTS: Market Data Overviews	Pages	Available	Price
North American Topline > (Excel)	N/A	Fall	\$2,995
U.S. Bottled Water Topline > (Word, PDF)	20-30	Summer	\$995
U.S. Carbonated Soft Drinks Topline > (Excel)	N/A	Summer	\$995
U.S. Coffee Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Dairy Alternative Beverages Topline > (Word, PDF)	20-30	Summer	\$995
U.S. Energy Drinks Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Fruit Beverages Topline > (Excel)	N/A	Spring	\$995
U.S. Milk Topline > (Excel)	N/A	Fall	\$995
U.S. Ready-to-Drink Tea Topline > (Word, PDF)	20-30	Fall	\$995
U.S. Sports Beverages Topline > (Excel)	N/A	Fall	\$995

UNLEASH THE DATA!

- Segment Trend Database Subscriptions**
 In-depth databases include category, company and brand data, advertising, consumer data, company profiles, Wall Street analyst reports and more. For stand-alone use or in conjunction with a coordinating Market Report.
- BMC's Beverage Company Database**
 Search and analyze beverage manufacturers, fillers and distributors. Use to grow your distribution network, track competitors, conduct due diligence, identify and contact key prospects and more.

Call for a free demo today! >

INTRODUCING DISRUPTIVE INNOVATION REPORTS!

Look to BMC for insight on the unprecedented changes transforming our industry.

First up: The Cannabis Revolution Series: Purchase individually or get all three reports @ \$8,995 and save! Optional Innovation Q&A + \$1,500.

ATTENTION ON-PREMISE ADULT BEVERAGE PROFESSIONALS:

Need a comprehensive on-premise study offering restaurant chain and consumer insights, on-premise projections and more? Don't miss *On-Premise Intelligence Report 2018*. Plus, check out our new study of the on-premise mixer market!

JUST ASK...

For times when off-the-shelf research just doesn't fit, BMC offers tailored solutions to meet your unique challenges:

- Custom Research
- Private Presentations
- Quarterly Briefings
- Strategic and Tactical Consulting and more...

Contact: Charlene Harvey
 +1.212.688.7640 ext. 1962 or
 charvey@beveragemarketing.com >



850 THIRD AVENUE, SUITE 13C • NEW YORK, NEW YORK 10022
+1.800.275.4630 OR +1.212.688.7640

143 CANTON ROAD, 2ND FLOOR • WINTERSVILLE, OHIO 43953
+1.800.332.6222 OR +1.740.314.8380

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