

## **On Program for June 14 Wall Street Smarts Conference:**

**PepsiCo's Jill Beraud: CMO of Americas Beverages.**

**Ball's Michael Hranicka: President Metal Beverage Packaging.**

BD's 2010 Wall Street Smarts conference will be held Monday, June 14, in New York City. The program will include some of the industry's top executives and experts. The first speakers on the program are: 1) Jill Beraud, CMO of PepsiCo Americas Beverages. 2) Michael Hranicka, president of Ball Corporation's Metal Beverage Packaging Americas business. Additional program details will be announced soon. The conference will be held at the Harvard Club of New York City. Registration form enclosed.

## **NY Proposes New Tax on Wide Range of Beverages. NY Times and Bloomberg Endorse It. Schumer Opposes It, Citing PepsiCo. Americans Oppose Such a Tax. Volume Impact Analyzed.**

NY State is again the battleground for a proposed tax on "sugar-sweetened" beverages. On Jan. 19, Gov. David Paterson -- facing a \$7.4 bil state deficit -- proposed new taxes and budget cuts. Among the new taxes is a proposed one cent per ounce tax on non-diet beverages. The NY Times says it would raise about \$465 mil. Source familiar with NY legislative/political matters says the new tax is being advocated by the governor to avoid layoffs of state hospital workers who are part of an influential union with close ties to NY Democrats. Sources tell **BD** the industry is taking this threat "very seriously" and is mobilizing to defeat it. **Covered Products.** The NY proposal's language covers a broad range of beverages: "Taxable sugar-sweetened beverages will include those that contain more than ten calories per eight ounces, such as soda, sports drinks, 'energy' drinks, colas, fruit or vegetable drinks containing less than 70% natural fruit or vegetable juice, and bottled coffee or tea. Milk, milk products, milk substitutes, dietary aids, and infant formula would be exempt."

**Volume Impact.** Paterson's proposed tax of one penny per ounce could have a negative impact on the beverage business. If it were levied at the cash register, it would increase the price of a 12-pack by \$1.44 and of a 2-liter bottle by \$.67. Analyst Bill Pecoriello of Consumer Edge Research estimates NY accounts for about 6% of total U.S. LRB volume and that sugared beverages make up about 55% of NY total. Accordingly, NY sugared beverages equal about 3.2% of U.S. LRB volume. He assumes that overall the penny/ounce tax would raise NY prices about +30%. He suggests that the price increase would decrease NY LRB volume by -5% to -6% and total U.S. volume by -0.25%, relative to whatever the volume decrease or increase would have been without the tax. So, if NY state volume would have been down -2% without the tax, it would be down -7% to -8% with the tax. On specific packages -- such as a 12-pack of regular colas -- Pecoriello estimates the impact of a penny/ounce tax could decrease volume by -15% to -20%, but he cautions that diets would benefit to some degree and further cautions that "historical elasticities are tough to model in this scenario."

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### **Enclosures...**

- **Green Sheet:** 2010 Industry Event Calendar.
- **Registration Form:** Wall Street Smarts.
- **Order Form:** CD-ROM of **BD** Back Issues 2001-2009.
- **Order Form:** The Coke and Pepsi System Books.

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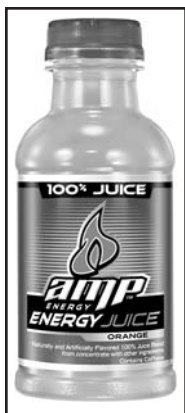
**NY Times Support.** Last year, Gov. Paterson proposed an 18% tax on soft drinks, which never passed. However, the influential NY Times editorial page thought the idea was a good one and opined: "Congress could impose an excise tax on sugary drinks – one of the main culprits in the obesity epidemic." In response to the new proposal, the NY Times editorial page weighed in again: "(Gov. Paterson) has proposed a soda tax before, then caved, after orchestrated industry protests across the state. This time, he should resist and keep the tax." **Bloomberg.** NYC Mayor Michael Bloomberg on Jan. 25 said that, although he disagrees with much of Gov. Paterson's budget, he noted: "The new revenue initiatives in the budget are themselves far-sighted. That includes, for example, the proposed penny per ounce tax on sugared beverages." **Schumer Opposes It.** However, U.S. Senator Charles Schumer (D-NY) opposes the tax. In an interview on the CBS affiliate in Albany, he was asked about the prospect of NY passing such a tax. He responded: "I hope not. A New York company, Pepsi, employs about 1900 people in Westchester County." In addition, NY Senate Democratic leader John Sampson opposes the proposed tax. **Retailers.** One beverage company executive tells **BD** that "many NY retailers are outraged by the prospect" of such a tax.

**Consumer Sentiment.** Both Americans overall and New Yorkers oppose such a tax, but New Yorkers appear to oppose it somewhat less than the overall U.S. population. Survey work done by Consumer Edge Research shows that in January 49.2% of Americans oppose a beverage tax. Among New Yorkers, 43.8% oppose a tax.

**First Lady.** Separately, First Lady Michelle Obama recently said she plans a major initiative against childhood obesity. Source says the U.S. beverage industry would like to play a "positive role" in this and is developing ideas and proposals.

### **Pepsi Expanding AMP Into Energy Gum and Energy Juice. Rockstar Also Launching Energy Gum.**

Though growth in the traditional energy drink business has slowed, some industry executives believe that the "energy space" has potential growth in the future with new energy products. For the first nine months of 2009, traditional energy drinks in **BD's** four-channel retail data posted a volume decline of -0.6%. **BD** has previously reported on energy shot products (**BD** 6/12/2009) and has another story on shots in this issue (see below). And, PepsiCo and Rockstar are now starting to expand into other products beyond traditional carbonated energy drinks.



**AMP Juice.** In February, Pepsi will be introducing AMP Energy Juice (photo). Product labeled as: "Naturally and artificially flavored 100% juice blend from concentrate with other ingredients. Contains caffeine." AMP Juice also contains taurine. Source describes product as "100% juice and all the energy of AMP Energy" drinks. New product is packed in 12-oz PET bottles. Will be sold in two flavors: orange and mixed berry. Pepsi said to focus this product, in part, at morning usage occasions. Suggests one source, it will be a beverage by which a consumer can get both their morning juice and an energy pick-me-up. Priced at about \$1.99 per bottle. Hansen also sells energy juices.

**AMP Gum.** Pepsi is also introducing AMP Energy Gum, in February. Will be sold in 10-piece packs. Source says two pieces of gum have 80 mg of caffeine, about the same as most energy drinks. It will be sugar-free with 10 calories per serving. Will contain B-vitamins and taurine. It will be priced at \$1.99-\$2.49 per pack of 10 pieces. Dave Mingey, vp marketing for Pepsi energy drinks, says Pepsi bottlers will distribute the new energy gum, with initial focus on C-stores. Asked why use gum, Mingey says it is a good way to provide "energy on the go ... for on-the-go occasions." AMP gum will not be sold alongside traditional gum and confectionery products, he said, but near the C-store cash register energy shot displays and also on or near the energy drink doors of coolers.

**Rockstar.** Company is also introducing an energy gum, which will be sold by Pepsi bottlers alongside AMP energy gum. Rockstar energy gum is sold in packages of 10 pieces each with suggested retail price of \$1.99. Rockstar says that, "one pack equals five 8-oz energy drinks." So, two sticks of the gum equal the energy functionality of one 8-oz energy drink. Each serving of two pieces of gum has 10 calories. Rockstar energy gums contain sucralose and aspartame.

### **Energy Shots: Many Brands, But 5-Hour Dominates. 'Hours of Energy, No Belch Later.'**

**BD** surveys energy shot offerings at C-stores in Westchester/Putnam/Dutchess NY counties and in bodegas in NYC. Variety of products observed, and all stores were providing display space near cash registers. Prices ranged from \$1.99 to \$3.99 per 2-oz bottle (one product was in a 3-oz bottle, for \$3.99). Although most products were energy shots, there were also "relaxation shots" and products claiming to provide sexual benefits. **Traffic Builders.** At a Mobil Mart in Fishkill, NY, prominent posters on windows and door and point-of-purchase signs in the store tout "Energy Shots, 2 for \$4." On

sale were varieties of 5-Hour, Monster Hitman, Red Bull, NOS from Coke, and "iChill" which claims to be a "relaxation shot." **Other Channels.** BD also visited several supermarkets and a Wal-Mart Supercenter and found no energy-shot products on sale in stores. Wal-Mart's website lists for sale "Slimquick" energy shots. Sam's Club in Fishkill, NY sold 24-packs of berry-flavored 5-Hour Energy for \$35.98 (about \$1.50 per bottle). Sam's website indicates the chain has available to stores several varieties of 5-Hour in 24-packs and also 12-packs of Nitro2Go Instant Energy.

**C-stores.** All C-stores and bodegas visited sold Red Bull's energy shots, and all but one also sold the diet version. Stores that sold 5-Hour – all but one – sold at least two flavors. Along with energy shots, several stores sold "relaxation shots," brands iChill and "Tranquila". **Brands.** Beyond various flavors and varieties of 5-Hour, Red Bull, Monster and NOS, BD observes for sale: "Zenedge" in lemon-lime and cherry flavors; and Muscle Milk Refuel "protein power shot", 3-oz with 5 grams of protein.

Energy Shots: Full Year 2009		
	Dollar Share	% +/-
5-Hour	78.4	+60.9%
Stacker	5.2	+13.5%
Red Bull	3.5	n/a
Hansen (Monster)	3.1	+598.0%
NOS	1.8	-10.7%
Rockstar	1.2	+176.8%
Total Energy Shots	n/a	+58.4%

**Category Dollars and Shares.** Table shows energy shots dollar shares for full-year 2009 across C-store, supermarket, drug chain and mass merchandiser (ex-Wal-Mart) channels combined. 5-Hour dominates with nearly an 80 share of the category. Top-4 brands account for about 90% of the category's dollar sales. For full-year 2009 across these channels, the category totaled about \$640 mil. **Channels.** C-stores dominate this category, accounting for about 83% of dollar sales. **Executive View.** One beverage company executive offers the view that the huge growth of energy shots "has about peaked."

**Perspective From Behind the Registers.** C-store employees say energy shots are fast-selling and profitable. One clerk: "They sell well, that's why we carry so many. There (are) now shots for everything." Other comments from store personnel in NY suburbs and NYC: 1) "Some are bought

by students on their way to school. A lot more are bought by people on their way out at night." 2) "One old guy buys a few a week. He told me he has half (of a 2-oz shot) for breakfast. Doesn't like the acid in coffee." 3) "Who's buying them? People who don't want to sleep." 4) One clerk in suburban store said she doesn't sell shots to high school students, noting "I don't want them getting heart palpitations." [Editor's Note: A call to a doctor elicited the response that he does not believe energy shots cause heart palpitations.] **Libido Shots.** BD also observes purported sexual aids in 2-oz liquid form: 1) "Extenze" in "Big Cherry Flavor" claims to be "the male enhancement formula that can make you LARGER." 2) "STP Stamina to Perform" in "Passion Punch" flavor claims to be "natural female libido cocktail" that will "maximize stamina, performance and desire."

**Perspective From Users; 'No Belch.'** On Facebook, BD notes comments re energy shots from purported users: 1) "(My) alarm goes off around 6, I open the nightstand and crack open a bottle. 15 minutes later, and I'm ready to get started. Is it wrong to keep them in the nightstand?" 2) "My sex drive was increased 10-fold after drinking 5-Hour Energy." 3) "I have narcolepsy and used to never drive. Two bottles helped me drive from North Carolina to NYC. If they work for me, they can work for anyone." 4) "Hours of energy. No belch later." 5) "I take one every day. I buy cases at Costco. Love it."

**Shot Product Details.** Beverage executive whose company has sold energy shots provides some details, though emphasizes metrics differ and are changing. Says most energy shots are cold-filled, though a few are hot-filled. Packaging executive says most of the shot bottles are made from a kind of plastic called HDPE, with some from PET. Beverage executive says there are many companies producing the bottles. One big co-packer and producer is NVE in NJ. Executive adds the costs and prices are "all over the place," but notes production costs for products with which he is familiar total about 40¢ "to produce a finished shot." Distributor buys them for markup of 30%-50%, he says. Some retailers then double that price "or better." But, he noted, prices are starting to come down, and that may "change the value chain." As with other beverage products, some small retailers likely buy energy shots at club stores; BD notes Sam's Clubs sells multi-packs at about \$1.50 per shot.

### **During Recession, Some Consumers Switched to PL -- and Some May Be Slow to Switch Back.**

In recent issue (BD 12/11/09), BD reported on report from McKinsey consulting company which found that some consumers who changed to lower priced products during the recession may not return to buying more expensive brands. Similarly now, Consumer Edge Research reports on the findings from one of its new surveys which shows high levels of satisfaction among private label (PL) buyers. Says 40% to 60% "of respondents across the categories ... are 'very satisfied' with the PL version of products." This indicates PL usage "is likely to be very 'sticky' after the economy recovers."

**Details.** Table (page 4) shows consumer product categories ranked by PL household penetration. Top category for PL

### Private Label Household Penetration

	Household Penetration		Household Penetration
1 Trash bags	41.1%	9 Cereal	22.4%
2 Sliced/package bread	32.1%	10 Lunch meat/cold cuts	21.0%
3 Toilet paper	29.1%	14 Bottled water	19.0%
4 Ketchup/condiments	26.2%	17 CSDs	13.7%
5 Cookie/crackers	24.8%	24 Enhanced/flav waters	5.7%
6 Laundry detergents	24.4%	26 RTD tea	4.8%
7 Salty snacks	23.7%	28 Sports drinks	3.8%
8 Batteries	23.2%	30 Energy drinks	2.9%

household penetration is garbage bags. Bottled water ranks #14 and CSDs #17. **Satisfaction.** Though the CSD and bottled water categories are not ones with very high household penetration, they are among the top categories with satisfied consumers. So, for example, 64.1% of PL bottled water users say they are "very satisfied" with PL water. Bottled water ranks #2 in PL consumer satisfaction, just behind cereal. CSDs rank very high in PL consumer satisfaction, with 60% of PL CSD consumers saying they are very satisfied. Among other LRB categories, flavored/enhanced bottled water has a PL satisfaction rating of 57.3%. RTD tea 47.2%. Sports drinks 46.5%. Energy drinks 40.6%. **Note:** CER surveys are based on sample size of 2630 respondents demographically weighted to U.S. population.

**At Risk.** CER does analysis of categories which are most at risk to "PL stickiness," meaning consumers hesitant about changing back to branded products. The analysis is derived from combining two sets of data: satisfaction with PL products and household penetration. CER finds ketchup/condiments and sliced/package bread most at risk for PL stickiness. Among the beverage categories with relatively high PL stickiness risk are: bottled water, CSDs, enhanced/flavored water. Conversely, energy drinks have a relatively low risk of PL stickiness. **Plus.** Supermarket News on Jan. 27 reports on Brandsparks survey showing similar results and indicating, "private label's strength is holding."

#### **Brain-Twist's 'Slap' Energy Drink Building Presence in the Coke System.**

Brain-Twist's Slap energy drink line has been gaining presence in the U.S. Coke system and is being sold alongside Coke's Full Throttle and NOS energy drinks where bottlers don't sell Monster. Brain-Twist is principally-owned by CEO Larry Trachtenbroit; Coke holds a minority equity stake in the company. Trachtenbroit says Brain-Twist believes Slap volume could approach 1 mil cases this year, up from roughly 100,000 cases last year. At present, he says, it is sold by CCE in most of NY state. In addition, Coke Viking/Faber (St. Cloud, MN), Coke Chesterman (Sioux City, IA) and Coke Ozarks Rice (Springfield, MO) are now handling Slap, says Trachtenbroit. He adds Brain-Twist is currently working to continue expansion in the Coke system and will likely add other bottlers/territories soon. Product is sold in 16-oz cans in four flavors. It has one diet version, "Diet Frost" sweetened with ace-K and sucralose. Though it has generally been priced at \$1.99/can, one source says in some markets, it may be positioned as a "value proposition" and sold at price points such as two for \$3. Trachtenbroit says Slap's selling point is "25% more energy" than some other energy drinks. He says Slap has 100 mg of caffeine per 8-oz serving compared to 80 mg in such energy drinks as Monster, Red Bull and Rockstar.

#### **Tabletop Diet Sweeteners: Splenda Dominates. Stevia Sweeteners Making a Dent. Mintel Projects Strong Stevia Growth.**

Tabletop sweeteners are not part of the beverage industry, but the market bears watching for two reasons. First, the sweeteners, as ingredients, are used in beverages. Second, Coke and Pepsi are now playing in -- or on the edge of -- this market. Coke and Cargill are working together on the stevia-based branded reb-A sweetener called Truvia; Cargill sells the tabletop version, Coke uses the ingredient version. And PepsiCo and Merisant have a joint venture for Purevia, a similar sweetener. The U.S. approved the use of Reb-A as an ingredient in late 2008; France recently became the first EU country to approve it, reports Business Monitor International. **Size of Business.** The data used in this story is for combined supermarkets, C-stores, drug chains and mass marketers (ex-Wal-Mart). Across these four channels, the business totaled about \$394 mil for full year 2009, up +5.2% from 2008. **Results.** Splenda brand sucralose dominated the table-top sweetener business with more than a 50 share for the full year (table page 5). Its sales were down -6.2%. Saccharin-based Sweet 'n Low ranks #2, with a small dollar decline. It is generally priced lower than some other table-top sweeteners and may have benefited from the recession and consumers and restaurants trying to save money. Equal -- the biggest aspartame-based sweetener -- was down -19.3%.

**Sugar Substitutes 2009**

	Dollar Share	Share +/-	Dollars +/-
Splenda	53.1	-6.4	-6.2%
Sweet 'n Low	12.3	-0.8	-1.1%
Equal	8.2	-2.5	-19.3%
Truvia	5.2	+4.9	>1000%
Natrataste	2.8	-0.3	-4.5%
Stevia Extract in the Raw	1.1	+1.1	>1000%
Sweetleaf Stevia Plus	1.0	-0.2	-14.3%
Purevia	0.9	+0.9	>1000%

**Stevia Sweeteners.** Truvia and Purevia are making a dent in this market. For full-year 2009, Truvia from Cargill had a 5.2 share and is now the #4 tabletop sweetener. Purevia's market share was 0.9. **Ahead.** Chicago-based research firm Mintel predicts the global market for stevia as an ingredient will "rapidly increase in size" in the next few years. Mintel says that the U.S. ingredient market for stevia could total \$1 bil by the end of 2011. **Survey.** In a consumer survey last year, Mintel found: 1) 36% of respondents have tried, or are interested in trying, stevia. 2) 16% of respondents believe stevia is safer than artificial sweeteners. 3) 63% of respondents say taste is the most important "critical attribute" of a

sweetener. **Taste.** Several beverage executives have told **BD** that stevia is "tricky" to formulate into some beverages and their companies continue to work with it. It is now used in PepsiCo's SoBe Lifewater O and Trop-50 and in Coke's Vitaminwater 10 (soon to become Vitaminwater O) and Sprite Green.

**Neotame.** Separately, aspartame producer NutraSweet Co has a second, high-intensity sweetener: Neotame. It has been approved for use in the U.S. for several years. In early January, it was approved for use in the European Union countries. In the U.S., according to NutraSweet, neotame is used in some beverage products by Sunny Delight, Kraft (Tang/Country Time), Big Red, etc. It is not used in tabletop sweeteners.

**PepsiCo Unveils the Management Group for Its Bottling Unit. PBG Executives Dominate.**

As PepsiCo's completion of the acquisitions of PBG and PepsiAmericas gets closer (**BD** 1/15/2010), it internally announces the management team of the new company-owned bottling unit: PepsiCo Bottling North America (PBNA). The management group is drawn from the ranks of PBG, PAS and PepsiCo. **Source Companies.** Of the nine-person senior management team named, five are from PBG; two from PAS; and two from PepsiCo. **Details.** The PBNA unit will be run by Eric Foss, now CEO of PBG. Mike Durkin will become president of North American field operations. Durkin is currently at PAS, as executive vp U.S. operations. Durkin will run the day-to-day field operations with responsibility for delivering "volume, share and profit," according to PepsiCo document. PepsiCo's Tom Grecco becomes PBNA executive vp/chief commercial officer. He will run the retail sales part of the business. Grecco was most recently in charge of PepsiCo's "Power of One" efforts. PepsiCo's Cindy Swanson will be CFO; she has held that job at PepsiCo Americas Beverages.

**Also.** Other members of the new PBNA management team: 1) PBG's Victor Crawford becomes PBNA executive vp supply chain/system transformation. He ran global operations at PBG. 2) PBG's John Berisford becomes senior vp human resources. He ran HR at PBG. 3) PBG's Eric Llopis becomes head of strategy. He has held a similar job at PBG. 4) PAS's Jim Rogers becomes senior vp of global bottling capabilities; he is a veteran of PepsiCo and was most recently executive vp international operations at PAS. 5) PBG's Dave Yawman becomes general counsel of PBNA; he was associate general counsel at PBG.

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## **Territory Changes and Deals.**

**Coke Femsa on the Prowl?** J.P. Morgan analyst Alan Alanis suggests that Coke Femsa might eventually acquire Coke's company-owned bottling operation in the Philippines; separately, Financial Times reports Coke Femsa CEO has indicated interest in the past in a large acquisition, "possibly in the U.S." **Plus.** Russian news agency Interfax reports Coke may buy #4 Russian juice company Nidan.

## **People.**

**Red Bull CEO Departs.** Red Bull says its North America CEO, Selim Chidiac, "has decided to leave the company after three years in the U.S. and 11 years with Red Bull"; company says "Red Bull wishes Mr. Chidiac all the best as he embarks on new challenges in his career." **Coke Veteran to Run FRS.** Carl Sweat, a 22-year Coke veteran who departed about a year ago for a senior vp spot at Starbucks, recently named CEO of FRS which produces "Healthy Energy" product line endorsed by Lance Armstrong. Sweat tells **BD**: "In the future, I see FRS playing a bigger role in the health and wellness space." **Plus.** Emory Univ names Coke CEO Muhtar Kent to its board; also on Emory board is former Coke CEO Doug Ivester ... Cott says Matthew Kane, its vp/secretary/general counsel, is leaving the company ... New Leaf names Bill Sipper COO; industry veteran most recently had own consulting company Cascadia Consulting ... Grocery Manufacturers Association names new chairman: Del Monte CEO Richard Wolford; GMA also elects four new board members, including Coke North America president Sandy Douglas.

## **Briefs.**

**Coke. Packaging change for Glaceau.** Company this spring will change the look of the labels on Glaceau Vitaminwater and Vitaminwater O; new labels will have metallic-like finish vs the matte finish on the current labels. Source says it is designed to give the bottles more "pop" in coolers and on store shelves. **Super Bowl Ads.** Coca-Cola Co will run two ads for Coke on the Super Bowl, one featuring Simpsons animated characters. In addition, Coke promotion on Facebook triggers \$1 donations by Coke to the Boys & Girls Clubs of America when a consumer makes "virtual gift" and takes a "sneak peak" at an ad. **Plus.** Company introducing new "EnviroMax" fountain cup; made of "see-through" PET; in 32-oz and 44-oz sizes; company calls it "the first cup on the market made of 50% post-consumer-use, recycled PET plastic."

**PepsiCo.** PepsiCo-Starbucks j.v. now rolling out Seattle's Best canned coffee line; starting in the west; packed in 9.5-oz cans; suggested retail \$1.49 per can and \$4.99 per four-pack; new product will be distributed by Pepsi bottlers ... Pepsi's "Refresh Project" grants program receives 1000 proposals in first three days after it opened in late January, says Pepsi executive; company stopped accepting proposals for grants to be awarded in February and will re-open submission process Feb. 1 for March grants ... Pepsi 12-packs seen for sale at CVS in southwest at six for \$10 or about \$1.67 each.

**Plus.** Domestic beer volume down -1.5% in 2009 vs a volume increase of +1% in 2008, according to Beer Institute via UBS ... JWT (previously J. Walter Thompson ad agency) lists "100 things to watch in 2010"; among them: #1, 3-D at home; #2, airline subscriptions; #8, bio-based airplane fuel; #14, coconut water; #30, exotic berry flavors; #76, return of the water fountain; #86 stevia ... GMA survey finds that 63.6% of consumer product companies are "shifting resources from traditional to social media"; however, only 47.4% of those companies "have more than a cursory social media presence" ... Study from Univ of Texas indicates green tea may help fight oral cancer ... Harcos LLC is offering for sale "Blood Energy Potion" beverage; product is sold in packages that appear to resemble intravenous pouches; priced at \$15.96 for a four-pack; see: [www.livingwithbloodlust.com](http://www.livingwithbloodlust.com) ... NY Times columnist Maureen Dowd, comparing President Obama and Massachusetts Senator-elect Scott Brown: "Whereas Obama had to force himself to nibble French fries and drink beer (instead of his organic Black Forest Berry Honest Tea) during the Pennsylvania primary, Brown truly loves diners, Pepsi, Waffle Houses and the unwashed masses."

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**Note to Readers.** In this issue, we're testing a new look for **BD**. For those of you interested in typography, it uses the Franklin Gothic family of typefaces. We'd like to hear what you think. Thank you.

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