

ESTTA Tracking number: **ESTTA1314013**Filing date: **10/04/2023**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	91247241
Party	Plaintiff PepsiCo, Inc.
Correspondence address	PAUL J REILLY BAKER BOTTS LLP 2001 ROSS AVENUE DALLAS, TX 75201 UNITED STATES Primary email: nytmdpt@bakerbotts.com Secondary email(s): julie.albert@bakerbotts.com, paul.reilly@bakerbotts.com 212-408-2500
Submission	Plaintiff's Notice of Reliance
Filer's name	Julie Beth Albert
Filer's email	paul.reilly@bakerbotts.com, julie.albert@bakerbotts.com, caroline.duncan@bakerbotts.com, lucy.soyinka@bakerbotts.com, john.mitchell@bakerbotts.com, nytmdpt@bakerbotts.com
Signature	/Julie Beth Albert/
Date	10/04/2023
Attachments	NOR Exhibit T 1 of 3.pdf(4691207 bytes ) NOR Exhibit T 2 of 3.pdf(4702880 bytes ) NOR Exhibit T 3 of 3.pdf(5054181 bytes ) NOR Exhibit U.pdf(4943136 bytes ) NOR Exhibit V 1 of 2.pdf(4910359 bytes ) NOR Exhibit V 2 of 2.pdf(4494791 bytes ) Ex. W public.pdf(30248 bytes ) Ex. X public.pdf(30222 bytes )

# Exhibit T

# BEVERAGE-DIGEST

THE BEVERAGE INDUSTRY'S LEADING INFORMATION RESOURCE FOR BREAKING NEWS, ANALYSIS & DATA

**Special Issue: U.S. Beverage Business Results for 2016.  
Plus: Coke North America Chief Sandy Douglas Joins June Conference (Details Pg. 3).**

**2016 LRB Growth Holds at +2.2%. Coca-Cola and PepsiCo Slow Slightly.  
CSDs Fall for 12th Straight Year. Decline Decelerates to -0.8%. Dr Pepper Snapple Grows.  
Gatorade Edges Past Dr Pepper on Top-10 LRB Megabrands List.**

Each Spring, BD publishes summary all-channel U.S. beverage results for the previous year. BD's data covers liquid refreshment beverages (LRBs) and its components: Carbonated soft drinks (CSDs –including energy drinks); bottled water; and non-carbs (sports drinks, ready-to-drink teas, juice drinks, etc). Tables show: 1) top-5 LRB companies, 2) top-9 CSD companies, 3) top-10 LRB Megabrands (definition pg.3), 4) top-10 CSD brands.

LRBs Companies Ranked by LRB Volume 2016				CSDs Companies Ranked by CSD Volume 2016			
	LRB Share	Share +/-	Vol +/-		CSD Share	Share +/-	Vol +/-
Coca-Cola	32.9	-0.4	+0.8%	Coca-Cola*	42.5	flat	-0.7%
PepsiCo	24.8	-0.4	+0.6%	PepsiCo	26.4	-0.6	-3.1%
Nestle Waters	11.6	+0.2	+3.9%	Dr Pepper Snapple	17.6	+0.3	+0.8%
Dr Pepper Snapple*	10.3	-0.2	+0.2%	Cott	3.8	-0.1	-4.3%
Cott**	2.6	-0.1	-2.3%	National Beverage	3.0	flat	+0.2%
All other	17.8	+0.9	+7.9%	Monster Beverage*	2.3	+0.4	+18.4%
Total LRB Business	100.0	n/a	+2.2%	Red Bull	1.5	flat	+1.8%
				Rockstar	0.8	flat	+5.1%
				Big Red	0.8	flat	+3.6%
				All other	1.3	flat	-4.2%
				Total CSD Category	100.0	n/a	-0.8%

Top-10 LRB Megabrands 2016				Top-10 CSD Brands 2016			
	LRB Share	Share +/-	Vol +/-		CSD Share	Share +/-	Vol +/-
Coke	16.0	-0.6	-1.5%	Coke	17.8	+0.1	-0.1%
Pepsi	7.6	-0.6	-5.3%	Pepsi-Cola	8.4	-0.2	-2.8%
Mtn Dew	5.5	-0.2	-0.7%	Diet Coke	7.9	-0.3	-4.3%
Gatorade	4.9	+0.1	+4.2%	Dr Pepper	7.0	+0.1	+1.3%
Dr Pepper	4.8	-0.1	+0.7%	Mtn Dew	6.7	-0.1	-1.7%
Nestle Pure Life	3.9	flat	+1.5%	Sprite	6.5	+0.3	+3.7%
Sprite	3.7	flat	+3.4%	Diet Pepsi	3.7	-0.3	-9.2%
Dasani	2.8	+0.1	+5.3%	Fanta	2.5	+0.2	+6.4%
Aquafina	2.4	+0.2	+10.9%	Diet Mtn Dew	2.0	flat	-0.1%
Poland Spring	2.3	+0.2	+10.9%	Coke Zero	1.9	flat	+0.6%

\* In early 2016, Dr Pepper Snapple did not renew a license to distribute Country Time ready-to-drink juice drinks. On a comparable basis, Dr Pepper Snapple's LRB increase would have been +0.6%.

\*\* Includes CSDs & water.

\*Includes Coca-Cola's mid-2015 transfer of NOS and Full Throttle energy brands to Monster Beverage in return for Monster's natural sodas including Blue Sky. On a comparable basis, Coca-Cola's 2016 CSD volume change would have been roughly flat and Monster's volume increase would have been +4.3%.

**WARNING: Unauthorized electronic, print or fax reproduction in whole or in part is a violation of Federal Law.  
Violators are liable for actual damages or statutory damages up to \$100,000.**

**LRB Results.** In 2016, LRB volume was up +2.2%, matching the increase in 2015. Previous year results: up +1.6% in 2014, down -1.6% in 2013, and up +1% in 2012. Strong bottled water sales, including from brands such as Dasani (Coca-Cola), Aquafina (PepsiCo) and Poland Spring (Nestle), helped drive the LRB increase once again. Strong non-carbonated beverage growth offset a -0.8% decline in CSD volume. Those CSD losses also marked a deceleration from the -1.2% decline in 2015, helping LRB results. Dr Pepper Snapple's LRB growth was muted after it chose not to renew a license for Country Time ready-to-drink juice drinks early in 2016. Meanwhile, trademark Gatorade, which includes Propel, posted solid growth and a slight share gain, helping the brand edge past Dr Pepper to take the No. 4 spot on the top-10 LRB Megabrands list.

**CSD Category.** In 2016, CSD volume totaled about 8.6 billion 192-oz cases. The category has lost 1.6 billion cases since it reached peak volume in 2004 at 10.2 billion cases. **BD** includes energy drinks in its CSD total. Without energy drinks, CSD volume was down about -1.2%, **BD** estimates. **Pricing and Dollars.** **BD** estimates that all-channel CSD pricing last year was up about +2.8%. Total CSD dollars were up about +2% to \$80.6 billion from \$79 billion in 2015 and \$77.4 billion in 2014. In recent years, the major soft drink makers have focused on dollar growth by aggressively marketing smaller, more convenient packages at a higher price per ounce while reducing emphasis on large discount packs such as 2-liters and 12-pack cans. **Per Capita Consumption.** Annual per capita CSD consumption in the U.S. fell to about 642 8-oz servings in 2016. That compares to 650 servings in 2015. The decline in per capita consumption was a function of lower volume and a modest increase in U.S. population. Previous years' CSD per capita consumption: 663 in 2014, 674 in 2013 and 700 in 2012 (slight updates to prior-year population estimates annually by the U.S. Census Bureau may mean per cap comparisons to previous years are not exact). **Fact Book.** **BD** will provide detailed information on the categories, companies and brands in its soon-to-be published Fact Book, 22nd Edition. Click here for more details.

**CSD Companies.** Coca-Cola and PepsiCo each lost CSD volume in 2016. Coca-Cola's CSD performance moderated slightly last year to -0.7% from -0.8% in 2015. PepsiCo's decline held at -3.1%. Dr Pepper Snapple's volume grew +0.8% last year, a meaningful improvement over its 2015 performance of -0.1%. Dr Pepper also gained CSD share while PepsiCo lost share and Coke's share was flat. Energy drink companies Monster, Red Bull and Rockstar each boosted volume, but at a rate that was slower than in 2015 (not including the addition of NOS and Full Throttle for Monster). In addition, Monster gained share while shares for Red Bull and Rockstar were flat.

**CSD Brands. Diet Coke Slows Decline Again Despite Persistent Diet Segment Woes.** Among the top-10 CSD brands, flavored traditional CSDs outperformed the category, with Dr Pepper, Sprite and Fanta all gaining volume and share. The top-3 brands, Coke, Pepsi-Cola and Diet Coke, all performed better in 2016 compared to 2015 despite declines, helping the category overall. Brand Coke won a slight share gain. Both Pepsi-Cola and Mtn Dew lost share. Once again, Diet Coke and Diet Pepsi suffered the deepest volume losses amid consumer skepticism of artificial sweeteners such as aspartame. Diet Coke's volume fell -4.3%, which was still an improvement over a -5.6% decline in 2015 and a -6.6% decline in 2014. Diet Pepsi's volume decline accelerated to -9.2% from a -5.8% decline in 2015. The company brought back an aspartame-sweetened version of Diet Pepsi last year after some long-time Diet Pepsi drinkers rejected an aspartame-free version. Both are on the market now and are part of the Diet Pepsi result. Diet Mtn Dew, on the other hand, slowed its volume decline meaningfully to -0.1%, from -4.8% in 2015 while its share was flat. Coke Zero made a slight volume gain last year. Among the top-10 brands, Coke has five, PepsiCo has four and Dr Pepper Snapple has one. As in the past two years, regular CSDs in the top-10 brands list generally outperformed diets.

**LRB Category and Companies.** **BD** estimates that in 2016, LRB volume totaled about 16.1 billion cases, up +2.2% from about 15.7 billion cases in 2015. Coke's +0.8% LRB volume growth slightly outperformed PepsiCo's +0.6% growth. Both represented a deceleration in LRB growth over 2015 (+0.9% for both). Despite LRB volume growth, Coke and PepsiCo each lost share last year amid strong volume gains by bottled water companies and an acceleration in volume growth in the "all other" category, which includes energy drinks. Nestle's growth also decelerated, to +3.9% last year from +5.8% in 2015. **BD's** all-channel volume data does not always entirely correlate with the volume reported in the public companies' published financial results. They follow certain accounting rules, and **BD** publishes actual volume data. Plus, **BD's** all-channel data does not include refrigerated juices such as Tropicana, Minute Maid and Simply.

**LRB Megabrands.** BD defines a “Megabrand” as a brand or trademark with total volume of more than 100 million 192-oz cases. So, for example, Megabrand Coke includes Coke, Diet Coke, Coke Zero, Cherry Coke and all other iterations of the Coke trademark. Megabrand Pepsi includes brand Pepsi, Diet Pepsi, Pepsi Next, etc.

**Gatorade Edges Past Dr Pepper as No. 4 Megabrand.** Gatorade and Dr Pepper switched the fourth and fifth places on the top-10 Megabrands list for 2016. This came after Gatorade gained a tenth of a share point and Dr Pepper lost a tenth. Both brands added volume. In 2016, the strongest performing top-10 Megabrands were Aquafina (which includes FlavorSplash) and Poland Spring. Aquafina returned to the top-10 megabrands list at #9 in 2015, having been bumped off in 2013. (Arizona fell out of the list in 2015.) PepsiCo finished 2016 with four entries on the top-10 Megabrands list and an aggregate share of 20.4, slightly less than the 20.8 share it had in 2015. Coke, meanwhile, had three brands with an aggregate share of about 22.5, compared to 23 in 2015. The biggest Megabrand by far was Coke, with a 16 share of LRB volume. Coke’s LRB volume decline decelerated to -1.5% compared to -2.6% in 2015. Megabrand Pepsi declined -5.3% compared to a -3.9% decline in 2015. Significant LRB growth continued to come from bottled water, as evidenced by the Megabrands list. However, growth for three of four water brands (Pure Life, Dasani and Aquafina) slowed in 2016 compared to 2015. Poland Spring’s volume growth accelerated.

**Methodology.** BD tracks LRB volume in all channels including retail, vending and fountain. BD’s all-channel data and volume performance of companies/brands may differ from companies’ data and is, in the end, based on BD’s evaluation, analysis and estimates of available information at publication.

**Coke North America President Sandy Douglas Joins Market Smarts Program.**  
**Also Joining: Goldman Sachs Analyst Judy Hong and Fizz Corp. CEO Ted Wright.**  
**Registration Open for BD’s ‘Market Smarts’ Conference on June 12 in NYC.**

Coke North America President Sandy Douglas will present at BD’s June Market Smarts conference at the Eventi Hotel in New York City, shortly after Coke’s new leadership team takes office. Also joining are Judy Hong, beverage analyst for Goldman Sachs, and Ted Wright, CEO of word-of-mouth marketer Fizz Corp. Other speakers include Dr Pepper Snapple’s Sheila Bonner, Honest Tea’s Seth Goldman, Wells Fargo’s Bonnie Herzog and RBC’s Nik Modi. New speakers are added weekly. Space will be limited, so secure your seat now for the industry’s most influential conference. Save \$100.00 by registering immediately before rates increase on May 2.

[Click for registration information.](#)

---

**Duane Stanford, Editor | [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com)**

© 2017 Zenith Global Ltd. All rights reserved. Beverage Digest is published by Zenith International Ltd.  
No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.  
Richard Hall, Publisher. Duane Stanford, Executive Editor. Monica Kvamme, Market Consultant.  
Phone: (404) 444-1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). E-mail: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).  
One-year subscription \$905. American Express, Mastercard and Visa accepted.  
Sample copies available. Subscriptions non-cancelable except pursuant to specific limited promotional offers.  
Published 22 times per year plus Special Issues and email alerts. Single copies or maps \$85, prepaid orders only. ISSN 0738-8853.

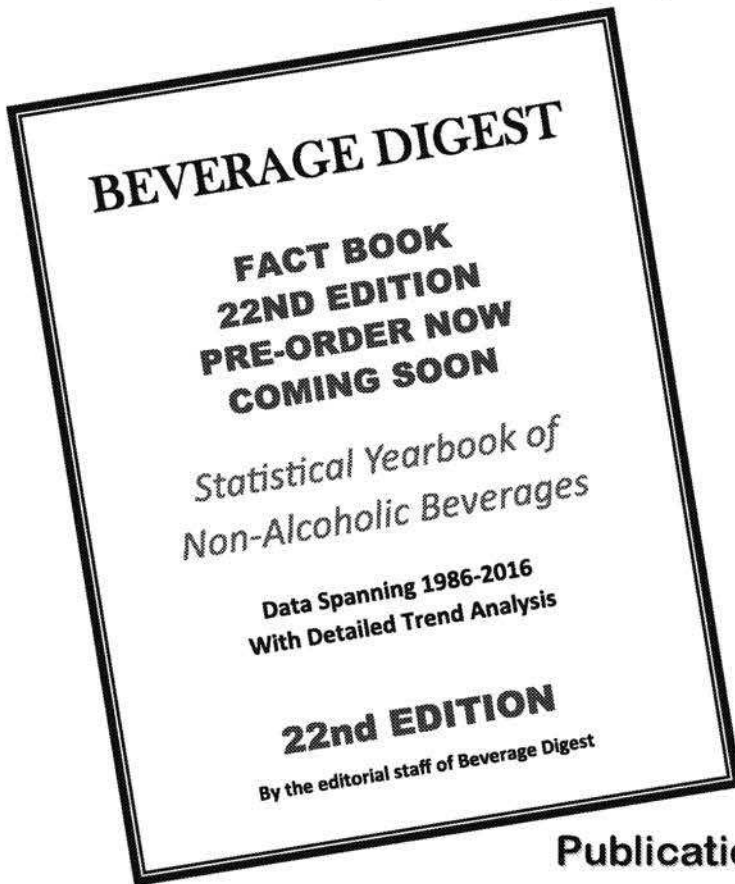
# BEVERAGE-DIGEST

## FACT BOOK 22ND EDITION (COMING SOON)

### The Beverage Industry's Key Source for Data, Facts and Analysis

The Fact Book is the must-have publication for industry executives, suppliers, analysts, investment bankers and marketing executives.

- ◆ Find out which companies are gaining and losing.
- ◆ Learn which brands and which categories are succeeding, and which aren't.
- ◆ Discover which products are growing and which declining.



Contains data-rich charts, tables and analysis you will not find anywhere else. The Beverage Digest Fact Book 22nd edition provides comprehensive and detailed information on subjects including:

- ◆ Updated market data for 2016
- ◆ Thirty years of historic data
- ◆ Performance and growth metrics
- ◆ Top - 10 CSD State-by-state data
- ◆ Total liquid refreshment beverage metrics
- ◆ Per-capita consumption
- ◆ Pricing
- ◆ Beverage and calories analysis
- ◆ Packaging and bottling information

**Publication Estimated End of April 2017**

**2017 FACT BOOK \$950**  
**CLICK TO PRE-ORDER**

If you have questions about Beverage Digest products or have a special data need, please email [marketingintelligence@beverage-digest.com](mailto:marketingintelligence@beverage-digest.com).

THE BEVERAGE INDUSTRY'S LEADING INFORMATION RESOURCE FOR BREAKING NEWS, ANALYSIS & DATA

## Special Issue: All-Channel U.S. Beverage Value and Volume Analysis for 2017.

**U.S. LRB Dollar Sales Grew +1.6%; Volume Up +1.4%.**

**CSD Dollars Up +1.3% As Higher Pricing Offsets Volume Decline.**

**CSDs, Bottled Water Drove LRB Value Growth of \$2.1 billion. Sports Drinks Decline.**

**Dr Pepper, Sprite, Fanta, Coke Zero Sugar Grow Volume and Dollars.**

For the first time, **BD** is publishing combined all-channel volume and value data for U.S. liquid refreshment beverages (LRB) and, separately, carbonated soft drinks (CSD). Value has become an important metric to consider when judging beverage industry health and performance during the current era of premiumization and market fragmentation. This is especially true with CSDs. While volume remains an important measure of long-term consumer demand, executives have focused increasingly on dollar sales growth as they raise prices (both rate and mix) amid volume sales declines. Value provides an important measure of the effectiveness of pricing strategies when viewed in conjunction with demand.

### Liquid Refreshment Beverage (LRB) Megabrands\*

#### 2017 All-Channel Volume & Dollar Performance for Top-10 Largest

	Vol Rank	Vol Shr	Vol Shr +/-	Vol +/-	\$ Rank	\$ Shr	\$ Shr +/-	\$ +/-
Coke	1	13.9	-0.5	-2.0%	1	18.4	-0.1	1.0%
Pepsi	2	6.4	-0.4	-4.5%	2	7.6	-0.3	-2.5%
Mtn Dew	3	4.7	-0.2	-3.8%	3	6.1	-0.2	-1.8%
Dr Pepper	4	4.3	Flat	0.5%	4	5.6	Flat	2.5%
Gatorade	5	3.9	-0.2	-2.9%	5	4.7	-0.2	-2.3%
Nestle Pure Life	6	3.6	0.1	3.0%	16	1.0	Flat	-1.4%
Sprite	7	3.5	0.1	3.8%	6	4.7	0.2	6.8%
Dasani	8	2.5	Flat	Flat	10	1.9	Flat	2.5%
Aquafina	9	2.2	Flat	2.6%	15	1.2	Flat	0.5%
Poland Spring	10	2.1	Flat	2.5%	17	0.8	Flat	2.5%
<b>Select Energy Megabrands</b>								
Monster	16	1.2	0.1	9.0%	8	4.5	0.4	10.9%
Red Bull	17	0.7	Flat	4.0%	7	4.6	0.1	3.8%
Rockstar	19	0.4	Flat	-1.0%	14	1.5	Flat	-0.9%

\* Megabrand = Brand or trademark with >100M cases total volume.

Includes all variations under trademark. (ie. regular, diet, caffeine, etc.)

**WARNING: Unauthorized electronic, print or fax reproduction in whole or in part is a violation of Federal Law.**

**Violators are liable for actual damages or statutory damages up to \$100,000.**

**Carbonated Soft Drink (CSD) Brands\***

**2017 All-Channel Volume & Dollar Performance for Top-10 Largest**

	Vol Rank	Vol Shr	Vol Shr +/-	Vol +/-	\$ Rank	\$ Shr	\$ Shr +/-	\$ +/-
Coca-Cola	1	17.7	Flat	-1.2%	1	18.6	0.1	1.7%
Pepsi-Cola	2	8.3	-0.2	-2.8%	3	7.6	-0.2	-1.0%
Diet Coke	3	7.6	-0.3	-4.3%	2	8.1	-0.2	-1.6%
Dr Pepper	4	7.1	0.1	0.9%	6	7.5	0.2	3.5%
Sprite	5	6.9	0.3	4.0%	5	7.5	0.4	7.0%
Mtn Dew	6	6.6	-0.2	-3.9%	8	6.5	-0.2	-2.2%
Diet Pepsi	7	3.5	-0.2	-7.2%	9	3.4	-0.2	-5.3%
Fanta	8	2.7	0.2	5.0%	10	2.9	0.2	7.0%
Coke Zero Sugar	9	2.0	0.1	3.8%	12	2.0	0.1	6.1%
Diet Mtn Dew	10	1.9	Flat	-3.4%	14	1.7	-0.1	-2.3%

\* BD defines CSDs to include energy drinks, which factor into rank and share results.

**LRB Category Volume and Dollar Performance 2017 (Ranked by Volume)**

	Volume			Value		
	Case Vol (mn)	Vol +/- (mn)	Vol +/-	\$ (bn)	\$ +/- (bn)	\$ +/-
CSD	8,526.2	-111.6	-1.3%	\$81.6	\$1.0	1.3%
Bottled Water (packages less than 2L)	6,430.5	376.0	6.2%	\$24.1	\$0.9	3.8%
Sports Drinks	1,090.0	-5.1	-0.5%	\$9.2	\$0.2	-1.8%
RTD Tea	883.0	-0.2	Flat	\$7.6	\$0.1	1.5%
Juice/Drinks	713.3	-27.7	-3.7%	\$9.9	\$0.1	-0.9%
RTD Coffee/Dairy-based/All Other	429.8	15.2	3.7%	\$3.3	\$0.3	11.7%
<b>Total LRB</b>	<b>18,072.8</b>	<b>246.7</b>	<b>1.4%</b>	<b>\$135.7</b>	<b>\$2.1</b>	<b>1.6%</b>

**LRBs.** In 2017, the liquid refreshment beverage industry grew +1.6% by dollars after adding \$2.1 billion of value to reach \$135.7 billion (table immediately above). Still, this was less than half of the value added in 2016. CSDs and bottled water drove most of the LRB value growth last year. LRB volume growth also decelerated, to +1.4% from +2.2% in 2016.

**CSDs.** As noted in the table immediately above, dollars for carbonated soft drinks – which by BD definition includes energy drinks – grew +1.3%, which was slower than the +2.0% gain achieved in 2016. BD estimates that all-channel CSD pricing last year was up by about +2.6%, slightly less than the +2.8% realized the previous year. Pricing growth for the category offset a -1.3% volume decline, which represented a deeper volume decline compared to -0.8% in 2016. CSDs now have declined for 13 consecutive years. Dollars from carbonated soft drinks represented well more than half of total LRB value and CSDs were the largest category. Annual per capita CSD consumption in the U.S. fell to about 628 8-oz servings in 2017. That compares to 642 servings in 2016. The decline in per capita consumption was a function of lower volume and a modest increase in U.S. population. Previous years' CSD per capita consumption: 650 in 2015, 663 in 2014 and 674 in 2013 (slight updates to prior-year population estimates annually by the U.S. Census Bureau may mean per cap comparisons to previous years are not exact).

**Bottled Water.** The second largest LRB category by value, single-serve bottled water (packages less than 2L) still trailed CSDs by more than \$57 billion (second table above). Bottled water added about \$900 million in value, growing +3.8%. That represented about half of the +7.5% growth rate posted in 2016. Volume growth of +6.2% outpaced dollar growth.



**Sports Drinks.** The category posted a meaningful negative swing in 2017 (second table, page 2), with dollars and volume declining. In 2016, sports drinks grew on both measures (+5.0% dollars; +3.9% volume). Declines were led by Gatorade and full-calorie Powerade.

**LRB Megabrands.** BD defines a “Megabrand” as a brand or trademark with total volume of more than 100 million 192-oz cases (table, page 1). So, for example, Megabrand Coke includes Coke, Diet Coke, Coke Zero Sugar, Cherry Coke and all other iterations of the Coke trademark. The brand families listed in the “LRB Megabrands” table are ordered by volume. Value ranks also are included for the listed brands, with gaps representing megabrands that weren’t large enough to make the top-10 list on a volume basis. Select energy brands were included because of their importance on a value basis. For all of the top-five megabrands and No. 7 Sprite, value shares were larger than volume shares. Conversely, the four water brands on the list all have higher volume shares than value shares. Energy brands listed have significantly higher value shares than volume shares. No. 9 Lipton is not listed in the table on page 1 because the brand’s volume did not make the top-10.

**CSD Brand Ranking and Changes.** As shown in the first table on page 2, Sprite moved up one spot to No. 5 in the 2017 volume ranking, surpassing base Mtn Dew (doesn’t include extensions such as Code Red). Coke Zero Sugar also moved up one spot to No. 9, edging past Diet Mtn Dew. Dr Pepper, Sprite, Fanta and Coke Zero Sugar each grew dollars and volume. Brands that do not appear on the CSD value list are as follows: No. 4 Redbull, No. 7 Monster, No. 11 Rockstar, No. 13 Canada Dry. Coca-Cola’s top CSD brands generally outperformed PepsiCo’s top brands in 2017. PepsiCo has said it will boost media and advertising spending this year to close the performance gap. Coca-Cola credits the company’s recently-completed bottler refranchising program for contributing to its performance. Coca-Cola’s key diet sodas also fared better than PepsiCo’s core diets, even as the segment overall was troubled due to consumer skepticism over artificial sweeteners, such as aspartame, and a shift to bottled still and sparkling waters. PepsiCo has now completed a shift back to the original version of Diet Pepsi following a reformulation to remove aspartame. The change turned off core consumers and the product was unable to attract new drinkers. Meanwhile, Diet Coke has added flavored versions to its lineup that have shown early signs of success, according to Coca-Cola executives.

**Revenue.** Reported revenues for the top-3 U.S.-based soda companies in 2017 are as follows: Coca-Cola North America generated net revenue of \$10.6 billion after adding \$427 million for an increase of +4%. PepsiCo North America Beverages’ net revenue declined \$326 million, or -2%, to \$20.9 billion. Dr Pepper Snapple added \$250 million in net revenue, or +4%, to reach \$6.69 billion.

**Methodology.** BD tracks LRB volume and value in all channels including retail, vending and fountain. BD’s all-channel data may differ from the companies’ data and is based on the publication’s evaluation, analysis and estimates of available information both publicly and from confidential sources.

**Fact Book Coming Soon.** BD will provide detailed information on the U.S. beverage industry in its soon-to-be published Fact Book, 23rd Edition. See attached for more information.

---

**Duane Stanford, Executive Editor | [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com)**

---

© 2018 Beverage Digest. All rights reserved. Beverage Digest is published by Zenith Global Americas LLC.  
No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.  
Richard Hall, Publisher. Duane Stanford, Executive Editor. Monica Kvamme, Market Consultant.  
Phone: (404) 444-1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). E-mail: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).  
One-year subscription \$925. American Express, Mastercard and Visa accepted.  
Sample copies available. Subscriptions non-cancelable except pursuant to specific limited promotional offers.  
Published 22 times per year plus special issues and email alerts. Single copies or maps \$85, prepaid orders only. ISSN 0738-8853.

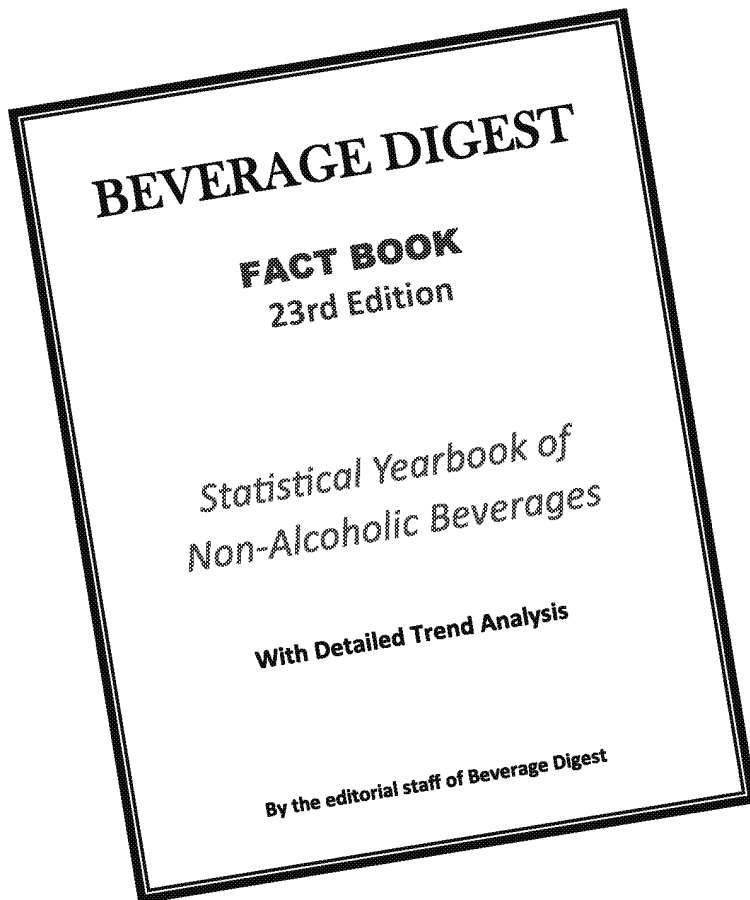
# BEVERAGE-DIGEST

## FACT BOOK 23RD EDITION (Coming Soon!)

### The Beverage Industry's Key Source for Data, Facts and Analysis

The Fact Book is the must-have publication for industry executives, suppliers, analysts, investment bankers and marketing executives.

- ◆ Find out which companies are gaining and losing.
- ◆ Learn which brands and which categories are succeeding, and which aren't.
- ◆ Discover which products are growing and which declining.



Contains data-rich charts, tables and analysis you will not find anywhere else. The Beverage Digest Fact Book 23rd edition provides comprehensive and detailed information on subjects including:

- ◆ Updated market data for 2017
- ◆ Thirty+ years of historic data
- ◆ Performance and growth metrics
- ◆ Pricing
- ◆ Total liquid refreshment beverage metrics
- ◆ Per-capita consumption

**Available Soon!**  
**Look for Ordering**  
**Details Next Week in**  
**Your Email InBox.**

If you have questions about Beverage Digest products or have a special data need, please email [customerservice@beverage-digest.com](mailto:customerservice@beverage-digest.com).

## Special Issue: U.S. Beverage Business Results for 2015.

### **2015 LRB Growth Accelerates to +2.2%. Coke and Pepsi Tie in LRB Performance. CSDs Down For 11th Year As Decline Deepens. Dr Pepper Edges Past Mt. Dew for #4 Slot. Aquafina Returns to Top-10 LRB Megabrands List at #9. Sprite, Fanta Volume Up.**

Each March, BD publishes summary all-channel U.S. beverage results for the previous year. BD's data covers liquid refreshment beverages (LRBs) and its components: CSDs (including energy drinks); bottled water; and non-carbs (sports drinks, ready-to-drink teas, juice drinks, etc). Tables show: 1) top-5 LRB companies. 2) top-9 CSD companies plus "other." 3) top-10 LRB Megabrands (definition below). 4) top-10 CSD brands.

LRBs Companies Ranked by LRB Volume 2015				CSDs Companies Ranked by CSD Volume 2015			
	LRB Share	Share +/-	Vol +/-		CSD Share	Share +/-	Vol +/-
Coca-Cola*	33.2	-0.4	+0.9%	Coca-Cola	42.5	+0.2	-0.8%
PepsiCo	25.1	-0.3	+0.9%	PepsiCo	27.0	-0.5	-3.1%
Nestle Waters	11.4	+0.4	+5.8%	Dr Pepper Snapple	17.3	+0.2	-0.1%
Dr Pepper Snapple	10.5	-0.2	+0.2%	Cott	4.0	-0.2	-6.8%
Cott **	2.7	flat	+0.5%	National Beverage	3.0	+0.1	+0.2%
All other	17.1	+0.5	+6.0%	Monster Beverage	1.9	+0.2	+9.2%
Total LRB Business	100.0	n/a	+2.2%	Red Bull	1.5	+0.2	+7.8%
				Rockstar	0.8	+0.1	+5.3%
				Big Red	0.7	flat	+2.1%
				All other	1.3	-0.3	-1.0%
				Total CSD Category	100.0	n/a	-1.2%

\* BD estimates that Coke's 2015 mid-year swap of energy brands including NOS and Full Throttle to Monster in return for natural soda, tea and juice brands including Hansen's, Peace and Hubert's were offsetting. \*\* Includes CSDs & water; reflects addition DS Services water brands and excludes non-carbs.

Top-10 LRB Megabrands 2015				Top-10 CSD Brands 2015			
	LRB Share	Share +/-	Vol +/-		CSD Share	Share +/-	Vol +/-
Coke	16.5	-0.8	-2.6%	Coke	17.7	+0.1	-1.0%
Pepsi	8.2	-0.5	-3.9%	Pepsi-Cola	8.6	-0.2	-3.2%
Mt. Dew	5.6	-0.2	-1.0%	Diet Coke	8.1	-0.4	-5.6%
Dr Pepper	4.9	-0.2	-0.8%	Dr Pepper	6.9	+0.1	+0.1%
Gatorade	4.8	+0.2	+6.1%	Mt. Dew	6.8	-0.1	-2.8%
Nestle Pure Life	4.0	+0.2	+5.3%	Sprite	6.2	+0.2	+3.3%
Sprite	3.7	flat	+2.7%	Diet Pepsi	4.1	-0.2	-5.8%
Dasani	2.8	+0.2	+6.7%	Fanta	2.4	+0.2	+8.3%
Aquafina	2.2	+0.2	+11.4%	Diet Mt. Dew	2.0	flat	-4.8%
Poland Spring	2.1	flat	+6.5%	Coke Zero	1.9	+0.1	+0.5%

**WARNING: Unauthorized electronic, print or fax reproduction in whole or in part is a violation of Federal Law. Violators are liable for actual damages or statutory damages up to \$100,000.**

**LRB Results.** In 2015, LRB volume was up +2.2%, an acceleration from the +1.7% increase in 2014. Previous year results: down -1.6% in 2013, up +1% in 2012 and up +0.8% in 2011. The result was helped by stronger sales of bottled waters including Aquafina and Dasani. Cott's +0.5% LRB increase includes bottled water volume from DS Services (formerly DS Waters), which Cott acquired in December 2014. Strong non-carbonated beverage growth offset a deeper -1.2% decline in CSD volume compared to 2014, when CSDs declined -0.9%. On June 12, Coca-Cola turned over energy drinks including NOS and Full Throttle to Monster Beverage and took on certain natural soda, tea and juice drinks, including Hansen's and Peace Tea, that were previously owned by Monster. The transfers were part of an equity deal between the companies. **BD** estimates that these brand swaps mostly offset each other in terms of volume.

**CSD Category.** In 2015, CSD volume totaled about 8.7 billion 192-oz cases. The category has lost 1.5 billion cases since it reached peak volume in 2004 at 10.2 billion cases. **BD** includes energy drinks in its CSD total. Without energy drinks, CSD volume was down about -1.5%, **BD** estimates. **Pricing and Dollars.** **BD** estimates that all-channel CSD pricing last year was up about +3.3%. Total CSD dollars were up about 2.1% to \$79 billion from \$77.4 billion in 2014 and \$76.3 billion in 2013. In recent years, the major soft drink makers have focused on dollar growth by aggressively marketing smaller, more convenient packages that garner a higher price per ounce while taking the focus off large discount packs such as 2-liters and 12-pack cans. **Per Capita Consumption.** Annual per capita CSD consumption in the U.S. fell to about 650 8-oz servings in 2015. That compares to 663 servings in 2014. The decline in per capita consumption factored lower volume and a modest increase in U.S. population. In 2013, CSD per capita consumption was 674, down from 700 in 2012 and 714 in 2011. Per capita consumption in 2015 was the lowest since about 1985. **Fact Book.** **BD** will provide detailed information on the categories, companies and brands in its soon-to-be published 2016 Fact Book. Click here for more details. Order forms will be available in the coming weeks.

**CSD Companies.** Coca-Cola and PepsiCo each lost CSD volume in 2015. Coca-Cola's CSD performance improved last year to -0.8% from -1.1% in 2014. PepsiCo's performance worsened to -3.1% from -1.4%. Dr Pepper Snapple's volume was down -0.1% last year, slightly worse than its flat performance in 2014. Coke and Dr Pepper each gained CSD share while PepsiCo lost share. Energy drink companies Monster, Red Bull and Rockstar each boosted volume and gained share. In addition, all three performed better in 2015 than in 2014.

**CSD Brands. Dr Pepper Edges Mt. Dew to take #4 Slot. Coke's Sprite and Fanta Add Volume. Boost Share.**

Among the top-10 CSD brands, Dr Pepper made the biggest news in 2015 by surpassing Mt. Dew. Dr Pepper logged a slight volume gain and picked up a tenth of a share point while Mt. Dew volume declined -2.8% as its share fell a tenth of a share point. Consumer skepticism of artificial sweeteners such as aspartame continued to depress sales of diet brands. Diet Coke's volume fell -5.6%, better than the -6.6% decline in 2014. Diet Pepsi volume declined -5.8%, compared to a -5.2% decline in 2014. The company introduced an aspartame-free version late last year that coincided with an acceleration of the brand's decline. Both Diet Coke and Diet Pepsi lost share last year. Diet Mt. Dew, which fell behind Fanta on **BD**'s 2014 CSD brands list, declined -4.8% in volume while its share remained flat. Diet Mt. Dew's decline was deeper than the -3% decline in 2014. Coke Zero made slight volume and share gains last year. Among the top-10 brands, Coke has five, PepsiCo has four and Dr Pepper Snapple has one. Brand Coke declined -1.0% after growing slightly in 2014. Pepsi-Cola declined -3.2%, underperforming its 2014 decline of -1.8%. As in 2014, regular CSDs in the top-10 brands list generally outperformed diets.

**LRB Category and Companies.** **BD** estimates that in 2015, LRB volume totaled about 15.8 billion cases, up +2.2% from 15.4 billion cases in 2014. LRB volume increased +1.7% in 2014, decreased -1.6% in 2013 and gained +1% in 2012. Coke and PepsiCo each boosted LRB volume +0.9% last year. Nestle posted growth of +5.8%, a deceleration from +9.1% growth in 2014. Coke is the largest CSD company and the largest LRB company. Despite volume growth, Coke and PepsiCo lost share last year amid strong volume gains by bottled water makers. **BD**'s all-channel volume data does not always entirely correlate with the volume reported in the public companies' published financial results. They follow certain accounting rules, and **BD** publishes actual volume data. Plus, **BD**'s all-channel data does not include refrigerated juices such as Tropicana, Minute Maid and Simply.

**LRB Megabrands.** BD defines a “Megabrand” as a brand or trademark with total volume of more than 100 million 192-oz cases. So, for example, Megabrand Coke includes Coke, Diet Coke, Coke Zero, Cherry Coke and all other iterations of the Coke trademark. Megabrand Pepsi includes brand Pepsi, Diet Pepsi, Pepsi Next, etc.

**Aquafina Returns.** In 2015, the strongest performing top-10 Megabrand was Aquafina (which includes FlavorSplash), with volume up +11.4%. The brand returned to the top-10 megabrands list at #9, having been bumped off in 2013. Arizona fell out of the list in 2015. PepsiCo finished 2015 with four entries on the top-10 Megabrands list and an aggregate share of 20.8. Coke, meanwhile, had three brands with an aggregate share of 23. The biggest Megabrand by far was Coke, with a 16.5 share of LRB volume. Its volume was down -2.6%, as both Coke and Diet Coke lost volume, compared to -2.4% in 2014. Megabrand Pepsi was down -3.9% compared to a -2.9% decline in 2014. Significant LRB growth continued to come from bottled water, as evidenced by the Megabrands list. Nestle Pure Life was up +5.3%; Dasani +6.7%; and Poland Spring up +6.5%.

**Methodology.** BD tracks LRB volume in all channels including retail, vending and fountain. BD's all-channel data and volume performance of companies/brands may differ from companies' data and is, in the end, based on BD's evaluation, analysis and estimates.

---

**Registration Open for BD's 'Market Smarts' Conference on June 13.**

**Latest Speaker Confirmed: Gilberto Maldonado, General Manager for DPSG's Grupo Peñafiel.**

**Plus, New Location: Eventi Hotel in NYC.**

BD's June conference will include some of the industry's most important executives and experts. BD's latest confirmed speaker is Gilberto Maldonado, general manager of Dr Pepper Snapple's Grupo Peñafiel in Mexico. He joined previously announced speakers listed below. **New Location.** Market Smarts 2016 will be held at the Eventi Hotel at 851 Avenue of the Americas, within walking distance of Times Square and Penn Station.

Click for registration information.

<b>Market Smarts Conference June 2016</b>		
Coca-Cola Co.	Sandy Douglas	President, North America
Dr Pepper Snapple	Gilberto Maldonado	General Manager, Grupo Penafiel
Nestle Waters North America	Chris Butler	Dir., eCommerce & Digital Activation
Goldman Sachs	Judy Hong	Managing Dir. & Beverage Analyst
RBC Capital Markets	Nik Modi	Managing Dir. & Beverage Analyst
Wells Fargo	Bonnie Herzog	Managing Dir. & Beverage Analyst

---

**Duane Stanford, Editor | [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com)**

© 2016 Zenith International Ltd. All rights reserved. Beverage Digest is published by Zenith International Ltd.  
 No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.  
 Richard Hall, Publisher; Duane Stanford, Editor. Jonas Feliciano, Market Consultant.  
 Phone: (404) 444-1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). E-mail: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).  
 One-year subscription \$885. American Express, Mastercard and Visa accepted.  
 Sample copies available. Subscriptions non-cancelable except pursuant to specific limited promotional offers.  
 Published 22 times per year plus Special Issues and email alerts. Single copies or maps \$85, prepaid orders only. ISSN 0738-8853.

# BEVERAGE DIGEST

PREMIUM INSIGHT, ANALYSIS, AND DATA SINCE 1982

VOLUME 74 ISSUE 7 WWW.BEVERAGE-DIGEST.COM

April 19, 2023

pg 4

## More Blurred Lines



### IN THIS ISSUE

Pg. 2 Diet Coke Tests 'Plant-Based' Sweetener

Pg. 11 Bang Must Remove 'Creatine' References

Pg. 4 Buffalo Rock Poised for Alc Expansion **[GREEN SHEET]**

Pg. 11 FTC Sends 'Avoid Deceiving Consumers' Notice

Pg. 6 Performance Review: Energy, Coffee **[DATA]**

Pg. 12 Pepsi Takes Delivery of Tesla Semi-Trucks

Pg. 9 Nestlé Buys Stake in Yfood **[DATA]**

Pg. 12 RTD Coffee at Retail 2022 **[DATA]**

**WARNING:** UNAUTHORIZED ELECTRONIC, PRINT, OR FAX REPRODUCTION IN WHOLE OR IN PART IS A VIOLATION OF FEDERAL LAW.  
VIOLATORS ARE LIABLE FOR ACTUAL DAMAGES OR STATUTORY DAMAGES UP TO \$100,000.

## OPENING THOUGHTS

Occasionally, my late grandfather drank an ice-cold Miller Lite after mowing his yard on a humid Memphis day. He'd pour it into a mug and tap in a bit of salt. He had quit any social drinking decades earlier, but that cold beer spelled refreshment to him.

Refreshment has never been my only reason for drinking beer. Which is probably why the appeal of non-alcoholic beer has puzzled me, especially at the same price as a regular beer. Beer commands the price it does in part because of the functionality of alcohol. For refreshment, I'll take a sports drink, or a soda. That's why I wrote in this column [last year](#) that I am a non-alcoholic beer skeptic. I write today to tell you that I am becoming a believer — with a caveat.

Recently, I found myself grabbing a six-pack of non-alcoholic beer on the way to a weekday tennis match with a group of mostly retirees. The beer was a sample from Best Day Brewing. Guys bring their own beer for lunch after the match, but I had work to do later. No one paid any attention to my imposter beer, and I enjoyed that familiar feeling of sipping suds around the grill. And it tasted great.

About that time, my 26-year-old son, a BD analyst, visited for some work meetings. He's training for a triathlon, so at dinner at a pub one evening he drank an IPA before switching to a non-alcoholic brew. It was effortless, as is the case for so many young consumers today who embrace moderation for various reasons.

Father-and-son beer consulting team Bump and Dave Williams of BWC have become believers as well. They cited the segment's ability to both pull from alcoholic beer occasions (my son's pub swap) and add beer occasions (my tennis quaff). They also see plenty of retail upside given that the rapidly growing segment, now pushing past 2% of the beer category, has yet to meaningfully penetrate convenience stores.

Even so, they agree it could be years — if ever — before US non-alcoholic beer reaches the level of Europe, where the segment has a 5.0 share of all beer, or beyond. Recently, in fact, the Williams' have noted slowing velocities for some key brands.

I mentioned my conversion comes with a caveat. The beer I took to tennis was free, a sample. Non-alcoholic brewers won't truly have me until I am willing to pony up \$12 for a six-pack. But now they do have a fighting chance.

– Duane Stanford, Editor & Publisher



## SWEETENERS

### LIMITED DIET COKE TEST REPLACES ASPARTAME WITH MONK FRUIT, STEVIA TRIAL IN MINNEAPOLIS-SAINT PAUL AVAILABLE UNTIL JULY AT TARGET, SELECT RETAILERS

Coca-Cola is testing a Diet Coke variant in Minnesota sweetened with monk fruit and stevia instead of the artificial sweetener aspartame. The drink, packaged in 7.5-oz minicans, boasts the words “plant-based sweeteners” front and center under the Diet Coke logo. The can has a light green metallic look, instead of the usual silver for the brand. “Same Vibe. Different Sweeteners,” says a description of the drink on the website of a Target retail store in Minneapolis. “You can have it all – delicious Diet Coke sweetened with Monk Fruit and Stevia Extracts. Meet the newest Diet Coke beverage, Diet Coke Plant-Based Sweeteners. Never fear, this product still has No Sugar and No Calories.”

**LIMITED OFFERING.** Coca-Cola launched the variant in Minneapolis–Saint Paul last week and will make it available through July 10 at discount department store Target, grocery stores Cub and Lunds &

Byerlys, and drug store CVS. At Target, a six-pack of 7.5-oz cans sells for \$4.39. Coke sampled the drink last week at the University of Minnesota, according to a LinkedIn post by a company marketer.



**PERFORMANCE.** Diet Coke was launched more than 40 years ago as the first-ever brand extension to Coke.

It followed the success of Coke’s big diet soda play at the time, Tab. Diet Coke, the fifth largest carbonated soft drink brand at US retail last year with a 6.2 volume share, declined -3.5% in 2022, which was more than twice the rate of the category volume decline at -1.4%, according to BD data. Dollar sales grew almost +12%, helped by higher pricing, in a category that grew more than +13%. The brand’s core consumers are aging out of the category, and attempts to appeal to younger consumers (such as with the 2018 launch of flavored Diet Coke that was later discontinued) have not meaningfully or consistently changed the brand’s performance.

**BACKLASH.** Aspartame has faced a backlash from some consumers who believe it could be unhealthy, even though the sweetener has been approved for use in carbonated soft drinks since 1983. “Aspartame is one of the most exhaustively studied substances in the human food supply, with more than 100 studies supporting its safety,” the FDA says on its website. While consumer pushback against the sweetener seems to have subsided, consumers are interested in plant-based food offerings and marketers have capitalized on the trend with product formulations. Diet Coke was sweetened with saccharin for its 1982 debut and later reformulated with aspartame after the FDA approval. Coca-Cola has experimented with stevia before, launching and later discontinuing Coke Life – sweetened with a sugar and stevia blend – in the US. In Canada, Coke sold a 100% stevia-sweetened Coca-Cola. In New Zealand, a product called Coca-Cola Stevia No Sugar was marketed for a time.



# BLURRED LINES

## BUFFALO ROCK LATEST PEPSI BOTTLER EYEING ALCOHOL DISTRIBUTION

## G&J PEPSI LAUNCHES HARD DEW IN TWO MARKETS; HARD LIPTON IN MAY

**Hard Mtn Dew Enters Arizona, Kentucky as Three States Resist Blue Cloud.**

**Plus: New Alcohol Launches Coming for Coke's Peace Tea, Topo Chico.**

**Monster Grabs Share of FMB After Unleashing the Beast.**

Buffalo Rock President and CEO Matthew Dent said the Birmingham-based Pepsi bottler intends to distribute alcohol in the three states where it operates: Alabama, Georgia, and Florida. He did not disclose a timetable or disclose any possible brands, including Hard Mtn Dew. If Buffalo Rock were to add Hard Mtn Dew, it would join Bernick's and G&J Pepsi-Cola as independent bottlers distributing the alcoholic beverage. Hard Mtn Dew is produced and marketed by Boston Beer, under a brand and concentrate license from PepsiCo. The brand's chief distributor is PepsiCo subsidiary Blue Cloud Distribution, which has a federal alcohol wholesale license in 40 states. State or local government permits are also required to distribute alcohol. As of this week, Hard Mtn Dew is available in 13 states (see map). Those states include Florida, where Buffalo Rock's soft drink operation covers an area anchored by Pensacola and Panama City in the state's Panhandle. Blue Cloud so far does not have any federal alcohol wholesaler permits for distribution locations in Alabama, according to records from the US Alcohol and Tobacco Tax and Trade Bureau (TTB), which collects federal excise taxes on alcohol and regulates labeling and marketing for alcoholic products. While Blue Cloud is federally permitted in Georgia (an initial step in the legal process to distribute alcoholic beverages), state regulators have denied an additional local permit needed to distribute alcohol in Georgia. To distribute alcohol, companies in the heavily regulated industry need a federal permit per location as well as a state permit.

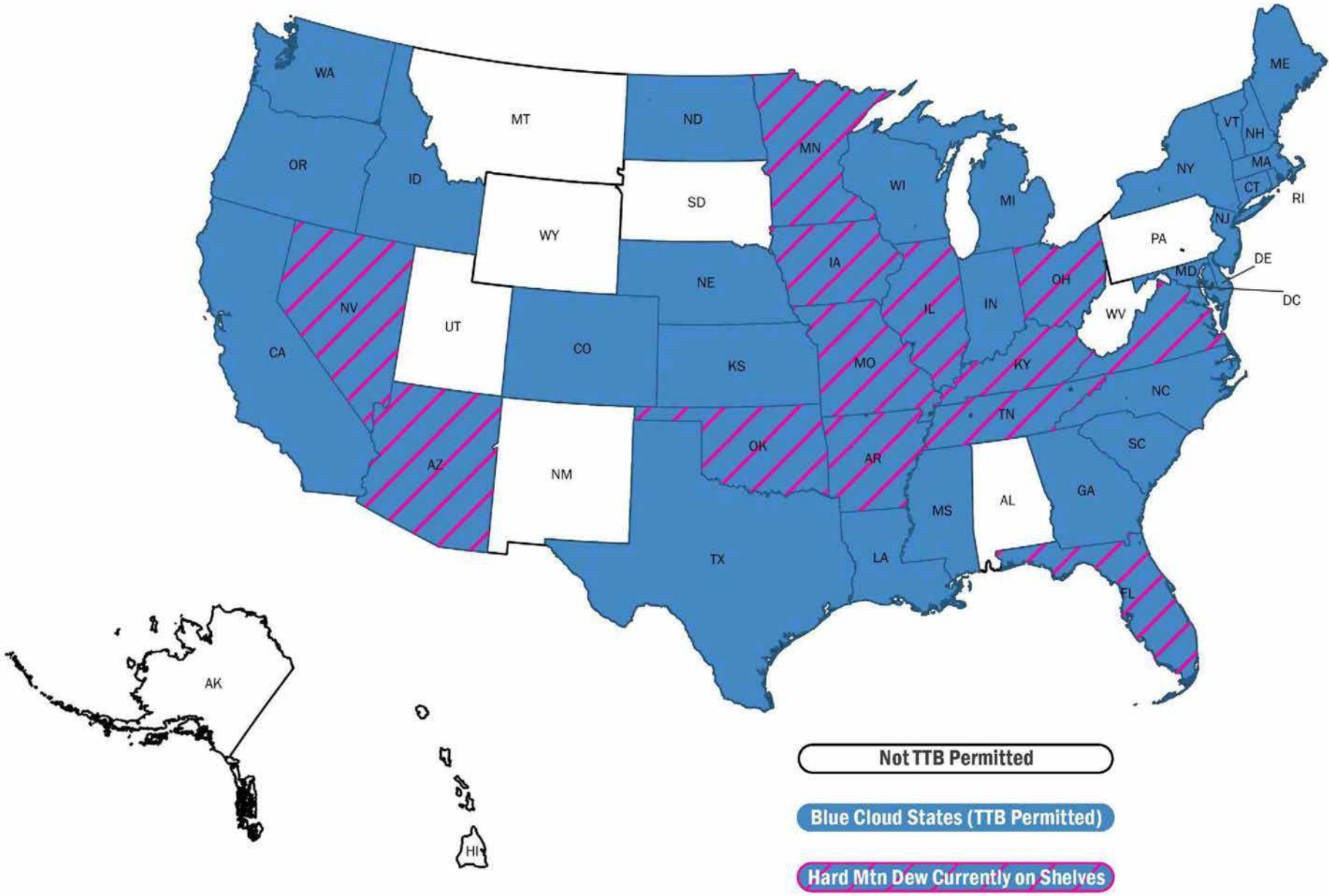
**G&J LAUNCH.** Independent bottler G&J Pepsi will launch Hard Mtn Dew this week on its blue trucks in Ohio and Kentucky, CEO Tim Trant confirmed to BD. The bottler will launch another PepsiCo-licensed alcoholic product, [Lipton Hard Iced Tea](#), the first week in May, he said. The products will be distributed to small and large format stores, and to select on-premise accounts. Meanwhile, independent Pepsi bottler Bernick's distributes Hard Mtn Dew in its Minnesota territory. Bernick's also operates in Wisconsin, where Blue Cloud has a federal permit. However, Boston Beer hasn't yet announced a Hard Mtn Dew launch in that state and executives from Bernick's did not respond to messages about the product.

**RESISTANCE.** This week, Arizona and Kentucky will become the 12th and 13th states where Hard Mtn Dew is available, mostly by way of Blue Cloud. Meanwhile, alcohol regulators in Georgia, Kentucky, and Indiana have so far resisted allowing PepsiCo's Blue Cloud to distribute Hard Mtn Dew in those states, slowing expansion of the product. Georgia officials denied Blue Cloud's wholesale dealer license request last year, according to state records reviewed by BD. Regulators ruled that PepsiCo's relationship to Blue Cloud and Boston Beer circumvents a "three-tier" regulatory system that requires separation of manufacturing, distribution, and retail tiers when it comes to alcoholic drinks. While the details can vary, such three-tier regulations are common across U.S. states. Georgia's law is explicit that manufacturers and wholesalers can't have a business association outside of a distribution agreement. Georgia regulators pointed to PepsiCo's 100% ownership of Blue Cloud, as well as a contract that gives PepsiCo the right to approve the Hard Mtn Dew formula and inspect Boston Beer's facilities. The regulators also pointed to the fact that PepsiCo owns the warehouses and trucks that would have been used to store and transport product in Georgia. Last August, Blue Cloud dropped an appeal of the denial without explanation, according to the records. The distributor is considering reapplying for a Georgia license, a spokeswoman said. Kentucky has issued a similar denial for Blue Cloud (G&J is independent from PepsiCo and apparently not impacted by the Blue Cloud denial). Indiana has stated an intent to deny. "We believe we are in compliance and we continue to work with regulators to secure a license," a Blue Cloud spokeswoman told BD, speaking of all three states.

**DATA.** Hard Mtn Dew reached a 1.2 dollar share of the flavored malt beverage (FMB) segment at US retail as of April 1, according to Bump Williams Consulting, citing Nielsen data. The brand debuted in three states 15 months ago and has since expanded to 11 states. Year-to-date sales reached almost \$11 million, compared to more than \$7.5 million in sales already this year for Monster Beverage's the Beast Unleashed, which debuted in six states in January and recently added Tennessee and North Carolina (in addition to Arizona, California, Colorado, Florida, Ohio, and Iowa). Beast Unleashed has reached a 0.8 dollar share of the US FMB category in three months since launch. The data covers all US retail channels including liquor stores and convenience stores. In an April 10 report, analysts at Consumer Edge said Beast Unleashed has reached a 5.0 share across the states where available.

**MORE CROSSOVERS COMING.** Molson Coors announced this week that it has licensed Coca-Cola's Peace Tea brand for a Peace Hard Tea extension to launch in September in 24-oz cans. The drink is 5.0% ABV, and flavors are Freedom of Peach, Really Really Razzy

**PepsiCo's Blue Cloud: TTB Permits and Hard Mtn Dew Distribution (April 2023)**



- Not TTB Permitted
- Blue Cloud States (TTB Permitted)
- Hard Mtn Dew Currently on Shelves

(raspberry), and More Peace More Lemon. Peace Hard Tea will launch through beer distributors in the convenience channel in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. (Recall Coca-Cola picked up Peace Tea from Monster Beverage in 2015 in a swap of brands that was part of Coke taking an equity stake in Monster and becoming the energy brand's exclusive global distributor.) Molson Coors already produces Simply Spiked under a brand license from Coke. That product reached a 2.1 dollar share of FMBs at US retail as of April 1, according to Nielsen data from Bump Williams Consulting. Year-to-date sales were almost \$20 million. A third Coke crossover brand marketed and distributed by Molson Coors, Topo Chico Hard Seltzer, had a 4.4 share of the hard seltzer category as of April 1, with \$34 million in year-to-date sales after +0.5% growth in the period, compared to a year ago. Case sales declined almost -6.0% in a hard seltzer segment that declined almost -21% by volume and -14% by dollars. Molson Coors will add a canned cocktail extension called Topo Chico Spirited in April. The product line, packaged in 12-oz standard cans, will include two versions with tequila that contain either lime or grapefruit, and a third variant with vodka that contains lemon and "a pinch of salt." The spirit-based drinks will contain 5.9% ABV. In a statement, the brand announced it will double its media spend, including on social media, between May and August, which is the critical summer selling season.

**HARD DEW IN THE UK?** Overseas, PepsiCo has applied for an alcoholic beverage trademark for Hard Mtn Dew in the UK. The company hasn't yet announced any plans for a launch in the country.

## PERFORMANCE

### CELSIUS, C4 SURGED IN 2022 AS NEW PARTNERSHIPS PORTEND STRONG 2023

Energy drink challengers Celsius and C4, which signed investment and distribution deals last year with PepsiCo and Keurig Dr Pepper respectively, took share at US retail in 2022 of a category dominated by Monster Energy and Red Bull (see table). Celsius more than doubled volume and dollar sales growth to reach a 3.2 volume share of the energy category at US retail. C4 reached a 1.0 volume share. The two diverged on price, with Celsius boosting pricing by almost +11% and C4 cutting its pricing by about as much. The new distribution partnerships could help propel sales growth again this year as the category expands beyond US leaders Monster and Red Bull. Meanwhile, bankrupt Bang Energy shed almost a quarter of its volume last year while leading the category on pricing at +16.7% growth, compared

to +5.5% for the category. In Goldman Sachs' most recent Beverage Bytes survey of convenience channel retailers, published April 17, +36% of respondents reported significant out-of-stocks for Bang. The retailers also said they expect energy category sales growth in c-stores of +19% this year.

### US Energy Drinks at Retail: Full-Year 2022

Energy Drinks (Select Trademarks)	Vol Share *	Vol Share +/-	Vol +/-	\$ Share*	\$ Share +/-	\$ +/-	Price +/-
Monster Energy **	31.0	-0.2	+5.0%	26.0	+0.1	+14.8%	+9.8%
Red Bull	25.7	-0.3	+2.3%	36.4	-1.0	+6.2%	+3.8%
Bang (VPX)	6.3	-2.1	-22.5%	5.5	-2.0	-5.8%	+16.7%
Rockstar (PepsiCo)	5.4	-0.6	-6.9%	3.7	-0.3	+1.5%	+8.4%
Celsius	3.2	+1.7	+119.5%	3.3	+1.8	+130.3%	+10.8%
NOS (Monster)	2.8	-0.2	-3.6%	2.3	-0.1	+4.0%	+7.6%
Private Label	2.8	+0.1	-12.2%	0.3	-0.0	-11.0%	+1.2%
Starbucks Energy	2.7	-0.2	-2.3%	3.3	-0.1	+6.3%	+6.3%
Reign (Monster)	2.4	-0.3	-8.8%	2.2	-0.2	-1.7%	+7.1%
C4 (Nutrabolt)	1.0	+0.8	+423.6%	1.1	+0.8	+413.0%	-10.7%
Full Throttle (Monster)	0.7	-0.1	-6.1%	0.6	-0.0	+1.3%	+7.4%
5-Hour Energy	0.5	-0.1	-5.2%	4.4	-0.6	-3.2%	+2.0%
Mtn Dew Energy ***	0.5		-1.3%	0.4		+0.8%	+2.1%
Dew AMP (PepsiCo)	0.3	-0.2	-42.8%	0.2	-0.2	-39.9%	+2.9%
Rip It (National Beverage)	0.1	-0.2	-56.3%	0.1	-0.1	-47.8%	+8.5%
Redline (VPX)	0.1	-0.0	-19.8%	0.3	-0.1	-14.2%	+5.7%
<b>Energy Category</b>	<b>100.0</b>	<b>-</b>	<b>+3.6%</b>	<b>100.0</b>	<b>-</b>	<b>+9.1%</b>	<b>+5.5%</b>

\* Share columns do not sum to full category

\*\* Includes only Monster Energy, Monster Ultra.

\*\*\* Launched March 2021. Rebranded from Mtn Dew Rise to Mtn Dew Energy in November 2021.

Note: Table draws from two separate data sources. Data points chosen to provide best possible metrics for brands, companies, categories shown.

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

**POLAR SELTZER SURGES AS AHA, BUBLY SLIP.** In sparkling water, Polar, distributed by Keurig Dr Pepper in much of the country, fired on all cylinders in 2022, gaining dollar and volume share of the category and posting double digit growth by both measures (see table). The story was different for Coca-Cola's Aha and PepsiCo's Bubby, which posted slight

share declines. Liquid Death, which has captured consumers' attention with aluminum can packaging and tongue-in-cheek death references in the brand's marketing, posted volume and dollar share gains as sales grew more than +400% on a small base. A pricing gain of almost +20% nearly doubled that of the category.

**Sparkling Water Brand Performance: Full-Year 2022**

	Vol Share	Vol Shr +/-	Vol +/-	\$ Share	\$ Shr +/-	\$ +/-	Price +/-
<b>LaCroix (National Beverage)</b>	<b>14.1</b>	-0.5	-7.3%	<b>12.7</b>	-0.5	+2.3%	+9.6%
<b>Sparkling Ice (Talking Rain)</b>	<b>12.3</b>	+0.2	-2.4%	<b>16.7</b>	-0.5	+3.3%	+5.8%
<b>Polar</b>	<b>8.8</b>	+1.3	+12.0%	<b>6.6</b>	+0.7	+18.8%	+6.8%
<b>Nestlé</b>	<b>7.6</b>	-0.1	-5.7%	<b>13.4</b>	-0.3	+4.0%	+9.8%
Perrier	3.9	+0.0	-3.8%	6.9	-0.0	+5.8%	+9.6%
S.Pellegrino	3.7	-0.1	-7.7%	6.5	-0.3	+2.2%	+9.9%
<b>PepsiCo</b>	<b>7.2</b>	-0.2	-6.9%	<b>6.8</b>	-0.4	+0.2%	+7.2%
Bubly	7.2	-0.2	-6.9%	6.8	-0.4	+0.2%	+7.2%
<b>Coca-Cola Co</b>	<b>5.4</b>	-1.2	-21.0%	<b>7.7</b>	-1.7	-13.3%	+7.7%
Aha	2.8	-0.3	-13.9%	2.7	-0.4	-7.0%	+6.9%
Topo Chico	2.6	-0.8	-27.4%	5.0	-1.3	-16.4%	+11.0%
<b>Spindrift</b>	<b>2.5</b>	+0.7	+30.9%	<b>3.4</b>	+0.7	+33.5%	+2.7%
<b>Keurig Dr Pepper</b>	<b>2.3</b>	-0.5	-21.3%	<b>2.5</b>	-0.6	-14.7%	+6.7%
Canada Dry	1.2	-0.1	-8.6%	1.2	-0.1	-1.4%	+7.1%
Schweppes	1.2	-0.4	-28.3%	1.3	-0.3	-13.8%	+14.5%
Bai Bubbles	0.0	-0.1	-85.8%	0.0	-0.2	-83.2%	+2.6%
<b>BlueTriton Brands</b>	<b>1.5</b>	-0.9	-39.7%	<b>1.1</b>	-0.6	-29.5%	+10.2%
Poland Spring	0.9	-0.3	-30.9%	0.7	-0.2	-18.2%	+12.7%
Arrowhead	0.3	-0.2	-44.2%	0.2	-0.1	-32.1%	+12.1%
Ice Mountain	0.2	-0.1	-45.6%	0.1	-0.1	-41.6%	+3.9%
Deer Park	0.2	-0.1	-49.5%	0.1	-0.1	-43.3%	+6.2%
Ozarka	0.0	-0.1	-66.4%	0.0	-0.1	-62.2%	+4.2%
<b>Wis-Pak</b>	<b>1.1</b>	+0.4	+45.2%	<b>1.9</b>	+0.7	+69.3%	+24.1%
Bubbl'r	0.8	+0.4	+85.5%	1.7	+0.8	+91.4%	+5.9%
Klarbrunn	0.2	-0.0	-18.7%	0.2	-0.0	-13.3%	+5.4%
<b>Vintage (Refresco)</b>	<b>0.7</b>	-0.1	-10.4%	<b>0.5</b>	-0.0	+0.7%	+11.1%
<b>Liquid Death</b>	<b>0.6</b>	+0.5	+443.5%	<b>1.1</b>	+0.9	+463.3%	+19.8%
<b>Crystal Geysler (Roxanne)</b>	<b>0.5</b>	-0.0	-6.3%	<b>0.3</b>	-0.0	-0.4%	+5.9%
<b>Cascade Ice (Unique Beverages)</b>	<b>0.2</b>	-0.0	-10.4%	<b>0.2</b>	-0.0	-11.1%	-0.7%
<b>Private Label</b>	<b>28.4</b>	-0.7	-6.2%	<b>16.6</b>	+0.1	+6.5%	+12.7%
All Other	6.8	+1.3	+17.7%	8.4	+1.5	+29.6%	+11.9%
Category	<b>100</b>	-	-4.0%	<b>100</b>	-	+6.2%	+10.2%

Data includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

# TERRITORY CHANGES AND DEALS



The **San Antonio Spurs** have named nootropic energy drink **Nerd Focus** as the official energy partner of the pro basketball team and its home arena, AT&T Center.

**Nestlé** has bought an almost 50% stake in **Yfood**, the maker of meal replacement shakes and bars. The deal values Yfood at \$469 million, according to TechCrunch. Yfood, focused on the European market, generated \$131 million in sales last year, according to TechCrunch. The deal comes a year after Nestle Health Science bought a majority stake in protein shake maker Orgain (table below).

Enhanced water brand **Lemon Perfect** has expanded its presence at **Target** with 500 stores focused in California, Georgia, New York, Oregon, Texas and Washington. The brand added 12,000 stores in 2022 and projects \$60 million in retail sales for 2023, according to a company statement.

**Glow Beverage** has signed distribution agreements with Anheuser-Busch aligned **D. Bertoline & Son**, as well as **Nu**, for markets including Westchester and Putnam counties in NY state. Late last year, Glow launched a line of premium sparkling hydration and energy drinks packaged in glass bottles. The brand's ambassadors include influencer Kylie Jenner and star NFL quarterback Dak Prescott.

## Protein Shakes Category Share by Company

Full Year 2022 at Retail

Company (Key Trademark)	\$ Share *
Abbot Nutrition (Ensure)	21.2
Premier Nutrition	12.7
Nestle Health Science (Boost)	9.4
PepsiCo	6.9
Muscle Milk	6.5
Evolve	0.3
Gatorade Nutrition	0.1
Coca-Cola (Fairlife Core Power)	6.9
Atkins	3.9
Orgain (Majority Owned by Nestle)	2.0
Garden of Life	0.7
Private Label	7.6
All Other	28.8
<b>Category</b>	<b>100.0</b>

\* Totals may not sum due to rounding

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar and military channels.

Source: Beverage Digest

Powdered hydration beverage **Cure** has raised \$5.6 million in a Series A fundraising round to “accelerate retail expansion, grow its leadership team, enhance customer awareness, and develop new products,” the company announced. The product is available in 15,000 retail locations, including Sprouts, Albertsons, Kroger, Stop & Shop, Wegmans, HEB, CVS, and Walgreens. Cure was founded in 2019.



**Coca-Cola** has acquired a 15% stake in an India-based food delivery platform called [Thrive](#), according to the Economic Times. The website gives restaurants a platform to take online orders while retaining their customer data.

## PEOPLE

PepsiCo EVP and Chief Human Resources Officer **Ronald Schellekens** is retiring from the post, PepsiCo announced. He’ll be succeeded on Oct. 1 by Cognizant EVP and Chief People Officer **Becky Schmitt**, who previously also worked for Walmart.



Becky Schmitt

Former MillerCoors executive **Tom Cardella** has joined beverage incubator The 3rd BevCo as a board advisor. The company has said it will raise \$50 million to roll out “in-house and celebrity partnership brands.” They have raised almost \$2.6 million to date, according to their website.

WPP OpenX, the WPP creative agency dedicated to Coca-Cola, has hired **Andrew Keller** as global chief creative officer. He comes from Facebook parent company Meta, according to MediaPost. Keller will be based in Atlanta.

Walmart Chief Merchandising Officer **Charles Redfield** is leaving the role in May and will



become an adviser, the Wall Street Journal reported, citing a staff memo. A successor hasn't been named.

**Liberty Coca-Cola workers in Philadelphia have gone on strike** after a Teamsters contract expired and workers voted to reject a new contract. The 400 workers said they want better pay, healthcare, and retirement benefits, according to Quartz. In a statement, Liberty executives said they offered “the highest wage increases in Coca-Cola/Teamster Local 830’s history, along with a generous health and welfare benefits package.” The bottler added: “We have a strong contingency plan in place that allows for continued delivery of our products to our customers and consumers throughout the Philadelphia region market. We will continue to work with the union to reach a fair and equitable solution quickly.”

## BRIEFS

A federal judge in California has **permanently barred bankrupt Bang Energy owner Vital Pharmaceuticals (VPX) and former CEO Jack Owoc from using the word “creatine” to market or sell Bang Energy.** The word “creatine” must be scrubbed from all existing marketing and packaging within 60 days of the order filed on April 12. Bang, under new bankruptcy management following the recent firing of Owoc, must also post a corrective statement on websites and social media saying Vital and Owoc “willfully and deliberately engaged in false advertising by claiming that the BANG energy drink contains creatine, contains ‘Super Creatine,’ and provides the benefits of creatine.” The permanent injunction, spurred by a motion from Monster Beverage, follows a \$293 million jury verdict last September against VPX for falsely advertising the health benefits of the ingredient super creatine. The case was filed by Monster in 2018. Last November, Bang executives told distributors in a memo that the words “Fuel Your Destiny” would replace “Super Creatine” at the top center of the brand’s cans.

The Federal Trade Commission has sent notices to about 670 companies **warning marketers to “avoid deceiving consumers with advertisements that make product claims that cannot be backed up or substantiated,”** according to the agency’s website. The warning comes at a time when consumer packaged goods companies chase consumers who are willing to pay more for products with a healthy halo that promise improved wellness, especially in the wake of a global pandemic. “If a company makes a claim about the health or safety benefits of a product, that claim must be based on scientific evidence,” the agency

said. “If a company claims that its product can cure, mitigate, or treat a serious disease such as cancer or heart disease, it must back up that claim through the accepted standards of scientific testing.” The FTC added that “it will not hesitate to use its authority to target violators with large civil penalties,” which could reach \$50,120 per violation. Companies receiving the notice included Coca-Cola, PepsiCo, and Nestle HealthCare Nutrition. The FTC did not allege any actual wrongdoing by the companies. “While the FTC has long history of providing guidance on advertising substantiation, through both litigated cases and policy statements, many sellers continue to make unsubstantiated claims about their products and false claims about the proof they have,” the FTC said.



**PepsiCo has taken delivery of 18 Tesla Semi-trucks** for use in the Sacramento metro area.

Funding for the electric trucks came from a grant by the Sacramento Metropolitan Air Quality Management District. PepsiCo is using Tesla’s electric truck in other operations as well.

Coca-Cola’s **Costa Coffee will franchise its first shops in Japan** starting this summer in Tokyo, according to the Japan News. Costa has sold bottled coffees in the country since 2021, the news outlet said. (Coca-Cola’s Georgia Coffee is a major ready-to-drink beverage brand in Japan.)



Coca-Cola’s **Fanta has unveiled a new global visual identity.**

A long-running annual survey by the National Coffee Association found that **more Americans drank coffee in the past day than any other drink.** This year’s survey found that 65% of respondents drank coffee the day previous. The survey also found that 83% of those who

consumed coffee the day before being contacted did so at home. That's up +4.0% from January 2020. About a third of respondents who drank coffee in the past week had flavored coffee.

### US RTD Coffee at Retail: Full-Year 2022

RTD Coffee	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price +/-
<b>PepsiCo</b>	<b>52.4</b>	<b>-4.4</b>	<b>-5.6%</b>	<b>63.8</b>	<b>-4.7</b>	<b>+1.7%</b>	<b>+7.3%</b>
Starbucks (Shelf Stable)	35.1	-4.6	-10.2%	51.6	-5.2	-0.9%	+9.3%
Frappuccino	30.1	-3.8	-9.7%	42.2	-3.2	+1.4%	+11.2%
Doubleshot	1.6	-0.6	-33.0%	3.4	-1.3	-25.7%	+7.3%
Cold Brew	0.4	-0.1	-33.8%	0.7	-0.3	-31.0%	+2.8%
Starbucks Other	3.0	-0.1	+0.0%	5.3	+5.3	+0.0%	+0.0%
Starbucks (Chilled)	17.3	+0.5	+5.3%	12.2	+0.8	+14.1%	+8.8%
<b>Danone (Chilled)</b>	<b>25.7</b>	<b>+3.0</b>	<b>+14.0%</b>	<b>13.6</b>	<b>+3.3</b>	<b>+30.7%</b>	<b>+16.8%</b>
International Delight Iced Coffee	14.0	+1.0	+9.7%	5.5	+1.0	+25.7%	+16.0%
Stok	10.8	+1.7	+18.2%	7.0	+1.9	+33.0%	+14.8%
Danone Other	1.0	+0.3	+0.4%	1.1	+0.4	+0.7%	+0.3%
<b>Coca-Cola</b>	<b>6.6</b>	<b>-0.5</b>	<b>-4.3%</b>	<b>6.6</b>	<b>-0.6</b>	<b>+0.2%</b>	<b>+4.4%</b>
Dunkin'	4.2	-0.6	-11.2%	5.2	-0.7	-3.2%	+8.0%
Dunkin' Iced Coffee	4.2	-0.6	-10.9%	5.2	-0.6	-2.7%	+8.2%
Coca-Cola Other	2.5	+0.1	+0.1%	1.4	+0.1	+0.1%	+0.1%
<b>Califia Farms (Chilled)</b>	<b>3.1</b>	<b>+0.4</b>	<b>+14.0%</b>	<b>1.9</b>	<b>+0.2</b>	<b>+18.4%</b>	<b>+4.5%</b>
Califia Farms	3.1	+0.4	+14.0%	1.9	+0.2	+18.4%	+4.5%
<b>La Colombe</b>	<b>1.6</b>	<b>0.5</b>	<b>+29.9%</b>	<b>1.9</b>	<b>+0.2</b>	<b>+19.2%</b>	<b>-10.7%</b>
La Colombe RTD Coffee	1.6	+0.5	+29.9%	1.9	+0.2	+19.2%	-10.7%
<b>Chameleon - Nestlé (Chilled)</b>	<b>0.2</b>	<b>-0.1</b>	<b>-33.0%</b>	<b>0.2</b>	<b>-0.1</b>	<b>-32.6%</b>	<b>+0.4%</b>
Chameleon Cold Brew	0.2	-0.1	-33.0%	0.2	-0.1	-32.6%	+0.4%
<b>Stumptown (Chilled)</b>	<b>0.1</b>	<b>-0.0</b>	<b>-32.9%</b>	<b>0.1</b>	<b>-0.1</b>	<b>-30.7%</b>	<b>+2.2%</b>
<b>Private Label</b>	<b>2.5</b>	<b>-0.2</b>	<b>-0.0%</b>	<b>2.5</b>	<b>-0.2</b>	<b>+0.0%</b>	<b>0.0%</b>
<b>All Other</b>	<b>7.7</b>	<b>+1.4</b>	<b>+0.2%</b>	<b>11.2</b>	<b>+1.8</b>	<b>+0.3%</b>	<b>+0.1%</b>
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>+2.6%</b>	<b>100.0</b>	<b>-</b>	<b>+8.4%</b>	<b>+5.7%</b>

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

# NOTEWORTHY PRODUCT LAUNCHES

Talking Rain has added **Sparkling Ice + Energy** to its product lineup. The sparkling energy water will reach shelves in April in three flavors: Power Punch, Berry Blast, and Maximum Mango. Packages are 12-oz and 16-oz cans, according to the company. The drink includes added vitamins and minerals for immunity support and electrolytes.

Spindrift will launch a **Spiked Strawberry Lemonade** later this month with 4% alcohol by volume. The hard seltzer drink is unsweetened and flavored with strawberries, as well as lemon and lime juice, the company said.



---

©2023 Beverage Digest. All rights reserved. Beverage Digest is published by BD Media LLC.

No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher. Duane Stanford, Editor and Publisher. Laura Stanford, Digital Editor. Tripp Stanford, Product Specialist. Lina Zikas, Product Engineer.

Phone: (404) 444 1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). Email: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).

One-year subscription \$995. American Express, Mastercard and Visa accepted.

Sample copies available. Subscriptions non-cancellable except pursuant to specific limited promotional offers.

Single copies or maps \$85. ISSN 0738-8853.

**Speaker Alert: Macquarie's Caroline Levy Confirmed for Future Smarts.  
Save \$120.00 Now With Special Early Bird Registration.**

Caroline Levy, senior beverage analyst at Macquarie, is confirmed to speak at Future Smarts on Dec. 9 in New York City. Book now to save \$120.00 with our early bird pricing. Visit our conference page [HERE](#) for details.

**Future Smarts Conference December 9, 2019**

Coca-Cola	James Quincey	CEO
American Beverage Association	Katherine Lugar	President, CEO
Arca Continental	Arturo Gutiérrez Hernández	CEO
L.A. Libations	Danny Stepper	Co-Founder, CEO
Macquarie	Caroline Levy	Beverage, HPC Analyst
Mirth Provisions	Adam Stites	Founder, CEO
Pepsi Buffalo Rock	Matthew Dent	President, CEO
Reyes Coca-Cola Bottling	Bill O'Brien	CEO
Walgreens	Tom Burkemper	Sr Director, DMM - Beverages

**Would a National Plastic Package Fee Work? Independent US Coke, Pepsi Bottlers Weigh In.  
'It Will Just Escalate and Never Go Away.'**

**'We're Actually Coming Around to the Notion. Consumers are Tired of...Lip Service.'**

Plastic packaging waste may now pose the single-biggest risk to profitability for the global beverage industry. This is especially true in developed markets such as the US and UK. While the use, re-use and disposal of plastic packaging impacts beverage manufacturing costs directly, consumer perceptions about the sustainability of the material also threaten to increase negative sentiment toward beverage producers and decrease demand for their products. However, beverage makers are keenly aware that many consumers value the portability and convenience of PET containers. Manufacturers also make cogent arguments as to how PET can be more sustainable than other packages, especially as technological advances in chemistry, waste management and re-use promise to improve the environmental impact of the material. In search of a solution to this expanding risk, some

**Follow Beverage-Digest on Twitter: @BeverageDigest**

**In This Issue...**

- **Would a National Plastic Package Fee Work? Bottlers Weigh In.** PG. 1
- **Monster Energy Looks to Influence the Influencers About Ingredients.** PG. 4
- **Trend Watch: Meal Shakes. Huel Plans US Retail Store Launch.** PG. 5
- **Keurig Dr Pepper Not Ready for CBD, CEO Tells Investors.** PG. 6
- **International Perspective: 2Q Coke, Pepsi Global Volumes.** PG. 6

- **Territory Changes/Deals, People, Briefs**
- **Great Lakes Coca-Cola Acquires Tullahoma Bottler in TN, KY.**
- **Arizona Beverages Licenses Name to Dixie for THC Products.**
- **Simply Almond Launch. Wine Water Emerges. Trump Straws.**

**Additional Information ...**

- **[Click to Order BD's Newly-Released 'Fact Book, 24th Edition.'](#)**
- **[Click to Register for BD's Future Smarts Conference 2019.](#)**
- **[Order BD's 'Coke System' and 'Pepsi System' Books.](#)**

**WARNING: Unauthorized electronic, print or fax reproduction in whole or in part is a violation of Federal Law.  
Violators are liable for actual damages or statutory damages up to \$100,000.**

industry leaders have suggested behind the scenes that a national per-package fee could help the private and public sectors fund solutions faster. A key caveat is that the money would have to be directed to programs (with heavy guidance from industry) rather than to government general fund accounts. But would such a proposal ever fly among some of those who will be most affected – independent US Coca-Cola and PepsiCo bottlers?

**Bottler Views.** To find out, BD asked for the bottlers' views in an informal survey. To encourage candid responses, names and companies have been withheld. Respondents generally agreed that the plastic waste issue was important. Many emphasize that the industry is working hard to find solutions. And while few believed that a national package fee was a viable solution, there was more openness to the idea than one might have expected. The responses below were edited for clarity and space:



**'Horrendous Reporting.'** I would not support a fee which is a tax on beverages. It will just escalate and never go away, with horrendous reporting processes. With that being said, our beverage companies and national association must start a campaign to increase our recycling rates and find ways to make it easy and efficient to recycle for the consumer. Lastly, even if we only doubled the current recycling, we don't have enough uses for the recycled plastic in our country. Lots of work needs to be done. But if the parent companies don't start now, there will be a tax enacted.

**'Undue Criticism.'** Recycling of plastic containers is a huge issue, but I firmly think that the extra fee per container would not make consumers recycle more. The soft drink industry takes a lot of undue criticism for soft drink containers. The distributors would be responsible for collecting this fee and it would only take away from a shrinking bottom line. We as the local bottler support recycling activities, and the general consumer seems to not care. On top of that no one seems to want the recycled materials.

**'Engaging Consumers.'** I am not sure we could support a fee per container at retail as government fees such as this tend to fund lots and lots of bureaucracy, and the funds do not accomplish the objective they were designed to achieve. It will take the efforts of industry, civil society, and government together to find the best ways to make recycling economic and efficient. Funding the infrastructure required and engaging consumers is critical. The packaging industry and all packaged goods companies using plastic need to participate, as it does not make sense to single out one or two users of plastics. Responsible recycling of all types of materials is important to our society and continued advancements in technology enable more and more opportunities for recycling and reusing materials.

**'Adding Costs.'** The reality is that we represent only roughly 7% of the total PET stream. Real improvement in total will require others outside the beverage industry to take similar approaches. I am not in favor of a packaging fee because adding costs via consumer penalties doesn't solve issues. I'd rather see the federal government work with China and India to stop their devastating impact on the global environment, because it's factual that they contribute a vast majority of the waste in areas like the floating plastic in the Pacific Ocean.

**'Change Behavior.'** We can't change recycling ratios without changing the commitment of the user. Money (a deposit) will not change behavior. Folks must believe it's in their best interest to reuse packaging material in whatever form it comes. There are tremendous marketing, food safety and consumer benefits from recyclable material for both users and manufacturers of food and beverages. Eventually the reuse idea should include many items other than food packaging. That approach would have a positive economic effect on the cost/value of recycling and reduce the amount of land/space needed for unusable waste.

**Stop at Penny?** I'm not sure I would support a recycling fee. If it starts at a penny where does it stop? What about plastic producers? Why aren't they in the lead on this?

**Hyper-Focused.** In general, I am against government intervention. The industry is hyper-focused on this area, and should be able to come up with solutions without imposing a tax at retail.

**'Free Market.'** To further tax or assess fees would detract from free market initiatives in the industry. In addition, specific governmental fees rarely get directed appropriately for the cause for which they were based.

**'Education.'** I am not a fee or tax person. Things can get solved without those steps. I like the idea of taking the education to the consumer and keep government out of the solution.

**Yes, With Conditions.** I would be supportive. We need to be proactive with our plastic container waste. A couple of conditions. First, everyone in the beverage industry must be included, no free passes. Second, over time other industries that use plastic packaging must accept responsibility for their plastic waste. Third, the money must be isolated from other government expenses so that it goes to reducing plastic waste. Fourth, industry involvement is critical to success. This cannot be left to politicians.

**Surcharge Maybe, Not Deposit.** Something proactive needs to happen. It is a growing issue and will get worse. And it is not confined to plastic bottles. I would favor some sort of surcharge in the chain between resin and retail, but I am not sure at this point where it should be. We definitely don't want a deposit. And bottlers are not the best source for collection. The bottles need to be valuable enough for individuals and accumulators to take them to recyclers or collection points. And valuable enough for recyclers to want to fool with them. Now if that unending circle can become established, we will get somewhere.

**'Coming Around.'** I don't know if a per-package fee would really do anything to increase the amount of recycled material. My concern is the money generated would get lost in the general fund and become another new form of taxation, regardless of the great intentions of the legislation. We're actually coming around to the notion of a national deposit law on all beverage containers to boost rPET availability. The idea was always considered anathema to the industry but we've been stuck at a 30% recycling rate or below – much of which is generated by the ten deposit states. Consumers are tired of hearing the industry is doing little to solve the problem other than lip service. We could run 50% rPET in our bottles today without too much difficulty if we could find the material at a 10% premium or less, but there's just not enough material available in most areas of the country. This is an important issue today for many of our consumers and we need to be proactive.



**'Mill Tax.'** I've always been a proponent of a federal mill tax or fee, spread across all industries, to manage environmental and health issues. Why should the beverage industry solely have the perpetual target on its back? A mill tax spreads the pain proportionately. Essentially, the federal government charges a fee per pound (plastic, sweeteners, paper) at the manufacturing source, versus a cumbersome and often unfair retail pricing scheme. With proper legislation, you keep the funds dedicated to the environment or health, versus general funds to offset pension shortfalls. There would be many issues. How do you prevent local governments from "piling on" additional fees? How do you manage

imported products? Who manages the recycling and re-use? Companies like PepsiCo, Coca-Cola, Keurig Dr Pepper and the American Beverage Association need to seek broader solutions, versus going it alone with short term 1-cent per container fees to address the plastic issue.

## **Monster Energy Looks to Influence the Influencers.**

### **Company Rebuts Negative Perceptions of Caffeine, Sugar and Taurine.**

Monster Beverage recently surveyed media influencers and opinion leaders about their perceptions of the energy drink category (BD did not participate). Monster followed up with a letter sharing some of the findings. “The feedback and input we received really enlightened us,” the letter read. “We learned that there are a lot of strong opinions and some misconceptions around caffeine, ‘chemicals,’ sugar effects, etc.” From there, the letter attempted to clear the air on some of the misconceptions. “From a branding perspective, Monster may appear hard core,” it said, “but from the formulation perspective, our beverage products are efficient in supporting energy with thoughtful and safe ingredients.” BD notes that Monster’s defense comes amid a growing number of competitors touting “healthy” energy drink alternatives. Here’s a look at Monster’s rebuttals:



**Caffeine.** “Most people think energy beverages have more caffeine than coffee,” read Monster’s letter to influencers. “On an ounce per ounce basis, Monster Energy has about half the caffeine of brewed coffee-house coffee.” The rebuttal echoes comparisons to Starbucks’ brewed coffee voiced by Monster executives in 2013 during a period of intense negative publicity about the safety of Monster Energy amid lawsuits and an FDA inquiry.

<b>Energy Drink Performance, YTD Through June 16, 2019</b>							
<b>Product</b>	<b>Vol Share</b>	<b>Share +/-</b>	<b>Vol % +/-</b>	<b>\$ Share</b>	<b>\$ Share +/-</b>	<b>% +/-</b>	<b>Price % +/-</b>
Monster TM	41.0	-4.9	2.6%	33.5	-3.1	2.3%	-0.3%
Red Bull	22.6	-1.7	7.0%	33.5	-1.5	6.9%	-0.1%
Bang	10.1	8.6	669.9%	6.4	5.5	655.7%	-14.2%
Rockstar	8.4	-2.1	-8.3%	6.0	-1.0	-4.7%	3.6%
Nos (Monster)	3.8	-0.9	-7.2%	3.1	-0.4	-0.5%	6.7%
Starbucks	2.7	-0.3	4.6%	3.2	-0.1	7.3%	2.7%
Mtn Dew Amp Game Fuel	1.0	1.0	n/a	0.9	0.9	n/a	n/a
Full Throttle (Monster)	0.9	-0.3	-12.4%	0.7	-0.2	-7.6%	4.8%
5 Hour	0.7	-0.1	-4%	6.3	-1.0	-3.9%	0.1%
Mtn Dew Amp	0.5	-0.4	-36.5%	0.4	-0.3	-32.1%	4.4%
All Other	8.3	n/a	n/a	6.0	n/a	n/a	n/a
Category	100	n/a	14.9%	100	n/a	11.8%	-3.1%

**Taurine.** The letter went on to say that about 30% of those polled believe energy drinks have “dangerous” levels of taurine. (Coke, Monster’s global distribution partner, has marketed its new Coca-Cola Energy as “completely taurine-free” and included the phrase “no taurine” on the can.) “Taurine is a common and healthy ingredient,” Monster said. “Taurine is a cardio-protective amino acid that increases the force or strength of the heartbeat, which in turn supports total body energy production.” Monster added that the three primary ingredients in its energy drinks – taurine, L-carnitine and inositol – are “commonly found in infant formula.”

**Sugar.** Monster said many influencers “called out sugar levels of energy products.” (Monster Energy contains 27g of sugar per 8-oz serving, roughly the same as an original Coca-Cola at 26g.) The company pointed out that 46% of Monster Energy’s product line is made up of zero- or low-sugar offerings. Reinforcing the point, a box of product samples included with the letter contained low- or no-sugar products. Wording on the box pointed out



that Caffe Monster energy coffee contains one-third less sugar than Starbucks bottled Frappuccino. The company also said Monster Energy has the same amount of sugar as orange juice. “Monster agrees sugar should be a consideration for different lifestyles and diets,” the letter read. “It must also be said that sugar is an energy-supplying resource.” The company noted that the sugar in Monster Energy contains both cane sugar and glucose, saying the latter hits the blood stream faster to provide energy. The letter added: “Monster Energy products do not contain high fructose corn syrup.”

**No Bull.** To close the letter, Monster lightened the mood with a quick reference to a popular energy drink myth in social media circles. “No, Monster Energy does not have bull sperm :)”

**2Q Results.** On August 7, Monster reported second-quarter revenue that fell short of expectations. Organic revenue growth was +11.2%, less than the +12.4% estimated by Macquarie analyst Caroline Levy. US sales were up +5%, less than the +7% predicted by a consensus of Wall Street analysts. CEO Rodney Sacks said sales of Reign, Monster’s answer to Bang Energy, haven’t been as strong in June and July as executives expected. On the bright side, the brand debuted last week at Walmart.

**Trend Watch: Meal Replacement Shakes.**

**Soylent Challenger Huel Plans US Bricks-and-Mortar Push for New RTD Offering.**

High-end meal replacement shakes make up an emerging segment tracked closely by both venture capitalists and strategic investors such as Coca-Cola’s Venturing & Emerging Brands unit. One such meal shake purveyor, Soylent, made a name for itself in 2017 when Google Ventures led a \$50 million investment round to help the online-only retailer expand into bricks-and-mortar retail (BD 3/2/18). The company produces and markets a line of protein-rich shakes in both a powdered mix and in ready-to-drink bottles. The product is targeted at professionals who are too busy to eat and want a shortcut to a balanced meal. While US-based Soylent has led this charge since 2014, a UK-based competitor called Huel has quietly mounted a challenge. Huel (which gets its name by combining “human” and “fuel”) has sold its powdered meal replacement product online in the US since June 2017. Now the company is planning its own bricks-and-mortar expansion in the US, according to CEO James McMaster, who spoke to BD this week from New York. McMaster said the company expects to expand its new ready-to-drink (RTD) product from online to stores in the US and UK “sometime next year.” So far, Huel’s US business has generated an annualized run rate of about \$30 million in sales, McMaster said. Globally, Huel’s run rate is closer to \$100 million.



	<b>Bottle Size</b>	<b>Calories</b>	<b>Carbs (g)</b>	<b>Fat (g)</b>	<b>Protein (g)</b>	<b>Sugar (g)</b>
Huel	16.9	400	41	19	20	3
Soylent	14	400	37	21	20	9

**Details.** “The opportunity is the areas where people are buying impulsively,” McMaster said of the RTD product. “Our ready-to-serve bottle has done incredibly well, and we’re now looking at what are the best ways to be available on the go as well, in a targeted way.” McMaster declined to elaborate on potential retailers or distribution partners, and he said he doesn’t yet have a retail team. “We’re literally going through the plan now and strategizing,” he said. Online, a 16.9-oz bottle of Huel sells for \$4.05, when purchased by subscription in a single 12-pack. A bricks-and-mortar retail price hasn’t been determined, McMaster said. By comparison, a 14-oz bottle of Soylent sells for \$3.09, when purchased by subscription in a 12-pack. In key nutritional categories,

Huel and Soylent are fairly similar, except when it comes to sugar content (see table). Huel contains less than one-third of the sugar of Soylent. Both are sweetened in part with sucralose. “We actually have a phrase, which is ‘Nutrition first, taste a close second,’” McMaster said when asked about Huel’s low sugar level. “Which just shows you how invested we are in what we’re trying to do, to make the world eat better.” BD pressed McMaster to elaborate. “Huel is actually something that’s intended to provide nutrition calories to fill you up, and it’s therefore quite different from most beverages,” he said. “Often, food is just fuel, and you want to have nutritious fuel in the quickest possible time.”

### **Keurig Dr Pepper Not Ready for CBD, CEO Says.** **Plus, Second-Quarter Results.**

During an Aug. 8 earnings conference call with stock analysts, Keurig Dr Pepper CEO Bob Gamgort closed the door for now on any move into the CBD (cannabidiol) beverage market. When asked about the emerging category, Gamgort said the ingredient would have to be “legal first, proven to be safe and proven to be effective” to justify a move by Keurig Dr Pepper. “All three of those are either unknown or a question mark at this point in time,” Gamgort said, adding that a “big green light” by the FDA also would make it easier to participate. “We’re not going to be on the bleeding edge of something that is frowned upon by the government and unsure from a consumer safety standpoint.” Gamgort’s comments echo those made previously by Coca-Cola CEO James Quincey.

**2Q Results.** Organic net sales for Keurig Dr Pepper’s packaged beverage business rose +1.0% in the second quarter, which was lower than some analysts expected. Wells Fargo predicted +4.0% growth. The segment was helped by +2.0% pricing growth, as volume declined -1.0%. Sales were helped by trademarks Dr Pepper and Canada Dry, as well as Sunkist and Core Hydration, Gamgort said during the conference call. He described Bai sales as “soft.” Organic net sales for Keurig’s coffee pod and brewer business grew +4.8%. Sales of beverage concentrates to bottlers and syrup to fountain customers grew +3.3% as a segment, according to the company.



### **International Perspective: 2Q Coca-Cola, PepsiCo Global Volumes.** **Brazil Remains Stronghold. Declines for Coke Japan, PepsiCo China.**

Quarterly, BD culls global beverage volume performance for Coca-Cola and PepsiCo from regulatory filings. The table on page 7 includes all markets disclosed by the companies for the second-quarter. Volume changes often are expressed without specific percentages. In some cases, Coca-Cola combines regions. The data for both companies includes carbonated and non-carbonated drinks.

**Coca-Cola.** The company showed improvement in several markets including Central and Eastern Europe, Mexico, and South Pacific. India and Southwest Asia reported volume growth of +20%, a marked acceleration from the first-quarter and 2018. Brazil continued to show strength, and South Latin decline decelerated compared to the first-quarter. In the combined China/Korea market, growth decelerated to +2% compared to +8% in the first quarter. Japan deteriorated. Middle East & North Africa posted a volume decline following first-quarter growth of +2%.

**PepsiCo.** Brazil and India produced strong performances for PepsiCo, while Nigeria maintained a double-digit percentage gain. China, Turkey and the Middle East deteriorated. Europe was challenged as Germany, Russia, France and the UK posted declines. Poland was the company’s European bright spot. In Latin America, Guatemala grew by a double-digit percentage. Growth in Mexico and Colombia decelerated, while Argentina’s volume continued to slide.

Global Beverage Volumes Reported by Coke & PepsiCo: Second-Quarter 2019							
Market	Coca-Cola			Market	PepsiCo		
	Q2 '19	Q1 '19	2018		Q2 '19	Q1 '19	2018
	% +/-	% +/-	% +/-		% +/-	% +/-	% +/-
Brazil	5%	5%	1%	Brazil	+DD	+DD	+HSD
China/Korea	2%	8%	6%	China	-MSD	+HSD	+LSD
South Pacific	4%	-3%	Even	Germany	-LSD	+LSD	+DD
India & Southwest Asia	20%	6%	10%	India	+HSD	-DD	+MSD
Mexico	1%	-1%	1%	Mexico	+LSD	+MSD	-LSD
Middle East & North Africa	Decline	2%	Gain	Middle East	-HSD	-MSD	-MSD
Latin Center	2%	-1%	1%	Argentina	-DD	-DD	-MSD
Japan	-6%	Even	1%	Pakistan	-LSD	-DD	+LSD
Caucasus & Central Asia	Gain	Gain	Gain	Russia	-MSD	+MSD	+MSD
Turkey	Gain	Gain	Gain	Turkey	-HSD	-LSD	+MSD
ASEAN	13%	14%	Even	Philippines	+MSD	+DD	-DD
South & East Africa	Gain	Decline	Even	Nigeria	+DD	+DD	+HSD
Western Europe	Gain	Gain	Even	U.K.	-LSD	-LSD	-LSD
U.S./Canada	-1%	-1%	1%	U.S./Canada	-LSD	-LSD	-LSD
Central & Eastern Europe	2%	Gain	Gain	France	-LSD	+LSD	+HSD
West Africa	Gain	Gain	Decline	Guatemala	+DD	+DD	+MSD
South Latin	-4%	-7%	-4%	Poland	+DD	+MSD	+DD
				Colombia	+LSD	+DD	+DD
				Vietnam	+DD	+DD	+DD
				Chile	+MSD	+MSD	**

Key: HSD (High-Single-Digit); MSD (Mid-Single-Digit); LSD (Low-Single-Digit); DD (Double-Digit). Note: 'Gain' unspecified in filing.  
 \*\*Breakout not reported or segment changed. Source: Company SEC filings

### Territory Changes and Deals.

**Reyes' Coke Empire Grows.** Great Lakes Coca-Cola Bottling, owned by Reyes Holdings, has agreed to acquire Coca-Cola Bottling Works of Tullahoma, based in Tennessee, the companies said. Founded in 1906, Tullahoma Coke operates in 30 Tennessee and Kentucky counties and employs 200 people. The acquisition is set to close in September. (Note: Beverage Digest's revised The Coke System book, which maps Coca-Cola's US distribution system, will be released this month. Click [HERE](#) for details.)

**Arizona High.** Arizona Beverages, which made a name for itself selling 16-oz cans of tea for 99 cents, has agreed to license its name to Dixie Brands in the US for a line of THC-infused products and edibles. THC (tetrahydrocannabinol) is the hallucinogenic compound found in marijuana. The deal includes the possibility of a \$10 million strategic investment by Arizona in Colorado-based Dixie, the companies said. "Arizona has always led the way in product innovation," Arizona Chairman and co-founder Don Vultaggio said in a statement. "The cannabis market is an important emerging category, and we've maintained our independence as a private business to be positioned to lead and seize generation-defining opportunities exactly like this one." The first products under the Arizona name will be gummies and vape pens, a spokesman said.

**Plus.** PepsiCo acquired an almost 26% stake of Chinese health food maker Natural Food International Holding for about \$130 million, becoming the company's second-largest shareholder ... Nestlé will invest \$100 million in Indonesia to add packaging lines at three plants to boost production of brands including Milo chocolate malt drink and Nescafé ready-to-drink coffee ... Spirits maker Diageo has acquired a majority stake in non-alcoholic spirits brand Seedlip ... As first reported by Beverage Business Insights, Los Angeles-based distributor Haralambos is said to be in talks for a sale to Classic Distributing & Beverage Group, a MillerCoors beer distributor also based in Los Angeles.

### **People.**

**Chris Foley** (pictured right) has been named an SVP and president of Meals & Beverages at Campbell ... Oxigen Beverages, maker of "oxygen-enhanced" water and shots, has hired **Jeff Seavey** as chief sales officer and **Matthew Rothschild** as national director of direct store delivery and wholesale; combined, the executives have spent time at Core Hydration, Glaceau, Zico and Nestlé Waters, according to Oxigen ... **VG Siddhartha**, the founder of India's Coffee Day Enterprises, has been found dead after leaving a letter saying he was "succumbing" to pressure from lenders and private equity partners, according to media reports ... Humm Kombucha has named former Red Bull executive **Matt Witherell** as president ... PepsiCo Beverages North America CEO **Kirk Tanner** sold \$1.2 million worth of PepsiCo stock on Aug. 2, according to a regulatory filing ... **Marisa Thalberg**, Taco Bell's global chief brand officer, is leaving the company.



### **Briefs.**

**COKE 2Q Results.** Coca-Cola Consolidated boosted revenue +4.4% in the second quarter, helped by pricing-led growth in sparkling soft drinks and strong performance among still beverages. The introduction of Monster Reign boosted energy drink category sales, while sports drinks got a boost from Body Armor, the company reported. Total beverage volume increased +0.4%.

**Retailers.** A GasBuddy survey of convenience store consumers found that 65% of respondents said their drink purchases were impulse buys, with 44% saying they are buying healthier products ... Yum Brands' Pizza Hut, a PepsiCo customer, plans to decrease its store count in the US by almost 500 locations during the next two years as it closes underperforming dine-in restaurants, replacing some with carryout stores, according to Nation's Restaurant News ... Burger King, a Coke customer, has said it will expand its plant-based Impossible Whopper throughout the US starting this week.

**Coke and Pepsi Exit Plastics Group.** Coca-Cola has withdrawn from the Plastics Industry Association, saying in a statement that certain positions by the group "were not fully consistent with our commitments and goals." PepsiCo told Dow Jones that this year will be its last with the association. The association told Dow Jones that the companies were pressured by Greenpeace. **Leadership.** Next month, Tony Radoszewski will join the association as its new president and CEO, succeeding Bill Carteaux who died in December from leukemia. He was previously president of the Plastics Pipe Institute.

**Launches, Expansions.** Coke debuted a new Share a Coke program, shifted to fall from summer, that features US college and professional football teams and sayings such as "#1 Fan" instead of consumers' names ... Coke Canada has launched a plant-based Simply Almond beverage that it has also trademarked in the US ... Canada-based Flow Alkaline Spring Water has opened a \$15.5 million production plant in the Shenandoah Valley of Virginia ... Nestlé has begun selling Starbucks-branded coffee capsules and instant powders in China.

**Quick Takes.** An Aug. 1 Washington Post story details an emerging segment of non-alcoholic beverages known as "wine water" that is "infused with the flavor from discarded grape skins used in winemaking" ... The San Francisco International Airport has banned the sale of plastic water bottles starting on Aug. 20 ... President Donald

Trump's campaign website is selling Trump-branded plastic straws at \$15 for 10, according to the BBC ... The Tennessee Historical Commission has installed a historical market in Johnston City, Tennessee after ruling it to be the "Home of Mountain Dew" ... Keurig Dr Pepper has opened a new 32,500-square-foot distribution center in South Point, Ohio that will serve 30 counties; a previous smaller facility nearby was closed ... According to the news site Law & Crime, a US federal appeals court ruling in a hospital racial discrimination case included this footnote about a citation the judge used as precedent: "Alert readers will notice a citation slip-up here. Dr Pepper has 23 flavors but 0 periods. The court mis-punctuated America's oldest major soft drink. Born in 1885 (one year before Coca-Cola), Dr Pepper ditched the period in the 1950s after an errant logo design squished the letters so that the curvy script looked like 'Di Pepper.' See Dr Pepper (@drpepper), TWITTER."

---

### **Did you Know?**

Subscribers now can access **BD** content online at [beverage-digest.com](http://beverage-digest.com).

The site is mobile-friendly, too.

A first-time user should click the "Sign In" and "Forget Your Password?" links to access their account.

Call 404-372-2758 for assistance.

---

**Duane Stanford, Executive Editor | [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com)**

---

©2019 Beverage Digest. All rights reserved. Beverage Digest is published by Zenith Global Americas LLC.

No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.

Richard Hall, Publisher. Duane Stanford, Executive Editor. Tripp Stanford, Insight Analyst.

**Phone:** (404) 444 1848. **Website:** [www.beverage-digest.com](http://www.beverage-digest.com). **Email:** [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).

One-year subscription \$925. American Express, Mastercard and Visa accepted.

Sample copies available. Subscriptions non-cancellable except pursuant to specific limited promotional offers.

Published 22 times per year plus special issues and email alerts. Single copies or maps \$85, prepaid orders only. ISSN 0738-8853.

# Global CBD Drinks Report 2019



A new report from Zenith Global and Beverage Digest examines the current trends and market dynamics shaping the nascent yet promising CBD-infused beverages category. This report highlights global opportunities for packaged beverage entrepreneurs looking to develop a first-mover advantage in a rapidly evolving category full of regulatory uncertainty.

[Available for immediate download](#)

# BEVERAGE DIGEST

March 18, 2021



## IN THIS ISSUE

- |       |   |        |   |
|-------|---|--------|---|
| Pg. 2 | Energy Drinks at Retail 2020 [DATA]             | Pg. 9  | Uncuffed, PepsiCo Launches Mtn Dew Rise |
| Pg. 4 | Chilled Segment Fuels RTD Coffee Growth [DATA]  | Pg. 11 | Territory Changes and Deals             |
| Pg. 7 | Nestlé Essentia Buyout Part of Shift to Premium | Pg. 12 | People                                  |
| Pg. 8 | Report: Analysts Chart Bullish Path to Normal   | Pg. 13 | Briefs                                  |

**WARNING:** UNAUTHORIZED ELECTRONIC, PRINT, OR FAX REPRODUCTION IN WHOLE OR IN PART IS A VIOLATION OF FEDERAL LAW.  
VIOLATORS ARE LIABLE FOR ACTUAL DAMAGES OR STATUTORY DAMAGES UP TO \$100,000.

## OPENING THOUGHTS

We've released the newest version of our Coke and Pepsi system book, detailing the geographies of all 145 franchise bottlers. Now combined into a single PDF, *The Coke and Pepsi Systems* includes re-designed maps and keys that are easier to read.

The book details the US bottling systems for Coke and Pepsi as they exist today. For the first time, we've added regional maps to help you drill down even easier.

My favorite new element is a series of maps pinpointing production plants. One depicts both systems' plants on the same page, providing a fascinating look at possible system efficiencies and inefficiencies in various regions. It's also fun to see how often Coke and Pepsi plants are located near each other.

As always, the book provides a breakdown of the top-10 bottlers for each system, including the percentage of system volume handled. Heat maps depict the per-capita volume concentration in each of those territories. Lists of production plants and franchise bottler headquarters are useful reference tools. And you'll find details of bottler territory consolidation deals dating back to 1998.

In addition to the content changes, we'll now keep your book current with free updates for a year after purchase. Anytime there is a territory change in one of the systems, we'll email you a revised PDF. Visit this [page](#) to preview the new book, and we're always happy to answer questions.



– Duane Stanford, Editor & Publisher

## ENERGY DRINKS

US ENERGY CATEGORY GREW +6.9% IN 2020 AS SOME MAJOR BRANDS LOSE SHARE

**Full-Year 2020 US Energy Results at Retail by Brand.**

**Credit Suisse Analysts See Monster Opportunity With 'Energy+' Expansion.**

**Plus, Recent Category Performance.**

Bang Energy lost volume and dollar share at US retail in 2020 amid the Covid-19 pandemic, distribution disruption, and increased competition. As shown in the table with this story, Bang's dollar sales fell -1.4% in an energy category that grew +6.9% in 2020. Bang's prospects for a return to growth this year are unclear as brand owner Vital Pharmaceuticals (VPX) is now mired in a [lawsuit](#) and arbitration with its master distributor PepsiCo. Bang has



said it will take back Bang distribution in 2023. In December, an arbitrator blocked Bang from taking back the brand immediately. PepsiCo took on Bang in June of last year after signing a deal late last April. Even before that transition, Bang warned some distributors that volume declines could cause the company “to consider revisions to, or the termination of, the distributor relationship,” according to a letter at the time signed by EVP of Sales Gene Bukovi and copied to Bang CEO Jack Owoc. Meanwhile, Reign, Monster Beverage’s BCAA (branched-chain amino acid) answer to Bang in the growing performance energy segment, added share last year and grew sales. Performance brands Celsius and C4 also took share of the energy category.

**PEPSICO FOCUS.** Rockstar Energy, [acquired](#) early last year by PepsiCo, lost volume and dollar share in 2020 as sales fell. The brand had been flagging for years. PepsiCo has since [relaunched](#) Rockstar this February. The company is likely to further emphasize Rockstar at retail along with Mtn Dew Rise (see story later in this issue) now that Bang plans to take back distribution in 2023.

**BURSTING OUT OF THE RING.** Red Bull handily outperformed the US energy category at retail last year, growing dollar and volume sales at roughly twice the rate, as shown in the table. The brand took share by both measures. Monster posted sales gains that underperformed the category as the trademark lost share.

**ENERGY+.** In a March 16 research report, analysts at Credit Suisse led by Kaumil Gajrawala said energy drinks are gaining “mainstream” appeal by way of fitness energy, caffeinated hydration, and the blurring of lines between energy, sports, and seltzer consumers. The analysts referred to the expanding category as “Energy+” and said this “fundamental change” represents an opportunity for Monster Beverage. “Investors still consider energy drinks a standalone, niche category, failing to take into account its full growth potential,” the analysts wrote. “Monster will be operating in a market that is notably bigger.” The analysts pegged the US Energy+ market at \$36 billion last year, with energy drinks making up 16% of the total. “In the next 24 months, Monster could lean heavily into Energy+,” the analysts said. “This includes caffeinated non-alcoholic seltzers, ‘clean’ energy and sports drinks, and a hard seltzer.”

**LATEST FOUR WEEKS.** According to Nielsen data cited by Morgan Stanley for the 4-week period ending Feb. 27 (not in table), Energy category dollar sales grew +8.8%, which represented a deceleration from +12.6% in the 12-week period.

## US Energy Drinks at Retail: Full-Year 2020

Energy Drinks (Select Trademarks)	Vol Share*	Vol Share +/-	Vol +/-	\$ Share*	\$ Share +/-	\$ +/-	Price +/-
Monster Energy**	33.3	-0.9	+3.8%	29.6	-0.9	+3.9%	+0.0%
Red Bull	24.3	+1.5	+13.6%	37.8	+2.2	+13.3%	-0.3%
Bang (VPX; PepsiCo-distributed)	8.0	-0.6	-0.1%	7.8	-0.7	-1.4%	-1.3%
Rockstar (PepsiCo)	7.6	-1.1	-7.3%	5.5	-0.9	-8.4%	-1.0%
NOS (Monster)	3.7	-0.2	+0.6%	3.2	-0.2	-0.3%	-0.9%
Reign (Monster)	3.2	+1.0	+52.6%	3.0	+1.0	+55.8%	+3.2%
Dew AMP (PepsiCo)	1.1	-0.3	-18.4%	1.0	-0.3	-18.3%	+0.1%
Full Throttle (Monster)	0.8	-0.1	-2.9%	0.7	-0.1	-3.4%	-0.5%
Celsius	0.8	+0.3	+61.3%	0.7	+0.2	+60.2%	-1.1%
Coke Energy (Coca-Cola)	0.7	+0.7	n/a	0.7	+0.7	n/a	n/a
5-Hour Energy	0.6	-0.1	-8.6%	5.6	-0.9	-8.3%	+0.3%
Rip It (National Beverage)	0.5	-0.1	-15.3%	0.2	-0.1	-13.9%	+1.4%
C4 (Cellucor)	0.3	+0.2	+165.8%	0.3	+0.2	+163.4%	-2.4%
Redline (VPX)	0.1	-0.0	-16.5%	0.4	-0.1	-17.0%	-0.5%
Private Label	5.3	-0.4	-0.0%	0.5	-0.1	-5.4%	-5.4%
<b>Energy Category</b>	<b>100.0</b>	<b>-</b>	<b>+6.7%</b>	<b>100.0</b>	<b>-</b>	<b>+6.9%</b>	<b>+0.2%</b>

\* Share columns do not sum to full category. \*\* Excludes Java, Java Café, Hydro.

**Note:** Table draws from two separate data sources. Data points chosen to provide best possible metrics for brands, companies, categories shown.

**Data:** Includes grocery, convenience, drug, mass including Walmart, club, dollar, and military channels.

# RTD COFFEE

## CATEGORY LEADER STARBUCKS FUELED 2020 GROWTH AT US RETAIL

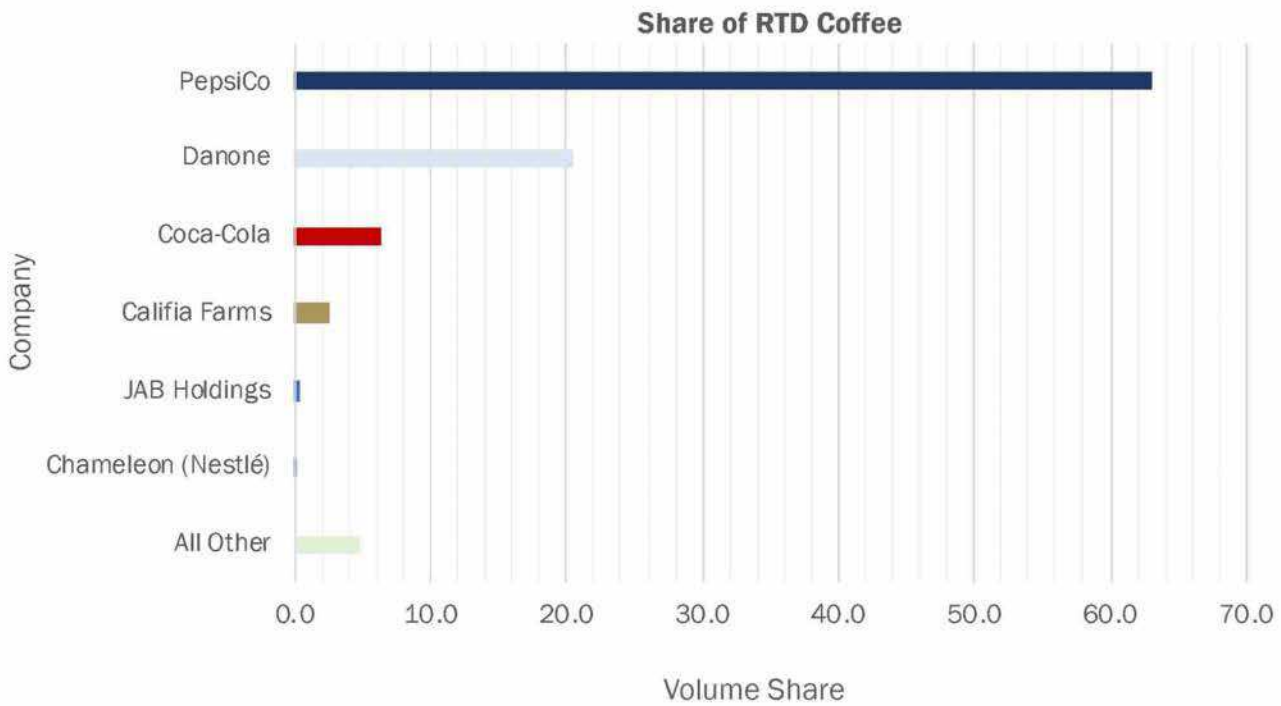
## CHILLED SEGMENT OUTPERFORMED SHELF-STABLE PRODUCTS

The US ready-to-drink coffee category, including shelf-stable and chilled products, posted almost +16% dollar growth in 2020, fueled by PepsiCo's Starbucks brand. The shelf-stable segment underperformed the full category, growing almost +11%, while the chilled segment grew +36%. As shown in the table with this story, shelf stable versions of Starbucks grew almost +13% by dollars. Starbucks' offerings in the smaller chilled RTD coffee segment posted growth of +42%. The largest Starbucks RTD product, Frappuccino, lost volume and

dollar share of the total RTD coffee category, including chilled and shelf stable. That dollar share decline for Frappuccino, a shelf-stable product, underscored the more rapid growth of the chilled RTD coffee segment.

**COCA-COLA MIXED RESULTS.** The company's current foray into the bottled and canned coffee category in the US was a mixed bag in 2020. Coke lost share to end the year with an almost 7.0 share of the category. While Coke's RTD collaboration with Dunkin' Brands led to higher sales, a separate RTD partnership with McDonald's led to declining sales for McCafe. Both the Dunkin' and McCafe brands lost share of the category.

**SHARE WINNER.** In 2020, Danone won an additional 3.1 share points of the category (which includes a significant amount of multi-serve packages). The gain was driven by Danone's International Delight and Stok offerings, which have a strong grocery presence and likely benefitted from higher traffic in the channel during pandemic lockdowns.



## US RTD Coffee at Retail: Full-Year 2020

RTD Coffee	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price +/-
<b>PepsiCo</b>	<b>63.0</b>	<b>-2.1</b>	<b>+16.6%</b>	<b>72.7</b>	<b>+0.1</b>	<b>+15.8%</b>	<b>-0.8%</b>
Starbucks: Shelf Stable	48.3	-5.2	+10.6%	62.9	-2.4	+12.6%	+1.9%
Frappucino	42.0	-3.3	+13.0%	51.1	-0.8	+14.5%	+1.4%
Doubleshot	3.3	-1.0	-4.3%	6.4	-1.5	-4.4%	-0.1%
Cold Brew	0.7	-0.4	-23.1%	1.4	-0.6	-23.3%	-0.2%
Starbucks Shelf Stable Other	2.3	-0.6	-0.0%	4.0	+3.9	+0.4%	+0.4%
Starbucks: Chilled	14.7	+4.1	+42.1%	9.8	+3.1	+42.4%	+0.3%
<b>Danone</b>	<b>20.4</b>	<b>+5.5</b>	<b>+40.9%</b>	<b>9.8</b>	<b>+3.1</b>	<b>+42.7%</b>	<b>+1.8%</b>
International Delight Iced Coffee	11.8	+1.8	+31.5%	4.2	+0.8	+32.1%	+0.6%
Stok	8.0	+3.4	+53.4%	4.8	+2.1	+52.7%	-0.6%
Danone Other	0.7	+0.3	+1.4%	0.7	+0.2	+0.6%	-0.8%
<b>Coca-Cola</b>	<b>6.4</b>	<b>-1.0</b>	<b>+7.0%</b>	<b>6.9</b>	<b>-1.2</b>	<b>+0.7%</b>	<b>-6.3%</b>
Dunkin Donuts	5.1	-1.0	+3.0%	6.0	-0.9	+2.9%	-0.1%
Dunkin Iced Coffee	5.0	-1.0	+3.8%	5.8	-0.8	+4.1%	+0.3%
Dunkin Other	0.1	-0.0	-0.2%	0.2	-0.1	-0.2%	0.0%
Shot In The Dark	0.0	-0.0	-87.4%	0.0	-0.0	-87.2%	+0.2%
McCafé	0.2	-0.2	-79.2%	0.2	-0.2	-79.5%	-0.2%
Coca Cola Other	1.2	+0.2	+0.5%	0.7	-0.1	+0.0%	-0.5%
<b>Califia Farms</b>	<b>2.5</b>	<b>-0.1</b>	<b>+16.7%</b>	<b>1.7</b>	<b>-0.1</b>	<b>+10.7%</b>	<b>-6.0%</b>
Califia Farms Chilled Coffee	2.5	-0.1	+16.7%	1.7	-0.1	+10.7%	-6.0%
<b>JAB Holdings</b>	<b>0.4</b>	<b>-0.1</b>	<b>-10.6%</b>	<b>0.7</b>	<b>-0.3</b>	<b>-17.8%</b>	<b>-7.2%</b>
Stumptown (Chilled)	0.1	-0.0	-16.8%	0.3	-0.1	-4.8%	+12.0%
Peets (Chilled)	0.0	-0.0	-99.4%	0.0	-0.0	-99.3%	+0.0%
JAB Holdings Other	0.2	-0.1	-0.1%	0.4	-0.2	-0.2%	-0.1%
<b>Chameleon (Nestlé)</b>	<b>0.2</b>	<b>+0.1</b>	<b>+65.1%</b>	<b>0.3</b>	<b>-0.0</b>	<b>+9.8%</b>	<b>-55.3%</b>
Chameleon Cold Brew	0.2	+0.1	+65.1%	0.3	-0.0	+9.8%	-55.3%
<b>Private Label</b>	<b>2.3</b>	<b>-0.6</b>	<b>-0.0%</b>	<b>2.1</b>	<b>-0.4</b>	<b>-0.0%</b>	<b>0.0%</b>
<b>All Other</b>	<b>4.8</b>	<b>-1.6</b>	<b>-0.1%</b>	<b>6.0</b>	<b>-1.1</b>	<b>-0.0%</b>	<b>+0.1%</b>
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>+19.4%</b>	<b>100.0</b>	<b>-</b>	<b>+15.7%</b>	<b>-3.6%</b>

Data: Includes grocery, convenience, drug, mass including Walmart, club, dollar, and military channels.

# BOTTLED WATER

## NESTLÉ USA ACQUIRES ESSENTIA IN PIVOT TO PREMIUM

### AFTER SHEDDING BROADER PORTFOLIO, DISTRIBUTION STRATEGY UNCLEAR

On March 5, Nestlé USA announced the acquisition of premium alkaline water brand Essentia. Terms of the deal weren't disclosed. One knowledgeable source estimates the deal price was almost \$700 million. Essentia generated revenues of \$192 million last year, according to Nestlé. The deal comes weeks after Nestlé said it had agreed to sell its Pure Life and regional bottled water brands, including Poland Spring, to private equity firms One Rock Capital and Metropoulos & Company. The \$4.3 billion transaction will include Nestlé's ReadyRefresh US beverage delivery unit. The deals together represent a marked change in strategy for Nestlé Waters North America, which helped forge the US bottled water industry and held a commanding share lead of more than 40% as recently as the mid-2010s. Instead of retaining scale using the heavily commoditized regional water brands, Nestlé has decided to focus on premium brands including Perrier and S.Pellegrino. In a statement about the deal, Nestlé USA Chairman and CEO Steve Presley said the company is looking to "transform and best position our water business for long-term profitable growth here in the U.S. and globally."



**DISTRIBUTION?** For now, Nestlé USA will rely on Essentia's current network of independent DSD distributors, Nestlé confirmed to BD. Essentia distributors include Polar Beverages, Honickman Group, Hensley Beverage, and Big Geyser. Contracts with those distributors may include a buyout payment should Essentia be moved away. Alternatives to those DSD houses aren't clear. Nestlé's regional bottled water brand sale includes the massive warehouse distribution system used to move those products. A likely long-term scenario could be that Nestlé transitions Essentia to warehouse delivery, so the company can retain more of the revenue and profit. Nestlé declined to elaborate on any longer-term distribution strategy. "At this time, it is business as usual," a spokeswoman told BD. "We will be looking at how to leverage the capabilities of each company and bring the best of both together for the future."

# PANDEMIC RECOVERY

## RBC ANALYSTS BULLISH ON CONSUMER SECTOR AS PATH TO NORMALCY BECOMES CLEARER

A March 15 research report by RBC Capital Markets looked at recent earnings calls in several sectors to get a read on how soon economic activity in the US might return to 2019 pre-pandemic levels. The analysts, led by beverages Analyst Nik Modi, also factored dining data and consumer sentiment research. The analysts concluded that prospects for improved mobility are reason for a “bullish view on the consumer staples sector.” Below is a synopsis of what they learned.

**AIRLINES.** United Airlines sees sharp demand increases once vaccine administration is widespread and border restrictions eased sometime after the first half of this year. American Airlines also believes demand will return, although executives remain uncertain as to how soon. International air travel remained down about -86% in January, while domestic US air travel was down about -60%, marking a slight improvement from December.

**RESORTS.** Casino operator Wynn Resorts saw an “uptick” in bookings in February. MGM Resorts reported the strongest bookings in January since the pandemic started. “Caesars management said that it is almost as if a switch had been flipped in late January/early February, as bookings are up 20% month-over-month and have ramped up to their highest level since reopening,” the analysts wrote. They also highlighted a quote from Caesars’ CEO: “The demand that is coming, as the world reopens, and the flow-through you should expect to see in this business post reopening is wildly understated by the markets.” Disney reported that a significant increase in daily attendance from the fourth quarter of last year to the first quarter of this year wasn’t related only to seasonal factors.

**RESTAURANTS.** The RBC team analyzed restaurant data in seven states that have lifted indoor dining capacity restrictions. Those states on average have seen a 5.4-point improvement in restaurant reservations, according to data from Open Table cited by RBC. That compares to 2.2 pts nationally. The states are Texas, Connecticut, Arizona, West Virginia, Maryland, Wyoming, and Mississippi.

**VACCINATIONS LUBRICATE MOBILITY.** RBC cited consumer survey results from Numerator, showing that 73% of unvaccinated consumers who intend to get the shot believe it will be the “clearing event” for them to return to normal. RBC pointed out that more than 70% of

the US population is willing to get vaccinated, according to Gallup polls. Meanwhile, 60% of those already vaccinated are waiting for experts to say it is safe to return to normal activity.

## ENERGY INNOVATION

### UNCUFFED, PEPSICO LAUNCHES MTN DEW RISE WITH FUNCTIONAL BRAIN BOOST

**Offers More Caffeine Than Monster Energy, Plus Targeted Morning Positioning.**

**Product Touts 'Mental Boost' from Citicoline.**

**NBA's LeBron James Signs on to PepsiCo After Coke Departure**

More than a year after Coca-Cola extended its flagship brand into the growing US energy category with Coca-Cola Energy, PepsiCo has made a similar move with this week's official launch of Mtn Dew Rise. Both brands were created to attract so-called "energy deniers," who balk at traditional formulations and positioning. Unlike Coca-Cola Energy, Mtn Dew Rise has focused the brand on a specific day part, with marketing that challenges consumers to "Conquer the Morning." In an interview, PepsiCo Energy SVP Faby Torres said the largest percentage of energy drink consumption happens in the morning. Rise also ramps up the functionality. The drink contains more caffeine than Monster Energy and includes ingredients for "immune support" and a "mental boost," as the package states. "We're going to be competing with the bigger players and energy drinks like Celsius that are trending in the marketplace," Torres said.

**DEW UNCUFFED.** According to Torres, Rise is Mtn Dew's "first official energy drink." The launch was made possible by PepsiCo's acquisition of Rockstar Energy early last year.

Under a 2009 master distribution agreement, PepsiCo was unable to boost caffeine levels for Mtn Dew and was limited in the use of packaging to position the brand more broadly within the energy category. Outside of Mtn Dew Amp, which



predated the Rockstar agreement, Mtn Dew products also couldn't be merchandised behind the energy door at retail. Mtn Dew Rise, with twice the caffeine of Mtn Dew Kickstart, will appear in the energy cooler at convenience retail, the most important channel for the category. Coca-Cola Energy has taken a different approach. A 2019 arbitration with Monster Energy greenlighted Coca-Cola to launch an energy cola as long as the product didn't cross a certain caffeine threshold and contain taurine. As Monster's global master distributor, Coke has walked a fine line in how it markets Coca-Cola Energy in the energy cooler at retail, given Monster Energy's importance to Coke's bottlers. Coke also owns about 19% of Monster.

**CAFFEINE ECLIPSES MONSTER.** Packaged in 16-oz cans, Mtn Dew Rise contains 180mg of caffeine, which is roughly the amount consumed from two cups of coffee. The same sized can of Monster Energy contains 160mg of caffeine. Coca-Cola Energy, sold in 12-oz cans, contains 114mg of caffeine (or the equivalent of 152mg for 16 ounces). Mtn Dew Kickstart and Mtn Dew Amp Game Fuel each contain 90mg of caffeine per 16-oz can. Both products will remain on the market, according to PepsiCo. Core Mtn Dew Amp contains between 142mg and 160mg of caffeine, depending on the flavor.

**DETAILS: INGREDIENTS, PRICING, PACKAGING.** Mtn Dew Rise is sweetened with fruit juice, sucralose, acesulfame potassium (Ace-K), and aspartame. The drink contains 25 calories per can and 7g of sugar from 5% juice. Cans will call out "no added sugar." Rise contains citicoline, a chemical found naturally in the brain, according to PepsiCo Senior Principal Scientist Melissa Anderson. As a dietary supplement, citicoline is said to help memory and brain function. The citicoline in Rise will be produced using fermentation. Other ingredients in Rise include Zinc for immunity benefits, antioxidants, and Vitamins A, B and C. The drink will retail for \$2.59 per can. Flavors are Pomegranate Blue Burst, Orange Breeze, Strawberry Melon Spark, Tropical Sunrise, Berry Blitz, and Peach Mango Dawn. PepsiCo worked on the brand for a year, starting just prior to the Covid-19 pandemic surge in the US, Anderson said. The Rise package features a stylized lion icon representing the brand, as well as a brighter and lighter color palette intended to stand out in an energy category dominated by heavy colors, Torres said. Instead of repeating the brand logo on the rear of the can, Rise's package includes a large panel calling out ingredients and the caffeine equivalency to coffee, Torres said.

**ENERGY CATEGORY COMPETITION.** Mtn Dew Rise enters a competitive US energy category that grew dollars by +6.9% last year at retail. Following a pandemic year launch for Coca-Cola Energy, the brand ended 2020 with a 0.7 dollar share, placing it just behind fitness energy drink Celsius and Coke-owned Full Throttle.



**TRIAL PROMOTIONS.** Rise, leaked on Reddit late last year, has now been launched nationally across all Mtn Dew retail channels and will include aggressive trial promotion at retailers including Walmart and 7-Eleven. Promos will include buy-one-get-one-free deals for two months, and bundled breakfast sandwich deals at 7-Eleven and Circle K, Torres said. Digital platforms, such as the driving app Waze, will be used to direct consumers to the promotions at retail. At Mall of America near Minneapolis, an important Dew heartland market, consumers will be able to use codes at touchless vending machines for a free Rise. The sampling codes are being tested through retail customers, as well, she said.

**LEBRON JAMES MOVES TO PEPSICO.** Professional basketball player LeBron James, who left Coca-Cola earlier this year after an 18-year partnership promoting brands including Sprite, has signed on to promote Mtn Dew Rise. Word of the change has circulated for weeks and PepsiCo has now confirmed. A digital-led marketing and advertising campaign for Rise will gear up in April, Torres said. PepsiCo made a concerted effort to win James over for the Rise partnership, his first with an energy brand, said Torres, who spent 18 years at Nike, which also counts James as a brand partner. (Torres joined PepsiCo last April after almost three years at Apple-owned Beats by Dr. Dre.) Torres told BD that James' work with Rise represents the largest portion of deal that will eventually include other beverage and snack brands.

## TERRITORY CHANGES AND DEALS

**Flow Water** has closed on \$72 million (CAD\$90M) in funding for a US and Canadian expansion as the carton-packaged alkaline spring water prepares to IPO on the Toronto Stock Exchange.

**VMG Partners**, the private equity firm behind Humm Kombucha and Spindrift sparkling water, has closed an \$850M fund to help grow early and late-stage consumer brands. The firm says it has \$2.6B in assets under management now.

Plant-based functional beverage brand **Mude** has signed a deal with **Acosta** to broker its drinks in the US and Canada. The start-up was founded in Ireland and has signed distribution deals in UK and Italy as well.

**Cloud Water**, the maker of sparkling CBD and immunity waters, closed a \$2.7 million funding round from investors including NY Rangers star Adam Fox, Actor and Producer Liev Schrieber, and former Glaceau board member Bruce Nierenberg.



## PEOPLE

Keurig Dr Pepper named **Debra Sandler** to the company's board of directors. Sandler started her career at PepsiCo and is currently CEO of food startup Mavis, which makes Caribbean sauces and marinades. Her career includes a stint at Johnson & Johnson's McNeil Nutritionals, where she helped launch Splenda. At Mars, she was president of the North America chocolate unit before spending a year as chief health & wellbeing officer. She serves on the boards of Dollar General, ADM and Gannett.

Danone has removed **Emmanuel Faber** as chairman after earlier announcing he would step down as CEO amid activist pressure for a new company direction. **Gilles Schnepp** has been named as the new chairman. Former Coca-Cola executive **Shane Grant**, currently Danone's North America CEO, and **Véronique Penchienati-Bosetta**, the company's International unit CEO, will lead Danone jointly during the search for a new CEO. Grant, now a frontrunner to be Faber's successor, spent two decades at Coca-Cola running units including Glaceau, Still beverages, and Canada.

Birmingham-based Pepsi, Dr Pepper, and RC bottler Buffalo Rock has promoted COO **Matthew Dent** to CEO. **Jimmy Lee III** will continue as executive chairman. Dent, who began his career at Buffalo Rock as an intern, is the first non-Lee family member to hold the CEO post since the company was founded 120 years ago.



Matthew Dent

Former Coca-Cola North America President **Jim Dinkins** has joined Georgia-based Honey Baked Ham Company as CEO. He starts on May. 10.

Reyes Coca-Cola Bottling CEO **Bill O'Brien** has been elected chairman of the board for the Coca-Cola Bottlers' Sales & Services Company, a consortium of 70 North America Coca-Cola bottlers who share services ranging from customer care to procurement. O'Brien succeeds

**Mark Schortman**, who retired from the Coke system last January (he was succeeded by **Jean Claude Tissot**).

Odwalla and Califia Farms founder **Greg Steltenpohl** has died at age 66 following ongoing health issues.

Kimberly-Clark has named former Coca-Cola executive **Robert Long** as chief research and development officer, a new role for the maker of paper products including Huggies diapers and Kleenex.

Former Coke Venturing & Emerging Brands Group Director **Bill Ford** has joined middle market private investment firm ICV Partners as managing director of portfolio operations.

PepsiCo's SodaStream US unit has named former Lavazza coffee executive **Chris Milano** as VP of operations.

Former PepsiCo Chairman and CEO **Indra Nooyi**, 65, will publish a memoir on Sept. 28 titled, "My Life in Full: Work, Family and Our Future." Her publisher calls the book an "unvarnished take" on life and career, according to the AP.

## BRIEFS

Next month will bring the first US syndicated data that **cycle pantry loading from a year ago** when pandemic lockdowns took hold. The country is starting to open up, and this could produce swings in consumer buying behavior, and in some brand and channel performance.

**Coca-Cola has moved its Minute Maid operations** from Houston to Atlanta after almost six decades in Texas.

A bill introduced in the Arkansas state legislature would **eliminate a state excise tax on soft drinks** by 2026. Voters approved the tax in 1994 to fund Medicaid. The bill's Republican sponsor, Rep. Lanny Fite, has called the tax "discriminatory," according to Arkansas news site Talk Business & Politics.

Plastic bottler recycler **CarbonLite Holdings** has filed for **chapter 11** bankruptcy protection,

citing production and new capacity delays spurred by the Covid-19 pandemic. The company supplies Coca-Cola, PepsiCo, and Nestlé Waters North America.

**Powerade launched a multi-platform advertising campaign** touting new packaging that includes jersey numbers from 0-99. The personalized packaging takes cues from Coca-Cola's popular Share-a-Coke program.

Sports drink challenger **Electrolit will debut a Zero calorie line** this month in three flavors at US retail.

**Polar Seltzer has introduced the brand's 100th flavor.** The limited offering, aptly called "No. 100," includes citrus and strawberry notes. The bottle has a glow-in-the-dark label. Polar is distributed by Keurig Dr Pepper.



Performance beverage **Breinfuel has signed sponsorship deals** with professional poker players Phil Helmuth, Jonathan Little, and Jeff Gross.

Perrier has **launched a carbonated energy water called Perrier Energize** in grapefruit, pomegranate, and tangerine flavors. The mineral water contains 99 mg of caffeine from green coffee and Yerba Mate extracts. An 11.2-oz slim can contains 35 calories, is sweetened with 7g of cane sugar, and retails for \$1.99.

**7-Eleven has launched the chain's own sparkling mineral water** brand called Serafina. The water is imported from Italy and comes in Original, Lime, and Organic Lemon Ginger flavors. A 16.9-oz PET bottle retails for \$1.79.

Mtn Dew has launched a **Zero Sugar version of its Frost Bite** variant.

Apple TV+ has ordered a **docuseries about PepsiCo's 1996 Harrier jet ad farce**, which generated an attempted Pepsi Points redemption and failed lawsuit by a crafty business student.

---

©2021 Beverage Digest. All rights reserved. Beverage Digest is published by BD Media LLC.

No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.

Duane Stanford, Editor and Publisher. Tripp Stanford, Insight Analyst.

Phone: (404) 444 1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). Email: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).

One-year subscription \$925. American Express, Mastercard and Visa accepted.

Sample copies available. Subscriptions non-cancellable except pursuant to specific limited promotional offers.

Single copies or maps \$85. ISSN 0738-8853.

# JUST RELEASED:



## REVISED AND UPDATED **THE COKE AND PEPSI SYSTEMS**

**PURCHASE MY BOOK NOW**

**VIEW FREE REDACTED BOOK NOW**

➤ What is “The Coke and Pepsi Systems?”



## ESSENTIAL MAPS AND ANALYSIS OF THE **CSD DISTRIBUTION SYSTEM**

# BEVERAGE DIGEST

March 30, 2022

PREMIUM INSIGHT, ANALYSIS, AND DATA SINCE 1982

VOLUME 73 ISSUE 05 WWW.BEVERAGE-DIGEST.COM

pg 4

## Pricing Power: How Long?



### IN THIS ISSUE

Pg. 2 BodyArmor Charts New Leadership

Pg. 10 Coke United Opens Florida Sales Center

Pg. 4 Wall Street View: Beverage Pricing Power

Pg. 11 Talking Rain CEO Hall to Depart

Pg. 6 Energy Drinks Took Flight in 2021 [DATA]

Pg. 12 KDP Aspires to Net Positive Water

Pg. 8 Late Deceleration for Sparkling Water [DATA]

Pg. 13 Blood Orange Grabs More Stage Time

**WARNING:** UNAUTHORIZED ELECTRONIC, PRINT, OR FAX REPRODUCTION IN WHOLE OR IN PART IS A VIOLATION OF FEDERAL LAW.  
VIOLATORS ARE LIABLE FOR ACTUAL DAMAGES OR STATUTORY DAMAGES UP TO \$100,000.

## OPENING THOUGHTS

Beverage Digest is developing new editions of the Coke and Pepsi System books to be released soon.

For those unfamiliar, this research tool maps Coca-Cola and Pepsi franchise territories in the US. The [book](#) includes volume breakdowns for the top-10 bottlers in each system, bottling plant locations, and an inventory of headquarters locations.

Last year, BD added a subscription component to the product license that includes updates throughout the year without additional charge. An annual purchase means your maps never go out of date and you get all product enhancements automatically.

Speaking of enhancements, the coming book will include additional map views, and we'll once again separate the Coke and Pepsi sections into separate books which can still be purchased as a bundle.

We also intend to bring additional analytics to the book by overlaying various demographic data such as household incomes and age, to help readers visualize market forces shaping bottlers' decisions.

To that end, we'd love to know what demographic and market data would be most useful to you as we integrate data sets into our map views. Just send me an email at [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).

We'll let you know as soon as the next Coke and Pepsi System book is ready.



- Duane Stanford, Editor & Publisher

## BODYARMOR LEADERSHIP

COKE HIRES CHOBANI EXECUTIVE TO RUN BODYARMOR AS HASTIE PLANS TO RETIRE  
COKE FINANCE VETERAN NAMED CFO. MOVE COMES FIVE MONTHS AFTER ACQUISITION

As BD reported in a March 22 email news alert, Coca-Cola has tapped a Chobani executive to run BodyArmor, which Coke acquired last November. Federico Muyschondt will become CEO on April 25, taking over the sports drink and electrolyte water company from current President Brent Hastie, Coca-Cola has confirmed. Hastie retires at the end of this year, sources told BD. Coke announced the move internally. Muyschondt will face the task of maintaining BodyArmor's momentum as Coca-Cola balances the need to integrate the brand with a desire to give it enough space to maintain a challenger's edge and premium appeal



Federico Muyshondt

for consumers. BodyArmor currently runs as a standalone business within Coke. Muyshondt has spent the past four years at Greek yogurt maker Chobani, where he is currently chief commercial officer. He also spent eight years in commercial and sales roles at Danone and worked at PepsiCo's Frito-Lay unit from 2007 to 2010, according to his LinkedIn profile.

**NEW CFO.** Coke also named Brook Pointer as CFO of BodyArmor to succeed Tom Hadley, who also retires at the end of the year. Pointer is



Brook Pointer

currently CFO of the still beverage business within Coke's North America Operating Unit, according to his LinkedIn profile.

**PERSPECTIVE.** Muyshondt's role does not include Powerade, one source said. No other management changes were announced, according to BD sources. When Coke acquired BodyArmor in November, BodyArmor Co-founder Mike Repole, Hastie, and other leaders agreed to stay on with the brand for at least a year under a consulting and transition-services agreement. Repole also agreed to collaborate on the company's still beverages portfolio, including marketing, packaging, and innovation strategies across multiple brands. That arrangement remains intact, according to one of the sources. Prior to last year's [acquisition](#), multiple Coke bottlers told BD that they wanted Coca-Cola to retain BodyArmor's management team to ensure the brand continued to grow at a healthy rate. BodyArmor posted dollar and volume gains at retail in 2021 that exceeded +50%. The Coca-Cola bottling system has been BodyArmor's primary US distributor since 2018 and helped the company accelerate share gains. In a research report this morning, Consumer Edge said a recent slowing of sales and share gains "are cause for some level of concern," adding, "If BodyArmor goes the way of VitaminWater, the market will discount Coca-Cola's ability to integrate high growth acquisitions."





**COKE RESPONSE.** “We are thrilled to welcome Federico Muyschondt to the Coca-Cola Company as CEO of BodyArmor,” Coke said in a statement to BD. “Fed not only brings with him an extraordinary track record of delivering innovation and growth, but he also has a demonstrated ability to build high-performing teams, enabling them to think outside the box. We’re also pleased to announce Brook Pointer as BodyArmor’s Chief Financial Officer. A 25-year veteran of The Coca-Cola Company, Brook currently serves as the Vice President of Finance supporting Coca-Cola’s North America Marketing organization.”

**PERFORMANCE.** In the 12 weeks ending March 12, dollar sales for Coca-Cola’s sports drink portfolio, which includes Powerade and BodyArmor, grew +24%. Volume sales grew +7.5%, according to Nielsen data cited by Goldman Sachs in an unrelated report.

## WALL STREET VIEW

### BEVERAGE ANALYSTS CONTEMPLATE CONSUMER LANDSCAPE THAT REJECTS HIGHER PRICING

Wall Street analysts including Kaumil Gajrawala at Credit Suisse are looking ahead to the pain that would be caused for beverage companies should consumers “return to historical patterns of elasticity in response to higher pricing at retail,” as he wrote in a March 21 research report. Gajrawala cited pricing increases that have reached +8% to +10% on average across the consumer packages goods industry. Beverage makers are among the companies taking [unprecedented pricing gains](#) to help offset [higher costs](#) for everything from labor to fuel to packaging materials. So, far consumers have paid up as volume has remained relatively stable. Gajrawala wrote that consumer confidence remains strong amid high levels of savings after money sat idle during pandemic lockdowns. However, spending patterns could wane starting in the second quarter “as the combination of higher groceries and gas prices, and reductions in government stimulus cause consumers to trade down to cheaper options and channels.” Some industry observers wonder whether consumers may look for a return to the kind of promotional pricing they are used to during the summer, especially if the COVID threat recedes as expected.

**CONSUMER EDGE.** In a March 8 research note, Consumer Edge Beverage Analyst Brett Cooper said, “2021 pricing actions by the industry saw



anomalous behavior with elasticities that were generally negligible.” He pointed out that value brands lost share despite a widening price gap to branded products, and that premium products gained share even as their prices soared. “The standard austerity behavior that we would have expected to see in [a] time of rising prices did not take place,” Cooper observed. Looking to 2022, Cooper expects more significant pricing will be needed to offset higher commodity costs. However, he said consumer behavior will be difficult to bet on, “especially for a second time and considering what is likely to be lower disposable incomes.” Cooper also said, “uncertainties abound,” following the then new conflict in Russia-Ukraine. “Our expectations are that consumer staples generally, and beverages and tobacco specifically, will remain a store of value in this period of uncertainty with an increased focus on pricing actions and consumer response coming in the months ahead,” he wrote.

**WELLS FARGO.** Taking a deep dive into pricing within Coca-Cola’s global bottling network, Wells Fargo Beverage Analyst Chris Carey struck an optimistic tone in a March 3 research report. Pricing on average by seven of eight publicly traded Coke bottlers accelerated to +7.7% in the fourth quarter of last year, up from +3.9% in the third quarter, he wrote, adding that it was the highest rate since the pandemic as bottler costs rose. “Price is clearly playing a bigger role in 2022,” he said in the report. “Consumer elasticity remains well below historicals. Additional pricing rounds have either been announced (and not fully reflected in results) or are being contemplated depending on commodities (which continue to go higher).”

**LATEST FOUR WEEKS.** In the 12 weeks ending March 12 at U.S. retail, pricing growth accelerated compared to the 52-week period for carbonated soft drinks, energy drinks, bottled water, sports drinks, and ready-to-drink tea, according to Nielsen data cited by Goldman Sachs in a March 22 research report. Pricing growth was as follows for the 12-week period: CSDs +13%, energy drinks +4.5%, bottled water +10.3%, sports drinks +16.9%, and tea +6.0%.



# ENERGY DRINKS AT RETAIL

## 2021 CATEGORY GROWTH RATE DOUBLES PREVIOUS YEAR'S PACE

## MONSTER LEADS ON PRICING. ROCKSTAR LOOKS TO HISPANIC MARKET IN TURNAROUND BID

The energy drinks category at US retail last year grew at roughly twice the rate of 2020 by dollars and volume, according to annual data compiled by BD. As shown in the table, dollar sales jumped +15.6% on volume that grew +12.8% and pricing that increased +2.8%. That compares to dollar growth of +6.9% in 2020 (not in table), which was fueled mostly by +6.7% higher volume during the height of the Covid-19 spread in the US. The top-3 energy drink brands posted double-digit percentage dollar and volume growth in 2021. Monster led on pricing at +1.9%. Red Bull pricing was little changed, and Bang Energy posted a -1.2% pricing decline despite cost [inflation](#) for everything from aluminum cans to transportation. Monster has signaled more pricing increases to retailers this year.

**ROCKSTAR FOCUSES ON HISPANIC CONSUMERS.** Rockstar Energy's dollar and volume sales decline accelerated in 2021 even as category growth accelerated. Rockstar declined by about -10% by both measures, as pricing grew less than a half-percent. That came on top of a -8.4% dollar sales decline in 2020. The trend has since improved, however, with significant help from the brand's no-sugar Pure Zero variant. In the 52 weeks ending this March 12, total Rockstar dollar sales declined by about -2.2%, helped by more than +20% growth from Pure Zero. PepsiCo acquired Rockstar in early 2020 and relaunched it in 2021 with a Super Bowl marketing splash and a more refined focus on music. The increased marketing focus, plus the past year's pricing inflation likely contributed to the improving result. In an interview, PepsiCo SVP Fabiola Torres, who is general manager and CMO for the company's energy portfolio, said Rockstar will look this year to connect and "win" with Hispanics. "We definitely don't want to be the brand that stands for everything," she said. "It's not about selling. It's about engaging. It's about establishing a relationship, and the



business will come." Last week, Rockstar announced a new partnership and marketing campaign with the SpringHill Company to highlight Hispanic "game changers," including a medical student whose mother was a migrant farm worker. A [short film](#) for the campaign features Mexico-inspired new music from pop artist

Snow Tha Product. Looking back at 2021, Torres said Rockstar had to “clean the house” and make sure the product’s liquid, branding, and marketing became “better and better.” The brand also has taken a more “surgical” approach to messaging. While Rockstar is considered a value brand, Torres said the company’s strategy has been to “premiumize” the product with elevated messaging and ingredients such as hemp. “Year one was the kickoff of our relationship with the brand,” she said. “Year two is a year of acceleration.”

### US Energy Drinks at Retail: Full-Year 2021

Energy Drinks (Select Trademarks)	Vol Share*	Vol Share +/-	Vol +/-	\$ Share*	\$ Share +/-	\$ +/-	Price +/-
Monster Energy Brand **	28.6	+0.1	+14.3%	22.5	-0.1	+16.1%	+1.9%
Red Bull	25.9	+1.5	+19.5%	37.5	+1.3	+19.6%	+0.1%
Bang (VPX; PepsiCo-distributed)	8.5	+0.1	+14.8%	7.5	-0.1	+13.5%	-1.2%
Rockstar (PepsiCo)	6.0	-1.5	-10.4%	4.0	-1.1	-9.9%	+0.4%
NOS (Monster)	3.0	-0.6	-7.2%	2.4	-0.6	-6.9%	+0.3%
Reign (Monster)	2.8	-0.5	-4.7%	2.5	-0.5	-2.8%	+2.0%
Celsius	1.6	+0.9	+154.3%	1.6	+1.0	+188.4%	+34.2%
Mtn Dew Energy ***	0.9	+0.9	n/a	0.7	+0.7	n/a	n/a
C4 (Cellucor)	0.8	+0.4	+158.9%	0.8	+0.4	+160.0%	+1.1%
Full Throttle (Monster)	0.8	-0.0	+7.9%	0.7	-0.0	+10.1%	+2.2%
5-Hour Energy	0.6	-0.0	+7.9%	5.0	-0.4	+7.5%	-0.4%
Dew AMP (PepsiCo)	0.5	-0.6	-47.2%	0.4	-0.5	-46.6%	+0.7%
Rip It (National Beverage)	0.3	-0.2	-27.6%	0.1	-0.1	-25.6%	+2.0%
Coke Energy (Coca-Cola)****	0.2	-0.4	-60.6%	0.2	-0.5	-60.7%	-0.1%
Redline (VPX)	0.1	-0.0	+10.3%	0.3	-0.0	+0.0%	-10.2%
Private Label	2.6	-0.2	+2.8%	0.3	-0.1	-2.6%	-5.4%
<b>Energy Category</b>	<b>100.0</b>	<b>-</b>	<b>+12.8%</b>	<b>100.0</b>	<b>-</b>	<b>+15.6%</b>	<b>+2.8%</b>

\* Share columns do not sum to full category

\*\* Excludes Java, Java Café, Hydro

\*\*\* Launched March 2021. Rebranded from Mtn Dew Rise to Mtn Dew Energy in November 2021.

\*\*\*\* Coca-Cola Energy discontinued as of December 2021.

Note: Table draws from two separate data sources. Data points chosen to provide best possible metrics for brands, companies, categories shown. Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

**MTN DEW ENERGY.** The 2020 acquisition of Rockstar freed PepsiCo from contractual obligations under a previous distribution agreement that barred PepsiCo from launching new energy brands under the Mtn Dew trademark. That opened the door for Mtn Dew Rise Energy in March 2021, [launched](#) to target the morning usage occasion for energy drinks. In November, PepsiCo [dropped](#) the word “Rise” following a judge’s trademark ruling in a case filed by canned coffee maker Rise Brewing. After three quarters on the market, Mtn Dew Energy reached a 0.7 dollar share and a 0.9 volume share.



**COCA-COLA ENERGY.** Coke [announced](#) in May that it would discontinue Coca-Cola Energy by the end of 2021 after performance fell short. The brand was launched in early 2020 launch just ahead of the Covid-19 spread in the US. The brand reached a 0.7 dollar share in 2020 and ended 2021 with a 0.2 share.

**PERFORMANCE.** Often referred to as “performance” or “fitness” energy drinks, Celsius and C4 posted strong growth and gained share of the category. Celsius posted a pricing gain that exceeded +34%.

## SPARKLING WATER AT RETAIL

CATEGORY GROWTH DECELERATED LATE IN 2021 AS PRICING JUMPED

LACROIX UNDERPERFORMED CATEGORY. POLAR SURPASSES BUBLY ON VOLUME.

Sparkling water category growth decelerated at US retail late last year as pricing moved higher, according to annual data compiled by BD. As shown in the table, the category posted +7.1% dollar growth on volume that rose +1.7% and pricing growth of +5.4%. During the first [three quarters](#) of 2021, dollar sales grew +9.5% on volume that rose +4.7% (not in table) and pricing that grew +4.8%. Market volume leader LaCroix underperformed the category, posting dollar growth of +2.9%, driven mostly by +2.0% higher pricing. The portfolio of Nestle brands, most of which were sold to BlueTriton in early 2021, posted a steep volume decline offset by pricing gains. Regional brands including Poland Spring and Arrowhead posted double digit dollar and volume declines.

**Sparkling Water Brand Performance: Full Year 2021**

	Vol Share	Vol Shr +/-	Vol +/-	\$ Share	\$ Shr +/-	\$ +/-	Price +/-
<b>LaCroix (National Beverage)</b>	<b>14.7</b>	-0.1	+0.9%	<b>13.2</b>	-0.5	+2.9%	+2.0%
<b>Sparkling Ice (Talking Rain)</b>	<b>12.2</b>	+1.1	+11.7%	<b>17.2</b>	+0.7	+11.7%	+0.1%
<b>Nestlé/BlueTriton Brands*</b>	<b>10.2</b>	-0.9	-6.8%	<b>15.4</b>	-1.1	+0.1%	+6.9%
S.Pellegrino	3.9	-0.4	-7.2%	6.8	-0.5	-1.0%	+6.3%
Perrier	3.9	+0.1	+3.0%	6.9	+0.1	+8.6%	+5.6%
Poland Spring	1.2	-0.2	-13.8%	0.9	-0.2	-16.7%	-2.9%
Arrowhead	0.5	-0.2	-24.3%	0.3	-0.2	-28.3%	-4.0%
Deer Park	0.3	-0.1	-25.1%	0.2	-0.1	-25.7%	-0.7%
Ice Mountain	0.3	-0.1	-12.9%	0.2	-0.1	-16.1%	-3.2%
Ozarka	0.1	-0.1	-35.1%	0.1	-0.1	-37.5%	-2.4%
<b>Polar</b>	<b>7.5</b>	+0.3	+5.6%	<b>5.9</b>	+0.1	+9.7%	+4.2%
<b>PepsiCo</b>	<b>7.4</b>	-0.6	-6.4%	<b>7.2</b>	-0.7	-2.4%	+4.0%
Bubly	7.4	-0.6	-6.4%	7.2	-0.7	-2.4%	+4.0%
<b>Coca-Cola Co</b>	<b>6.6</b>	+0.7	+14.7%	<b>9.4</b>	+1.0	+20.2%	+5.5%
Topo Chico	3.5	+0.3	+10.3%	6.3	+0.6	+18.2%	+7.8%
Aha	3.1	+0.5	+19.9%	3.1	+0.4	+24.5%	+4.7%
<b>Keurig Dr Pepper</b>	<b>2.8</b>	-0.7	-18.2%	<b>3.1</b>	-0.8	-15.3%	+2.9%
Canada Dry	1.2	-0.5	-27.1%	1.3	-0.4	-19.0%	+8.1%
Schweppes	1.6	-0.1	-6.9%	1.6	-0.2	-3.7%	+3.2%
Bai Bubbles	0.1	-0.1	-46.7%	0.3	-0.2	-42.4%	+4.3%
<b>Vintage (Refresco)</b>	<b>0.8</b>	-0.2	-20.7%	<b>0.5</b>	-0.2	-19.9%	+0.8%
<b>Bubb'l'r</b>	<b>0.6</b>	+0.3	+96.4%	<b>1.4</b>	+0.7	+115.2%	+18.8%
<b>Crystal Geyser (Roxanne)</b>	<b>0.5</b>	-0.1	-15.4%	<b>0.3</b>	-0.1	-15.4%	-0.1%
<b>Klarbrunn</b>	<b>0.3</b>	-0.1	-21.6%	<b>0.3</b>	-0.1	-13.7%	+7.9%
<b>Cascade Ice (Unique Beverages)</b>	<b>0.2</b>	-0.1	-25.9%	<b>0.3</b>	-0.1	-24.5%	+1.4%
<b>Private Label</b>	<b>29.0</b>	-1.0	-1.8%	<b>16.5</b>	-0.9	+1.6%	+3.4%
All Other	7.2	+1.5	+27.4%	11.0	+1.9	+28.9%	+1.5%
Category	<b>100</b>	-	+1.7%	<b>100</b>	-	+7.1%	+5.4%

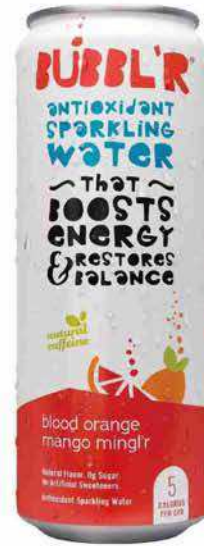
\* As of March 31 2021, Poland Spring, Arrowhead, Deer Park, Ice Mountain, and Ozarka were acquired by BlueTriton.

Perrier and S.Pellegrino remained with Nestlé.

Data includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

**FACEOFF.** Polar, now distributed in most of the country by Keurig Dr Pepper, moved past PepsiCo's Bubly on a volume share basis after reaching a 7.5 share. Bubly was larger by dollars, with a 7.2 share compared to Bubly's 5.9 share. Bubly lost dollar and volume market share and underperformed the category. Polar outperformed the category. Both brands grew pricing in the +4.0% range. Meanwhile, Coca-Cola challenger AHA reached a 3.1 share last year after posting double-digit percentage dollar and volume sales gains. The brand posted +4.7% pricing growth and picked up about half a share point.



**BUBBL'R EXPANSION.** In 2017, Wis-Pak, a Wisconsin-based bottling co-op of 37 owners representing 65 Pepsi-Cola franchises, launched a naturally caffeinated and sweetened flavored sparkling water with antioxidants called Bubbl'r. The drink is sweetened with stevia and erythritol and contains 5 calories. Last year, the brand reached a 1.4 dollar share after growing +115%, even though the drink's distribution is heavily concentrated in the Midwest. Wis-Pak's shareholders distribute the brand, along with the Central Division of PepsiCo Beverages North America. The division, which stretches from Wisconsin south to Texas, picked up Bubbl'r in 2020, according to Wis-Pak Brands Director of Marketing Tyler Hartmann. In the southeast, Buffalo Rock also distributes Bubbl'r. Talks are underway to add distribution with Pepsi bottlers Gross & Jarson and Admiral Beverage, Hartmann said, adding, "We want to be nationally relevant, and continue to grow in the US." The brand has a strong 9.3 share in total US convenience, where sparkling waters generally underperform, Hartmann said.

## TERRITORY CHANGES AND DEALS

Birmingham-based **Coca-Cola United** held a grand opening on March 24 for a new \$10 million sales center in Panama City, FL. The 24-000-sq-ft facility also houses a distribution center, a warehouse, a fleet maintenance operation, and administrative offices, according to the bottler.

The **Planet Partnership** JV between **Beyond Meat** and **PepsiCo** has launched its first product – Beyond Meat Jerky. The plant-based product, made with ingredients such as peas and mung beans, contains no GMOs, soy or gluten, the companies said. Beverages from the JV are still to come.

Ohio-based **Gross & Jarson Pepsi-Cola Bottlers** was named PepsiCo Beverages North America's 2020 Donald M. Kendall Bottler of the Year.

**Golden Grail Technology** has acquired **Cause Water**, a packaged spring water brand that donates 10% of profits for global plastic pollution cleanup.

## PEOPLE

Coca-Cola Sustainability GM **Alpa Sutaria** has left the company for WestRock, where she is SVP for strategy and sustainability. She is a 20-year veteran of the Coke system, beginning with Coca-Cola Enterprises.

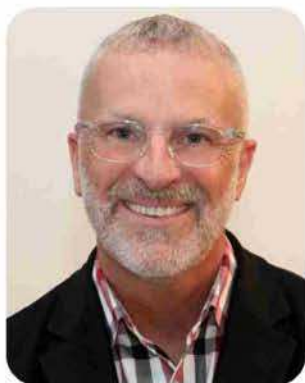


Alpa Sutaria

Former Nestle Waters and BlueTriton Brands CFO **Vivek Bedi** has joined Arctic Glacier Premium Ice as its CFO.

Talking Rain CEO **Chris Hall** is leaving the company April 1. The maker of Sparkling Ice said in a statement that Hall will be succeeded as CEO on an interim basis by COO **Ken Sylvia**. No reason was given for the departure and the company declined to elaborate. "Chris leaves Talking Rain after 15 years, where his impact has been felt across every department and with each individual Rain Maker," the statement read. Hall took the helm in 2018 after the abrupt dismissal of former CEO **Kevin Klock**.

**Nelson Urdaneta** will resign from Keurig Dr Pepper's board of directors on April 1. He is a designee of shareholder Mondelez and is leaving the company to become CFO of paper products maker Kimberly-Clark, according to a regulatory filing.



Scott Miller

Former Essentia Water CEO **Scott Miller** has joined the board of probiotic soda maker Culture Pop Soda. He previously served as CEO of Tampico Beverages and an SVP at Dr Pepper Snapple Group.

Industry trade group American Beverage has hired **Roberta Elias** as VP of strategic advocacy and initiatives. She joins from the World Wildlife Fund. Elias will "help drive the beverage industry's efforts



to lead on innovative, forward-thinking policies to minimize plastic waste, create financially durable and equitable circularity systems, and address relevant conservation issues facing all Americans,” AB said in an announcement.

Danone has nominated three new directors for its board. They are Ralph Lauren CEO **Patrice Louvet**, Holcim CFO **Géraldine Picaud**, and **Susan Roberts**, professor of nutrition at Tufts University and co-director of the Tufts Institute for Global Obesity Research.

Coca-Cola’s Innocent juice and smoothie unit has promoted Europe Managing Director **Nick Canney** to CEO. The former Coca-Cola Enterprises and Cadbury executive will succeed **Douglas Lamont**, who is leaving the company in the fall to run Tony’s Chocolonely.

## BRIEFS

Coca-Cola confirmed that **race-based staffing requirements for outside law firms** established by former General Counsel Bradley Gayton “have not been and are not policy” at the company, Bloomberg Law reported. The news organization cited a Feb. 7 letter to a group of shareholders that threatened to sue Coke over the requirements, alleging they were discriminatory.

Sustainability: **Keurig Dr Pepper announced an “aspiration to achieve net positive water impact by 2050.”** The company also announced it plans to **test a recyclable and compostable paper bottle** in the US that is being developed in partnership with Papacks, a sustainable packaging manufacturer based in Germany. The news comes as a scientific [study](#) hosted in the Netherlands **reported finding microplastics in the blood of test subjects**, according to USA Today.

A **PepsiCo bottling plant was damaged by fire** on March 22 in Piscataway, NJ. The cause wasn’t immediately known, according to local media reports.

Brand Marketing: PepsiCo has signed up the second-most followed Tik Tok star, Khaby Lama, to **promote the coming launch of Nitro Pepsi.**



Tik Tok Star Khaby Lama

Separately, Pepsi made a social media splash last week with a limited contest-only release of a Maple Syrup flavored Pepsi in collaboration with IHOP.

## Notable Product Launches

PepsiCo's SodaStream at-home soda maker has introduced a **SodaStream x Dante Cocktail Kit**, which is the brand's first large-scale effort to promote the device for cocktails. The kit is named for Greenwich Village's Dante bar in New York.

**Blood Orange remains a hot flavor** as BCAA energy drink Nocco, Hiball Energy Seltzer, and Spindrift juice-blended sparkling water have all launched variants with the ingredient in the past month.

Jones Soda will distribute **augmented reality (AR) labels** on 1.5 million bottles across five flavors that become digitally animated using a smartphone app.

---

©2022 Beverage Digest. All rights reserved. Beverage Digest is published by BD Media LLC.

No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.

Duane Stanford, Editor and Publisher. Tripp Stanford, Insight Analyst. Lina Zikas, Product Manager.

Phone: (404) 444 1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). Email: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).

One-year subscription \$925. American Express, Mastercard and Visa accepted.

Sample copies available. Subscriptions non-cancellable except pursuant to specific limited promotional offers.

Single copies or maps \$85. ISSN 0738-8853.

# BEVERAGE DIGEST

May 26, 2023

PREMIUM INSIGHT, ANALYSIS, AND DATA SINCE 1982

VOLUME 74 ISSUE 10 WWW.BEVERAGE-DIGEST.COM

pg 2

## Newest Invader



### IN THIS ISSUE

Pg. 2

Prime Grabs Sports Drink Share Fast [DATA]

Pg. 10

Cranna Joins Coke Swire as Sales Chief

Pg. 5

Sparkling Water: AHA Down. Bubly Up [DATA]

Pg. 10

WHO Recommends Against Artificial Sweeteners

Pg. 7

Celsius Reaches No. 3 at Retail [DATA]

Pg. 12

Waterdrop Jabs Soda With TV Ad

Pg. 9

Jerry Rice's G.O.A.T Fuel Raises \$5M

Pg. 14

Blue Bell 'Floats' Dr Pepper Flavor

**WARNING:** UNAUTHORIZED ELECTRONIC, PRINT, OR FAX REPRODUCTION IN WHOLE OR IN PART IS A VIOLATION OF FEDERAL LAW.  
VIOLATORS ARE LIABLE FOR ACTUAL DAMAGES OR STATUTORY DAMAGES UP TO \$100,000.

## OPENING THOUGHTS

A year ago, I [wrote](#) that US beverage bottlers saw no “competitive stupid” retail soft drink pricing, as one person put it, during the Memorial Day weekend. This year, a quick informal survey of supermarket circulars across the country finds the same rational promotional landscape, even as pricing remains elevated.

Consumers can grab 12-packs of 12-oz cans of Coke, Pepsi, or Dr Pepper at Jewel Osco in Chicago for \$3.99 each, when they buy four. On the higher end of the spectrum, that same holiday staple package at Big Saver Foods in Los Angeles is priced at \$4.99 for Pepsi and \$5.99 for Coke, when three are purchased. At the lower end, Coke, Pepsi, and Big Red drinkers in Louisville can pick up 12-packs for \$3.75 each at Kroger, when they buy four. A Publix in Miami offers Pepsi 12-packs at buy-two, get-two free. In Atlanta, an Ingles is promoting Coke 12-packs for \$3.98 each, with the purchase of four.

As shown in our first-quarter data for carbonated soft drinks, [published](#) May 10, and for non-carbonated beverages published today on page 4, pricing across the US beverage industry remains elevated. The same trend is happening with other consumer goods categories. The Wall Street Journal [weighed in](#) this week, saying such “generous” price increases “may be one reason a recession is permanently six months away.” As the WSJ also pointed out, however, unit sales for consumer staples companies are now steadily slipping. That’s generally true for beverages, too, as our data has revealed.

Looking at sales data is one thing, standing in a store looking at a 12-pack of soda for \$9 is another, and incredible really. For some, that price tag is a huge incentive to grab two or three more to drive down the price per pack. For others, it’s an incentive to skip the purchase altogether. Talk about a tightrope for beverage executives to walk, and one that may become ever more precarious to manage.

– Duane Stanford, Editor & Publisher



## PRIME COMPETITION

INFLUENCER-DRIVEN SPORTS DRINK CHALLENGER PRIME GRABS SHARE FAST  
GATORADE, BODYARMOR PRESSURED

**Plus, Q1 Non-Carb Category and Brand Retail Results: Latest BD Data.**

Prime, the sports drink challenger incubated by Congo Brands and co-founded last year by social media influencers Logan Paul and KSI, has bounded its way into a US sports drink category dominated by PepsiCo and Coca-Cola. As shown in the *Green Sheet* with this story, Prime finished the first quarter of this year with a 5.8 dollar share of the sports drinks category at retail, with almost all of that coming in the quarter. For comparison, BodyArmor held a 14 dollar share, while [Electrolit](#) held a 2.8 dollar share. The success of

Electrolit, a transplant from Mexico launched in the US in 2015, prompted Gatorade to enter the rapid hydration segment in 2021. Still, in a single quarter, Prime has leapfrogged Electrolit. By volume, Prime reached a 3.2 share of the sports drink market. The disparity between Prime's dollar and volume shares is evidence of its premium pricing and positioning compared to market leaders Gatorade and Powerade. The brand generally retails at Kroger for about \$2.00 per 16.9-oz bottle, slightly higher than a 16-oz bottle of BodyArmor and about the same as a 28-oz bottle of Gatorade.



**VIRAL BEVERAGE.** The popularity of co-founders [Logan Paul](#) and [Olajide Olayinka Williams](#), who is known as KSI, has propelled Prime in the US and the UK. Together, the celebrities have 64 million subscribers on YouTube (KSI has 40 million between two channels; Paul has 24 million). For comparison, pop music superstar

Taylor Swift has 52 million subscribers. Marshmello, a global electronic dance music phenom who collaborated last year on a Coca-Cola Creations flavor release, has 56 million subscribers. Viral marketing videos by KSI and Paul, coupled with production shortages, have created long lines at stores in the UK. The hype around the drink has ramped up in the US, as well, where the brand has developed a following among school kids. During a recent visit to an Atlanta area Publix grocery, BD noted a significant amount of shelf space devoted to Prime on the sports drink aisle, as well as significant out-of-stocks for the brand (pictured). On another visit, an entire end-cap near the beer aisle was devoted to Prime (pictured). While auditing the shelf, BD watched as two elementary-aged boys visited the aisle with their parents to each pick out a bottle of Prime. They acted as if it was a toy. At its website, Congo Brands says Prime is targeted at everyone from students and teachers to doctors and athletes. "The goal for Prime Hydration was to build a better for you lifestyle beverage that people could enjoy on any occasion," according to Congo.



**GATORADE PRESSURED. BODYARMOR WOES CONTINUE.** In a report last month, researchers at Consumer Edge noted the Prime share surge and said it “will create issues for the large beverage companies.” Indeed, PepsiCo’s Gatorade lost volume and dollar share at retail during the first quarter despite share gains for Gatorade Zero and rapid hydrator Gatorlyte (*Green Sheet*). The brand is a key contributor to PepsiCo’s North American beverage business, especially as the company transitions Gatorade from warehouse delivery to direct-store delivery by way of its bottling network at large format stores. Gatorade also has worked through most of its pandemic-era supply shortages and has raised pricing by a double-digit percentage. Meanwhile, BodyArmor’s decline at retail continued during the first quarter, with sales and share down for both volume and dollars (*Green Sheet*). Pricing was up +6.2%, which was less than half the category’s pricing growth. “For Coca-Cola, 2023 was supposed to be the year that the company turns around its sports drink business,” the analysts at Consumer Edge noted, adding that Coca-Cola’s acquisition plan for BodyArmor likely didn’t include fending off a fast-growing share gainer like Prime. Separately, Coca-Cola’s Powerade Zero was a bright spot for the company’s sports drink portfolio after the product grew in volume and dollar sales while gaining market share.

**FIRST-QUARTER RETAIL PERFORMANCE BY CATEGORY, BRAND.** The *Green Sheet* with this story details retail performance for select brands within the water, sports drinks, ready-to-drink tea, and bottler-delivered shelf-stable juice categories for the first quarter of 2023. The table below aggregates the data by category. This multi-channel data covers supermarkets, c-stores, drug chains, mass merchandisers including Walmart, some club stores, dollar chains, and the military channel. The data draws from two separate information sources. Data points in the *Green Sheet* were chosen to provide the best possible metrics for the brands, companies and categories for which data is provided. As shown in the table, all beverage categories tracked by BD posted volume declines in the first quarter, as strong pricing gains netted dollar growth for all categories.

**U.S. Non-Carbs at Retail by Category: Q1 2023 (Volume, Dollars, Pricing)**

Categories	Vol +/-	\$ +/-	Price +/-
Plain Bottled Water	-1.4%	+12.7%	+14.1%
Flavored/Enhanced Waters	-6.9%	+2.7%	+9.6%
Sports Drinks	-4.2%	+11.7%	+15.9%
Tea (RTD)	-5.7%	+8.2%	+13.9%
Juice Drinks (Shelf-Stable)	-1.6%	+10.3%	+11.9%

*Source: Beverage Digest*

## Non-Carbonated Beverages: Q1 2023 Packaged Water (Plain/Enhanced)

Plain Bottled Water	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price +/-
<b>BlueTriton (Former Nestlé Waters)</b>	<b>24.5</b>	<b>-0.7</b>	<b>-4.1%</b>	<b>23.7</b>	<b>+0.3</b>	<b>+14.3%</b>	<b>+18.4%</b>
Pure Life	7.2	+0.3	+3.4%	5.4	+0.6	+26.0%	+22.6%
Poland Spring	5.2	-0.3	-6.2%	5.6	+0.1	+13.9%	+20.1%
Deer Park	3.4	-0.2	-5.7%	3.6	Flat	+12.1%	+17.8%
Ozarka	3.1	-0.2	-7.7%	3.1	-0.1	+9.0	+16.6%
Ice Mountain	2.7	-0.1	-5.9%	2.8	Flat	+12.1%	+18.0%
Zephyrhills	2.1	-0.2	-8.9%	2.3	-0.1	+8.4%	+17.3%
Arrowhead	0.9	-0.1	-11.0%	1.0	-0.1	+5.5%	+16.4%
<b>PepsiCo</b>	<b>6.0</b>	<b>-0.6</b>	<b>-10.0%</b>	<b>9.3</b>	<b>-0.9</b>	<b>+2.7%</b>	<b>+12.7%</b>
Aquafina	5.8	-0.6	-10.1%	8.0	-0.8	+2.5%	+12.6%
Lifewtr	0.2	Flat	-8.0%	1.3	-0.1	+3.9%	+12.0%
<b>Coca-Cola</b>	<b>5.2</b>	<b>-0.3</b>	<b>-7.2%</b>	<b>12.8</b>	<b>-0.5</b>	<b>+8.4%</b>	<b>+15.6%</b>
Dasani	3.8	-0.4	-11.0%	5.7	-0.8	-1.6%	+9.4%
Smartwater	1.4	+0.1	+5.2%	7.1	+0.3	+17.9%	+12.7%
<b>CG Roxane</b>	<b>1.9</b>	<b>Flat</b>	<b>-3.8%</b>	<b>1.5</b>	<b>-0.1</b>	<b>+5.7%</b>	<b>+9.5%</b>
Crystal Geyser	1.9	Flat	-3.8%	1.5	-0.1	+5.7%	+9.5%
<b>Nestlé SA</b>	<b>0.7</b>	<b>Flat</b>	<b>-2.1%</b>	<b>3.1</b>	<b>-0.2</b>	<b>+5.5%</b>	<b>+7.6%</b>
Essentia	0.7	Flat	-2.1%	3.1	-0.2	+5.5%	+7.6%
<b>The Wonderful Company</b>	<b>0.6</b>	<b>Flat</b>	<b>-1.6%</b>	<b>3.4</b>	<b>-0.4</b>	<b>+0.7%</b>	<b>+2.3%</b>
Fiji	0.6	Flat	-1.6%	3.4	-0.4	+0.7%	+2.3%
<b>Keurig Dr Pepper</b>	<b>0.4</b>	<b>Flat</b>	<b>-0.5%</b>	<b>2.2</b>	<b>-0.2</b>	<b>+5.1%</b>	<b>+5.6%</b>
Core Hydration	0.4	Flat	-0.5%	2.2	-0.2	+5.1%	+5.6%
<b>Liquid Death</b>	<b>0.05</b>	<b>Flat</b>	<b>+31.1%</b>	<b>0.3</b>	<b>+0.1</b>	<b>+47.9%</b>	<b>+16.8%</b>
Liquid Death	0.05	0.0	+31.1%	0.3	+0.1	47.9	+16.8%
<b>Private Label</b>	<b>55.7</b>	<b>+2.3</b>	<b>+2.8%</b>	<b>34.2</b>	<b>+2.5</b>	<b>+21.5%</b>	<b>+18.6%</b>
<b>All Other</b>	<b>4.9</b>	<b>-</b>	<b>-</b>	<b>9.7</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>-1.4%</b>	<b>100.0</b>	<b>-</b>	<b>+12.7%</b>	<b>+14.1%</b>

Flavored and Enhanced Waters	Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price +/-
<b>Coca-Cola Co</b>	<b>42.9</b>	<b>+0.8</b>	<b>-5.1%</b>	<b>47.2</b>	<b>+1.3</b>	<b>+5.6%</b>	<b>+10.7%</b>
Glacéau Vitaminwater (Base)	25.6	+3.1	+5.9%	29.6	+3.5	+16.6%	+10.7%
Glacéau Vitaminwater (Zero)	14.5	Flat	-7.1%	14.6	+0.2	+3.8%	+10.9%
Smartwater (Flat Flavored)	1.9	Flat	-6.1%	2.4	Flat	+2.3%	+8.4%
PowerWater	0.5	-1.7	-78.1%	0.5	-1.5	-73.4%	+4.8%
<b>PepsiCo</b>	<b>41.4</b>	<b>-0.1</b>	<b>-7.1%</b>	<b>30.3</b>	<b>+2.0</b>	<b>+10.0%</b>	<b>+17.1%</b>
Propel	41.4	Flat	-6.9%	30.3	+2.1	+10.4%	+17.4%
<b>Keurig Dr Pepper</b>	<b>9.2</b>	<b>-1.6</b>	<b>-20.6%</b>	<b>13.4</b>	<b>-2.6</b>	<b>-14.2%</b>	<b>+6.3%</b>
Bai	9.2	-1.6	-20.5%	13.4	-2.6	-14.0%	+6.5%
<b>Neurobrands</b>	<b>0.0</b>	<b>Flat</b>	<b>-54.4%</b>	<b>0.1</b>	<b>-0.1</b>	<b>-54.3%</b>	<b>+0.1%</b>
Neuro	0.0	Flat	-54.4%	0.1	-0.1	-54.3%	+0.1%
<b>Private Label</b>	<b>0.4</b>	<b>Flat</b>	<b>-8.4%</b>	<b>0.4</b>	<b>Flat</b>	<b>+11.3%</b>	<b>+19.7%</b>
<b>All Other</b>	<b>6.0</b>	<b>-</b>	<b>-</b>	<b>8.7</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>-6.9%</b>	<b>100.0</b>	<b>-</b>	<b>+2.7%</b>	<b>+9.6%</b>

This Green Sheet draws from two separate information sources.

Data points were chosen to provide the best possible metrics for the brands, companies and categories for which data is provided. Market Shares Rounded.

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar and military channels.

The Green Sheet. All rights reserved. Copyright 2023. Material may not be reproduced in any form without written permission.

## Non-Carbonated Beverages: Q1 2023 Sports Drinks/RTD Teas/Bottler-Delivered Juice Drinks

Sports Drinks	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price
<b>PepsiCo</b>	<b>67.6</b>	<b>-1.2</b>	<b>-5.8%</b>	<b>63.8</b>	<b>-0.7</b>	<b>+10.4%</b>	<b>+16.3%</b>
Gatorade	44.8	-2.4	-9.0%	43.8	-2.7	+5.3%	+14.3%
Gatorade Zero	17.0	+0.3	-2.5%	14.4	+0.2	+13.0%	+15.5%
Gatorlyte	1.5	+0.8	+117.8%	3.3	+1.7	+125.1%	+7.3%
Gatorade G2	0.5	-0.4	-44.3%	0.4	-0.3	-37.4%	+6.9%
All Other (Including Powder) *	3.8	n/a	n/a	1.9	n/a	n/a	n/a
<b>Coca-Cola Co</b>	<b>26.1</b>	<b>-1.0</b>	<b>-11.1%</b>	<b>25.4</b>	<b>-2.6</b>	<b>-5.8%</b>	<b>+5.3%</b>
Bodyarmor	10.7	-1.9	-18.8%	14.4	-4.0	-12.6%	+6.2%
Powerade Base	10.0	-1.0	-12.6%	7.6	-1.2	-3.2%	+9.4%
Powerade Zero	5.3	+0.6	+6.9%	3.4	+0.2	+17.0%	+10.1%
<b>Prime Hydration, LLC</b>	<b>3.2</b>	<b>+3.1</b>	<b>+2,491.5%</b>	<b>5.8</b>	<b>+5.6</b>	<b>+2,705.1%</b>	<b>+213.6%</b>
Prime	3.2	+3.1	+2,491.5%	5.8	+5.6	+2,705.1%	+213.6%
<b>Grupo PISA</b>	<b>1.3</b>	<b>+0.2</b>	<b>+15.8%</b>	<b>2.8</b>	<b>+0.2</b>	<b>+19.9%</b>	<b>+4.1%</b>
Electrolit USA	1.3	+0.2	+15.8%	2.8	+0.2	+19.9%	+4.1%
<b>Private Label</b>	<b>0.9</b>	<b>-0.1</b>	<b>-10.9%</b>	<b>0.7</b>	<b>-0.1</b>	<b>-6.1%</b>	<b>+4.8%</b>
All Other	0.9	n/a	n/a	1.5	n/a	n/a	n/a
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>-4.2%</b>	<b>100.0</b>	<b>-</b>	<b>+11.7%</b>	<b>+15.9%</b>

Shelf-Stable RTD Teas	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price
<b>PepsiCo / Lipton</b>	<b>47.0</b>	<b>-2.2</b>	<b>-9.8%</b>	<b>45.9</b>	<b>-1.9</b>	<b>+3.8%</b>	<b>+13.7%</b>
Lipton	19.8	-2.6	-16.5%	12.7	-1.6	-4.2%	+12.3%
Pure Leaf	13.1	-1.1	-12.9%	20.7	-2.1	-1.9%	+11.0%
Brisk	12.1	-0.1	-6.1%	9.9	+0.2	+10.4%	+16.5%
All Other	1.9	n/a	n/a	2.5	n/a	n/a	n/a
<b>Arizona Beverages</b>	<b>30.6</b>	<b>+1.4</b>	<b>-1.1%</b>	<b>21.5</b>	<b>+1.4</b>	<b>+15.5%</b>	<b>+16.6%</b>
Arizona	30.6	+1.4	-1.1%	21.5	+1.4	+15.5%	+16.6%
<b>Coca-Cola Co</b>	<b>10.9</b>	<b>+1.0</b>	<b>+3.5%</b>	<b>14.3</b>	<b>+0.8</b>	<b>+14.2%</b>	<b>+10.6%</b>
Gold Peak	9.2	+1.0	+5.4%	13.2	+1.2	+19.2%	+13.8%
Peace Tea	1.7	+0.4	+26.1%	2.2	+0.5	+40.9%	+14.8%
Honest	0.1	-87.2	+0.1%	-1.1	-86.9	-7.3%	-7.5%
<b>Keurig Dr Pepper</b>	<b>7.8</b>	<b>-0.3</b>	<b>-9.6%</b>	<b>8.8</b>	<b>-0.8</b>	<b>-1.0%</b>	<b>+8.6%</b>
Snapple TM	+7.8	-0.3	-9.6%	8.8	-0.8	-1.0%	+8.6%
<b>Private Label</b>	<b>-0.4</b>	<b>-0.4</b>	<b>-26.9%</b>	<b>1.2</b>	<b>-0.4</b>	<b>-17.0%</b>	<b>+9.9%</b>
All Other	4.1	n/a	n/a	8.3	n/a	n/a	n/a
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>-5.7%</b>	<b>100.0</b>	<b>-</b>	<b>+8.2%</b>	<b>+13.9%</b>

Bottler-Delivered Juice/Juice Drinks **	Vol Share	Vol Share +/-	Vol +/-	\$ Share	\$ Share +/-	\$ +/-	Price +/-
<b>Coca-Cola Co</b>	<b>27.4</b>	<b>-0.1</b>	<b>-1.9%</b>	<b>29.4</b>	<b>+0.5</b>	<b>+12.3%</b>	<b>+14.1%</b>
Minute Maid (OJ/Juice Drinks)	25.8	+0.1	-1.2%	26.4	+0.4	+12.2%	+13.3%
Tum-e Yummies	1.6	-0.2	-12.2%	2.7	-0.3	+0.6%	+12.8%
<b>PepsiCo</b>	<b>24.1</b>	<b>-0.8</b>	<b>-4.6%</b>	<b>20.1</b>	<b>+0.1</b>	<b>+10.9%</b>	<b>+15.6%</b>
Ocean Spray (PBNA-delivered)	7.4	-0.6	-9.3%	4.2	-0.2	+4.6%	+13.9%
Dole	3.6	+0.4	+9.8%	6.9	+0.9	+27.9%	+18.1%
Tropicana (OJ/Juice Drinks)	2.0	-0.5	-21.6%	2.9	-0.6	-9.8%	+11.8%
Lipton Brisk Juice Drinks	1.0	Flat	-4.3%	1.3	-0.1	+4.0%	+8.3%
All Other	10.1	Flat	-21.9%	4.7	+0.1	-8.3%	+13.7%
<b>Arizona Beverages</b>	<b>15.7</b>	<b>+2.1</b>	<b>+13.6%</b>	<b>9.6</b>	<b>+1.0</b>	<b>+23.9%</b>	<b>+10.2%</b>
Arizona	15.7	+2.1	+13.6%	9.6	+1.0	+23.9%	+10.2%
<b>Keurig Dr Pepper</b>	<b>13.4</b>	<b>-1.1</b>	<b>-9.1%</b>	<b>14.1</b>	<b>-1.0</b>	<b>+2.9%</b>	<b>+12.0%</b>
Snapple Juice	13.4	-1.1	-9.1%	14.1	-1.0	+2.9%	+12.0%
<b>Private Label</b>	<b>1.3</b>	<b>-0.4</b>	<b>-24.6%</b>	<b>2.4</b>	<b>-0.4</b>	<b>-3.8%</b>	<b>+20.9%</b>
All Other	18.1	n/a	n/a	24.4	n/a	n/a	n/a
<b>CATEGORY</b>	<b>100.0</b>	<b>-</b>	<b>-1.6%</b>	<b>100.0</b>	<b>-</b>	<b>+10.3%</b>	<b>+11.9%</b>

\* This quarter's addition of Gatorlyte has altered our PepsiCo All Other calculation. Some figures will not be available.

\*\* Bottler-delivered juices and juice drinks are almost entirely shelf-stable products.

This Green Sheet draws from two separate information sources.

Data points were chosen to provide the best possible metrics for the brands, companies and categories for which data is provided.

Market Shares Rounded.

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar and military channels.

The Green Sheet. All rights reserved. Copyright 2023. Material may not be reproduced in any form without written permission.



# SPARKLING WATER

COKE'S AHA VOLUME DOWN -42% AT US RETAIL. CAFFEINATED VERSIONS DISCONTINUED  
PEPSICO'S BUBLY GROWS. LACROIX SLIPS

## Category's -5.5% Volume Decline Offset by Pricing Growth.

Sales of Coca-Cola's sparkling water brand, AHA, have deteriorated amid competition with PepsiCo's growing sparkling water brand, Bubly, according to new BD data. Both brands were created to take on sparkling water market leader LaCroix, which has defined the US category during the past two decades. As shown in the table with this story, AHA volume and dollar sales at US retail during the first quarter of this year declined by -42% and -30% respectively. The brand lost at least a share point by both measures. Pricing growth of +11.4% was just shy of category pricing growth. AHA has been delisted at Publix supermarkets, according to BD sources. The AHA brand also confirmed by way of Twitter in May that caffeinated versions have been discontinued. A company source told BD that targeted investments will be made in the brand this year at select retailers to improve sales velocity. Efforts include a "Sparkling Jell-O" mix co-branded with AHA on the package at retailers such as Walmart and Meijer through June. AHA was launched in March of 2020 as

Sparkling Water Brand Performance: Q1 2023

	Vol Share	Vol Shr +/-	Vol +/-	\$ Share	\$ Shr +/-	\$ +/-	Price +/-
<b>LaCroix (National Beverage)</b>	<b>14.0</b>	-0.1	-6.2%	<b>12.1</b>	-1.0	-1.8%	+4.4%
<b>Sparkling Ice (Talking Rain)</b>	<b>12.0</b>	-0.6	-10.3%	<b>16.2</b>	-1.3	-1.4%	+8.9%
<b>Polar</b>	<b>8.5</b>	+0.3	-1.8%	<b>6.7</b>	+0.5	+15.1%	+16.9%
<b>PepsiCo</b>	<b>7.5</b>	+0.6	+2.3%	<b>7.0</b>	+0.2	+9.7%	+7.5%
Bubly	7.5	+0.6	+2.2%	7.0	+0.2	+9.7%	+7.5%
<b>Nestlé</b>	<b>7.1</b>	-0.6	-13.0%	<b>12.2</b>	-1.2	-3.2%	+9.9%
S.Pellegrino	3.9	+0.2	-0.4%	6.6	+0.2	+9.1%	+9.5%
Perrier	3.2	-0.8	-24.6%	5.6	-1.4	-14.5%	+10.1%
<b>Coca-Cola Co</b>	<b>4.5</b>	-1.5	-29.5%	<b>7.1</b>	-1.2	-9.5%	+20.1%
Topo Chico	2.6	-0.4	-17.1%	5.2	-0.2	+2.1%	+19.1%
Aha	1.9	-1.2	-41.8%	2.0	-1.0	-30.3%	+11.4%
<b>Spindrift</b>	<b>2.6</b>	+0.5	+18.4%	<b>3.7</b>	+0.7	+29.6%	+11.2%
<b>Keurig Dr Pepper</b>	<b>2.3</b>	-0.0	-6.7%	<b>2.4</b>	-0.1	+1.3%	+7.9%
Canada Dry	1.2	+0.1	+3.5%	1.3	+0.0	+10.3%	+6.9%
Schweppes	1.0	-0.1	-14.3%	1.2	-0.1	+1.9%	+16.2%
Bai Bubbles	0.0	-0.0	-96.2%	0.0	-0.1	-95.6%	+0.6%

<b>Wis-Pak</b>	<b>1.2</b>	+0.3	+22.6%	<b>2.3</b>	+0.6	+43.2%	+20.6%
Bubbl'r	1.0	+0.3	+38.7%	2.1	+0.6	+53.5%	+14.8%
Klarbrunn	0.2	-0.0	-25.2%	0.2	-0.1	-22.9%	+2.3%
<b>BlueTriton Brands</b>	<b>1.2</b>	-0.6	-39.4%	<b>0.9</b>	-0.4	-28.6%	+10.8%
Poland Spring	0.8	-0.2	-23.4%	0.6	-0.1	-9.4%	+14.0%
Arrowhead	0.1	-0.2	-59.5%	0.1	-0.1	-50.4%	+9.2%
Ice Mountain	0.1	-0.1	-49.0%	0.1	-0.1	-43.7%	+5.3%
Deer Park	0.1	-0.1	-59.6%	0.1	-0.1	-53.0%	+6.6%
Ozarka	0.0	-0.0	-60.1%	0.0	-0.0	-53.6%	+6.5%
<b>Liquid Death</b>	<b>0.8</b>	+0.6	+265.6%	<b>1.7</b>	+1.2	+288.1%	+22.5%
<b>Vintage (Refresco)</b>	<b>0.7</b>	-0.0	-11.3%	<b>0.4</b>	-0.0	-1.6%	+9.7%
<b>Crystal Geyser (Roxanne)</b>	<b>0.5</b>	-0.0	-5.7%	<b>0.3</b>	-0.0	-2.7%	+3.0%
<b>Cascade Ice (Unique Beverages)</b>	<b>0.2</b>	+0.0	+15.4%	<b>0.3</b>	+0.0	+18.2%	+2.8%
<b>Private Label</b>	<b>29.4</b>	-0.5	-7.2%	<b>17.3</b>	+0.0	+6.5%	+13.7%
All Other	7.6	+1.7	+22.0%	9.4	+2.0	+34.8%	+12.8%
Category	<b>100</b>	-	-5.6%	<b>100</b>	-	+6.3%	+11.8%

Data includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest

the global Covid pandemic ramped up in the US. At the time, Coca-Cola CEO James Quincey told BD that AHA's launch, which came two years after PepsiCo launched Bubly, should have happened sooner. In the first quarter, Bubly posted volume and dollar sales growth and gained market share. For Coke, AHA wasn't the only brand to decline. Topo Chico, which has suffered from supply shortages, posted a -17% volume decline as pricing growth of +19% far outpaced the category and led to dollar sales growth of +2.1%.

**CATEGORY VOLUME FALLS. CATEGORY DOLLAR GROWTH PROPPED UP BY HIGHER PRICING.** The US sparkling water category at retail posted a volume decline of -5.6%, driven by declines for market leaders LaCroix and Sparkling Ice. Even Polar, which has maintained momentum under a distribution agreement with Keurig Dr Pepper, lost volume in the quarter. Unlike LaCroix and Sparkling Ice, pricing gains for Polar were enough to generate dollar sales growth. Nestle's Perrier shed almost -25% of its volume and -14.5% of its dollar sales amid +10% pricing growth. LaCroix pricing growth of +4.4% was significantly outpaced by category pricing growth of almost +12%. Spindrift, infused with juice, added share as some consumers opted for increased flavor compared to most sparkling waters that are generally unsweetened and lightly flavored. Wis-Pak's Bubbl'r, a sweetened sparkling water, also continued to grow, while Talking Rain's sweetened Sparkling Ice declined. Private label dominated the sparkling water category with a 29.4 volume share, which was more than double that of market leader LaCroix.

# ENERGY DRINKS

## CELSIUS GRABS NO. 3 SPOT AT US RETAIL AS BANG CRATERS, ROCKSTAR SLIPS MONSTER AND RED BULL FUEL GROWING ENERGY CATEGORY

Celsius moved up two spots to the No. 3 energy drink at US retail behind Monster and Red Bull after doubling sales during the first quarter of this year, according to BD data. As shown in the table below, Celsius held a 5.5 volume share and a similar dollar share

### US Energy Drinks at Retail: Q1 2023

Energy Drinks (Select Trademarks)	Vol Share	Vol Share +/-	Vol +/-	\$ Share*	\$ Share +/-	\$ +/-	Price +/-
Monster Energy <sup>2</sup>	30.7	-0.7	+2.7%	25.8	-0.3	+17.9%	+15.3%
Red Bull	25.1	+0.3	+5.2%	35.2	-0.3	+12.4%	+7.2%
Celsius	5.5	+2.5	+91.7%	5.8	+2.7	+108.7%	+17.1%
Rockstar (PepsiCo)	4.9	-0.6	-7.9%	3.6	-0.3	+3.2%	+11.1%
Bang (VPX)	3.2	-4.3	-55.6%	2.8	-3.9	-20.0%	+35.6%
NOS (Monster)	2.8	+0.1	+7.2%	2.3	+0.1	+18.5%	+11.3%
Private Label	2.6	-0.2	-32.3%	0.2	-0.0	-21.2%	+11.0%
Reign (Monster)	2.6	+0.1	+9.3%	2.4	+0.2	+21.5%	+12.2%
Starbucks Energy	2.3	-0.3	-8.7%	2.9	-0.3	+1.6%	+1.7%
C4 (NutraBolt)	2.2	+0.8	+59.2%	2.2	+0.7	+69.6%	+10.4%
Mtn Dew Energy <sup>3</sup>	0.6	-0.3	-25.7%	0.5	-0.2	-20.5%	+5.2%
Full Throttle (Monster)	0.6	-0.1	-9.0%	0.6	-0.0	+6.4%	+15.4%
5-Hour Energy	0.5	-0.0	-5.4%	4.0	-0.6	-2.5%	+2.9%
Prime Energy <sup>4</sup>	0.5	+0.5	n/a	0.7	+0.7	n/a	n/a
Dew AMP (PepsiCo)	0.3	-0.0	-8.8%	0.2	-0.0	-2.7%	+6.1%
Rip It (National Beverage)	0.1	-0.0	-20.5%	0.1	-0.0	-15.0%	+5.5%
Redline (VPX)	0.1	-0.0	-14.3%	0.2	-0.1	-9.9%	+4.4%
<b>Energy Category</b>	<b>100.0</b>	<b>-</b>	<b>+3.8%</b>	<b>100.0</b>	<b>-</b>	<b>+13.3%</b>	<b>+9.5%</b>

<sup>1</sup> Share columns do not sum to full category <sup>2</sup> Includes only Monster Energy, Monster Ultra.

<sup>3</sup> Launched March 2021. Rebranded from Mtn Dew Rise to Mtn Dew Energy in November 2021.

<sup>4</sup> Grew from a base of zero. Vol +/- not applicable.

Note: Table draws from two separate data sources. Data points chosen to provide best possible metrics for brands, companies, categories shown.

Data: Includes grocery, convenience, drug, mass including Walmart, some club, dollar, and military channels.

Source: Beverage Digest



after gains from a distribution deal signed last year with PepsiCo. After moving into the Pepsi system to replace Bang Energy following a tumultuous and premature end to Bang's distribution partnership with PepsiCo, Celsius leaped past former No. 3 Bang amid that company's bankruptcy proceedings and the ouster of founder and CEO Jack Owoc. Bang shed more than half its volume and 4.3 volume share points at retail in the quarter. The decline pushed

Bang down to No. 5 behind PepsiCo's Rockstar brand, which shed volume share and fell below Celsius to No. 4. Meanwhile, PepsiCo's Mtn Dew Energy lost a quarter of its volume sales and a fifth of its dollar sales in the period. Nipping at Mtn Dew Energy's heels is Prime Energy, an extension of the sports drink brand co-founded by influencers KSI and Logan Paul (see [page 2](#)). Prime grabbed a 0.5 volume share of the energy category in the period after being launched just this year. Over at Keurig Dr Pepper, C4 boosted volume almost +60% and gained share following KDP's minority investment and distribution deal last year.

**CELSIUS CEO SEES MORE RUNWAY FOR GROWTH WITH PEPSICO.** In a research note following Goldman Sachs' Global Staples Forum last week, Goldman beverage analysts paraphrased Celsius CEO John Fieldly as saying the PepsiCo partnership was off to a "strong start." The brand had reached at least a 95 ACV (all commodity volume) by the end of the first quarter, and at least a 96 ACV in the crucial and profitable convenience channel. That was up about 38 points since last year, according to Goldman. "Per Mr. Fieldly, there is a long runway of growth ahead for Celsius across a variety of channels, including expanding in retail, convenience (including independent convenience), and foodservice," the Goldman analysts wrote, adding that foodservice represented only about 10% of Celsius' revenue that came through PepsiCo during the first quarter.

**ENERGY CATEGORY GROWS. MONSTER, RED BULL POST SALES GROWTH.** The energy category at US retail in the first quarter grew volume, dollars, and pricing (see table). Volume leader Monster Energy outpaced the category in pricing and dollar growth, while volume growth lagged the category and volume share declined. In contrast, value leader Red Bull lagged the category on pricing and dollar growth while the brand outpaced the category on volume growth and added volume share. Both brands shed dollar share.

# TERRITORY CHANGES AND DEALS

**South Atlantic Cannery**, a Coca-Cola manufacturing co-op managed by **Coca-Cola Consolidated**, announced plans for a \$29 million expansion of a bottling plant in Bishopville, South Carolina, which is 50 miles east of Columbia. The expansion is set to open in Dec. 2027.

**Beyond Meat** announced it will take distribution in-house for a plant-based jerky developed in partnership with **PepsiCo**. The move is intended to improve margins. During a May 10 earnings conference call, Beyond Meat Founder, President and CEO Ethan Brown said he intends to still use the Planet Partnership with PepsiCo “down the road” without elaborating.



Modelo beer brewer and Coca-Cola’s Fresca Mixed partner **Constellation Brands** has acquired a minority stake in alcohol-free sparkling beverage **Tost**, which is available in at least 40 states and seven countries.

**Anheuser-Busch** has announced it will discontinue sales of **Hiball Energy Seltzer**, a non-alcoholic brand the brewer acquired in 2017.

Meanwhile, **Ghost** has signed a multi-year partnership as exclusive energy drink partner with music festival and live events producer **Insomniac**. The canned energy drink was developed with Anheuser-Busch.

Mushroom energy drink **G.O.A.T. Fuel** has raised \$5 million in a seed funding round led by **Stage 1 Fund** and **Morrison Seger Venture Capital Partners**, according to Sports Business Journal. G.O.A.T. Fuel is backed by former football star Jerry Rice and is run by his daughter, CEO Jaqui Rice.

**Ryl Tea** will move into Kroger stores in July, according to the brand. The functional canned antioxidant tea also just launched a Ryl Sweet Tea variant with country music star Morgan Wallen. Ryl teas are zero sugar and are sweetened with monk fruit and stevia.



## PEOPLE

Coca-Cola Iberia, covering Spain and Portugal, has promoted **Carlos Martin** to GM and VP of franchise operations. He was previously VP of franchises for Colombia and Venezuela. Martin succeeds **Juan Ignacio de Elizalde**.



Brendan Cranna

Former PepsiCo Ireland Business Unit GM **Adam Smart** has taken over as CEO of Genius Foods, the UK-based maker of gluten-free products.

Swire Coca-Cola USA has hired **Brendan Cranna** as chief sales officer. Cranna comes from Coca-Cola, where he was a VP of franchise operations.

Former PepsiCo and Pepsi Bottling Group executive **Mike Spanos** has been named COO of Delta Airlines.

## BRIEFS

The World Health Organization **recommended that consumers not use artificial sweeteners for weight control** or to avoid diseases such as diabetes. A WHO review of research concluded that the research “does not confer any long-term benefit in reducing body fat in adults or children.” The agency also warned about “potential undesirable effects from long-term use,” including increased risk of type 2 diabetes and cardiovascular disease. In response, the Calorie Control Council, an international association representing the low-calorie food and beverage industry, said, “A substantial body of evidence shows that low- and no-calorie sweeteners provide effective and safe options to reduce sugar and calorie consumption.” The council added that, “Along with exercise and a healthy diet low- and no-calorie sweeteners are a critical tool that can help consumers manage body weight and reduce the risk of non-communicable diseases.”

**Kickstand Cocktails has refreshed its packaging as it expands availability nationally** this week with the direct-to-consumer spirits platform Speakeasy. Sports business journalist Darren Rovell [launched](#) the canned ready-to-drink alcohol brand last year. Kickstand’s

more “elevated, polished look” (pictured) also will be reflected in digital and social marketing, a spokeswoman said. The new packaging will debut at Universal Music Group’s four-day “Music is Universal” country music festival in Nashville starting on June 8.



The table below shows **volume sales results for selected global markets as reported by Coca-Cola**

**and PepsiCo** for the first quarter of 2023. Both Coke and PepsiCo posted quarterly global volume growth that lagged that of 2022. In North America, Coca-Cola’s volume grew +3.0% while PepsiCo’s was up +1.0%. Globally, Coca-Cola’s Greater China and Mongolia reporting

**Global Beverage Volumes Reported by Coca-Cola and PepsiCo: Q1 2023**

<b>Coca-Cola</b>			
<b>Market</b>	<b>Q1 2023</b>	<b>FY 2022</b>	
	<b>% +/-</b>	<b>% +/-</b>	
Brazil**	+6%	+9%	
Greater China & Mongolia*	+13%	-3%	
ASEAN & South Pacific	+1%	+6%	
India & Southwest Asia*	+23%	+36%	
Mexico**	+5%	+5%	
Europe ***	-7%	+1%	
Latin America	+5%	+6%	
Japan/South Korea*	Flat	+2%	
Asia Pacific	+10%	+6%	
U.S./Canada	Flat	+2%	
Eurasia & Middle East	+7%	+8%	
Africa	-4%	Flat	
<b>Worldwide</b>	<b>+3%</b>	<b>+5%</b>	

<b>PepsiCo</b>			
<b>Market</b>	<b>Q1 2023</b>	<b>FY 2022</b>	
	<b>% +/-</b>	<b>% +/-</b>	
Brazil	+DD	+MSD	
China	+LSD	+MSD	
Germany	-DD	-DD	
India	+DD	+DD	
Mexico	+HSD	+MSD	
Middle East	+HSD	+HSD	
Argentina	-MSD	+DD	
Pakistan	+DD	+DD	
Russia	-DD	-DD	
Turkey	+LSD	-MSD	
Philippines	-DD	+HSD	
Nigeria	-LSD	+LSD	
U.K.	-MSD	-LSD	
U.S./Canada	-LSD	+Slight	
France	-MSD	+LSD	
Guatemala	+HSD	+MSD	
Vietnam	+DD	+DD	
Thailand	-LSD	+LSD	
Chile	+MSD	+MSD	
Ukraine	-DD	-DD	
<b>Worldwide</b>	<b>+1%</b>	<b>+5%</b>	

HSD (High-Single-Digit); MSD (Mid-Single-Digit); LSD (Low-Single-Digit); DD (Double-Digit).

\*Subsets of Asia Pacific \*\*Subsets of Latin America

\*\*\* Includes suspension of business in Russia

**Source:** Company SEC filings.

region showed significant improvement over 2022 while Europe and Africa deteriorated. For PepsiCo, Turkey improved over 2022 while the Philippines, Nigeria, and France were among those that deteriorated.

Media outlets have speculated that a **conflict in Africa's Sudan could threaten supplies of gum arabic** within five to six months. Gum arabic is used by companies including Coca-Cola and PepsiCo in soft drinks to keep ingredients from separating.

Coca-Cola has become the **first company to install an augmented reality enabled vending machine**. The project is in partnership with Snap, the parent company of social media platform Snapchat. The augmented reality experience is controlled by consumers using hand gestures, according to a report by Consumer Goods Technology.

**SodaStream has added Lipton tea syrups** to the sparkling water platform in Australia. Flavors for the low-calorie syrups are Peach, Lemon, and Green Tea.

Tablet water enhancer brand Waterdrop has taken a page out of a playbook used by SodaStream and others to grab consumer attention. **Waterdrop has released a television commercial** offering its product as an alternative to carbonated soft drinks formulated with sugar and packaged in plastic bottles. The European brand recently **expanded to more than 3,000 Walmart, Target, and HEB stores in the US**, having previously been available mostly online.

PepsiCo is offering **three months of free streaming on Apple Music with the purchase of special 20-ounce bottles of Pepsi products** during a "Press Play on Summer" promotion in partnership with Apple.



Coca-Cola has introduced a **new Freestyle beverage fountain machine called Flex** that can serve more than 40 beverage options. The fountain also boasts a footprint the size of a traditional six-tap fountain machine and a simplified touchscreen interface. The Freestyle Flex will be fully available during the first quarter of next year, according to the company.



Fresh off the [launch](#) of a dissolvable tablet format, **PepsiCo's Propel enhanced water brand has debuted a new television commercial** with celebrity endorser Michael B. Jordan. The [ad](#) invites consumers to “make the world your gym” as a city street transforms into a rock wall that Jordan climbs after jogging on pavement that rolls like a treadmill belt. A shorter version touts a Propel immune support variant. “It’s about shining a light on functional innovation that we know exercisers are craving,” Emily Boido, senior marketing director for enhanced water brands, said in an interview. The commercials will air during a number of key summer sporting events, including for the first time the NBA pro basketball playoffs, Boido said. The spots will air during the US Open, Wimbledon, and the French Open in pro tennis, as well as during games for women’s professional basketball and soccer leagues. Boido said the sporting focus reinforces Propel’s roots with Gatorade. In the latest BD data for the first quarter of this year, Propel held a 41 share of flavored and enhanced waters, making it the No. 1 brand in the category just ahead of Coca-Cola’s Vitaminwater with a 40 share (see *Green Sheet* after [page 4](#)).

## NOTEWORTHY PRODUCT LAUNCHES

**Ale-8-One** has launched a limited-edition **Peach** flavor of its ginger soda. The drink is sold in four-packs while supplies last.

**Spindrift** added a **Peach Strawberry** flavor to its juice-infused sparkling water lineup.

**Fever-Tree** has added a line of non-carbonated cocktail mixers. They are **Classic Bloody Mary**, **Classic Margarita**, and **Light Margarita**, packaged in 750-ml bottles \$7.99 each.



Last summer’s rocket pop trend has carried into summer 2023 with limited-time offerings from PepsiCo’s Mtn Dew and Boston Beer’s Twisted Tea based on the classic red, white, and blue popsicle. Mtn Dew introduced a **Summer Freeze Mtn Dew** while **Twisted Tea** launched a **Rocket Pop** flavor.

**Hoop Tea** has added **Peach** and **Watermelon** flavors to its line of multi-serve hard tea pouches that have a resealable nozzle for pouring.

Boston Beer has launched a **Hard Mtn Dew Baja Blast variety pack** that includes three new Baja Blast flavor combinations. They are **Pineapple, Mango, and Punch.**

Blue Bell Creameries is now marketing an ice cream called **Dr Pepper Float** that swirls Dr Pepper flavored sherbet with vanilla ice cream.



---

©2023 Beverage Digest. All rights reserved. Beverage Digest is published by BD Media LLC.  
No part of this publication may be reproduced or transmitted in any print or electronic format without written permission of the publisher.  
Duane Stanford, Editor and Publisher. Laura Stanford, Digital Editor. Tripp Stanford, Product Specialist. Lina Zikas, Product Engineer.  
Phone: (404) 444 1848. Website: [www.beverage-digest.com](http://www.beverage-digest.com). Email: [dstanford@beverage-digest.com](mailto:dstanford@beverage-digest.com).  
One-year subscription \$995. American Express, Mastercard and Visa accepted.  
Sample copies available. Subscriptions non-cancellable except pursuant to specific limited promotional offers.  
Single copies \$125. ISSN 0738-8853.

# Exhibit U



## PepsiCo launches new Rockstar energy drink flavours with added collagen



By Lauren Ford  
23 August 2022

Categories: Beverage Functional Industries Ingredients New products Soft drinks

PepsiCo has launched two new Rockstar Recovery variants to add to its existing portfolio, but with added ingredients including collagen and vitamin C.

The two new limited-edition flavours – Pineapple Coconut and Mango Lemonade – will join the existing orange and lemonade variants but with additional ingredients.

The additional ingredients include coconut water, collagen and consumers' 100% daily dose of vitamin C to help you "reset and hydrate for any activity".

The new Rockstar Recovery variations are now available at select retailers nationwide.

Share with your network:

8 DAYS AWAY | BevNET Live ft. leaders from Sprouts, Whole Foods, Super Coffee >>



**BEVNET LIVE** JUNE 14 + 15 NEW YORK CITY 2023

**SUPER COFFEE**  
POSITIVE + ENERGY

Jimmy, Jake & Jordan DeCicca

**Change Comes to Super Coffee**

Learn More

### LATEST NEWS

**Taste Radio: Empowering Millions Through Food. It's The Alfa Way.**

**Ben Weiss, Chad Portas Reunite to Launch Combo Ad Agency/VC Firm Substratum**

**Marketing: Vita Coco Celebrates Summer in the Hamptons; C4 Energy Embarks on Cross-Country Tour**

**Sponsored Post: Sensory Secrets for Better Beverages: Watch Blue Pacific Flavor's Taste Radio Interview**

**Packing Available!**

View Ad | Post a Listing

### FEATURED JOBS

**open party**  
Regional Sales Representative, NY & NJ - Open W...

**WATERBIRD**  
Logistics Manager - Waterbird Spirits

**LO SIENTO**  
Sales Manager - Lo Siento Tequila

## Rockstar Energy Drink Partners With Los Angeles Football Club

Press Release | Jun. 23, 2021 at 4:00 pm



Rockstar Energy Drink has unveiled a new multi-year partnership with Los Angeles Football Club, the brand's first major league sports series deal.



In addition to expanding the Rockstar Energy Drink reach beyond action sports into the With the official 2021 season now underway, Rockstar Energy Drink will activate at four home games this season, featuring a custom branded experience to immerse fans and create shareable content. The partnership will span in-store and POP promotions, custom product packaging, a dedicated digital campaign, and outreach with notable LA sports and lifestyle influencers.

"It's an exciting time for Rockstar Energy Drink to partner with LAFC," said Faby Torres, SVP and CMO of PepsiCo Energy. "We're inspired by their passion and community spirit for the sport, their club, and each other, which reflects the values of Rockstar Energy Drink. We can't wait to engage and support these local hustlers and heroes in their efforts this season and continue to expand our footprint in new areas, both in LA and beyond."

"We are excited to partner with Rockstar Energy Drink as part of a multi-faceted relationship that will bring a new level of fan engagement to the Black & Gold community," said LAFC Co-President and CEO Larry Friedman. "We are grateful for their support and look forward to their involvement in our community."

In support of the announcement, Rockstar Energy Drink has created a unique content piece

### INDUSTRY SPOTLIGHT



**BevNET Live: 475+ Are Registered**  
June 14+15 in New York, NY

(Sponsored Content - Feature Your Company)

### BEVERAGE INDUSTRY JOBS

Cellar Worker - Rogue Ales & Spirits

Distiller - Laws Whiskey House

Regional Sales Representative, NY & NJ - Open...



**BEVNET LIVE** JUNE 14 + 15 NEW YORK CITY 2023



**One-to-Ones**  
Powered by HITOUCH x S



Meet with  
**Walmart**  
**SPROUTS**

**Territory Sales Representative - Maryland & DC ...**

**Brewer/Coferman - No-11 Brewhouse**

**Quality Control/Quality Assurance Manager - Fr...**

[View All Jobs](#) | [Post a Job](#)

**MORE NEWS**

- E. & J. Gallo Acquires Canned Wine and Spritzes Bev**
- Spirits People Moves: Stoll Brings In Tequila Distiller, Compass Box Targets U.S. With New President**
- Taste Radio: The Links Between Music, Cocktail Culture & Innovation**
- This Week's New Products: Summer-inspired Iced Teas, Plus Bubblicious Energy**

for the brands' social channels with skateboarder Chris Joslin, BMX rider Chad Kerley, and FMX icon Colby Raha. The athletes, who are all legends in their respective sports, brought a unique twist to the architecture of Banc of California Stadium as they hit a series of wallrides, manual pads, and stair sets while simultaneously bringing the world of action sports to the mainstream stadium.

This latest partnership reflects Rockstar Energy Drink's brand evolution and new direction in 2021, following its Super Bowl ad featuring Lil Baby and its partnership announcement in February with esports team 100 Thieves.

**About Rockstar Energy Drink**

Rockstar Energy Drink, founded in 2001, produces beverages that celebrate the young hustlers focused on their journey. With over 20 Rockstar Energy products and five sublines available at convenience and grocery outlets in over 30 countries globally, Rockstar gives you a bold, refreshing boost, full of benefits and loaded with flavors.

**About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$70 billion in net revenue in 2020, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, Tropicana, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of our business strategy and brands.

**About Los Angeles Football Club (LAFC)**

The Los Angeles Football Club (LAFC) began play in 2018 and is the newest MLS soccer club serving the greater Los Angeles area. The 2019 Supporters' Shield Champion, LAFC, is dedicated to building a world-class soccer club that represents the diversity of Los Angeles and is committed to delivering an unrivaled experience for fans. LAFC's ownership group is comprised of local leaders and innovators of industry with intellectual capital, financial prowess, operations expertise, and success in the fields of entertainment, sports, technology, and media. LAFC is invested in the world's game and Los Angeles, constructing and developing the 22,000 seat Banc of California Stadium and a top-flight training center on the campus of Cal State Los Angeles.

For More Information:  
<https://rockstarenergy.com/>



When you become an insider, you become a part of our community of beverage and food professionals who work together to move the industry forward. Insiders have access to breaking daily news, data-backed insights, expert advice, educational content and partnership opportunities.

Featured Insider benefits include:

- **All Articles & Education** - Gain full access to BevNET.com and NOSH.com, including daily industry coverage and thousands of videos on topics that impact

**Learn More**

**BEVNET EVENTS**

**BEVNET AD JUNE 14+15** **BevNET Live Summer 2023**  
 New York, NY - June 14-15, 2023  
[Register Now](#)

**RECENT ARTICLES**

- [FEATURES](#) | [NEWswire](#) | [SPIRITS](#) | [BEER](#)

- [Taste Radio: Empowering Millions Through Foo...](#)
- [Ben Weiss, Chad Pertus Reunite to Launch Co...](#)
- [Marketing: Vita Coco Celebrates Summer in th...](#)
- [E. & J. Gallo Acquires Canned Wine and Spritze...](#)
- [Spirits People Moves: Stoll Brings In Tequila Di...](#)
- [Taste Radio: The Links Between Music, Cocktail...](#)
- [This Week's New Products: Summer-inspired Ic...](#)

[View All](#) | [Submit News](#)

**CONTENT CALENDAR**

- BEVNET AD JUNE 14+15** **BevNET Live Summer 2023**  
06/14
- Brew Talks Boston 2023**  
07/12
- Brewbound Live Winter 2023**  
12/06

[View the Full Content Calendar >](#)

...bringing you industry coverage and resources to help you succeed in your business.

- **Original Video Programs** - Have your burning questions answered and find innovative solutions to your toughest challenges through our original programming.
- **Trade Show Booth Listings** - Be included in our trade show booth guides, which help our community navigate upcoming events.
- **Discounts on Events and Job Board Listings** - Save \$100 per registration to BevNET Live and NOSH Live, plus save \$25 per job listing on the BevNET & NOSH job boards.

[Login](#)

[Become an Insider](#)

[Attention retailers, get a FREE retailer subscription](#)

## BEVNET

### CONTACT

[Advertise / Media Kit](#)  
[Event Sponsorship](#)  
[About Us](#)  
[Contact Us](#)  
[Submit News](#)  
[Submit Product](#)

### FOLLOW

[Newsletter](#)  
[Facebook](#)  
[Twitter](#)  
[Instagram](#)  
[YouTube](#)

### RESOURCES

**BEVNET**  
[BevNET Live](#)  
[BevNET Magazine](#)  
[Taste Radio Podcast](#)  
[NOSH](#)  
[Drinkaround](#)

### NAVIGATE

[BevNET Live: Dec 5-6](#)  
[Beverage News Magazine](#)  
[Free Newsletter](#)  
[Industry Events](#)  
[Beverage Jobs](#)

© 1996 - 2023 BevNET.com ®



# Energy Drink Market Report 2018 Major Key Players: PepsiCo, Red Bull, Coca Cola, Monster Beverage, Rockstar Energy Drink, AriZona Beverages: Radiant Insights, Inc.

NEWS PROVIDED BY  
**Radiant Insights, Inc.** →  
20 Nov, 2018, 10:20 GMT

SHARE THIS ARTICLE



SAN FRANCISCO, November 20, 2018 /PRNewswire/ --

Global **Energy Drinks Market** is estimated to grow at a substantial CAGR of 8.86% during the period 2017-2021, product types, and its applications are increasing across the globe. Energy drinks are a class of beverages that constitute caffeine, ginseng, taurine, and others, which increase the energy level in the body. Energy drinks fall in the category of "functional beverages group". The factors that propel the growth of the Energy Drinks Market include rising health concerns and rising acceptance of energy drinks, substantial development in number of sports personalities and athletes. On the other hand, there are factors that may hamper the growth of the market including ingredients of energy drinks that are potentially harmful to children. Besides, alcoholic energy drinks cause side-effects to health. Energy Drinks Market may be explored by type, product type, target consumer, distribution channel, and geography. Energy Drinks Market may be explored by product as Non-Alcoholic, and Alcoholic. The "Non-alcoholic" segment led the Energy Drinks Market in 2018 and is anticipated to maintain its dominance by 2021. Energy Drinks Market may be explored by product type as Natural, Non-organic, and Organic. The "Organic" segment led the Energy Drinks Market in 2018 and is anticipated to maintain its dominance by 2021. Energy Drinks Market may be explored by target consumer as Geriatric Population, Teenagers, and Adults.

The "Teenager's" segment led the Energy Drinks Market in 2017 and is anticipated to maintain its dominance by 2021. Energy Drinks Market could be explored based on distribution channel as Off-trade & Direct Selling, and On-trade. The "On-trade" segment led the Energy Drinks Market in 2017 and is anticipated to maintain its dominance by 2021. Energy Drinks Market is categorized based on geography into North America, Latin America, Japan, Middle East and Africa, Western Europe, Asia Pacific, and Eastern Europe. Asia-Pacific accounted for the major share of the Energy Drinks Market Size in 2016 and will continue to lead in the forecast period. The key players contributing to the robust growth of the Energy Drinks Market comprise PepsiCo, Energy Drink, Red Bull, Monster Beverage Corporation, Living Essentials Marketing, Rockstar BOMB ENERGY DRINK, POWER HORSE Energy Drinks, Vemma Nutrition Company, Starbucks, XYIENCE Energy Drink, and XS Energy. The leading companies are taking up partnerships, mergers and acquisitions, and joint ventures in order to boost the inorganic growth of the industry



Energy drinks are a category of beverages that have ingredients like caffeine and others that increase the energy level in the body. Energy drinks come under the functional beverages category. The market for energy drinks has increased significantly because of rapid urbanization, increased spread of retail, and rise in demand for convenience foods. The market has scope to expand in emerging economies due to an increase in disposable income of consumers and consumers' willingness to try new flavors and tastes.

Access 70 page research report with TOC on "Energy Drinks Market" available with Radiant Insights, Inc. @ <https://www.radiantinsights.com/research/global-energy-drinks-market-2017-2021>

Energy drinks are a category of beverages that have ingredients like caffeine and others that increase the energy level in the body. Energy drinks come under the functional beverages category. The market for energy drinks has increased significantly because of rapid urbanization, increased spread of retail, and rise in demand for convenience foods. The market has scope to expand in emerging economies due to an increase in disposable income of consumers and consumers' willingness to try new flavors and tastes.

The report covers the present scenario and the growth prospects of the global energy drinks market for 2017-2021. To calculate the market size, the report considers value and volume of energy drinks market in different regions.

• **The market is divided into the following segments based on geography:**

- Americas
- APAC
- EMEA

Global Energy Drinks Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

• **Key vendors**

- Monster Beverage Corporation
- PepsiCo
- Red Bull
- Rockstar Energy Drink

• **Other prominent vendors**

- BOMB ENERGY DRINK
- Living Essentials Marketing
- POWER HORSE Energy Drinks
- Starbucks
- Vemma Nutrition Company
- XS Energy
- XYIENCE Energy Drink

• **Market driver**

- Hectic lifestyle and need for instant energy
- For a full, detailed list, view our report

• **Market challenge**

- Stiff competition from low-cost substitutes
- For a full, detailed list, view our report

• **Market trend**

- Increase in demand for low-calorie energy drinks
- For a full, detailed list, view our report

Browse reports of similar category available with Radiant Insights, Inc.:

- [Protein Supplements Market](#)
- [Packaged Milkshakes Market](#)
- [Non-dairy Yogurt Market](#)
- [Fruit Juices Market](#)

**About Radiant Insights, Inc.:**

At Radiant Insights, we work with the aim to reach the highest levels of customer satisfaction. Our representatives strive to understand diverse client requirements and cater to the same with the most innovative and functional solutions.

**Contact:**

Michelle Thoras.  
Corporate Sales Specialist  
Radiant Insights, Inc.  
Phone: +1-415-349-0054  
Toll Free: 1-888-928-9744  
Email: [sales@radiantinsights.com](mailto:sales@radiantinsights.com)

Web: <https://www.radiantinsights.com>

SOURCE Radiant Insights, Inc.

Contact PR Newswire

+44 (0)20 7454 5110  
from 8 AM - 5:30 PM GMT

Contact Us ^



Products

Content Distribution  
Multimedia Services  
Disclosure Services  
Cision Communications Cloud®

About

About PR Newswire  
About Cision  
Partnering Opportunities  
Careers  
Global Sites ^

My Services

All News Releases  
Customer Portal  
Resources  
Blog  
Journalists

[Terms of Use](#) | [Privacy Policy](#) | [Information Security Policy](#) | [Site Map](#) | [RSS](#) | [Cookie Settings](#)

Copyright © 2023 PR Newswire Europe Limited. All Rights Reserved. A Cision company.



You have 0 Articles Left This Month. Register Today for Unlimited Access.

## ENERGY DRINKS &amp; SHOTS

## Energy drinks' leveling field

By Rick Rouan

The total energy drink category grew by 3.1 percent in U.S. supermarkets, drug stores, gas and convenience stores, and mass merchandise retailers, excluding Wal-Mart, during the 52 weeks ending June 13, 2010, according to SymphonyIRI Group, Chicago.

"It's a little problematic because the two are happening at the same time," says Richard Haffner, industry manager at Euromonitor International, Chicago. "The category is slowing down, and the recession happened. I'd say from a strictly numerical perspective, it's hard to tease that apart."

As category growth slows, so has the introduction of new products. In 2008, 375 new energy drinks were released in the United States, according to Chicago-based Mintel International's Global New Products Database. In 2009, new energy drink introductions fell by 64.3 percent to 134 in the United States.

But Mintel still expects the category to grow by 53 percent in current prices from 2010 to 2015, according to the company's "July 2010 Energy Drinks and Energy Shots" report. From 2005 to 2010, energy drink sales increased by 106 percent in current prices, Mintel reports.

The category has seen price points fall though, and private label and niche brands have emerged in the category as well, Haffner says.

"I think [falling prices] has to do with the category maturing more so than being recession related because growth in the category has been slowing down for the last several years," he says. "... These are high-margin products, and, given the growth in the category, private label has started to enter."

Sales of private label energy drinks were \$12.9 million in measured channels during the time period, SymphonyIRI data show, and the average price of energy drinks fell slightly to \$2.54. Taking advantage of this trend, earlier this year value-priced grocer Aldi, Batavia, Ill., released Gridlock, a 16-ounce energy drink that retails for \$0.89.

The combination of an economic downturn and aggressive pricing, promotion and marketing strategies by beverage companies in other categories, such as carbonated soft drinks, has been a recipe for slowing growth for energy drinks, says Tom Mahlke, president of Crunk Energy Drinks, Roswell, Ga.

"It's just impossible to continue to have those growth rates for longer periods of time," he says. "It's just a natural slowdown in the category."

The high price of energy drinks is the biggest barrier to energy drink companies growing their consumer



base, Mintel reports. Nearly half of consumers who do not drink energy drinks or shots believe the beverages are too expensive, according to Mintel.

For price-conscious consumers, energy drink mixes have emerged as a value alternative to ready-to-drink energy beverages. "Energy drink mixes offered a cheaper alternative to non-aseptic energy drinks, which consumers welcomed during the recession," according to Mintel. "Exciting new product innovations could also mean big gains in the coming years in this segment."

Energy drink mix sales account for less than half a percent of the total energy category, but sales rose by 15.8 percent in the time period, according to SymphonyIRI data.

### The big three

Despite fighting a recession and maturation that have resulted in more consumers seeking value, the top three energy drink brands, which have average prices between \$2.35 and \$3.04, still account for a majority of the category.

The overall category still is dominated by its largest brands: Red Bull, Monster Energy and Rockstar. All told, those three brands account for more than 64 percent of the energy drink category's \$5.4 billion in sales, according to SymphonyIRI.

Red Bull, which accounts for 38.3 percent of the category's sales, rebounded from the previous year by growing sales 7.8 percent to \$2.1 billion for the year ending June 13, SymphonyIRI reports.

"In 2009, the category was flat versus prior year, due to decline in foot traffic in the convenience channel, the heartland of the energy category, as well as a decline in discretionary spending in the grocery channel," Red Bull says. "2010 has seen the category return to growth, and the trend is improving too."

A major trend in the category has been the proliferation of package sizes, Haffner says, including larger pack sizes and multipacks. In April, Red Bull launched its largest package to date, a 19.2-ounce Red Bull Racing Team Special Edition can that retails for \$4.49 per unit. The can will be available throughout the NASCAR season. The company now offers its product in 8.4-, 12-, 16- and 19.2-ounce cans.

"Red Bull has recognized the value in the energy category of offering a variety of conveniently sized packages at the shelf, offering the optimal range of energy boosts to consumers," the company says.

According to Mintel, Red Bull has lost users to Monster and Rockstar, which have used value pricing and partnerships with Coca-Cola and PepsiCo, respectively, to improve marketing and distribution.

Since its inception, Monster Energy drinks have been marketed in larger packages. Aided by a distribution partnership inked last year with The Coca-Cola Co., Atlanta, Hansen Natural Corp.'s flagship Monster Energy drink had the largest growth among the top three energy drinks during the time period, as sales increased by 12.4 percent, topping \$1 billion, SymphonyIRI reports.

Monster energy drinks account for four of the top 10 selling brands, but only the company's flagship brand achieved significant growth. Java Monster and Monster Energy XXL saw sales slide by 7.3 and 56.1 percent, respectively. Monster Mega Energy, a new product introduced last year, achieved \$129.9 million in sales, according to SymphonyIRI data.

Last year, Rockstar began a distribution partnership with PepsiCo, Purchase, N.Y. But sales of Rockstar energy drink, despite holding the third largest dollar share of the market, declined for the second consecutive year. Sales of Rockstar energy drink dipped 1 percent to \$392.9 million during the time period, SymphonyIRI data show.

### Finding a niche

For some smaller beverage companies, appealing to a more diverse demographic has been important to weather the recession. Energy drinks primarily have been marketed to teenagers and young adult males, but some beverage companies are looking to other markets.



According to Mintel research, seven out of 10 respondents are not active in the energy drink category and are not interested in entering it, suggesting that energy drink manufacturers need to develop products for a wider range of consumers, the research firm says.

"We have taken steps to market our beverages to the 'soccer mom' segment of the population, as well," says Jeffrey Cheatham, corporate communications director for Wave Energy, Cornelius, N.C.

Cheatham says Wave has lower caffeine content and is working on a diet version of its drink that would be sweetened with stevia. "If the moms out there are going to purchase an energy drink for their teenagers, we want to be a choice that they feel comfortable with," he says.

Crunk's consumer base was built on the 13- to 24-year-old male demographic. Since its inception in 2006, the balance between male and female consumers has begun to level off in recent years, says Mike Franz, Crunk's director of marketing.

Franz attributes the rise in female consumers to Crunk's flavor options and variety, which include Pomegranate, Citrus, Grape Acai, Mango Peach and Sugar-Free.

One area of growth for the energy category has been beverages that fill a niche between energy and another category, such as energy drinks combined with 100 percent juice flavors, Haffner says.

PepsiCo released two energy juices through its Amp Energy brand. The juices, available in Orange and Mixed Berry varieties, contain a blend of juices fortified with caffeine, taurine and plant extracts to give it energy properties.

Ocean Spray offers Cran Energy juice drinks in three flavors: Cranberry, Cranberry Pomegranate and Cranberry Raspberry. The drinks are enhanced with natural caffeine from green tea extract and B vitamins, the company says.

Euromonitor's Haffner says that focusing on more usage occasions, such as packaging with resealable lids, and international distribution would be likely to boost sales as well.

"For the new guys, it's always tough when you're late coming in, so they'll search for the unique reason for being," Haffner says. "But it's going to be tough to catch these big guys." BI

You have 0 complimentary articles left.

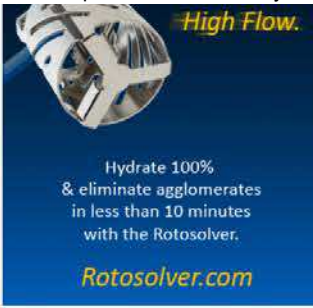
[➔ Register for free today to continue reading!](#)

Already have an account?

[Sign in here.](#)

[Privacy Policy](#)





**High Flow.**

Hydrate 100%  
& eliminate agglomerates  
in less than 10 minutes  
with the Rotosolver.

[Rotosolver.com](https://www.rotosolver.com)

 [Subscribe For Free](#) ▼

[More Videos](#)



FOOD AUTOMATION AND MANUFACTURING  
**FA&M**  
SYMPOSIUM AND EXPO

**REGISTRATION IS NOW OPEN**

**SIGN UP NOW**    **OCTOBER 11-13, 2023**  
HYATT REGENCY COCONUT POINT  
BONITA SPRINGS, FL



## Sponsored Content



**SPONSORED BY APPLIED FOOD SCIENCES**

**The Future of Caffeine:  
Cutting-Edge  
Advancements in  
Nootropics**



**SPONSORED BY RYSON INTERNATIONAL, INC.**

**Enhancing Operational  
Efficiency, Reducing  
Footprint, and Enhancing  
Line Flexibility by Using  
Spiral Conveyors**





SPONSORED BY G3 LOGISTICS

More Beverage  
Companies Turning to  
Rail-Based Logistics  
Solutions to Solve  
Supply Chain Challenges

### Popular Stories



2023 Wholesaler of  
the Year: Breakthru  
Beverage Group



Pepsi celebrates  
125th anniversary  
with 125-day-long  
campaign



Coffee, RTD coffee  
category recalibrate  
to meet consumer  
trends

Register for this **webinar**  
SEPT. 20, 2023 | 2 PM EDT

**BEVERAGES DEVELOPED  
FOR THE FUTURE**

### Events

June 10, 2024

#### Membrane Technology Forum



premier live event in the  
commercial membrane and  
membrane technology  
sector. It is the go-to source  
for processors, plant  
managers, engineers,  
chemists, equipment  
manufacturers, research  
and development  
professionals, sales &  
marketing specialists,  
technicians with  
informative technical  
sessions covering current  
topics and emerging trends.

VIEW ALL

SUBMIT AN EVENT



## Poll

### Retail Coffee Segment

What retail coffee segments will fare well into the next year?

- Single-cup coffee
- Cold brew coffee
- Nitro coffee
- Ground coffee
- Coffee concentrates

SUBMIT

VIEW RESULTS

POLL ARCHIVE



## Products



Impact on Food and Beverage Innovation - Coronavirus (COVID-19) Case Study

SEE MORE PRODUCTS

### Beverage INSIDER

Deployed twice a month, *Beverage Industry Insider* is a weekly eNewsletter providing complete market coverage from industry headlines, new products, packaging innovations, company profiles, research & development, distribution and marketing.

Email\*

Country\*

Select Country ▼  
Country

**Yes!! Sign me up for the Beverage Industry Insider eNewsletter!**

By clicking "SUBMIT", you acknowledge that you have read BNP Media's Privacy Policy, agree to its terms, and consent to allow BNP Media to use your information consistent with the Privacy Policy. To read our Privacy Policy, [click here](#).

SIGN ME UP!





## Get our new eMagazine delivered to your inbox every month.

Stay in the know on the latest beverage industry marketplace trends.

[SUBSCRIBE TODAY!](#)

### MORE

- [Subscribe](#)
- [Annual Manual](#)
- [Connect with BI](#)
- [Editorial Guidelines](#)
- [eNews](#)
- [Featured Products](#)
- [Food & Beverage Brands](#)
- [List Rental](#)
- [New Products](#)
- [New Product Submission Form](#)
- [Polls](#)
- [Reprints](#)
- [Survey And Sample](#)
- [Want More?](#)
- [Privacy Policy](#)

### EXCLUSIVES

- [Beer Market Report](#)
- [White Papers](#)
- [Videos](#)

### PRIVACY

- [PRIVACY POLICY](#)
- [TERMS & CONDITIONS](#)
- [DO NOT SELL MY PERSONAL INFORMATION](#)
- [PRIVACY REQUEST](#)
- [ACCESSIBILITY](#)
- [UPDATE MY PREFERENCES](#)



# Exhibit V

Opinion **Lex**

## Pepsi/Rockstar: an acquired taste

Energy drinks are an increasingly crowded space but this looks like a well-timed tie-up



PepsiCo is aiming to strengthen its foothold in a sector increasingly favoured by millennials © AP

6 MINUTES AGO

Americans are thirsty for energy drinks. So are big beverage companies. PepsiCo is splashing out [\\$3.85bn](#) to buy Rockstar Energy Beverages. The \$182bn packaged food and drink giant is hoping the acquisition will help it compete better in a fast-growth category that is particularly popular with millennial consumers.

Buying a distant number three player is not the obvious way for PepsiCo to get its energy drink buzz. Rockstar, with its distinctive black and gold logo, has less than 6 per cent of the market in the US, according to Nielsen data. That lags well behind market leader Monster Beverage's 42 per cent and Red Bull's 35 per cent. Worse, Rockstar's market share has declined in each of the past three years.

The challenges are reflected in the price. PepsiCo is paying just a little over 3 times revenues, compared to the 8.5 times publicly listed Monster is valued at. With its deep pockets and drinks expertise, PepsiCo can add value. One example: Rockstar has a notably weak presence on the US east coast and outside the US. That is something

PepsiCo can remedy through a ramp up in marketing spend

<https://www.ft.com/content/fe855b51-2f55-42be-b058-95afa954da73>

1/2

ROCKSTAR01107

PepsiCo can remedy through a ramp up in marketing spend.

There is a more granular reason for PepsiCo to buy Rockstar. The two companies currently have a distribution agreement that limits what PepsiCo can do in energy drinks. Owning Rockstar outright would allow PepsiCo to sidestep the kind of legal issues that have afflicted Coca-Cola. They wrangled with partner Monster over plans for a Coke-branded energy drink. A roll-out of more caffeinated versions of PepsiCo's existing Mountain Dew Kickstart energy drink seems likely once the Rockstar deal closes.

Energy drinks continue to post steady growth. Manufacturers are substituting low-sugar versions of their drinks, as consumers turn away from fattening sodas. It is also an increasingly crowded space. Even Amazon is looking for a jolt through its Solimo brand. Rockstar is a fixer-upper. With a bit of hard work, the purchase could end up being a well-timed bargain.

*If you are a subscriber and would like to receive alerts when Lex articles are published, just click the button "Add to myFT", which appears at the top of this page above the headline.*

**Sign up to the twice weekly Best of Lex email**

**One-Click Sign Up**

[Copyright](#) The Financial Times Limited 2020. All rights reserved.

# Rockstar Energy Drink to "Fuel What's Next" in New Ad Campaign with Actor Angus Cloud



---

NEWS PROVIDED BY  
**PepsiCo** →  
Nov 10, 2022, 09:00 ET

---

*What's next for Angus Cloud? Find out in the new ad spot, inspiring consumers to fuel new and unexpected adventures*

PURCHASE, N.Y., Nov. 10, 2022 /PRNewswire/ -- Rockstar Energy Drink taps brand partner and breakout actor Angus Cloud to star in the brand's new epic ad campaign "Fuel What's Next," championing the idea of what's possible if you follow your passions.

Continue Reading





Rockstar Energy Drink to "Fuel What's Next" in New Ad Campaign with Actor Angus Cloud

Dropping today, the long-form ad spot celebrates the journey with Angus as he unlocks his potential through new and unexpected adventures - all fueled by Rockstar Energy. The journey highlights one-of-a-kind experiences and passion points mutually loved by both Rockstar Energy and Angus, including motorsports, fashion, music, art, skateboarding and gaming, showing how to get the energy to fuel your own passions.

The 90-second film is full of hints and teasers, acting as a trailer for four upcoming IRL consumer experiences that include cameos from Rockstar Energy athletes and brand collaborations.

"This has been a dope journey with Rockstar Energy Drink so far. I've gotten to do things with them that I never thought possible... sharing my passions, some I've had since I was a kid and bringing them to life, it's been like a dream," said Angus Cloud. "What I learned is that anything is possible, you feel me? I'm excited for everyone to see what's to come and how to get involved, this is just the beginning ya'll."

The collaboration with Angus kicked off mid-October at the Formula Drift Finals, where Angus got an advanced driving lesson from Fredric Aasbo, three-time Formula Drift World Champion. Later this month, fans will discover they have something special in-store at ComplexCon, followed by a unique experience in December that taps into Angus' love of both art and skateboarding, with even more to come in 2023.



"What's next doesn't just happen, so we're excited to be working with Angus to show how Rockstar Energy can help you access what's possible and make it yours," said Fabiola Torres, PepsiCo General Manager and Chief Marketing Officer of the Energy Category. "The creative campaign showcases what the brand represents across all our consumer passion points."

The ad spot - created by Goodby, Silverstein & Partners and directed by Romain Chassaing - will run through Q4 nationally across multiple platforms, including cable TV, streaming, digital and social placements as well as select billboards in New York City, Los Angeles, Atlanta and Miami.

To view the "Fuel What's Next" ad spot featuring Angus Cloud, please visit <https://youtu.be/ASjjcXsa8og>. And to find out what's next for Angus Cloud and Rockstar Energy, follow @RockstarEnergy.

### **About Rockstar Energy Drink**

Founded in 2001, Rockstar Energy Drink produces beverages that celebrate the young hustlers focused on their journey. With over 20 Rockstar Energy products and five sublines available at convenience and grocery outlets in over 30 countries globally, Rockstar Energy gives you a bold, refreshing boost, full of benefits and loaded with flavors. For more information, visit [www.rockstarenergy.com](http://www.rockstarenergy.com).

### **About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$79 billion in net revenue in 2021, driven by a complimentary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with PepsiCo Positive (pep+). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#) @PepsiCo.



December 1, 2022

Contact: [pepsicoenergy@golin.com](mailto:pepsicoenergy@golin.com)

SOURCE PepsiCo



<https://www.prnewswire.com/news-releases/rockstar-energy-drink-to-fuel-whats-next-in-new-ad-campaign-with-actor-angus-cloud-301674346.html>

ROCKSTAR03465  
PPP001-0000316





billboard

LOGIN SUBSCRIBE

CHARTS MUSIC CULTURE MEDIA BUSINESS

Latin Women in Music Chart Beat Samsung NXT Hot Trending Songs Global Español

R&B/HIP-HOP

## Lil Baby Shines in the Spotlight for Rockstar Energy Super Bowl Commercial


The spotlight chases [Lil Baby](#) and other hustlers from around the world for Rockstar Energy's debut Super Bowl commercial.

By Heran Mamo  
02/4/2021



Lil Baby in Rockstar Energy Super Bowl commercial.  
Courtesy of Rockstar Energy

ADVERTISEMENT




Enjoy Free Shipping Today.  
REVOLVE

### Trending

1. Megan Fox Shares Bikini Selfie Along With Tarot Card Reading
2. Taylor Swift Stops Herself From Bringing a Fan Onstage in Chicago: 'My...'
3. Jessie J Reveals Newborn Son's Father in

**+ EXPLORE**



Lil Baby

SEE LATEST VIDEOS, CHARTS AND NEWS




The spotlight chases [Lil Baby](#) and other hustlers from around the world for Rockstar Energy's debut [Super Bowl](#) commercial.

The 30-second ad spotlights the Grammy-nominated rapper and a cohort of professionals, including fashion designers, tattoo artists and barbers, who perfect their craft and gain well-deserved recognition for it. Rockstar Energy pro skateboarder Chris Joslin and 100 Thieves founder and CEO Nadeshot make appearances. Grammy-winning director Dave Meyers helmed the Rockstar Energy clip.

"I wasn't born in the spotlight. Nah, I had to grind to shine, like a star on a hot night. And something about the struggle now resides in my muscles. And every trial and trouble helped define my hustle," Baby narrates while his song "Errbody" plays in the background. "Real rock stars don't chase the spotlight. It chases them."

**+ RELATED**



**Black Pumas & Lucius Cover The Kinks For YouTube Originals' Powerful 'Life in a Day 2020' Super...**

02/04/2021



"When Rockstar approached me about this Super Bowl ad, I knew right away that I wanted to be a part of it," the *My Turn* rapper said in a press release. "It's all about the hard work and hustle that it takes to succeed. Some people think I had instant success, but they don't understand how hard I worked. I know what it's like to fall flat and how it feels when your energy is tapped. I still hustle every day to make my music and share it with my fans. Rockstar Energy helps me do that."

Watch him in the Rockstar Energy Super Bowl LV ad below before it airs during the

- Heartwarming Post
- 4. [Hayley Williams Addresses Her 'You're Dead to Me' Message to...](#)
- 5. [DC Young Fly Thanks Fans For Well Wishes Following Shock Death of Partner...](#)

ADVERTISEMENT



Build what's next.

Get a Site's Club Member Access... [Apply](#)

**THE DAILY**

A daily briefing on what matters in the music industry

Your Email

[SIGN UP >](#)

By subscribing, I agree to the [Terms of Use](#) and [Privacy Policy](#). // This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

ADVERTISEMENT



Menninger Solutions Outpatient Services

The Menninger Clinic [Learn more](#)

Super Bowl this weekend.

<https://www.youtube.com/watch?v=FjGsbveUIEg&feature=youtu.be>

**billboard** Get weekly rundowns straight to your inbox

[SIGN UP](#)

[• READ MORE ABOUT](#) [BBNEWS](#) / [SUPER BOWL](#)

WANT TO KNOW WHAT EVERYONE IN THE  
MUSIC BUSINESS IS TALKING ABOUT?

Get in the know on **billboard** pro

### WHAT DO YOU THINK?



To what extent do you agree or disagree with the argument that Prince Harry "has failed to cope with his fame"?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Other / No opinion

\* By clicking "NEXT" you agree to the following: We use cookies to collect your survey answers. If you would like to continue with this survey, please read and agree to the [Civicscience Privacy Policy](#) and [Terms of Service](#)

[NEXT](#)

### You May Like



#### F.A.R Convertible Backpack 45L

Our F.A.R Convertible Backpack 45L is thoughtfully designed with dual interior and exterior

ROCKSTAR05796

compression system that allow you to pack more, while keeping valuables at reach. This ...

Amazon | Sponsored

Buy now



igphoo007



Miley Cyrus Clarifies Her Reasons for Not Touring Anymore: 'It Isn't What's...

Billboard



Amazon Hates When Prime Members Do This, But They Can't Stop You

Online Shop... | Sponsored

Learn More



Ciara Defends See-Through Vanity Fair Party Dress, Says Designer 'Knows th...

Billboard



Rich History, Unexpected Adventures and a Tarantula Journey!

Wired | Sponsored



We are looking for people in Texas to try these hearing aids risk-free

Carroll's Med... | Sponsored

Learn More



Texas Do This Instead of Buying Ugly Solar Panels (It's Genius)

Energy, B&B P... | Sponsored

Learn More

ADVERTISEMENT





REVOLVE  
FREE SHIPPING AND RETURNS

### Most Popular

- ARTnews**  
Hannah Gadsby's Disastrous 'Pablo-matic' Show at the Brooklyn Museum Has Some 'Pablo-ms' of Its Own
- Rolling Stone**  
Dana Carvey Reveals Why He Wouldn't Let Robin Williams Make an Appearance in Iconic Church Lady 'SNL' Sketch
- Jennifer Lopez, Ben Affleck Finally Buy \$60 Million Beverly Hills Mansion
- VIBE**  
Halle Bailey's 'Little Mermaid' Extensions Cost \$150,000, According To Head Hair Stylist

### You May Also Like



 <b>Rolling Stone</b> 'Rebel Moon' Will Release as Two Films and Get Director's Cut, Zack Snyder Says 3 hrs ago	 <b>VIBE</b> Here's Why Andre 3000 Almost Removed His Verse From Killer Mike's New Album 3 hrs ago	 <b>WWD</b> Prada, Zegna Again Team on M&A Deal 3 hrs ago	 <b>Sportico</b> Golf's New World Order Takes Shape Under PGA Tour-LIV Accord 3 hrs ago
---	---	---	---



Follow Us   

**The Daily** A daily briefing on what matters in the music industry

Your email  [>](#)

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

#### Have a Tip?

Send us a tip using our anonymous form.

[SEND US A TIP >](#)

#### Billboard

- Subscribe
- About Us
- Accessibility
- Advertise
- Shop
- Events
- Careers
- Contact Us

#### Legal

- Privacy Policy
- Terms of Use
- Ad Choices
- Reprints & Permissions

#### Sitemap

- Charts
- Music
- Culture
- Media
- Pro

#### Subscriptions

[SUBSCRIBE](#)

[CUSTOMER SERVICE](#)

RAMBLING REPORTER

HOME > LIFESTYLE > LIFESTYLE NEWS

# 'Euphoria' Star Angus Cloud Strikes Deal as Face of Rockstar Energy Drink

The actor will appear at the Formula Drift Finals in Los Angeles this weekend to kick off the partnership.

BY CHRIS GARDNER  OCTOBER 13, 2022 6:00AM



ADVERTISEMENT



## WEEKLY NEWSLETTER

The top scoops on the goings-on around town – what industry insiders are really talking about



Listen to this article

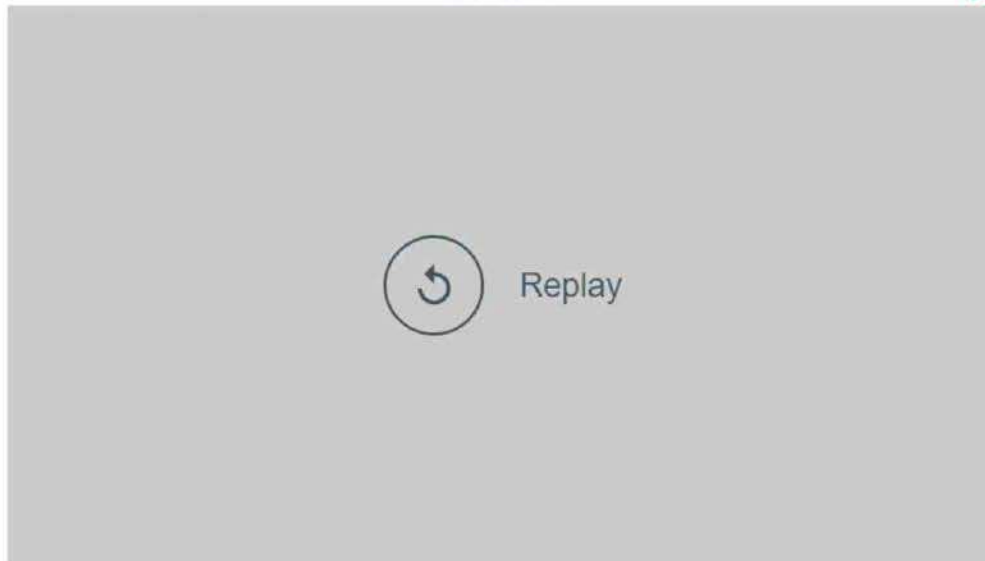


Angus Cloud is now a Rockstar.

The *Euphoria* star has struck a deal as brand partner and face of energy drink Rockstar, marking his first official partnership with a national beverage brand. The deal will see Cloud, who plays Fez on HBO's buzzy drama from Sam Levinson, represent the brand and link up with Rockstar at a series of "one-of-a-kind" activations.

The first is this weekend, on Oct. 15, when Cloud will join the Formula Drift Finals in Los Angeles. Rockstar serves as the official energy drink of Formula Drift, a motorsports series. According to the brand, this weekend's partnership "leans into Angus and Rockstar Energy's passion for pushing the limits."

ADVERTISEMENT  
ADVERTISING



EMAIL

**SUBSCRIBE TODAY**

By subscribing, I agree to the [Terms of Use](#) and [Privacy Policy](#). // This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

ADVERTISEMENT AdChoices

**Click. Shop. Save.**

**Randalls**

Shop now

Houston Randalls  
2225 Louisiana St  
Houston, TX 77002

\$1.99 lb  
California Peaches  
Large Size

## ESSENTIAL READS




How 'Asteroid City' Filmmaker Wes Anderson Does Cannes

BY CHRIS GARDNER



Rachel Brosnahan on Broadway Co-Star Oscar Isaac: "He's Relentlessly and Unapologetically Curious"

As to why he signed on, Cloud says, “I’ve been drinking Rockstar Energy for a while, so when they came to me with this partnership opportunity, I couldn’t think of a more dope collaboration. I’m always moving and lucky enough to be trying new things along the way, and I want to share my experiences with others to hopefully inspire their adventures.”

Added Fabiola Torres, PepsiCo general manager and chief marketing officer of the energy category: “Angus Cloud is passionate about everything he does and continues to push the limits for what’s next, not just in the acting world, but fashion, art and more — making him the perfect fit for this collaboration. Together, we’ll bring to life our joint passions and show fans that anything is possible if they focus their energy.” 

BY CHRIS GARDNER



THR Taste Test: Carlton Hotel Debuts Brad Pitt’s New Gin, The Gardener

BY CHRIS GARDNER



Inside Warner Bros. Discovery and Air Mail’s Starry Cannes Party With Leonardo DiCaprio, Martin Scorsese

BY SCOTT ROXBOROUGH







BUSINESS • BEVERAGES

## These Are the Top 5 Energy Drinks



Boonberg—Getty Images

BY DIAN MITCHELL MAY 11, 2018 11:48 PM EDT

Monster Beverage's stock tanked on Monday before quickly turning itself around and ending the day up by more than 4% after the company released quarterly numbers that looked pretty terrible. While the energy-drink maker's business slipped a bit, most of the drop in profits had to do with the company paying off its former distributors as it moves distribution to Coca-Cola, which has taken a big stake in Monster in order to get a toehold on the market as sales of traditional soft drinks continue to fall. Investors in the end seemed to realize that nothing actually looked any bleaker after all.



Monster reported \$4.4 million in profits, compared with \$95.2 million a year ago. Revenue was up, but only slightly, and a bit less than most analysts were expecting.



Despite all the short-term pain, Monster is banking on long-term gains thanks to its relationship with Coca-Cola, which will soon own 17% of the company. That deal, announced last August, is expected to close in the current quarter. Monster is a close No. 2 to Red Bull in the market for energy drinks. While there are many small players in the market (including ones owned by big companies), Red Bull and Monster dominate, and it looks like a Battle Royale is shaping up between the two.

Market-share-wise, here's how things break down according to the most recent figures available (2014) from Euromonitor International:

Red Bull - The original, launched in 1997, Red Bull enjoys about 43% of the market.



Monster - A 39% market share. The company clearly hopes to surpass Red Bull with Coke's help, though Monster executives noted in their earnings call last week that both Red Bull and Rockstar have gained share recently.

Rockstar - A strong-but-distant No. 3, the independent Rockstar has about 10% of the market.

YOU MAY ALSO LIKE

**U.S.**  
GoFundMe CEO: One-Third of Site's Donations Are to Cover Medical Costs

**BUSINESS**  
Why Microsoft's Satya Nadella Doesn't Think Now Is the Time to Stop on AI

**POLITICS**  
Washington Wants to Regulate Facebook's Algorithm. That Might Be...

**PAID CONTENT**  
Dolce Vita Dolen Sneaker in Neutral - size 9 (also in 7.5, 8.5) **Dolce Vita Dolen Sneaker in Neutral - size 9 (also in 7.5, 8.5)**

**OTHER BRANDS:**

**NOS** – This Coke-owned brand is named after nitrous oxide, and is often sold in containers meant to look like nitrous tanks. Its market share is about 3%.

**Amp** – Owned by PepsiCo, Amp also has about 3% of the market.



NEWS

## 5 Biggest Energy Drink Companies in the World

Published on December 20, 2022 at 11:09 am by RAMON EMMIEL JASMIN in News



In this article, we discuss 5 biggest energy drink companies in the world. For more such companies, go to [10 Biggest Energy Drink Companies in the World](#).

### 5. Campbell Soup Company (NYSE:CPB)

**Market Capitalization: \$16.217 Billion**



**Number of Hedge Fund Holders: 29**

Campbell Soup Company (NYSE:CPB) and its subsidiaries manufacture and market food and beverage products in the United States and around the world. Campbell Soup Company (NYSE:CPB) is best known for their energy drink called V8 +ENERGY.

### 4. Otsuka Holdings Co., Ltd. (TYO:4578)

**Market Capitalization: \$18.284 Billion**



Otsuka Holdings Co., Ltd. (NASDAQ:OTSKY) operates in medicines, nutraceuticals, consumer products, and other industries across the world. The firm is best known for BODYMAINTÉ Jelly, a conditioning food product; BODYMAINTÉ Drink, a conditioning beverage; EQUELLE and EQUELLE Gelée, which supports women's health and beauty; POCARI SWEAT, a drink; Calorie Mate, a nutritional food; and OS-1, an oral rehydration solution.



Oronamin C is a famous energy drink developed by Otsuka Holdings Co., Ltd. (NASDAQ:OTSKY).

### 3. Monster Beverage Corporation (NASDAQ:MNST)

**Market Capitalization: \$54.282 Billion**

**Number of Hedge Fund Holders: 39**

Monster Beverage Corporation (NASDAQ:MNST), through its subsidiaries, develops, markets, sells, and distributes energy drink beverages and concentrates in the United States and around the world. Monster Energy Drinks, Strategic Brands, and Others are the company's divisions:

Monster Beverage Corporation (NASDAQ:MNST) stated on November 3 that its board of directors has authorized a fresh share repurchase program for up to an additional \$500 million of the company's outstanding ordinary stock.



### 2. PepsiCo, Inc. (NYSE:PEP)

**Market Capitalization: \$255.827 Billion**

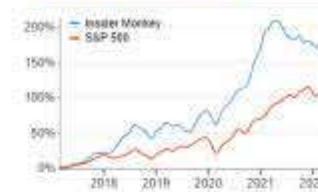
**Number of Hedge Fund Holders: 72**

PepsiCo, Inc. (NYSE:PEP) owns several famous energy drink brands such as Rockstar Energy, Amp Energy, Mt Dew and Celsius. PepsiCo, Inc. (NYSE:PEP) manufactures, markets, distributes, and sells a wide range of drinks and convenience foods across the world. Frito-Lay North America, Quaker Foods North America, PepsiCo Beverages North America, Latin America, Europe, Africa, Middle East, and South Asia, and Asia Pacific, Australia and New Zealand, and China Region are the company's seven segments.

### 1. The Coca-Cola Company (NYSE:KO)

**Market Capitalization: \$278.282 Billion**

**Number of Hedge Fund Holders: 59**



Download FREE Report

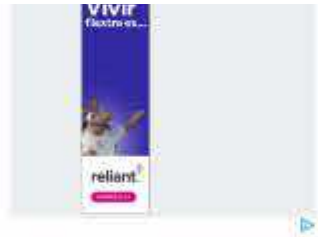
#### Hedge Fund Resource Center

- How to Best Use Insider Monkey to Increase Your Returns
- Why Track Hedge Funds?
- Download a Free Edition!
- Why You Should DUMP Your Hedge Funds
- 6 Things You Didn't Know About Hedge Funds



#### Billionaire Hedge Funds

Warren Buffett Berkshire Hathaway \$293,447,417,000	
David Einhorn Greenlight Capital \$1,491,303,000	
George Soros Soros Fund Management \$5,416,602,000	
Jim Simons Renaissance Technologies \$77,426,184,000	
Leon Cooperman Omega Advisors \$1,816,381,000	
Carl Icahn Icahn Capital LP	



\$6,160,740,000



The Coca-Cola Company (NYSE:KO) is the sole manufacturer of the energy drink Coca-Cola Energy. It comes in 4 varieties, namely Coca-Cola Energy, Coca-Cola Energy Zero Sugar, Coca-Cola Energy Cherry, and Coca-Cola Energy Zero Sugar Cherry. The Coca-Cola Company (NYSE:KO) is a beverage company that manufactures, promotes, and distributes a variety of nonalcoholic beverages across the world. The firm sells effervescent soft drinks, flavored and improved water, and sports drinks, as well as juice, dairy, and plant-based beverages, tea, coffee, and energy drinks.

You can also take a look at [10 Best Railroad Stocks To Invest In](#) and [10 Best Stocks According to Clint Carlson's Carlson Capital](#).



The Coca-Cola Company (NYSE:KO) is the sole manufacturer of the energy drink Coca-Cola Energy. It comes in 4 varieties, namely Coca-Cola Energy, Coca-Cola Energy Zero Sugar, Coca-Cola Energy Cherry, and Coca-Cola Energy Zero Sugar Cherry. The Coca-Cola Company (NYSE:KO) is a beverage company that manufactures, promotes, and distributes a variety of nonalcoholic beverages across the world. The firm sells effervescent soft drinks, flavored and improved water, and sports drinks, as well as juice, dairy, and plant-based beverages, tea, coffee, and energy drinks.

You can also take a look at [10 Best Railroad Stocks To Invest In](#) and [10 Best Stocks According to Clint Carlson's Carlson Capital](#).



10 Biggest Energy Drink Companies In The World 5 Biggest Energy Drink Companies In The World

## NEW Sample Issue of Insider Monkey's Monthly Newsletter and 1 Free Stock Pick

Published on May 16, 2023 at by IMAN DOGAN, PHD

**Warren Buffett** never mentions this but he is one of the first hedge fund managers who unlocked the secrets of successful stock market investing. He launched his hedge fund in 1956 with \$105,100 in seed capital. Back then they weren't called hedge funds, they were called "partnerships". Warren Buffett took 25% of all returns in excess of 6 percent.

For example S&P 500 Index returned 43.4% in 1958. If Warren Buffett's hedge fund didn't generate any outperformance (i.e. secretly invested like a closet index fund), Warren Buffett would have pocketed a quarter of the 37.4% excess return. That would have been 9.35% in hedge fund "fees".

Actually Warren Buffett failed to beat the S&P 500 Index in 1958, returned only 40.9% and pocketed 8.7 percentage of it as "fees". His investors didn't mind that he underperformed the market in 1958 because he beat the market by a large margin in 1957. That year Buffett's hedge fund returned 10.4% and Buffett took only 11 percentage points of that as "fees". S&P 500 Index lost 10.8% in 1957, so Buffett's investors actually thrilled to beat the market by 20.1 percentage points in 1957.

Between 1957 and 1966 Warren Buffett's hedge fund returned 23.5% annually after deducting Warren Buffett's 5.5 percentage point annual fees. S&P 500 Index generated an average annual compounded return of only 9.2% during the same 10-year period. An investor who invested \$10,000 in Warren Buffett's hedge fund at the beginning of 1957 saw his capital turn into \$103,000 before fees and \$64,100 after fees (this means Warren Buffett made more than \$36,000 in fees from this investor).

As you can guess, **Warren Buffett's #1 wealth building strategy** is to generate high returns in the 20% to 30% range.

We see several investors trying to strike it rich in options market by risking their entire savings. You can get rich by returning 20% per year and compounding that for several years. Warren Buffett has been investing and compounding for at least 65 years.

So, how did Warren Buffett manage to generate high returns and beat the market?

In a free sample issue of our monthly newsletter we analyzed Warren Buffett's stock picks covering the 1999-2017 period and identified the best performing stocks in Warren Buffett's portfolio. This is basically a recipe to generate better returns than Warren Buffett is achieving himself.

You can enter your email below to get our **FREE report**. In the same report you can also find a detailed bonus biotech stock pick that we expect to return more than 50% within 12-24 months. We initially share this idea in October 2018 and the stock already returned more than 150%. We still like this investment.



### Free Report Reveals

Warren Buffet's Secret Recipe



### Free Report Reveals

Warren Buffet's Secret Recipe



Warren Buffett's Secret Recipe

Our Price: ~~\$199~~ **FREE**

Enter Your Email

Get FREE Report

We may use your email to send marketing emails about our services. [Click here to read our privacy policy.](#)

#### Related Insider Monkey Articles



13 Biggest Meat Processing Companies In USA



12 Best FMCG Stocks To Buy Now



12 Safest Stocks To Invest In



5 Best Coffee Stocks to Buy Now



15 Best S&P 500 Stocks That Don't Pay Dividends



5 Biggest Juice Companies And Brands In The World



Get our editor's daily picks straight in your inbox!

Enter Your Email

Sign Up!

**INSIDER**  
MONKEY



[RSS Feed](#) [Hedge Funds](#) [Insider Trading](#) [About Us](#) [Authors](#) [Contact Us](#) [Sitemap](#)

[Privacy Policy](#) [Terms of Use](#) [CCPA - Do Not Sell My Information](#) ©2022 Koala Guide LLC.

Ads by Google

Stop seeing this ad

Why this ad? >



SUBSCRIBE

LATEST NEWS PRODUCTS PHARMACY HEALTH BEAUTY VIDEOS MORE ▾

ADVERTISEMENT

The only CPG event for all non-food categories:

- Beauty & Cosmetics
- Household Products
- Hair & Skin Care
- Home & Laundry Care



02/19/2009

## PepsiCo announces major distribution agreement with ROCKSTAR Energy Drink

Melissa Valliant

**NEW YORK** PepsiCo has signed a multiyear deal to distribute ROCKSTAR Energy Drink, giving the cola company a significant push toward becoming a leader in the energy drink market and making it the master distributor of the brand.

The energy drinks will be distributed in most of the United States and all of Canada by Pepsi Bottling Group, PepsiAmericas, Pepsi Bottling Ventures and other independent Pepsi-Cola bottlers. ROCKSTAR still takes full responsibility for research and development, marketing and manufacturing.

This is PepsiCo's fourth claim to the energy drink segment, as it already distributes AMP, No Fear and Starbucks brands.

ADVERTISEMENT

Masques and more!

masque B.A.R. Look Beauty Inc. e: sb@lookbeauty.com t: +1 416-486-7655

### Related Topics

News Center Store Consumables

ADVERTISEMENT

MILANI

MILANI CONCEALER PERFECT

48 MULTI-TASKING SHADES FOR FOUNDATION YOUR WAY

ADVERTISEMENT

#1 selling pen needles just got even better!<sup>1</sup>

Redesigned with patients in mind • Easier injections from start to finish<sup>2</sup>

embecta

## Stay Informed

Get the Newsletter

SUBSCRIBE

Get the Magazine

SUBSCRIBE



[PRINT SUBSCRIPTION](#) [ADVERTISE](#) [PRIVACY POLICY](#) [TERMS OF SERVICE](#) [CONTACT](#) [EDITORIAL ADVISORY BOARD](#) [REPRINTS/ISSUE](#)



© 2023 EnsembleIQ, All Rights Reserved



# Longview News-Journal



GREAT TEXAS BALLOON RACE

Today's flights have been canceled. For event coverage, click here

## Rockstar Energy Drink and Angus Cloud Drop Into PUBG MOBILE



By PepsiCo Apr 25, 2023



 Save Now \$699	 Save Now \$679
 Save Now \$597.99	 Save Now \$2,999
 Save Now \$350	 Save Now \$3,298

Rockstar Energy Drink and Angus Cloud Drop Into PUBG MOBILE.

By PepsiCo

Rockstar Energy Drink and Angus Cloud Drop Into PUBG MOBILE.

0:34

Rockstar Energy Drink and Angus Cloud Drop Into PUBG MOBILE.

By PepsiCo  
Updated Apr 25, 2023



The Breakout Actor receives exclusive in-game skin as he and Rockstar Energy take their "Fuel What's Next" Journey to the Gaming World

PURCHASE, N.Y., April 25, 2023 /PRNewswire/ -- Rockstar Energy Drink is taking its "Fuel What's Next" campaign into the virtual world through a partnership with one of the most popular mobile games, **PUBG MOBILE**, bringing players an authentic Fuel What's Next in-game experience featuring brand partner Angus Cloud.



Save Now \$447.99

Save Now \$597.99



Finance Card | Payboo  
B&H | Shop Now & Save

## LATEST E-EDITION

Longview News-Journal E-Edition Frontpage Image



**Andy Griffith Ruined the Most Careers in Hollywood**

Taco Relish



**41 Ridiculous Car Features Nobody Knew Existed**

Brake For It



**Earn Record High Interest on Your Money from These Two Texas Banks**

Savings Pro



**Surgeon: Ear Ringing? when the Ringing Won't Stop, Do This (Watch)**

Health Products View



**Amazon Left In Chaos After Shoppers Find This Out**

ExpertsInMoney.co



**Texas Seniors with No Life Insurance Get a \$250k Policy for \$18/month**

Smart Lifestyle Trends



## MOST POPULAR

Articles

- Longview movie theatre goes out of business



**Chuck Norris In His 80s Says Try This Once a Day for More Energy**

Americamorningsupply.com



**MD: If You Have Dark Spots, Do This Immediately (It's Genius!)**

GundryMD



**Texas Drivers With No DUIs Getting a Pay Day On Tuesday**

Comparisons.org

The "Fuel What's Next" campaign, which launched in November 2022, has given Rockstar Energy the opportunity to explore and contribute to a variety of joint passions that Angus Cloud and the brand share – from motorsports, to art, to fashion, to skateboarding. Now that journey is continuing into 2023 with what's next for Angus: being at the center of the gaming world with his own in-game skin in **PUBG MOBILE**.

"I grew up playing video games with my friends and always thought it'd be cool to be in one, so it's beyond crazy to me that Rockstar Energy and **PUBG MOBILE** actually made that dream come true," said Angus Cloud, Rockstar Energy Drink brand partner. "You know, I just hope that people out there playing with my skin see it as inspiration that anything is possible if you follow your passions and continue to push the limits."

Inspired by Angus Cloud's IRL fashion sense, his "What's Next Set" includes a gold puffer jacket, black hat and sunglasses. Players will be able to compete in the "What's Next In-Game Challenge" over a four-week period to unlock in-game rewards and exclusive Rockstar Energy inspired items. The first player to beat the challenge will score the grand prize: a real life one-of-a-kind Rockstar Energy Polaris Slingshot available to U.S. players and valued at \$38,000 USD.

"It's exciting whenever we have the opportunity to partner with an immensely popular celebrity who connects with our players in **PUBG MOBILE**, so when Rockstar Energy approached us with the idea to bring

- Chicken restaurant chain coming to Longview
- Dudley's Cajun Cafe owner 'floored' by response as Longview restaurant closes
- Great Texas Balloon Race to return with traditional favorites, new features
- Hallsville man charged in double homicide
- Business Beat: New Longview restaurant and closings
- Longtime Longview restaurant Dudley's to close this week
- Tomboni's Bistro in Longview closing, transitioning to food truck
- Longview police arrest man after body found in fire
- Police: Body found in Longview fire investigated as homicide

#### FOLLOW US ON TWITTER

Tweets by newsjournal

Angus Cloud into the world of **PUBG MOBILE**, we felt it was a perfect fit," said Anthony Crouts, Senior Director of Marketing for **PUBG MOBILE**. "We're always striving to create ways to provide unique experiences for our players and this partnership is a great example of how we bring compelling content, challenges and in-game rewards to the battleground."

To celebrate the launch of Angus Cloud's game integration with fans, Rockstar Energy will host the "**PUBG MOBILE** x Rockstar Energy Drink 'What's Next' livestream from the NRG Castle" on April 27 with a special performance by rapper Don Toliver to showcase Angus' new Rockstar Energy x **PUBG MOBILE** in-game skin. Fans can tune into the livestream by visiting <https://www.twitch.tv/nrggg> from 7:30 p.m. – 9 p.m. PST, and will have a chance to score Angus Cloud in-game skin unlock codes, custom Rockstar Energy merch and premium gear by participating in the live chat.

"It's been incredible to show fans that possibilities are truly endless through this journey we've been on with Angus Cloud. The new collaboration with **PUBG MOBILE** has taken our journey to a whole new level in the virtual world, where anything is possible," said Sean Bonthuys, PepsiCo Senior Director of Brand Marketing, Energy Portfolio. "We're excited to give fans the opportunity to be a part of this milestone with us through an exclusive livestream launch event where we can all celebrate what's next together."

To find out what's next for Angus Cloud and Rockstar Energy, follow [@RockstarEnergy](#).

**PUBG MOBILE** is available to download for free on the [App Store](#) and [Google Play Store](#).

### About Rockstar Energy Drink

Founded in 2001, Rockstar Energy Drink produces beverages that celebrate the young hustlers focused on



their journey. With over 20 Rockstar Energy products and five sublines available at convenience and grocery outlets in over 30 countries globally, Rockstar Energy gives you a bold, refreshing boost, full of benefits and loaded with flavors. For more information, visit [www.rockstarenergy.com](http://www.rockstarenergy.com).

### **About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$86 billion in net revenue in 2022, driven by a complimentary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on Twitter, Instagram, Facebook, and LinkedIn @PepsiCo.

### **About PUBG MOBILE**

*PUBG MOBILE* is based on *PUBG: BATTLEGROUNDS*, the phenomenon that took the world of interactive entertainment by storm in 2017. Up to 100 players parachute onto a remote island to battle in a winner-takes-all showdown. Players must locate and scavenge their own weapons, vehicles, and supplies, and defeat every player in a visually and tactically rich battleground that forces players into a shrinking play zone.



For more information, please visit the official *PUBG MOBILE* social channels on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

Media contact: [pepsicoenergy@golin.com](mailto:pepsicoenergy@golin.com)



View original content to download multimedia:<https://www.prnewswire.com/news-releases/rockstar-energy-drink-and-angus-cloud-drop-into-pubg-mobile-301806555.html>

SOURCE PepsiCo

Originally published on the [BLOX Digital Content Exchange](#).



Tags

[New York](#) [North East](#) [United States Of America](#) [North America](#)





1/7 AnyClip Product Demo 2022



0 comments

Sort by Oldest ▾



Add a comment...

Facebook Comments Plugin

U.S. MARKETS OPEN

<b>DOW 30</b> +0.32% +108.55 ↗ 34,174.88	<b>S&amp;P 500</b> +0.55% +24.07 4,363.00	<b>NASDAQ 100</b> +0.63% +92.41 ↗ 14,876.71	<b>GOLD</b> -0.83% 1,941.45	<b>OIL (WTI)</b> +3.05% 69.17	<b>BTC/USD</b> -0.01% 25,889.69
---	--	--	--------------------------------	----------------------------------	------------------------------------

**Separate work and personal apps**



android

**android**

**If work-life balance matters  
Choose Android Enterprise**

Separate work and personal apps with work profile

[Learn more](#)

# Rockstar Energy Drink to "Fuel What's Next" in New Ad Campaign with Actor Angus Cloud

PRESS RELEASE PR Newswire  
© Nov 10, 2022, 09:00 AM

SHARE

*What's next for Angus Cloud? Find out in the new ad spot, inspiring consumers to fuel new and unexpected adventures*

PURCHASE, N.Y., Nov. 10, 2022 /PRNewswire/ -- Rockstar Energy Drink taps brand partner and breakout actor Angus Cloud to star in the brand's new epic ad campaign "Fuel What's Next," championing the idea of what's possible if you follow your passions.

**Your Market View**

NAME	PRICE	+/-	%	DATE
TSLA	256.35	6.52	2.61	06/13/2023 02:50:17 PM
AAPL	182.60	-1.19	-0.65	06/13/2023 02:50:17 PM
MSFT	333.27	1.42	0.43	06/13/2023 02:50:17 PM
NFLX	434.04	10.07	2.38	06/13/2023 02:50:17 PM
SPOT	151.44	0.86	0.57	06/13/2023 02:50:14 PM









Dropping today, the long-form ad spot celebrates the journey with Angus as he unlocks his potential through new and unexpected adventures - all fueled by Rockstar Energy. The journey highlights one-of-a-kind experiences and passion points mutually loved by both Rockstar Energy and Angus, including motorsports, fashion, music, art, skateboarding and gaming, showing how to get the energy to fuel your own passions.

The 90-second film is full of hints and teasers, acting as a trailer for four upcoming IRL consumer experiences that include cameos from Rockstar Energy athletes and brand collaborations.

"This has been a dope journey with Rockstar Energy Drink so far. I've gotten to do things with them that I never thought possible... sharing my passions, some I've had since I was a kid and bringing them to life, it's been like a dream," said Angus Cloud.



Sponsored Financial Content Sponsored Links by Taboola

-  **Legendary Stock-Picker Names**  
#1 Stock of 2023  
Chalkin Report
-  **Inflation Is Causing Banks To Offer Savings Accounts With Up To 12% Interest**  
TopAnswers Today [Click Here](#)
-  **Dallas, Texas: Are You Aware Of This?**  
IQ Report [Read More](#)
-  **People Born 1941 to 79 - Are Due a Large Surprise**  
National Penny Saver [Learn More](#)



"What I learned is that anything is possible, you feel me? I'm excited for everyone to see what's to come and how to get involved, this is just the beginning ya'll."

The collaboration with Angus kicked off mid-October at the Formula Drift Finals, where Angus got an advanced driving lesson from Fredric Aasbo, three-time Formula Drift World Champion. Later this month, fans will discover they have something special in-store at ComplexCon, followed by a unique experience in December that taps into Angus' love of both art and skateboarding, with even more to come in 2023.

"What's next doesn't just happen, so we're excited to be working with Angus to show how Rockstar Energy can help you access what's possible and make it yours," said Fabiola Torres, PepsiCo General Manager and Chief Marketing Officer of the Energy Category. "The creative campaign showcases what the brand represents across all our consumer passion points."

The ad spot - created by Goodby, Silverstein & Partners and directed by Romain Chassaing - will run through Q4 nationally across multiple platforms, including cable TV, streaming, digital and social placements as well as select billboards in New York City, Los Angeles, Atlanta and Miami.

To view the "Fuel What's Next" ad spot featuring Angus Cloud, please visit <https://youtu.be/ASjicXsa8og>. And to find out what's next for Angus Cloud and Rockstar Energy, follow @RockstarEnergy.

Find News

NEWS >

Search Text

GO



### About Rockstar Energy Drink

Founded in 2001, Rockstar Energy Drink produces beverages that celebrate the young hustlers focused on their journey. With over 20 Rockstar Energy products and five sublines available at convenience and grocery outlets in over 30 countries globally, Rockstar Energy gives you a bold, refreshing boost, full of benefits and loaded with flavors. For more information, visit [www.rockstarenergy.com](http://www.rockstarenergy.com).

About PepsiCo

### **ABOUT PEPSICO**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$79 billion in net revenue in 2021, driven by a complimentary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with PepsiCo Positive (pep+). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

Contact: [pepsicoenergy@goln.com](mailto:pepsicoenergy@goln.com)





View original content to download

multimedia:<https://www.prnewswire.com/news-releases/rockstar-energy-drink-to-fuel-whats-next-in-new-ad-campaign-with-actor-angus-cloud-301674346.html>

SOURCE PepsiCo

Markets Insider and Business Insider Editorial Teams were not involved in the creation of this post.

#### SHARE THIS POST



Menu

# Motorcyclist



Motorcycle Racing at Road America 2023



2024 Kawasaki Ninja ZX-6R First Look Preview



2024 Kawasaki KLX300, KLX300SM & KLX300R First Look Preview



2023 Motorcycles Less Than \$10,000



2024 Honda Shadow Phantom First Look Preview



2024 Honda SCL500 Honda Shadow Aero First Look Preview

## NEWS

# Rockstar Energy Suzuki MX Media Launch

By Motorcyclist Staff | April 11, 2012

\*\*[Team Suzuki Press Office - April 11. \*\*

Rockstar Energy Suzuki's 2012 MX1 and MX2 teams unveiled their factory RM-Z450 and RM-Z250 machines and riders to world media in a special team launch at their headquarters in Belgium in the lead-up to the opening GP at Valkenswaard in Holland.

With the Dutch GP just a stone's throw from the Geboers Racing Promotion (GRP) Lommel-based workshop and facilities, the launch was attended by around 100 media and guests for breakfast and a presentation by Rockstar Energy Suzuki World MX1 Team Manager Eric Geboers and Team Principal Sylvain Geboers.

[New for 2012 is the addition of Rockstar Energy Drink as the principal sponsor to the new MX2 team which will run under the Rockstar Energy Suzuki Europe banner. Team Manager Thomas Ramsbacher explained that the focus of the team is to help develop young and talented riders like Bulgarian Petar Petrov and Finland's Harri Kullas in the MX2 World Championship. The media also got the opportunity to meet talented Spanish rider Jorge Zaragoza Beltran who will compete in the EMX 125 Championship aboard the Rockstar Energy RM125.

Rockstar Energy Suzuki's World MX1 team presented its two riders for the 2012 campaign with Belgian Clement Desalle onboard for the third consecutive year and Estonian Tanel Leok in his first year aboard the factory supported Suzuki RM-Z 450.

High-Resolution Rockstar Energy Suzuki Media Launch Images: [CLICK HERE FOR PHOTOS](#)



## More News

### NEWS

2024 Kawasaki Ninja ZX-6R First Look Preview



### NEWS

2024 Kawasaki KLX300, KLX300SM & KLX300R First Look Preview



### NEWS

2024 Honda Shadow Phantom First Look Preview



### NEWS

2024 Honda SCL500 and Honda Shadow Aero First Look Preview



### NEWS

2023 Father's Day Motorcycle Gift Guide









Latest

NEWS

Motorcycle Racing at Road America 2023

REVIEWS

2023 Motorcycles Less Than \$10,000

REVIEWS

2023 BMW R 1250 RS Review

NEWS

2024 Kawasaki Ninja ZX-6R First Look Preview

NEWS

2024 Honda Shadow Phantom First Look Preview

NEWS

2023 Father's Day Motorcycle Gift Guide

NEWS

2024 Kawasaki KLX300, KLX300SM & KLX300R First Look Preview

NEWS

2024 Honda SCL500 and Honda Shadow Aero First Look Preview

NEWS

2023 Honda PCX Scooter First Look Preview



NEWS

2024 Honda SCL500 and Honda Shadow Aero First Look Preview



REVIEWS

2023 BMW R 1250 RS Review



NEWS

2023 Father's Day Motorcycle Gift Guide



NEWS

2023 Honda PCX Scooter First Look Preview



NEWS

2024 Honda Grom First Look Preview



REVIEWS

2023 Kawasaki KLR650 Adventure Review



SUZUKI

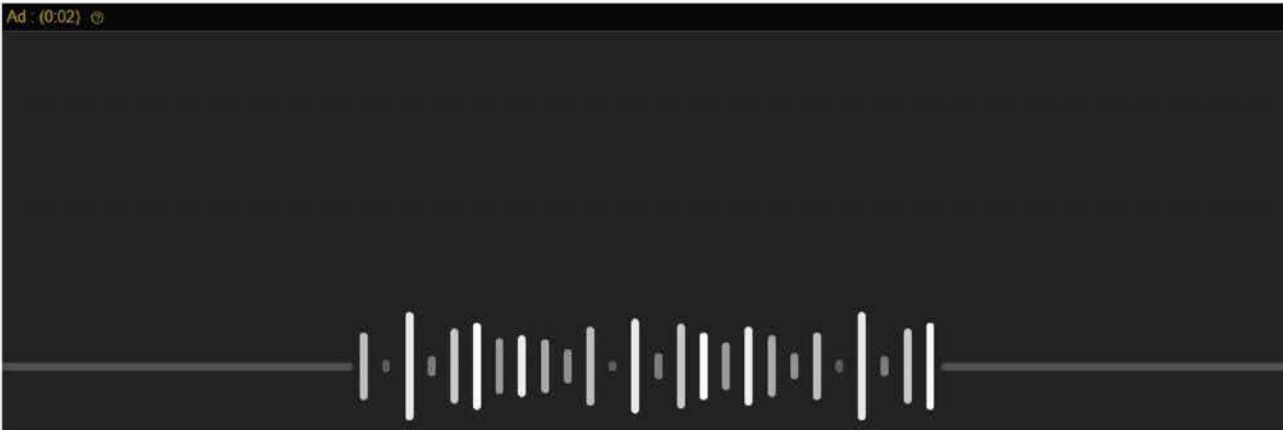
2023 Suzuki GSX-S1000GT and GSX-S1000GT+

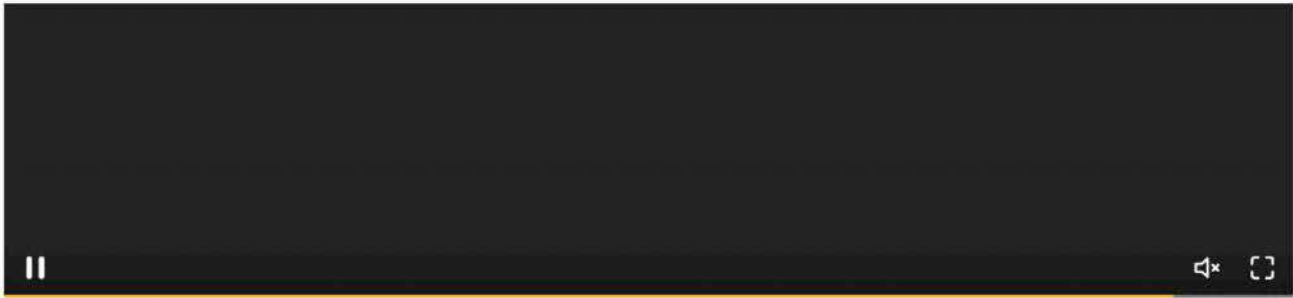


KAWASAKI

2023 Kawasaki Ninja ZX-4RR

Ad: (0:02) ©





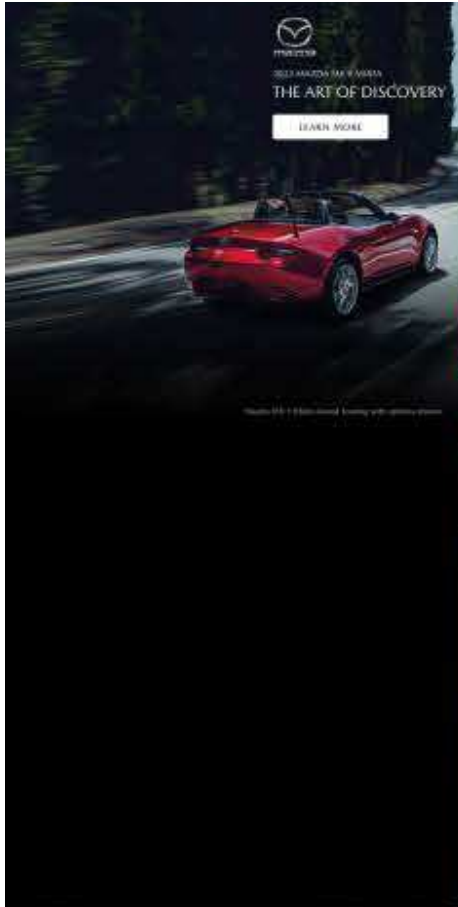
# Motorcyclist

[PRIVACY POLICY](#) [TERMS OF USE](#) [CONTACT US](#)

[Cookies Settings](#)

Many products featured on this site were editorially chosen. Motorcyclist may receive financial compensation for products purchased through this site.  
Copyright © 2023 Motorcyclist. An Octane Media, LLC, Publication. All rights reserved. Reproduction in whole or in part without permission is prohibited.





**SCHROTH RACING**

COMPETITION HARNESSES    SHR FLEX    STREET HARNESSES

Subscribe to RACER  
Free trial issue

FI   IndyCar   NASCAR   IMSA   Sports Cars   Global   Vintage   Trans Am   SCCA   SRO   Off-Road   Store



## Rockstar and Lucas Oil Off Road Racing team up again for 2018

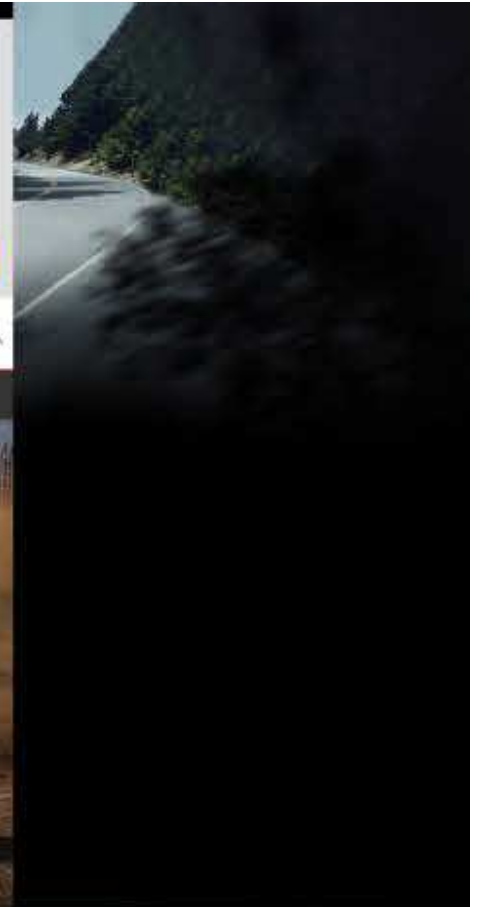
SHARE   TWEET   EMAIL

By Alley | March 7, 2018 2:59 PM ET

1 Click and the Racing Industry is right here.

It proved to be the perfect blend of sponsorship and motorsports when industry leader Rockstar Energy Drink and the Lucas Oil Off Road Racing Series originally joined forces nine years ago. In 2018 Rockstar again returns as the Official Energy Drink.

Rockstar, a leader in the energy drink field since its creation in 2001 and marketed in more than 30 countries, will have a significant on-site presence during the 2018, 8-weekend, 12-race Lucas Oil Off Road Racing Series schedule.





**MICHELIN MOTORSPORT**

The new MICHELIN 63 on track at the 24 Hours of Le Mans

#WeRaceForChange

**MOST POPULAR**

- 546 shares  
Corvette Racing fights through to take final GTE victory at Le Mans
- 51 shares  
Le Mans win 'unforgettable' for Ferrari chairman John Elkann
- 49 shares  
Gable dominates TA2 at The Ridge from green to checker

The Rockstar logo will be seen on banners and signage at all venues, as the title or presenting sponsor of events, and on the vehicles of its race team members.

Rockstar will also have television exposure on the 24/7 MAVTV Motorsports Network, CBS and CBS Sports and Lucas Oil Racing TV, the first streaming TV network dedicated solely to the world of motorsports.

Jason May, the Executive Vice-President of Marketing for Rockstar Inc., said: "Rockstar Energy has been a proud partner of the Lucas Oil Off Road Racing Series over the last 8 years and it's been exciting to watch the series grow and expand the reach of short course racing. The addition of the event at Lucas Oil Speedway in Wheatland, Missouri, last year made it possible for the Midwest fans to experience the exhilarating rush that makes LOORRS such an exciting property and a sport that Rockstar Energy is honored to be a part of and support."

"It wouldn't be possible for Team Lucas to bring exciting motorsports to fans without help from dedicated partners like Rockstar Energy Drink," said Jamie Devney, Vice-President of Brand Development for Team Lucas. "Rockstar have made an immense commitment in its support of motorsports, competitors and fans, and we feel very privileged to have them on board again for 2018."

Lucas Oil Off Road



**MICHELIN MOTORSPORT**

The new MICHELIN 63 on track at Le Mans - Mic...

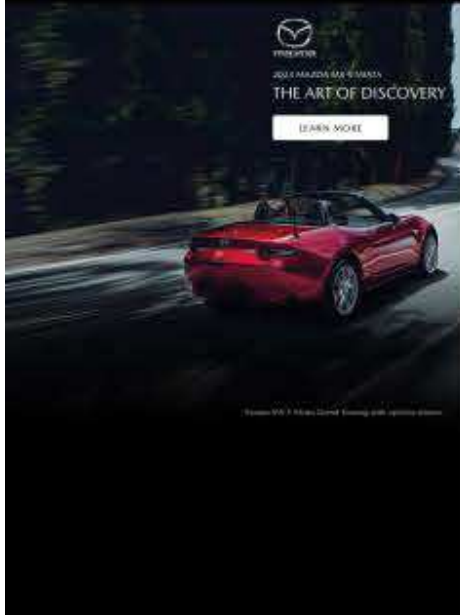
Watch later Share

#WeRaceForChange

Watch on YouTube

The new MICHELIN 63 on track at the 24 Hours of Le Mans





48 shares  
 Elliott pleased with top-five even if Sonoma gamble didn't pay off



67 shares  
 Ashley, Capps, Enders, Johnson take wins at NHRA Thunder Valley Nationals

**THE RACER STORE**  
 ART | APPAREL | BACK ISSUES | BOOKS



**DAILY BULLETIN**



# STREET HARNESSES

## LATEST NEWS



32 shares  
 Trans Am preview: Lime Rock Park



490 likes  
 Preview: FR Americas and F4 U.S. Championship at Road America



490 likes  
 'There is no silver bullet': Hunter-Reay buckles up for his rebuilding mission at ECR

## COMMENTS

### RACER Comment Policy

We welcome respectful, on-topic conversations about racing. Please read our Comment Policy before commenting.

Got it

0 Comments

Login



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS



Name

Share

Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data



IndyCar  
 'There is no silver bullet': Hunter-Reay buckles up for his





Mazda  
2023 MAZDA MX-5 MIATA  
THE ART OF DISCOVERY  
[LEARN MORE](#)



Mazda  
2023 MAZDA MX-5 MIATA  
THE ART OF DISCOVERY  
[LEARN MORE](#)



**R** Racer Media & Marketing, Inc.

Magazine Subscription  
Newsletter Subscription  
Advertise  
Racer Studio  
Terms and Conditions  
Privacy Policy  
Cookies Policy

All contents copyright © 2023 Racer Media & Marketing, Inc. All rights reserved. This content may be published, broadcast, emailed or otherwise made available in any form without prior written consent. This content is provided as a service of our website. Racer Media & Marketing, Inc. is not responsible for any damage or loss of any kind resulting from the use of this website.

even if Sonoma gamble didn't pay off



47 shares  
Ashley, Capps, Enders, Johnson take wins at NHRA Thunder Valley Nationals

**R** THE RACER STORE  
ART | APPAREL | BACK ISSUES | BOOKS



**R** DAILY BULLETIN



STAY UP TO SPEED ON MOTORSPORTS TOP STORIES

rebuilding mission at ECR  
By [Marshall Price](#) June 13, 2023 1:04 PM ET



Idemitsu Mazda MX-5 Cup  
Hinchcliffe to join Mazda MX-5 Cup field at Watkins Glen  
By [RACER Staff](#) June 11, 2023 12:01 PM ET

48 shares

SCCA / SportsCar Magazine  
Club Spec - one car does it all  
By [SCCA](#) June 11, 2023 12:00 PM ET



NASCAR  
NASCAR explains Reddick's Sonoma penalty  
By [Kelly Crandall](#) June 13, 2023 11:55 AM ET



Formula 1  
Working with a new manufacturer in '26 not worth the risk - McLaren's Stella  
By [Chris Medland](#) June 12, 2023 11:44 AM ET



Formula 1  
Hulkenberg sees potential for Haas to lead midfield in future  
By [Chris Medland](#) June 12, 2023 11:31 AM ET



IndyCar Road Trip: Road America & Mid-Ohio  
438 shares



Off Road  
Daly joins Dreyer & Reinbold for Nitrocross opener in Oklahoma






**SIGN UP FREE**

**Racer Media & Marketing, Inc.**

- Magazine Subscription
- Newsletter Subscription
- Advertise
- Racer Studio
- Terms and Conditions
- Privacy Policy
- Cookies Policy

All content copyright © 2023 Racer Media & Marketing, Inc. All rights reserved. The content may not be published, broadcast, reprinted or otherwise used in any form without prior written permission. Your use of this website constitutes acceptance of our Privacy Policy and Terms & Conditions. Racer Media & Marketing, Inc. 17831 1st Fl. Avenue, Irvine, CA 92614, 949-457-6700. Website of USA Indoor Sports Digital Properties

Powered by **WordPress VIP**



611  
Views



256  
Views



35  
Views

By **Dominik White** June 12, 2023 1:00 PM ET

### NASCAR **Execution key to Truex's 2023 turnaround**

By **Kelly Crandall** June 12, 2023 11:35 AM ET

### Formula 1 **Mercedes shouldn't expect double podium repeat in Canada - Wolff**

By **Chris Medland** June 12, 2023 11:09 AM ET

**MORE RACER**

## NewsRoom

2/11/22 Adweek (Pg. Unavail. Online)

2022 WLNR 4446425

Adweek

Copyright (c) 2022 Adweek, LLC. All Rights Reserved.

February 11, 2022

Section: NEWS

Rockstar Energy Is PepsiCo's Latest Brand to Sponsor the UEFA Champions League

Stephen Lepitak

PepsiCo -owned energy drink Rockstar is to sponsor both the UEFA Champions League and Women's UEFA Champions League as part of a three-year partnership.

It's the latest of the drink conglomerate's brands to support the annual soccer competitions, which already involve Pepsi Max, Lays and Gatorade.

Rockstar, which was acquired in 2020, will see its brand promoted through sponsorship across Europe with in-store and digital communications alongside game ticket giveaways.

In a statement, Ruben Navarro Sanchez, senior marketing director of Rockstar Europe at PepsiCo, described the deal as "a huge moment" for the drink. "As a brand we aim to provide our multifaceted consumers with the fuel and encouragement needed to enjoy life and achieve their goals. The tournaments continue to showcase the world's most talented athletes who boast this same energy and are inspirational when it comes to showing the dedication it takes to reach their goals."

### **Expansion and sponsorships**

Since its acquisition, PepsiCo has focused on expanding the Rockstar Energy product range to introduce new additions to its sugar-free portfolio, with that extension strategy set to continue through the launch of Rockstar Refresh later this year.

Adam Warner, senior director of global sports marketing at PepsiCo, added: "We are excited that Rockstar Energy Drink is joining PepsiCo's roster of iconic brands, becoming the official energy drink of UEFA Champions League and UEFA Women's Champions League. Our Rockstar Energy Drinkers are huge football fans and so this partnership is a great match."

The sponsorship will begin immediately and will be activated by regional teams at different times when needed.

Rockstar

Last year Gatorade, through its sponsorship deal with the competition, released a spot ahead of competition winner Lionel Messi's move from Barcelona to Paris Saint Germain to mark the moment, despite the player having not yet agreed to the move when it was filmed.

PepsiCo has begun a brand bundling strategy featuring its snack brands such as Pepsi and Lays which will include spots running in this year's Super Bowl. One of them involves the "flamin' hot" flavors of Doritos and Cheetos together in an ad featuring rapper Megan Thee Stallion .

The Trend of Bundling Multiple Brands in One Ad Comes to the Super Bowl

--- Index References ---

Company: PSG; Barcelona, City of; Doritos Australia One Pty Limited; Pepsico, Inc.; ROCKSTAR, INC.; Chemtros Co., Ltd.; LAYS SARL

News Subject: (Business Management (1BU42); Major Corporations (1MA93); Sales & Marketing (1MA51); Sports Law (1SP70))

Industry: (Advertising (1AD82); Advertising & Public Relations (1AD83); Branding & Naming (1BR12); Champions League (1CH02); Consumer Products & Services (1CO62); Entertainment (1EN08); Major Consumer Products Firms (1MA64); Soccer (1SO61); Sponsorship (1SP44); Sports (1SP75))

Language: EN

Other Indexing: (Rockstar Energy Drink; Pepsi Max, Lays and Gatorade; Rockstar Europe; Rockstar Refresh; Rockstar Energy Drinkers; Gatorade; Paris Saint Germain; Barcelona; Doritos; PepsiCo; Rockstar Energy; Cheetos; Lays) (Ruben Navarro Sanchez; Ruben Sanchez de la Flor; Adam Warner; Lionel Messi; Megan Thee Stallion)

Word Count: 368

---

End of Document

© 2023 Thomson Reuters. No claim to original U.S. Government Works.

**NewsRoom**

# Rockstar Energy Drink to "Fuel What's Next" in New Ad Campaign with Actor Angus Cloud



NEWS PROVIDED BY  
**PepsiCo** →  
10 Nov, 2022, 09:00 ET

SHARE THIS ARTICLE



*What's next for Angus Cloud? Find out in the new ad spot. Inspiring consumers to fuel new and unexpected adventures*

PURCHASE, N.Y., Nov. 10, 2022 /PRNewswire/ -- Rockstar Energy Drink taps brand partner and breakout actor Angus Cloud to star in the brand's new epic ad campaign "Fuel What's Next," championing the idea of what's possible if you follow your passions.

Dropping today, the long-form ad spot celebrates the journey with Angus as he unlocks his potential through new and unexpected adventures - all fueled by Rockstar Energy. The journey highlights one-of-a-kind experiences and passion points mutually loved by both Rockstar Energy and Angus, including motorsports, fashion, music, art, skateboarding and gaming, showing how to get the energy to fuel your own passions.

The 90-second film is full of hints and teasers, acting as a trailer for four upcoming IRL consumer experiences that include cameos from Rockstar Energy athletes and brand collaborations.

"This has been a dope journey with Rockstar Energy Drink so far. I've gotten to do things with them that I never thought possible... sharing my passions.



some I've had since I was a kid and bringing them to life, it's been like a dream," said Angus Cloud. "What I learned is that anything is possible, you feel me? I'm excited for everyone to see what's to come and how to get involved, this is just the beginning ya'll."



Rockstar Energy Drink to "Fuel What's Next" in New Ad Campaign with Actor Angus Cloud

The collaboration with Angus kicked off mid-October at the Formula Drift Finals, where Angus got an advanced driving lesson from Fredric Aasbo, three-time Formula Drift World Champion. Later this month, fans will discover they have something special in-store at ComplexCon, followed by a unique experience in December that taps into Angus' love of both art and skateboarding, with even more to come in 2023.

"What's next doesn't just happen, so we're excited to be working with Angus to show how Rockstar Energy can help you access what's possible and make it yours," said Fabiola Torres, PepsiCo General Manager and Chief Marketing Officer of the Energy Category. "The creative campaign showcases what the brand represents across all our consumer passion points."

The ad spot - created by Goodby, Silverstein & Partners and directed by Romain Chassaing - will run through Q4 nationally across multiple platforms, including cable TV, streaming, digital and social placements as well as select billboards in New York City, Los Angeles, Atlanta and Miami.

To view the "Fuel What's Next" ad spot featuring Angus Cloud, please visit <https://youtu.be/ASjicXsaBog>. And to find out what's next for Angus Cloud and Rockstar Energy, follow @RockstarEnergy.

#### **About Rockstar Energy Drink**

Founded in 2001, Rockstar Energy Drink produces beverages that celebrate the young hustlers focused on their journey. With over 20 Rockstar Energy products and five sublines available at convenience and grocery outlets in over 30 countries globally, Rockstar Energy gives you a bold, refreshing boost, full of benefits and loaded with flavors. For more information, visit [www.rockstarenergy.com](http://www.rockstarenergy.com).

#### **About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$79 billion in net revenue in 2021, driven by a complimentary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with PepsiCo Positive (pep+). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit [www.pepsico.com](http://www.pepsico.com), and follow on [Twitter](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

Contact: [pepsicoenergy@golin.com](mailto:pepsicoenergy@golin.com)

SOURCE PepsiCo

## Also from this source

DIE GLOBALEN SUPERSTARS ANITTA UND BURNA BOY LIEFERN EINE EPISCHE PERFORMANCE BEI DER PEPSI® KICK OFF SHOW ZUM ENDSPIEL DER UEFA CHAMPIONS LEAGUE 2023



LES SUPERSTARS ANITTA ET BURNA BOY OFFRENT UN SPECTACLE ÉPIQUE AU SHOW D'OUVERTURE DE LA FINALE DE L'UEFA CHAMPIONS LEAGUE 2023 PRÉSENTÉ PAR PEPSI®



## Explore

More news releases in similar topics

Beverages

Retail

Non-Alcoholic Beverages

Entertainment

Advertising



## PRN Top Stories Newsletters

Sign up to get PRN's top stories and curated news delivered to your inbox weekly!

Enter Your Email

Select Country

Submit

By signing up you agree to receive content from us. Our newsletters contain tracking pixels to help us deliver unique content based on each subscriber's engagement and interests. For more information on how we will use your data to ensure we send you relevant content please visit our PRN Consumer Newsletter Privacy Notice. You can withdraw your consent at any time in the footer of every email you'll receive.

### Contact Cision

Cision Distribution 888-776-0942  
from 8 AM - 9 PM ET  
Chat with an Expert

Contact Us ^



### Products

Cision Communication Cloud®  
For Marketers  
For Public Relations  
For IR & Compliance  
For Agency  
For Small Business  
All Products

### About

About PR Newswire  
About Cision  
Become a Publishing Partner  
Become a Channel Partner  
Careers  
Accessibility Statement  
Global Sites ^

### My Services

All New Releases  
Online Member Center  
ProfNet

[Terms of Use](#) | [Privacy Policy](#) | [Information Security Policy](#) | [Site Map](#) | [RSS](#) | [Cookie Settings](#)

Copyright © 2025 Cision US Inc.



CONSOLES

## E3 2019: Xbox and Rockstar Energy Drink Unveil Largest Fan Promotion for Gears 5

by Will Tuttle, Xbox Wire Editor in Chief • Jun 11, 2019 @ 9:45am



Today, Rockstar Energy Drink and Xbox unveiled plans to launch the largest fan inspired game promotion to date in support of the upcoming *Gears 5* release. The program will be coming to the United States, Canada, United Kingdom, Germany, and Mexico.

The Can Collection will feature six original designs from UK-based illustrator Luke Preece. The first design — inspired by *Gears 5*, all-new "Escape" mode — was unveiled at the annual Electronic Entertainment Expo in Los Angeles.

Five additional designs will be announced in the lead-up to the launch of *Gears 5* late this summer (September 10), each inspired by a different aspect or character from the upcoming game. On-Can Code activated tabs will allow players to unlock exclusive rewards and chance to win *Gears 5* inspired prizes, plus a Mega give-away to be detailed near launch.



"We're so stoked to be partnering with Rockstar Energy once again on another artist series for Gears," said Nicole Fawcette, Xbox.

"With Luke, it felt inevitable that our paths would cross — his visual aesthetic, his connection kickass action franchises and his work for heavy metal gods like Metallica, Ghost & Ozzy Osbourne was a perfect fit. It turned out that we were fans of so many of the same things, including Gears, and once we got started working together, the ideas came so easily."

The "Escape" design combines a scorpion — the squad insignia of the Hivebusters, a three-member suicide squad that take out Swarm hives from the inside — with the familiar skull and cog symbol for which Gears has become known.

An exclusive tab featuring Luke Preece's *Gears 5* "Escape" design will be available this week.

All exclusive tee featuring Luke Preece's Gears 5 'Escape' design will be available this week from the Microsoft Store.



#### About Gears 5

From one of gaming's most acclaimed sagas, *Gears 5* is bigger than ever with five thrilling modes and its deepest campaign yet. With all-out war descending, Kait Diaz breaks away to uncover her connection to the enemy and discovers the true danger to Sera – herself. *Gears 5* will be released in 2019 for Xbox One and Windows 10 and will come to Xbox Game Pass on the same date as its global release.

#### About Gears of War

Published by Xbox Game Studios, the award-winning and billion-dollar *Gears of War* franchise has continued to redefine the third-person shooter genre. Launched to critical acclaim in 2006, the franchise has inspired a full line of toys and Funko collectibles, apparel and an expanded universe that spans more than a decade of books and graphic novels.

#### About Rockstar Energy Drink

Rockstar Energy Drink is designed for those who lead active lifestyles – from Gamers to Athletes to Rockstars. Available in over 27 flavors at convenience and grocery outlets in over 30 countries, Rockstar supports the active Rockstar lifestyle across the globe through Gaming, Action Sports, Motor Sports, and Live Music. Follow Rockstar on [Instagram](#), [Facebook](#), [YouTube](#) and [Twitter](#).

#### About Luke Preece

Luke Preece is an illustrator based out of the West Midlands in the United Kingdom. A child of the 80's raised on a mixture of Sci-Fi, Fantasy, Comics, Movies and Metal music.

Clients include 2000 AD Comics, Marvel, Lucas Film, Metallica, Sony Music, Music For Nations, Santa Cruz Skateboards, Metal Hammer, Xbox, Rebellion, Topps and more. He also collaborates with various galleries on limited screen prints for various exhibitions, gig posters and events around the globe.

### Recommended for you

XBOX GAME PASS

Play Gears 5 with Xbox Game Pass, free with Collector's Edition Rockstar Energy

Sep 9, 2019 @ 9:00am



EVENTS

Gears 5 Rockstar Energy Vending Machine Tour

Aug 30, 2019 @ 8:00am



GAMES

Xbox and Rockstar Energy Drink Unveil Second and Third Gears 5 Collector's Series Cans

Jul 11, 2019 @ 1:30pm







GAMES

## Xbox and Rockstar Energy Drink Unveil Second and Third Gears 5 Collector's Series Cans

by Will Tuttle, Xbox Wire Editor in Chief • Jul 11, 2019 @ 1:30pm



At E3 2019, Rockstar Energy Drink and Xbox unveiled plans to launch the largest fan inspired game promotion to date to support the upcoming launch of *Gears 5*. Today, ahead of the Gears Esports Invitational presented by ELEAGUE, we're revealing the second and third of six Gears 5 Collector Can designs – inspired by the legendary Marcus Fenix for one can and the monstrous Swarm for the other.

The Invitational, which features the debut of *Gears 5* Versus mode including the all-new Escalation competitive mode, will be streamed throughout the weekend and will feature play from top Gears Sports competitors as featured on this season of ELEAGUE, airing Fridays at 8 p.m. PDT/11 p.m. EDT on TBS.



"These designs gave me a chance to really have fun," said Luke Preece. "Like with the Escape design, the starting point was Gears' well-known Crimson Omen logo. From there, I started adding elements based on the new game, classic elements from Marcus like the scar and bandanna, and the oversized and monstrous features for the Swarm Warden. Marcus looked bad-ass with iconic elements while the Warden looked so brutal and menacing."

The final Gears 5 Collector Series Cans will be unveiled next month. On-Can Code activated tabs will allow players to unlock exclusive rewards (like Boost for *Gears 5*) and chance to win *Gears 5* inspired prizes, plus a Mega give-away to be detailed near launch.

### About *Gears 5*

From one of gaming's most acclaimed sagas, *Gears 5* is bigger than ever with five thrilling modes and its deepest campaign yet. With all-out war descending, Kait Diaz breaks away to uncover her connection to the enemy and discovers the true danger to Sera – herself. *Gears 5* will be released in 2019 for Xbox One and Windows 10 and will come to Xbox Game Pass on the same date as its global release.

### About *Gears of War*

Published by Xbox Game Studios, the award-winning and billion-dollar *Gears of War* franchise has continued to redefine the third-person shooter genre. Launched to critical acclaim in 2006, the franchise has inspired a full line of toys and Funko collectibles, apparel and an expanded universe that spans more than a decade of books and graphic

novels.

**About Rockstar Energy Drink**

Rockstar Energy Drink is designed for those who lead active lifestyles – from Gamers to Athletes to Rockstars. Available in over 27 flavors at convenience and grocery outlets in over 30 countries, Rockstar Energy supports the active Rockstar lifestyle across the globe through Gaming, Action Sports, Motor Sports, and Live Music. Follow Rockstar Energy on Instagram, Facebook, YouTube and Twitter.

**About Luke Preece**

Luke Preece is an illustrator based out of the West Midlands in the United Kingdom. A child of the 80's raised on a mixture of Sci-Fi, Fantasy, Comics, Movies and Metal music.

Clients include 2000 AD Comics, Marvel, Lucas Film, Metallica, Sony Music, Music For Nations, Santa Cruz Skateboards, Metal Hammer, Xbox, Rebellion, Topps and more. He also collaborates with various galleries on limited screen prints for various exhibitions, gig posters and events around the globe.

Recommended for you

GAMES

This Week on Xbox: July 12, 2019

Jul 12, 2019 @ 2:30pm



GAMES

Gears 5 Multiplayer Debuts at This Weekend's ELEAGUE Gears Summer Invitational

Jul 12, 2019 @ 9:00am



CONSOLES

E3 2019: Xbox and Rockstar Energy Drink Unveil Largest Fan Promotion for Gears 5

Jun 11, 2019 @ 9:45am



EVENTS

Gears 5 Rockstar Energy Vending Machine Tour



Starting today, The Coalition and Rockstar Energy are teaming up to reward Xbox Game Pass Ultimate members with free *Gears 5* Collector's Edition Rockstar Energy cans and exclusive giveaways as part of the *Gears 5* Rockstar Energy Vending Machine Tour. Xbox Game Pass Ultimate members, who can play the *Gears 5* Ultimate Edition four days early on September 6th, simply need to visit one of the Luke Preece designed Vending Machines to enter their Xbox Live Gamertag and claim their prize. Each vending machine features original Kait inspired art from the Rockstar Collector's Can Set.

In addition, the first Xbox Game Pass Ultimate member to visit a Rockstar Vending Machine in each city will receive a *Gears 5* Limited Edition Xbox One X console bundle. The first five members who visit each day will receive a *Gears 5* Kait Diaz Limited Edition Xbox One Wireless controller. The first one hundred members each day will receive exclusive *Gears 5* swag. And of course, everyone who successfully enters their gamertag will get a free Limited Edition *Gears 5* Rockstar Energy 16 oz. can.

#### Rockstar Vending Machine Dates and Locations:

- 8/30 – 9/5: Los Angeles, CA (AAPE LA from 8/30 – 9/2 and The Container Yard from 9/3 – 9/5) & New York, NY (Queens Center)
- 9/8 – 9/10: San Francisco, CA & Philadelphia, PA Deptford, NJ
- 9/13 – 9/15: Portland, OR & Washington, D.C.

Exact locations for San Francisco, Philadelphia, Portland, and D.C. won't be revealed until the morning of their start date, so keep a close eye on the *Gears of War*, *Rockstar Energy*, and Xbox Game Pass Twitter handles for the latest updates.

If you see our #RockstarSupplyDrop truck driving around, snap a photo and share it, too.



The *Gears 5* Rockstar Energy Collector Can program begins September 1, 2019 and allows consumers to collect Code activated tabs allowing players to unlock exclusive in-game rewards and daily chances to win *Gears 5* inspired prizes, plus a Mega vehicle give-away.

#### About Xbox Game Pass

Not an Xbox Game Pass Ultimate member? [Join or upgrade today and get your first two months for just \\$2!](#) Xbox Game Pass Ultimate includes all the benefits of Xbox Live Gold, plus over 100 high-quality console and PC games for \$14.99 a month. With games added all the time, there's always something new to play. Download and play new games on day one like *Gears 5*, and critically-acclaimed indie titles like *Wargroove* and *Human Fall Flat*—plus recent blockbusters like *Metro Exodus* and *Devil May Cry 5*. With a huge variety of games from every genre, there's something for everyone. Enjoy exclusive member deals and discounts, too. Play together with friends on the most advanced multiplayer network and discover your next favorite game. As an added benefit, Ultimate members get early access to *Gears 5* four days early on September 6!

#### About Gears 5

From one of gaming's most acclaimed sagas, *Gears* is bigger than ever, with five thrilling modes and the deepest campaign yet. With all-out war descending, Kait Diaz breaks away to uncover her connection to the enemy and discovers the true danger to Sera – herself.

Pre-order any digital edition of *Gears 5* or pre-install *Gears 5* with an active Xbox Game Pass membership before launch and receive the Terminator Dark Fate Character Pack, featuring Sarah Connor and the T-800 Endoskeleton, the Vector Lancer Skin and 7 days of Boost. (Character pack and skin require Xbox Live Gold on console, membership sold separately).

#### About Rockstar Energy Drink

Rockstar Energy Drink is designed for those who lead active lifestyles – from Gamers to Athletes to Rockstars. Available in over 27 flavors at convenience and grocery outlets in over 30 countries, Rockstar Energy supports the active Rockstar lifestyle across the globe through Gaming, Action Sports, Motor Sports, and Live Music. Follow Rockstar Energy on [Instagram](#), [Facebook](#), [YouTube](#) and [Twitter](#).

**Editor's Note (09/07/2019):** We've updated the dates and locations for the Rockstar

## Recommended for you

### ANNOUNCEMENTS

Xbox, Doritos, and Rockstar Energy Drink Give Away Game Pass, Prizes, and DLC

Oct 3, 2022 @ 6:00am



### GAMES

This Week on Xbox: August 30, 2019

Aug 30, 2019 @ 2:00pm



### GAMES

Xbox Game Pass Ultimate Gears Fan Sweepstakes

Aug 15, 2019 @ 9:00am



#### Xbox Game Studios

343 Industries

Age of Empires

The Coalition

Compulsion Games

Double Fine

The Initiative

inXile Entertainment

Minecraft

Ninja Theory Ltd

Obsidian Entertainment

Playground Games

Rare

Turn 10 Studios

Undead Labs

#### Global Sites

Xbox Wire

Xbox Wire DACH

Xbox Wire en Español

Xbox Wire en Français

Xbox Wire em Português

Xbox Wire Japan

#### Stay Connected

Facebook

Twitter

Pinterest

YouTube

© 2023 Microsoft

Media Assets

Support

Photosensitive Seizure Warning

Privacy & Cookies

Terms of Use

Code of Conduct

855

Trademarks

Manage Consent

Exhibit W

Filed Under Seal

Exhibit X

Filed Under Seal