

# **2025 Beverage Calories Initiative:** **Report on 2017 Progress toward the National Calorie Goal**

AMERICAN BEVERAGE ASSOCIATION

**PREPARED FOR:**  
American Beverage Association  
Alliance for a Healthier Generation

**PREPARED BY:**  
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# EXECUTIVE SUMMARY

In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo (“BCI Companies”), and the Alliance for a Healthier Generation (“Healthier Generation”) announced a commitment to help reduce beverage calories in the American diet. This commitment includes two key components: (1) the National Initiative, which aims to reduce liquid refreshment beverage (“LRB”) calories consumed per person nationally by 20 percent by 2025 (i.e., the national calorie goal); and (2) the Communities Initiative, which aims to achieve equivalent reductions over ten years in eight to ten select communities where the challenge is believed to be greatest (i.e., the community calorie goal). The collective effort to fulfill these commitments is called the 2025 Beverage Calories Initiative (“BCI”).

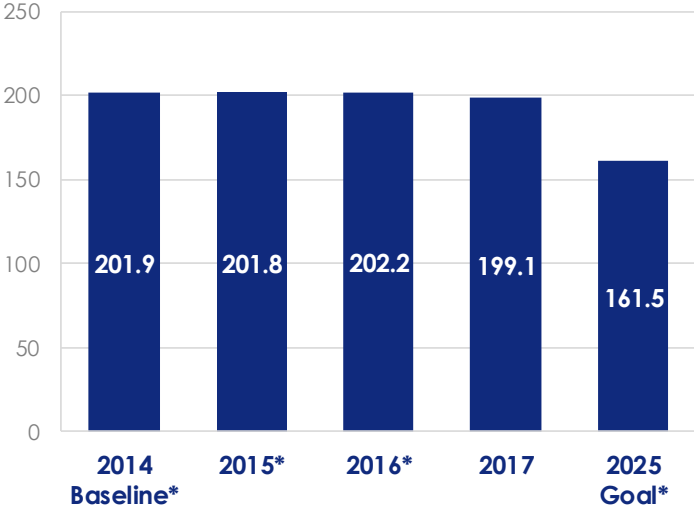
To measure progress over time, the ABA retained Keybridge as a third-party evaluator. This is the third report on progress toward the national calorie goal. The primary measure of progress for the national calorie goal is the change in beverage calories per person per day since the 2014 baseline.

From 2014 to 2017, LRB calories per person per day fell from 201.9 to 199.1. In order to achieve the national calorie goal, this measure must decline by 20 percent from baseline to 161.5 calories per person per day by 2025.

Based on the national calorie numbers, this report points to the following conclusions:

- (1) From 2016 to 2017, LRB calories fell by about three calories per person per day while LRB sales volume grew, the strongest show of progress towards the national calorie goal since the BCI was launched.
- (2) The progress recorded in 2017 was driven by an acceleration in calorie reductions from carbonated soft drinks (“CSDs”), 100% juices, and juice drinks and the deceleration of calorie growth from other beverage categories including sports drinks, energy drinks, and ready-to-drink teas.
- (3) Volume declines in no- and low-calorie CSDs slowed in 2017, making them less of a headwind than in prior years.

**Beverage Calories Per Person Per Day**  
**Average LRB Calories Per Person Per Day**



\*2014, 2015, 2016, and the 2025 Goal were revised due to updated data. See Data Sources section in the Detailed Methodology.  
 Sources: Beverage Marketing Corporation; DrinkTell Database; U.S. Census Bureau, 2017

- (4) LRB volume growth has continued to be driven by water.
- (5) Calorie reductions from packaged beverages sold in supermarkets and other chain retail outlets, which account for about 60 percent of LRB volumes, accelerated in 2017 and are on pace for a 20 percent reduction by 2025.
- (6) Calories in other market segments including fountain beverages, food service outlets, and small independent retailers, did not increase as they had in 2015 and 2016, making these segments less of a detractor to overall progress.
- (7) Reductions in LRB calories per person still need to accelerate to meet the national calorie goal in 2025.

## I. INTRODUCTION

In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo (“BCI Companies”), and the Alliance for a Healthier Generation (“Healthier Generation”) announced a commitment to help reduce beverage calories in the American diet. Recognizing the contribution of excess calories to rising obesity rates, the commitment signatories aim to reduce beverage calories consumed through a two-part initiative referred to as the 2025 Beverage Calories Initiative (“BCI”). First, the National Initiative seeks to reduce liquid refreshment beverage (“LRB”) calories consumed per person nationally by 20 percent by 2025 (i.e., the national calorie goal).<sup>1</sup> Second, the Communities Initiative seeks to achieve equivalent calorie reductions (i.e., the community calorie goal) in communities where reducing beverage calories is expected to be the most challenging. The Communities Initiative also aims to identify calorie reduction strategies that can be applied more broadly to help achieve beverage calorie reductions nationally.

BCI participants also committed to independent, third-party monitoring of progress over time. In consultation with Healthier Generation, the ABA held a competitive request-for-proposal process and selected Keybridge to measure and monitor progress. Each year, progress toward the national and community calorie goals is reported publicly. This report features 2017 progress toward the national calorie goal. Progress toward the community calorie goal will be featured in a forthcoming report. (Previous reports are available at [healthiergeneration.org/take\\_action/businesses](http://healthiergeneration.org/take_action/businesses). In addition to earlier calorie consumption estimates, more detailed information about the calorie reduction strategies being implemented is available in previous progress reports and in downloadable summaries from each company available at the above link.)

## II. METHODOLOGY SUMMARY

The measurement approach used to monitor progress toward the national calorie goal consists of three features: (1) the use of sales volume data as a proxy for consumption; (2) the use of multiple data sources to corroborate shifts in beverage volumes; and (3) the measurement of underlying drivers contributing to overall shifts in beverage consumption. The reasons for each of these choices are described in earlier BCI reports and in the detailed methodology.

As in previous reports, the main national calorie estimates shown are based on Beverage Marketing Corporation’s DrinkTell database (“DrinkTell”), which provides data for all beverages included as LRB and sold through all channels. Data from the Beverage Digest Fact Book are used to corroborate trends in several beverage categories, including carbonated soft drinks (“CSDs”), the largest category in terms of both volume and calories. However, that dataset lacks coverage of other beverage categories important for monitoring this commitment. Finally, the Nielsen Company’s Scantrack dataset (“Scantrack”) provides detailed stock keeping unit (“SKU”)-level

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<sup>1</sup> Liquid refreshment beverages (“LRB”) refers to most beverages available for purchase through retail stores, fountain, vending machines, and restaurants, and covers nearly all beverages manufactured by the BCI Companies. LRB excludes alcoholic beverages, dairy products, brewed beverages, drink mixes, energy shots, lemon and lime juice, coconut milk, concentrates, flavor drops, and tap water. The inclusion of brewed beverages would make accurate measurement of progress toward the national calorie goal much more difficult given that retail outlets and consumers often add their own sugar, cream, and other caloric additives to brewed teas and coffees. Brewed teas are the only beverages that are made by the BCI Companies in substantial quantities, but not measured.

product information that is used to examine container size changes. Scantrack is limited in its coverage of important market segments and sales channels and covers about 60 percent of the LRB volumes captured by DrinkTell. Most importantly, Scantrack does not include fountain sales volumes, which represent a large volume share of many beverage categories, especially CSDs.

This report on 2017 progress shows per person calorie estimates for 2017, the third year of BCI implementation at the national level. It also features revised estimates for 2014 (the baseline year), 2015, 2016, and the 2025 goal.<sup>2</sup> Updates to these estimates were due to revisions in the underlying brand-level sales volume estimates in DrinkTell and Scantrack based on new information. For an explanation of all revisions and the methodology generally, see the detailed methodology at [healthiergeneration.org/take\\_action/businesses/](http://healthiergeneration.org/take_action/businesses/).

### III. RESULTS: PROGRESS TOWARD THE NATIONAL CALORIE GOAL

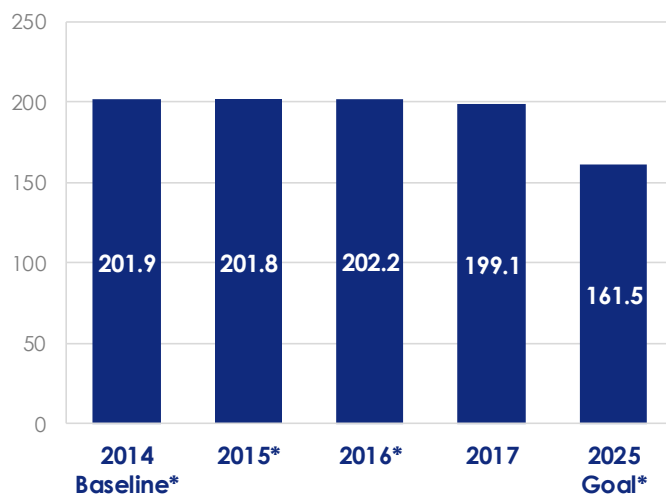
#### 3.1 Overall Progress

The primary measure of progress for the national calorie goal is the change in beverage calories per person per day. From 2014 to 2017, LRB calories per person per day fell from 201.9 to 199.1. Over this same period, LRB volumes per person rose by 5.6 percent and average calories per 8-ounce serving declined by 6.6 percent.

The entire calorie reduction observed since the 2014 baseline year occurred in 2017. Total calories per person fell by 3.1 calories or 1.5 percent from 2016 to 2017.

As seen in Figure 1, in order to achieve the national calorie goal, this measure must decline by 20 percent from baseline to 161.5 calories per person per day by 2025.

**Figure 1**  
**Beverage Calories Per Person Per Day**  
**Average LRB Calories Per Person Per Day**



\*2014, 2015, 2016, and the 2025 Goal were revised due to updated data. See Data Sources section in the Detailed Methodology.

Sources: Beverage Marketing Corporation: DrinkTell Database; U.S. Census Bureau, 2017

#### 3.2 Long-Term Trend

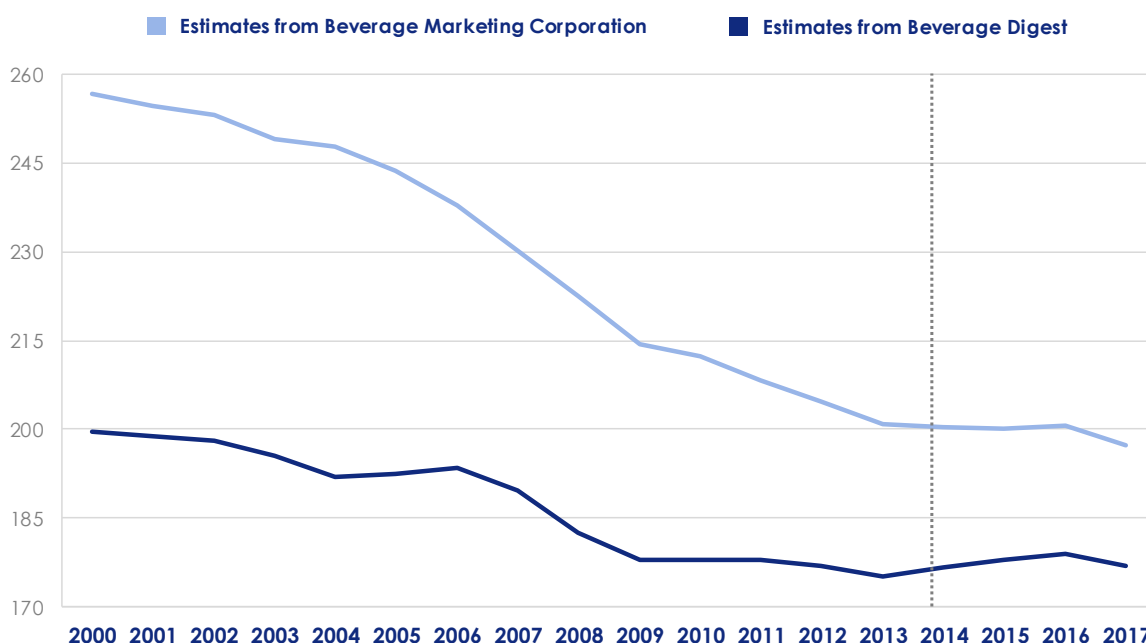
Figure 2 shows two data sources that estimated steady decreases in beverage calories per person from 2000 to 2013. Beverage Marketing Corporation's estimates, which are based on the same DrinkTell beverage volume data that are used to measure progress throughout this report, show LRB calories per person leveling off from 2013 – the year before the BCI agreement was adopted – to 2016. The Beverage Digest estimates, which do not cover all beverage categories as

<sup>2</sup> The goal was revised because it is set at 20 percent below the 2014 estimate, which was revised.



explained in the above methodology summary, show an increase in calories from 2013 to 2016. This suggests that the calorie reduction strategies and consumer preference shifts that drove LRB calories down from 2000 to 2013 had ceased in the year before the national calorie goal was established. Committing to the national calorie goal, therefore, was a commitment to generate a new calorie-reduction trend that would be even sharper. The 3.1 calorie per person per day reduction from 2016 to 2017 represents a change from the flat to upward calorie trend of the previous three years and it could be the first step in generating the sustained calorie reductions needed to fulfill the national calorie goal.

**Figure 2**  
**Average Beverage Calories Per Person Per Day, 2000-2017**  
*Calories from LRB Categories Included in Beverage Digest and Beverage Marketing Corporation Datasets*



Sources: Beverage Marketing Corporation; Beverage Digest.

### 3.3 Progress by Beverage Category

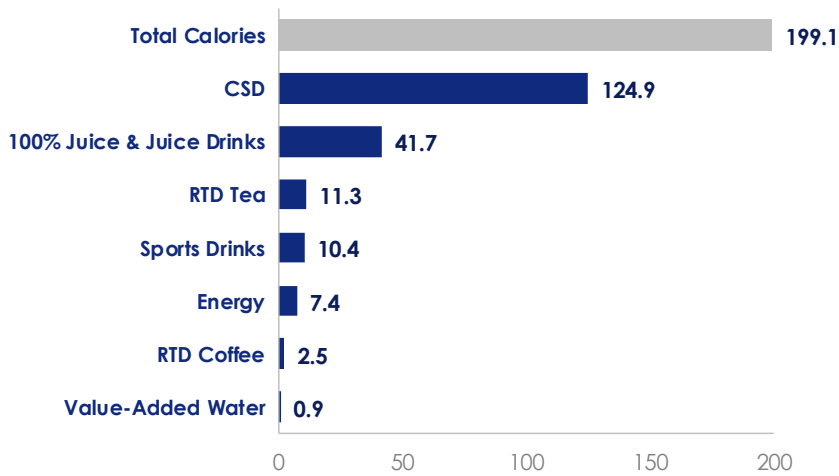
#### *Change since Baseline (2014-2017)*

As shown in Figure 3, LRB calories per person per day declined by 2.8 (1.4 percent) between 2014 and 2017. Over this time, calories per person per day from CSDs declined by 3.7 (2.9 percent) and calories per person per day from 100% juices and juice drinks declined by 2.4 (5.5 percent). This progress is particularly important as these beverage categories accounted for roughly 85 percent of total LRB calories in 2014. However, the reductions in calories from CSDs, 100% juices, and juice drinks were largely offset by calorie growth in smaller beverage categories – notably sports drinks, energy drinks, and ready-to-drink (RTD) teas and coffees.

Figure 3

**Beverage Calories Per Person Per Day**

Average LRB Calories Per Person Per Day by Beverage Category, 2017



	Change in Calories			
	2014-15	2015-16	2016-17	2014-17
Total Calories	[-0.2]	[+0.5]	[-3.1]	[-2.8]
CSD	[-1.5]	[-0.5]	[-1.6]	[-3.7]
100% Juice & Juice Drinks	[-0.2]	[-0.3]	[-1.9]	[-2.4]
RTD Tea	[+0.2]	[+0.4]	[+0.1]	[+0.7]
Sports Drinks	[+0.5]	[+0.4]	[-0.2]	[+0.7]
Energy	[+0.5]	[+0.3]	[+0.2]	[+1.0]
RTD Coffee	[+0.3]	[+0.2]	[+0.3]	[+0.8]
Value-Added Water	[+0.0]	[+0.1]	[+0.0]	[+0.1]

Source: Beverage Marketing Corporation; DrinkTell Database; U.S. Census Bureau, 2017

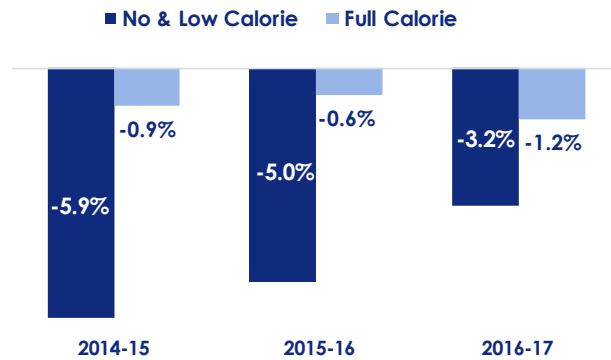
*Change in 2017 (2016-2017)*

In 2017, calories per person declined after being effectively flat from 2014-2016. Several factors contributed to this change in trajectory. First, per person calorie reductions from CSDs accelerated despite the fact that CSD volume declines slowed versus previous years. Contributing to this was the slowing of no- and low-calorie CSD volume declines. In previous years, most of the per person CSD volume declines came from no- and low-calorie CSDs. As shown in Figure 4, in 2017 a larger share of the CSD volume declines came from full-calorie CSDs rather than no- and low-calorie CSDs. Further stabilization of no and low-calorie CSD volumes could play a significant role in driving calorie decreases in the future.

Figure 4

**Change in Volume of CSDs**

Percent Change in Volume Per Person Per Day, 2014-17



Sources: Beverage Marketing Corporation; DrinkTell Database; U.S. Census Bureau, 2017

Second, calorie reductions from 100% juices and juice drinks also accelerated, with calories per person per day declining by 1.9 compared to drops of 0.2 and 0.3 from 2014-2015 and 2015-2016, respectively.

Third, growth in calories from other categories slowed considerably. Calories from sports drinks fell after growing in the previous two years. RTD tea, energy drinks, and value-added water saw slower increases in calories per person per day, while calories from RTD coffee grew at about the same pace as in the previous years.

### 3.4 Progress by Market Segment

#### Change since Baseline (2014-2017)

From 2014 to 2017, significant progress was made in reducing calories from packaged beverages sold through supermarkets, chain convenience stores, and other stores tracked by Nielsen Scantrack.<sup>3</sup> These account for about 60 percent of LRB volume. In total, calories from LRB sold in these market segments declined by 7.6 calories per person per day, from 122.0 calories in 2014 to 114.4 in 2017, as seen in Figure 5. This equates to a 6.2 percent decline, putting the calorie reductions in these markets segments on pace for a 20 percent reduction by 2025.

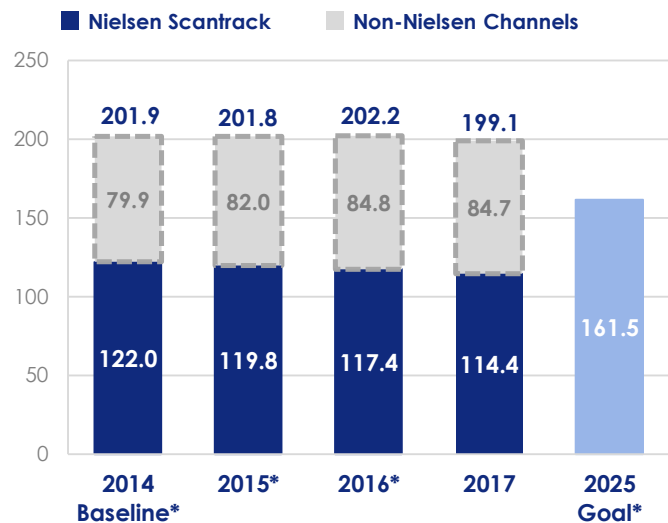
Between 2014 and 2017, these calorie reductions were largely offset by calorie growth in other market segments not covered by Scantrack, notably fountain drinks, other food service, vending, and small independent retailers. LRB calories from these market segments grew from 79.9 calories per person per day to 84.7.

#### Change in 2017 (2016-2017)

The results by market segment were significantly different from 2016 to 2017. Calories from Nielsen-measured channels continued to decline, dropping by 3.0 calories per person or 2.6 percent. This represented an acceleration of the decline in beverage calories from these sources.

Unlike previous years, per person calorie reductions in Nielsen-measured market segments in 2017 were not offset by growth in per person calories in non-Nielsen market segments. In 2017, calories per person in non-Nielsen market segments were flat, whereas they were previously growing. This represents a positive step for achieving the national calorie goal, though more reductions will be needed in the future.

**Figure 5**  
**Daily Beverage Calories Per Person**  
**LRB Calories Per Person, Nielsen vs. Non-Nielsen Channels**



\*2014, 2015, 2016, and the 2025 Goal were revised due to updated data. See Data Sources section in the Detailed Methodology.

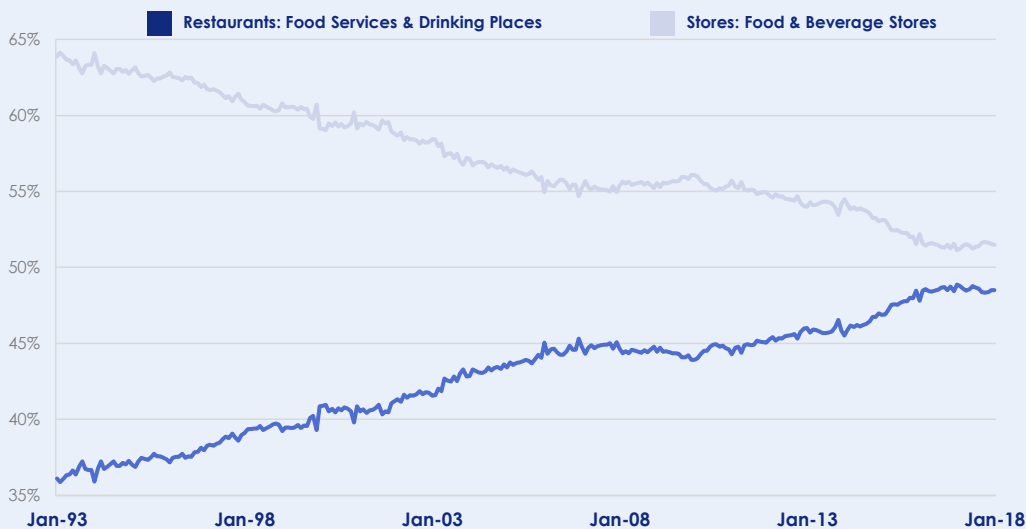
Sources: Beverage Marketing Corporation; DrinkTell Database; Nielsen Scantrack, U.S. Census Bureau, 2017

<sup>3</sup> The Scantrack dataset reports total beverage sales volumes based on transactions from a sample of stores. Hundreds of retailers report sales volume data on products scanned from thousands of stores across the country. Based on this sample, Nielsen scales up the data to approximate all packaged beverages sold in most food, convenience, drug, dollar, and mass merchandiser stores. The dataset also includes limited coverage of beverage volumes sold through small and independent grocery stores (i.e., stores with less than \$2 million in annual sales) and small and independent drug stores (i.e., stores with less \$1 million in annual sales).

## Shifts in Where Beverages Are Purchased: The Contribution of Consumer Trends

Since at least 1993, American consumers have spent a growing share of their food and beverage budgets at restaurants and bars versus stores, as seen in Figure 6. This shift continued in 2014-2017. Consumers spent 48.6 percent of their food and beverage budgets at restaurants and bars in 2017, up from 46.3 percent in 2014. The impact of this trend on LRB volumes is unknown. However, assuming that LRB spending followed the same shift noted for total food and beverage spending, including both LRB and non-LRB, and that changes in spending correlate with volume changes, this consumer trend presumably contributed towards a shift in LRB volume share from retail stores – most of which are represented in the Nielsen Scantrack estimates – to restaurants and bars – the largest non-Nielsen market segment. Indeed, from 2014 to 2017, the share of LRB volumes sold in Nielsen-measured market segments decreased from 61.1 to 59.9 percent. This suggests that some of the calorie reductions achieved in the Nielsen-measured market segments (and increases in non-Nielsen segments) were driven by this external consumer spending trend.

**Figure 6**  
**Share of Food & Beverage Expenditures by Type of Establishment**  
*Advance Retail Sales for Restaurants & Stores*



Source: Federal Reserve Bank of St. Louis. Advance Retail Sales: Food Services and Drinking Places, Millions of Dollars, Monthly, Seasonally Adjusted.

However, another factor made an even bigger contribution to the divergent calorie paths estimated for chain retail stores and other market segments. Calories per 8-ounce serving fell by 9.5% in Nielsen-measured market segments and 2.5% in non-Nielsen market segments from 2014-17. The fact that calories per 8-ounce serving fell so much faster in Nielsen-measured market segments suggests that consumers are adopting reduced calorie beverage options more quickly in this market segment than in others. This could be due in part to the fact that supermarkets, convenience stores and other chain stores tracked by Nielsen have more space to feature a wider range of reduced-calorie products than restaurants, bars, and smaller retail outlets that are not measured by Nielsen. It also supports what BCI Companies have reported regarding their implementation of the BCI, which is that early calorie reduction efforts focused more heavily on packaged beverages sold in Nielsen-measured market segments. This is in part because increased shelf and display space enables them to more easily increase reduced-calorie beverage offerings and in-store marketing for these products.

### 3.5 Examining the Factors Contributing to Calorie Reductions

Change in per person beverage calories is a function of three key factors: the number of beverages consumed per person, the number of calories per ounce, and the number of ounces per beverage (i.e., container size). A reduction in any of these factors will contribute to reductions in beverage calorie consumption.

#### 3.5.1 Beverage Volumes Per Person

##### *Change since Baseline (2014-2017)*

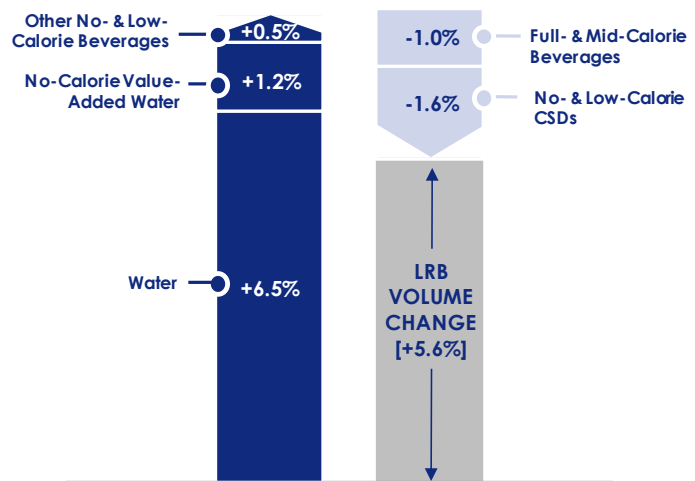
From 2014 to 2017, total LRB volumes grew by 8.0 percent while the U.S. population grew at a steady rate of 0.7 to 0.8 percent per year.<sup>4</sup> As shown in Figure 7, LRB volumes per person grew by 5.6 percent. This indicates that Americans are either buying and drinking more beverages generally or they are consuming more beverages defined here as LRB while reducing consumption of other beverages (i.e., those not defined as LRB such as alcoholic drinks, dairy, teas and coffees brewed on site, and tap water).

Figure 7 shows that bottled water and no- and low-calorie value-added water accounted for more than the entire observed LRB volume growth. It also shows that more than half of the offsetting decline in the volumes of other beverage categories came from no- and low-calorie CSDs. As a result, the growth of water and no-calorie value-added water has not contributed greatly toward calorie reductions. In order to do so, it must be offset by declining volumes of caloric beverages, rather than declining volumes of other no- and low-calorie beverages.

##### *Change in 2017 (2016-2017)*

The shifts in LRB volumes changed somewhat in 2017. Figure 8 shows that the average annual changes in volumes from 2014-2016 largely fit the description in the previous section – water’s and no-calorie value-added water’s growth was not offset by declining volumes of caloric beverages

**Figure 7**  
**Change in LRB Volumes Per Person**  
**Contributions to LRB Volume Change by Category, 2014-17**

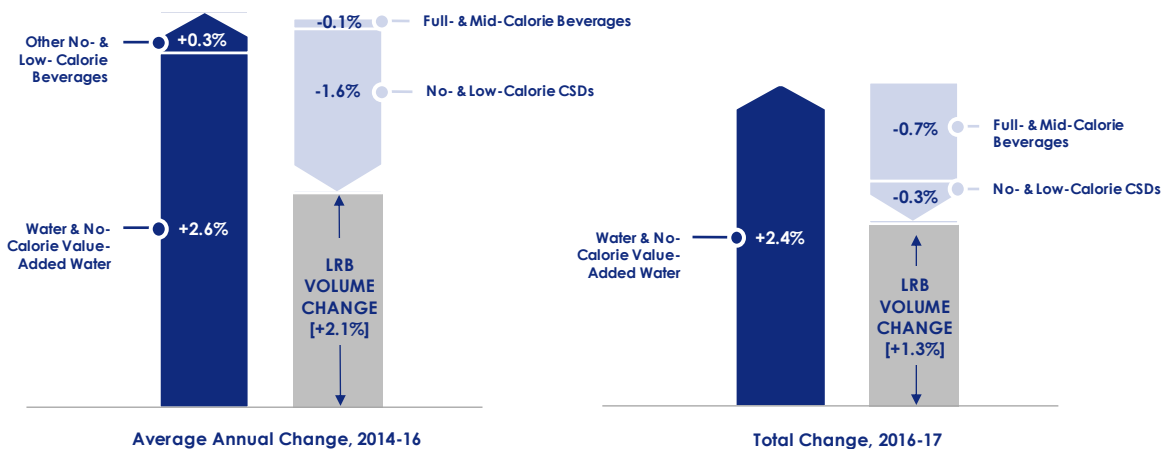


Sources: Beverage Marketing Corporation; DrinkTell Database; U.S. Census Bureau, 2017

<sup>4</sup> United States Census Bureau, (2017). Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2017 (NST-EST2017-01). Washington, DC: U.S. Government Printing Office. 2017: 325,719,178; 2016: 323,405,935; 2015: 321,039,839; 2014: 318,622,525

and therefore did not result in significant calorie reductions. In 2017, however, almost 30 percent of the growth in water and no-calorie value-added water was offset by volume reductions of full- and mid-calorie beverages.

**Figure 8**  
**Average Annual Contributions to LRB Volume Change**  
*Contributions to Volume Change by Category, 2014-16 Average vs 2016-17*



Source: Beverage Marketing Corporation: DrinkTell Database

### 3.5.2 Calories Per 8-Ounce Serving

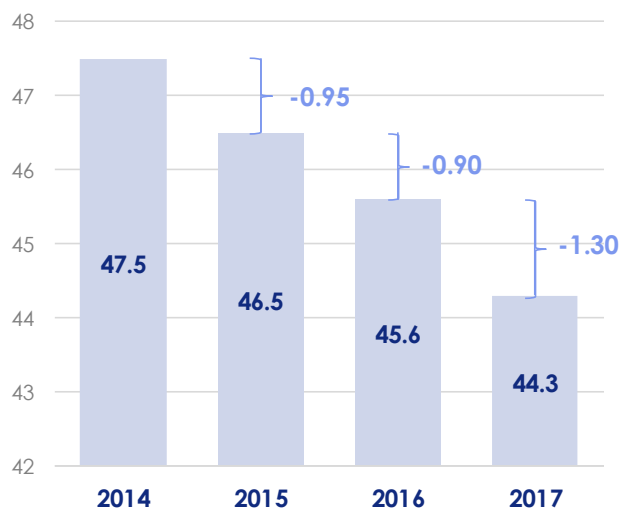
#### *Change since Baseline (2014-2017)*

The average number of calories per 8-ounce serving declined from 47.5 in 2014 to 44.3 in 2017, as shown in Figure 9, a 6.6 percent decline. The biggest factor contributing to this decrease was the growth of water and no-calorie value-added water as a share of the overall product mix. Because these beverages have no calories, an increase in their share helped drive average calories down.

The second and third biggest drivers of this change were the decreases in the shares of full-calorie CSDs and 100% juices and juice drinks. Because their average calories per ounce are higher than the average overall, the decrease in their share helped to bring the average down.

A major offsetting factor that prevented the average calories per ounce from falling even further has been continued declines in no- and

**Figure 9**  
**Change in Calories per 8-Ounce Serving**  
*Average Calories per 8-Ounce Serving, 2014-17*



Source: Beverage Marketing Corporation: DrinkTell Database

low-calorie CSD volumes. Like water, a growing volume share of no- and low-calorie CSDs would help to pull average calories per 8-ounce serving down. However, their volume share has been declining, driving average calories per 8-ounce serving up and inhibiting improvements in this metric.

### Change in 2017 (2016-2017)

Calories per 8-ounce serving continued to decline in 2017, dropping 1.30 calories compared to 0.95 in 2015 and 0.90 in 2016. Figure 10 shows the contributions of key trends toward the annual change in calories per 8-ounce serving in 2014-2017. In all three years, growing volumes of water and no-calorie value-added water and declining volumes of full-calorie CSDs made significant contributions toward these reductions. In 2017, the reduction in calories per 8-ounce serving was larger than in previous years for two primary reasons: (1) larger reductions in per person volumes of 100% juices and juice drinks, and (2) smaller reductions of no- and low- calorie CSDs. If volumes of no- and low-calorie CSDs stabilize, grow, or otherwise outperform more caloric beverages, then they can begin contributing toward reductions in average calories per 8-ounce serving in the same way that waters have.

**Figure 10**  
**Change in Calories per 8-Ounce Serving**  
*Contributions to Changes in Calories Per 8-Ounce Serving, 2014-17*

Change in Calories per 8-oz Serving Due to:	2014-15	2015-16	2016-17
Volume Declines of Full-Calorie CSDs	-0.44	-0.44	-0.39
Volume Declines of 100% Juice & Juice Drinks	-0.19	-0.16	-0.29
Volume Growth of Waters*	-0.83	-0.82	-0.83
Volume Decline of No- & Low-Calorie CSDs	0.41	0.34	0.20
Other Factors**	0.11	0.17	0.01
<b>TOTAL</b>	<b>-0.95</b>	<b>-0.90</b>	<b>-1.30</b>

\* Includes bottled water, no-calorie value-added waters.

\*\* Includes volume changes of other beverage categories and small shifts in average calories per 8-ounce serving within categories.

Source: Beverage Marketing Corporation: DrinkTell Database

### 3.5.3 Portion Sizes

In 2017 and in prior years, changes in container sizes did not appear to be a significant driver, on net, of changes in calories per person. There has been some volume growth among smaller containers of certain full- and mid-calorie beverages. However, the impact of these smaller containers on average container size was offset by growth among larger containers. The impact of container size changes will continue to be tracked in future years. Detailed container size information is included in the Appendix Tables.

## IV. CONCLUSIONS

**(1) From 2016 to 2017, LRB calories fell by about three calories per person per day, the strongest show of progress towards the national calorie goal since the BCI was launched.**

From 2014 to 2016, average LRB calories per person per day remained at roughly 202. In 2017, this metric dropped to 199.1, showing meaningful progress towards the national calorie goal. Significantly, the 2017 calorie reduction occurred concurrent with a nearly 1.3 percent growth in per person LRB volumes.

**(2) The progress recorded in 2017 was driven by an acceleration in calorie reductions from CSDs, 100% juices, and juice drinks and the deceleration of calorie growth from other beverage categories.**

Calories from CSDs, 100% juices, and juice drinks declined at a faster rate in 2017 than in previous years. Meanwhile the growth in calories from smaller beverage categories slowed considerably. In 2015 and 2016, the calorie growth from sports drinks, RTD teas and coffees, energy drinks, and value-added waters had fully offset reductions from CSDs, 100% juices, and juice drinks. In 2017, the growth in calories slowed for most of those categories and reversed for sports drinks.

**(3) Volume declines in no- and low-calorie CSDs slowed in 2017, making them less of a headwind than in prior years.**

As mentioned in past reports, declining volumes of no- and low-calorie CSDs represent a headwind toward achieving the national calorie goal. In 2017, volumes of no- and low-calorie CSDs again declined, but at a much lower rate than in the previous two years. This slowing likely contributed toward the improved calorie reduction progress observed in 2017. Further stabilization of no- and low-calorie CSD volumes could further contribute to calorie decreases in the future.

**(4) LRB volume growth has continued to be driven by water.**

Bottled water alone was large enough to account for the entire observed LRB volume growth. Per person water consumption grew by 19.3 percent from 2014 to 2017. Increased consumption of bottled water is generally considered to positively contribute to LRB calorie reductions. From 2014 to 2016, however, it did not appear to contribute much to calorie reductions since it was not offset by declining volumes of caloric beverages. The difference in 2017 was that water growth was accompanied by a larger decline in caloric beverage volumes than in past years.

**(5) Calorie reductions from packaged beverages sold in supermarkets and other chain retail outlets, which account for about 60 percent of LRB volumes, accelerated, demonstrating continued progress in those market segments.**

Nielsen data show that calories from packaged beverages sold in supermarkets, convenience stores, and other chain retail stores representing nearly 60 percent of the LRB market have been declining at an accelerating pace. As a result, calorie reductions from these channels are on pace for a 20 percent reduction by 2025. These findings corroborate what BCI Companies have reported regarding their implementation of the BCI, which is that their early calorie reduction efforts focused more heavily on packaged beverages and larger, chain retail outlets. This is in part



because the increased shelf and display space in these stores enables the beverage companies to more easily increase reduced-calorie beverage offerings and in-store marketing to support them.

**(6) Calories in other market segments, including fountain beverages, food service outlets and small independent retailers, did not increase, as they had in 2015 and 2016, making these segments less of a detractor to overall progress.**

In previous years, per person calorie reductions among packaged beverages sold in supermarkets and other chain retail stores discussed above were offset by growth in per person calories from other market segments. In 2017, however, this was not the case. Rather than growing, calories per person from these other market segments were flat. This represents a step in the right direction for achieving the national calorie goal, although more reductions will be needed in the future.

**(7) Reductions in LRB calories per person still need to accelerate to meet the national calorie goal in 2025.**

The progress made in 2017 represents a solid step toward achieving the national calorie goal of reducing calories per person per day by 20 percent by 2025. Meeting the goal, however, will require accelerated progress in the coming years. Key factors could include stabilizing no- and low-calorie CSDs and replicating the calorie reduction progress achieved in supermarkets and other chain retail stores across other market segments, such as fountain.

# APPENDIX: SUMMARY NATIONAL DATA TABLES

## BCI NATIONAL INITIATIVE 2014 OVERALL SUMMARY

Category	Total Volume (Millions, 8-oz. Servings) <sup>1</sup>	Total Volumes Per Person Per Day (Ounces) <sup>1</sup>	Share of Total Volume <sup>1</sup>	Share of Total Calories <sup>1</sup>	Average Calories Per 8-oz. Serving <sup>1</sup>	Average Calories Per Person Per Day <sup>1</sup>	Average oz. Per Container (Containers ≤ 1L Only) <sup>2</sup>	Percent of Containers (Not Volumes) by Size Category <sup>2</sup>						
								<12 oz.	=12 oz.	>12 oz., <20 oz.	20 - 24 oz.	>24 oz., ≤1L	>1L	
<b>Total</b>														
CSD	204,160	14.0	41.3%	63.7%	73.3	128.6	13.5	2.7%	71.8%	6.8%	8.4%	3.3%	6.9%	
100% Juice/Juice Drinks	53,049	3.6	10.7%	21.9%	96.7	44.1	9.4	60.7%	3.5%	7.2%	3.1%	2.7%	22.8%	
RTD Tea	25,350	1.7	5.1%	5.3%	48.7	10.6	18.5	4.8%	9.4%	44.7%	18.6%	7.1%	15.4%	
RTD Coffee	1,571	0.1	0.3%	0.8%	125.4	1.7	12.6	33.9%	3.0%	58.5%	0.0%	0.5%	4.1%	
Energy	9,249	0.6	1.9%	3.2%	80.7	6.4	14.2	21.6%	12.6%	60.5%	1.9%	3.3%	0.0%	
Value-Added Water	11,723	0.8	2.4%	0.4%	7.3	0.7	17.6	21.6%	13.5%	26.8%	20.0%	16.7%	1.4%	
Sports Drinks	22,652	1.6	4.6%	4.8%	50.0	9.7	23.0	1.3%	19.3%	0.1%	36.1%	42.2%	1.0%	
Water	166,631	11.5	33.7%	0.0%	0.0	0.0	17.0	4.1%	0.4%	85.9%	4.9%	1.8%	2.9%	
<b>Total</b>	<b>494,385</b>	<b>34.0</b>	<b>100.0%</b>	<b>100.0%</b>	<b>47.5</b>	<b>201.9</b>	<b>15.1</b>	<b>10.8%</b>	<b>33.4%</b>	<b>35.2%</b>	<b>8.5%</b>	<b>5.1%</b>	<b>7.0%</b>	
<b>Full-Calorie (More than 67 Calories per 8 oz.)</b>														
CSD	147,136	10.1	29.8%	63.5%	101.3	128.1	13.4	2.9%	72.6%	5.5%	9.1%	2.6%	7.3%	
100% Juice/Juice Drinks	40,707	2.8	8.2%	19.2%	110.8	38.8	10.9	47.0%	4.0%	10.2%	5.0%	3.4%	30.4%	
RTD Tea	9,940	0.7	2.0%	3.4%	81.5	7.0	19.1	6.8%	1.5%	38.6%	27.5%	3.1%	22.6%	
RTD Coffee	1,501	0.1	0.3%	0.8%	129.2	1.7	12.7	33.6%	0.0%	61.8%	0.0%	0.5%	4.0%	
Energy	6,709	0.5	1.4%	3.1%	109.8	6.3	14.0	24.8%	14.8%	54.1%	2.4%	3.9%	0.0%	
Value-Added Water	-	0.0	0.0%	0.0%	-	0.0	16.5	*	*	*	*	*	*	
Sports Drinks	46	0.0	0.0%	0.0%	70.6	0.0	14.1	1.3%	52.6%	37.3%	8.7%	0.0%	0.0%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>206,041</b>	<b>14.2</b>	<b>41.7%</b>	<b>90.1%</b>	<b>102.7</b>	<b>181.9</b>	<b>13.3</b>	<b>11.8%</b>	<b>55.1%</b>	<b>10.8%</b>	<b>8.5%</b>	<b>2.8%</b>	<b>11.0%</b>	
<b>Mid-Calorie (41-67 Calories per 8 oz.)</b>														
CSD	-	0.0	0.0%	0.0%	-	0.0	12.1	*	*	*	*	*	*	
100% Juice/Juice Drinks	10,581	0.7	2.1%	2.5%	56.4	5.1	8.3	71.5%	3.6%	3.7%	0.4%	3.0%	17.8%	
RTD Tea	7,625	0.5	1.5%	1.6%	49.7	3.3	18.3	5.2%	22.9%	35.9%	17.3%	12.0%	6.7%	
RTD Coffee	41	0.0	0.0%	0.0%	50.0	0.0	12.4	22.9%	29.1%	39.2%	0.0%	0.0%	8.8%	
Energy	85	0.0	0.0%	0.0%	60.0	0.0	13.7	29.2%	0.4%	70.2%	0.0%	0.2%	0.0%	
Value-Added Water	1,474	0.1	0.3%	0.3%	48.0	0.6	20.2	4.3%	2.5%	8.8%	74.7%	9.8%	0.0%	
Sports Drinks	19,926	1.4	4.0%	4.7%	55.0	9.4	23.0	1.5%	19.3%	0.1%	34.7%	43.3%	1.1%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>39,731</b>	<b>2.7</b>	<b>8.0%</b>	<b>9.2%</b>	<b>54.1</b>	<b>18.5</b>	<b>18.1</b>	<b>23.7%</b>	<b>15.0%</b>	<b>6.5%</b>	<b>22.9%</b>	<b>24.7%</b>	<b>7.1%</b>	
<b>Low-Calorie (5-40 Calories per 8 oz.)</b>														
CSD	1,215	0.1	0.2%	0.1%	24.6	0.3	13.7	7.5%	45.6%	32.9%	5.0%	1.3%	7.8%	
100% Juice/Juice Drinks	1,168	0.1	0.2%	0.1%	20.2	0.2	7.0	94.0%	0.2%	1.2%	0.1%	0.2%	4.3%	
RTD Tea	1,079	0.1	0.2%	0.2%	35.3	0.3	21.5	0.4%	9.2%	41.7%	6.9%	31.7%	10.1%	
RTD Coffee	29	0.0	0.0%	0.0%	31.8	0.0	11.6	35.4%	60.8%	0.2%	0.0%	0.0%	3.5%	
Energy	855	0.1	0.2%	0.0%	5.0	0.0	13.3	26.3%	17.0%	54.5%	2.1%	0.2%	0.0%	
Value-Added Water	371	0.0	0.1%	0.1%	40.0	0.1	8.3	80.5%	0.4%	16.3%	2.7%	0.1%	0.0%	
Sports Drinks	1,600	0.1	0.3%	0.1%	20.0	0.3	20.5	0.1%	25.1%	0.0%	53.2%	21.2%	0.4%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>6,317</b>	<b>0.4</b>	<b>1.3%</b>	<b>0.6%</b>	<b>22.7</b>	<b>1.2</b>	<b>10.7</b>	<b>60.4%</b>	<b>10.8%</b>	<b>14.2%</b>	<b>7.4%</b>	<b>3.8%</b>	<b>3.4%</b>	
<b>No-Calorie (Less than 5 calories per 8 oz.)</b>														
CSD	55,810	3.8	11.3%	0.1%	0.4	0.2	13.8	2.2%	71.0%	8.9%	7.0%	4.8%	6.1%	
100% Juice/Juice Drinks	593	0.0	0.1%	0.0%	3.2	0.0	12.6	0.0%	86.2%	12.9%	0.0%	0.1%	0.8%	
RTD Tea	6,706	0.5	1.4%	0.0%	1.0	0.1	17.4	1.8%	3.4%	68.8%	7.7%	1.8%	16.6%	
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	9.0	79.4%	0.3%	5.2%	0.2%	3.3%	11.7%	
Energy	1,599	0.1	0.3%	0.0%	0.6	0.0	15.9	4.1%	1.3%	90.7%	0.0%	3.8%	0.0%	
Value-Added Water	9,878	0.7	2.0%	0.0%	0.1	0.0	19.3	10.9%	17.9%	31.6%	16.4%	21.4%	1.8%	
Sports Drinks	1,079	0.1	0.2%	0.0%	0.5	0.0	28.0	0.2%	3.4%	0.1%	26.9%	69.4%	0.0%	
Water	166,631	11.5	33.7%	0.0%	0.0	0.0	17.0	4.1%	0.4%	85.9%	4.9%	1.8%	2.9%	
<b>Subtotal</b>	<b>242,295</b>	<b>16.7</b>	<b>49.0%</b>	<b>0.1%</b>	<b>0.1</b>	<b>0.3</b>	<b>16.3</b>	<b>3.9%</b>	<b>20.6%</b>	<b>61.6%</b>	<b>6.1%</b>	<b>3.9%</b>	<b>3.9%</b>	

<sup>1</sup> Data from DrinkTell and Census Bureau    <sup>2</sup> Data from Nielsen Scantrack.

\* Nielsen Scantrack data showed small volumes in these categories. However, given that the Beverage Marketing Corporation data showed no volumes, we did not report package size information.

Note: All averages are weighted by volume.

# APPENDIX: SUMMARY NATIONAL DATA TABLES

## BCI NATIONAL INITIATIVE 2017 OVERALL SUMMARY

Category	Total Volume (Millions, 8-oz. Servings) <sup>1</sup>	Total Volumes Per Person Per Day (Ounces) <sup>1</sup>	Share of Total Volume <sup>1</sup>	Share of Total Calories <sup>1</sup>	Average Calories Per 8-oz. Serving <sup>1</sup>	Average Calories Per Person Per Day <sup>1</sup>	Average oz. Per Container (Containers ≤ 1L Only) <sup>2</sup>	Percent of Containers (Not Volumes) by Size Category <sup>2</sup>						
								<12 oz.	=12 oz.	>12 oz., <20 oz.	20 - 24 oz.	>24 oz., ≤1L	>1L	
<b>Total</b>														
CSD	196,811	13.2	36.9%	62.7%	75.5	124.9	13.6	3.3%	68.0%	11.3%	9.0%	2.0%	6.4%	
100% Juice/Juice Drinks	50,624	3.4	9.5%	21.0%	98.0	41.7	9.8	58.3%	4.5%	8.4%	3.3%	2.7%	22.8%	
RTD Tea	27,533	1.9	5.2%	5.7%	48.8	11.3	18.5	4.3%	7.4%	51.0%	16.3%	5.9%	15.0%	
RTD Coffee	2,322	0.2	0.4%	1.3%	128.3	2.5	12.7	30.8%	0.9%	63.0%	0.0%	0.5%	4.7%	
Energy	10,942	0.7	2.0%	3.7%	80.5	7.4	14.5	14.0%	18.3%	62.8%	1.5%	3.5%	0.0%	
Value-Added Water	18,046	1.2	3.4%	0.4%	5.7	0.9	17.2	14.5%	28.7%	26.6%	14.2%	15.0%	1.1%	
Sports Drinks	24,308	1.6	4.6%	5.2%	50.8	10.4	22.1	1.8%	22.0%	1.7%	33.8%	40.1%	0.5%	
Water	203,178	13.7	38.1%	0.0%	0.0	0.0	16.9	4.4%	0.6%	86.9%	3.9%	1.5%	2.6%	
<b>Total</b>	<b>533,764</b>	<b>35.9</b>	<b>100.0%</b>	<b>100.0%</b>	<b>44.3</b>	<b>199.1</b>	<b>15.3</b>	<b>9.9%</b>	<b>29.4%</b>	<b>42.3%</b>	<b>8.0%</b>	<b>4.5%</b>	<b>6.0%</b>	
<b>Full-Calorie (More than 67 Calories per 8 oz.)</b>														
CSD	146,380	9.9	27.4%	62.6%	101.2	124.6	13.5	3.7%	68.7%	9.7%	9.8%	1.5%	6.7%	
100% Juice/Juice Drinks	40,248	2.7	7.5%	18.8%	110.6	37.4	11.6	43.6%	3.8%	12.1%	5.5%	3.7%	31.4%	
RTD Tea	11,462	0.8	2.1%	4.0%	81.9	7.9	18.9	5.9%	1.3%	45.1%	25.2%	2.1%	20.4%	
RTD Coffee	2,243	0.2	0.4%	1.2%	131.2	2.5	12.7	29.6%	0.1%	67.3%	0.0%	0.4%	2.5%	
Energy	7,913	0.5	1.5%	3.7%	110.1	7.3	14.3	15.5%	22.3%	56.4%	1.8%	3.9%	0.0%	
Value-Added Water	-	0.0	0.0%	0.0%	-	0.0	14.5	*	*	*	*	*	*	
Sports Drinks	631	0.0	0.1%	0.2%	70.0	0.4	24.1	0.1%	1.4%	27.5%	13.3%	57.7%	0.0%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>208,876</b>	<b>14.1</b>	<b>39.1%</b>	<b>90.4%</b>	<b>102.5</b>	<b>180.1</b>	<b>13.5</b>	<b>11.0%</b>	<b>51.8%</b>	<b>15.5%</b>	<b>9.0%</b>	<b>2.2%</b>	<b>10.4%</b>	
<b>Mid-Calorie (41-67 Calories per 8 oz.)</b>														
CSD	-	0.0	0.0%	0.0%	-	0.0	12.9	*	*	*	*	*	*	
100% Juice/Juice Drinks	8,731	0.6	1.6%	2.1%	55.6	4.1	8.6	67.8%	8.4%	4.2%	0.5%	2.5%	16.6%	
RTD Tea	5,664	0.4	1.1%	1.2%	50.4	2.4	18.4	4.9%	20.1%	42.3%	14.5%	11.6%	6.7%	
RTD Coffee	59	0.0	0.0%	0.0%	50.0	0.0	10.5	35.9%	33.4%	8.1%	0.0%	0.0%	22.6%	
Energy	64	0.0	0.0%	0.0%	60.0	0.0	14.2	28.6%	0.1%	71.1%	0.0%	0.3%	0.0%	
Value-Added Water	1,767	0.1	0.3%	0.4%	48.0	0.7	20.1	5.7%	0.2%	15.4%	68.9%	9.7%	0.1%	
Sports Drinks	21,141	1.4	4.0%	4.9%	55.0	9.8	22.1	1.2%	23.3%	1.0%	33.0%	40.9%	0.6%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>37,427</b>	<b>2.5</b>	<b>7.0%</b>	<b>8.6%</b>	<b>54.1</b>	<b>17.0</b>	<b>18.1</b>	<b>19.9%</b>	<b>19.1%</b>	<b>8.1%</b>	<b>22.7%</b>	<b>24.4%</b>	<b>5.8%</b>	
<b>Low-Calorie (5-40 Calories per 8 oz.)</b>														
CSD	592	0.0	0.1%	0.1%	33.2	0.2	13.9	1.7%	51.1%	38.6%	3.2%	0.5%	4.9%	
100% Juice/Juice Drinks	1,109	0.1	0.2%	0.1%	20.5	0.2	6.9	93.1%	0.7%	2.0%	0.1%	0.1%	4.1%	
RTD Tea	2,978	0.2	0.6%	0.5%	37.8	0.9	21.4	0.1%	7.2%	50.1%	6.1%	26.8%	9.7%	
RTD Coffee	20	0.0	0.0%	0.0%	33.1	0.0	11.6	13.5%	27.3%	0.0%	0.0%	0.0%	59.2%	
Energy	961	0.1	0.2%	0.0%	5.0	0.0	13.2	26.6%	19.4%	51.1%	2.0%	0.9%	0.0%	
Value-Added Water	343	0.0	0.1%	0.1%	40.0	0.1	10.8	59.8%	0.6%	38.7%	0.4%	0.6%	0.0%	
Sports Drinks	1,389	0.1	0.3%	0.1%	20.0	0.2	18.4	6.5%	28.1%	1.2%	49.1%	14.9%	0.2%	
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*	
<b>Subtotal</b>	<b>7,392</b>	<b>0.5</b>	<b>1.4%</b>	<b>0.9%</b>	<b>27.3</b>	<b>1.7</b>	<b>10.5</b>	<b>61.8%</b>	<b>9.8%</b>	<b>16.2%</b>	<b>6.4%</b>	<b>2.8%</b>	<b>3.0%</b>	
<b>No-Calorie (Less than 5 calories per 8 oz.)</b>														
CSD	49,839	3.4	9.3%	0.1%	0.4	0.2	14.0	2.4%	66.7%	14.9%	7.1%	3.3%	5.7%	
100% Juice/Juice Drinks	536	0.0	0.1%	0.0%	3.4	0.0	12.5	0.0%	88.9%	11.0%	0.0%	0.0%	0.2%	
RTD Tea	7,428	0.5	1.4%	0.0%	1.0	0.1	17.5	1.4%	2.4%	72.3%	4.6%	2.4%	16.9%	
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	11.6	55.4%	1.3%	10.5%	0.0%	2.6%	30.3%	
Energy	2,004	0.1	0.4%	0.0%	0.6	0.0	16.1	0.6%	5.1%	90.6%	0.0%	3.7%	0.0%	
Value-Added Water	15,936	1.1	3.0%	0.0%	0.3	0.0	17.6	10.6%	33.5%	26.2%	11.7%	16.8%	1.3%	
Sports Drinks	1,147	0.1	0.2%	0.0%	0.1	0.0	26.5	4.8%	0.9%	0.2%	34.7%	59.4%	0.0%	
Water	203,178	13.7	38.1%	0.0%	0.0	0.0	16.9	4.4%	0.6%	86.9%	3.9%	1.5%	2.6%	
<b>Subtotal</b>	<b>280,069</b>	<b>18.8</b>	<b>52.5%</b>	<b>0.2%</b>	<b>0.1</b>	<b>0.3</b>	<b>16.4</b>	<b>4.4%</b>	<b>16.8%</b>	<b>66.9%</b>	<b>5.3%</b>	<b>3.3%</b>	<b>3.3%</b>	

<sup>1</sup> Data from DrinkTell and Census Bureau      <sup>2</sup> Data from Nielsen Scantrack.

\* Nielsen Scantrack data showed small volumes in these categories. However, given that the Beverage Marketing Corporation data showed no volumes, we did not report package size information.

Note: All averages are weighted by volume.

# APPENDIX: SUMMARY NATIONAL DATA TABLES

## BCI NATIONAL INITIATIVE, DIFFERENCE BETWEEN 2014 AND 2017

Category	Total Volume (Millions, 8-oz. Servings) <sup>1</sup>	Total Volumes Per Person Per Day (Ounces) <sup>1</sup>	Share of Total Volume <sup>1</sup>	Share of Total Calories <sup>1</sup>	Average Calories Per 8-oz. Serving <sup>1</sup>	Average Calories Per Person Per Day <sup>1</sup>	Average oz. Per Container (Containers ≤ 1L Only) <sup>2</sup>	Percent of Containers (Not Volumes) by Size Category <sup>2</sup>					
								<12 oz.	=12 oz.	>12 oz., <20 oz.	20 - 24 oz.	>24 oz., ≤1L	>1L
Total	Change	Change	% Point Change	% Point Change	Change	Change	Change	% Point Change	% Point Change	% Point Change	% Point Change	% Point Change	% Point Change
CSD	(7,349)	-0.8	-4.4%	-0.9%	2.2	-3.7	0.1	0.6%	-3.8%	4.5%	0.6%	-1.3%	-0.5%
100% Juice/Juice Drinks	(2,425)	-0.2	-1.2%	-0.9%	1.2	-2.4	0.4	-2.4%	0.9%	1.2%	0.3%	0.0%	0.0%
RTD Tea	2,183	0.1	0.0%	0.4%	0.1	0.7	0.0	-0.5%	-2.0%	6.3%	-2.3%	-1.2%	-0.3%
RTD Coffee	751	0.0	0.1%	0.4%	2.9	0.8	0.1	-3.1%	-2.1%	4.6%	0.0%	0.0%	0.6%
Energy	1,694	0.1	0.2%	0.5%	-0.2	1.0	0.3	-7.6%	5.6%	2.2%	-0.4%	0.1%	0.0%
Value-Added Water	6,323	0.4	1.0%	0.1%	-1.7	0.1	-0.4	-7.1%	15.2%	-0.2%	-5.8%	-1.7%	-0.3%
Sports Drinks	1,656	0.1	0.0%	0.4%	0.8	0.7	-0.9	0.5%	2.8%	1.6%	-2.3%	-2.1%	-0.5%
Water	36,547	2.2	4.4%	0.0%	0.0	0.0	-0.1	0.4%	0.2%	1.0%	-1.0%	-0.3%	-0.4%
<b>Total</b>	<b>39,380</b>	<b>1.9</b>	<b>0.0%</b>	<b>0.0%</b>	<b>-3.2</b>	<b>-2.8</b>	<b>0.2</b>	<b>-0.9%</b>	<b>-4.1%</b>	<b>7.1%</b>	<b>-0.5%</b>	<b>-0.7%</b>	<b>-0.9%</b>
<b>Full-Calorie (More than 67 Calories per 8 oz.)</b>													
CSD	(755)	-0.3	-2.3%	-0.9%	-0.1	-3.6	0.1	0.8%	-3.9%	4.2%	0.6%	-1.1%	-0.5%
100% Juice/Juice Drinks	(460)	-0.1	-0.7%	-0.4%	-0.2	-1.3	0.7	-3.4%	-0.2%	1.8%	0.4%	0.3%	1.0%
RTD Tea	1,521	0.1	0.1%	0.5%	0.5	0.9	-0.1	-0.9%	-0.1%	6.5%	-2.3%	-0.9%	-2.2%
RTD Coffee	741	0.0	0.1%	0.4%	1.9	0.8	0.1	-4.0%	0.1%	5.5%	0.0%	-0.1%	-1.5%
Energy	1,204	0.1	0.1%	0.5%	0.3	1.0	0.4	-9.3%	7.5%	2.3%	-0.5%	0.0%	0.0%
Value-Added Water	-	0.0	0.0%	0.0%	-	0.0	-2.0	*	*	*	*	*	*
Sports Drinks	584	0.0	0.1%	0.2%	-0.5	0.3	9.9	-1.2%	-51.2%	-9.8%	4.6%	57.7%	0.0%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
<b>Subtotal</b>	<b>2,836</b>	<b>-0.1</b>	<b>-2.5%</b>	<b>0.4%</b>	<b>-0.2</b>	<b>-1.8</b>	<b>0.3</b>	<b>-0.7%</b>	<b>-3.3%</b>	<b>4.7%</b>	<b>0.5%</b>	<b>-0.6%</b>	<b>-0.6%</b>
<b>Mid-Calorie (41-67 Calories per 8 oz.)</b>													
CSD	-	0.0	0.0%	0.0%	-	0.0	0.8	*	*	*	*	*	*
100% Juice/Juice Drinks	(1,850)	-0.1	-0.5%	-0.5%	-0.8	-1.1	0.3	-3.6%	4.8%	0.5%	0.1%	-0.5%	-1.2%
RTD Tea	(1,960)	-0.1	-0.5%	-0.4%	0.6	-0.9	0.2	-0.3%	-2.8%	6.4%	-2.8%	-0.4%	0.0%
RTD Coffee	19	0.0	0.0%	0.0%	0.0	0.0	-1.9	13.0%	4.3%	-31.1%	0.0%	0.0%	13.8%
Energy	(21)	0.0	0.0%	0.0%	0.0	0.0	0.5	-0.6%	-0.4%	0.9%	0.0%	0.1%	0.0%
Value-Added Water	293	0.0	0.0%	0.1%	0.0	0.1	-0.1	1.5%	-2.3%	6.7%	-5.8%	-0.1%	0.1%
Sports Drinks	1,215	0.1	-0.1%	0.2%	0.0	0.4	-0.9	-0.2%	4.0%	0.9%	-1.7%	-2.4%	-0.5%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
<b>Subtotal</b>	<b>(2,305)</b>	<b>-0.2</b>	<b>-1.0%</b>	<b>-0.6%</b>	<b>0.0</b>	<b>-1.5</b>	<b>0.0</b>	<b>-3.8%</b>	<b>4.1%</b>	<b>1.6%</b>	<b>-0.3%</b>	<b>-0.3%</b>	<b>-1.3%</b>
<b>Low-Calorie (5-40 Calories per 8 oz.)</b>													
CSD	(623)	0.0	-0.1%	0.0%	8.7	-0.1	0.2	-5.8%	5.5%	5.7%	-1.8%	-0.8%	-2.9%
100% Juice/Juice Drinks	(59)	0.0	0.0%	0.0%	0.3	0.0	-0.1	-0.9%	0.5%	0.8%	0.1%	-0.1%	-0.2%
RTD Tea	1,900	0.1	0.3%	0.3%	2.6	0.6	-0.1	-0.3%	-2.0%	8.4%	-0.8%	-4.9%	-0.4%
RTD Coffee	(9)	0.0	0.0%	0.0%	1.3	0.0	0.0	-21.9%	-33.5%	-0.2%	0.0%	0.0%	55.6%
Energy	106	0.0	0.0%	0.0%	0.0	0.0	-0.1	0.4%	2.4%	-3.4%	0.0%	0.7%	0.0%
Value-Added Water	(28)	0.0	0.0%	0.0%	0.0	0.0	2.5	-20.7%	0.2%	22.4%	-2.3%	0.4%	0.0%
Sports Drinks	(211)	0.0	-0.1%	0.0%	0.0	0.0	-2.0	6.5%	3.0%	1.2%	-4.1%	-6.3%	-0.2%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
<b>Subtotal</b>	<b>1,075</b>	<b>0.1</b>	<b>0.1%</b>	<b>0.2%</b>	<b>4.6</b>	<b>0.5</b>	<b>-0.3</b>	<b>1.4%</b>	<b>-1.0%</b>	<b>2.0%</b>	<b>-1.0%</b>	<b>-1.0%</b>	<b>-0.4%</b>
<b>No-Calorie (Less than 5 calories per 8 oz.)</b>													
CSD	(5,970)	-0.5	-2.0%	0.0%	0.0	0.0	0.1	0.2%	-4.4%	6.0%	0.2%	-1.5%	-0.5%
100% Juice/Juice Drinks	(56)	0.0	0.0%	0.0%	0.2	0.0	-0.1	0.0%	2.6%	-1.9%	0.0%	-0.1%	-0.6%
RTD Tea	722	0.0	0.0%	0.0%	-0.1	0.0	0.1	-0.4%	-1.0%	3.6%	-3.0%	0.6%	0.3%
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	2.6	*	*	*	*	*	*
Energy	405	0.0	0.1%	0.0%	0.0	0.0	0.1	-3.5%	3.8%	-0.2%	0.0%	-0.2%	0.0%
Value-Added Water	6,058	0.4	1.0%	0.0%	0.2	0.0	-1.7	-0.3%	15.7%	-5.4%	-4.8%	-4.6%	-0.6%
Sports Drinks	68	0.0	0.0%	0.0%	-0.4	0.0	-1.6	4.6%	-2.5%	0.2%	7.7%	-10.0%	0.0%
Water	36,547	2.2	4.4%	0.0%	0.0	0.0	-0.1	0.4%	0.2%	1.0%	-1.0%	-0.3%	-0.4%
<b>Subtotal</b>	<b>37,774</b>	<b>2.2</b>	<b>3.5%</b>	<b>0.0%</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.6%</b>	<b>-3.8%</b>	<b>5.3%</b>	<b>-0.8%</b>	<b>-0.6%</b>	<b>-0.6%</b>

<sup>1</sup> Data from DrinkTell and Census Bureau      <sup>2</sup> Data from Nielsen Scantrack.

\* Nielsen Scantrack data showed small volumes in these categories. However, given that the Beverage Marketing Corporation data showed no volumes, we did not report package size information.

Note: All averages are weighted by volume.