

2025 Beverage Calories Initiative: Report on 2016 Progress toward the National & Community Calorie Goals

PREPARED FOR:

American Beverage Association
Alliance for a Healthier Generation

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EXECUTIVE SUMMARY

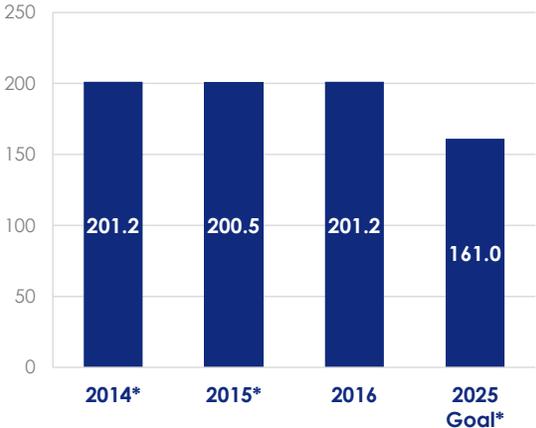
In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group, PepsiCo, and The Alliance for a Healthier Generation (“Healthier Generation”) announced a commitment to help reduce beverage calories in the American diet. This commitment includes two key components: (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 second report on progress toward the national and community calorie goals. It estimates daily per person LRB calorie consumption in 2016 and the percent change since the 2014 baseline.

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

- (1) The number of LRB calories consumed per person was flat from 2014 to 2016. Calorie reduction will need to accelerate to meet the national calorie goal in 2025.
- (2) Since 2014, calories consumed from carbonated soft drinks, 100% juice, and juice drinks – the categories contributing the most beverage calories – decreased, but were offset by increased consumption in other categories, such as sports drinks.
- (3) Calorie reductions among packaged beverages sold through supermarkets, chain convenience stores, and other similar channels were considerable and nearly met the average pace needed to achieve the 2025 calorie goal.
- (4) The encouraging trend in packaged beverages sold through those channels was offset by calorie growth in other market segments, including fountain beverages.
- (5) Bottled water consumption increased sharply from 2014 to 2016. Most of this growth, however, was incremental and not offset by reductions in the consumption of caloric beverages. Therefore, it did not contribute substantially to per person LRB calorie reductions.
- (6) No- and low-calorie CSD consumption continued to decline in 2016, representing a key headwind to achieving the national calorie goal.

Beverage Calories Per Person Per Day
Average LRB Calories Per Person, Per Day

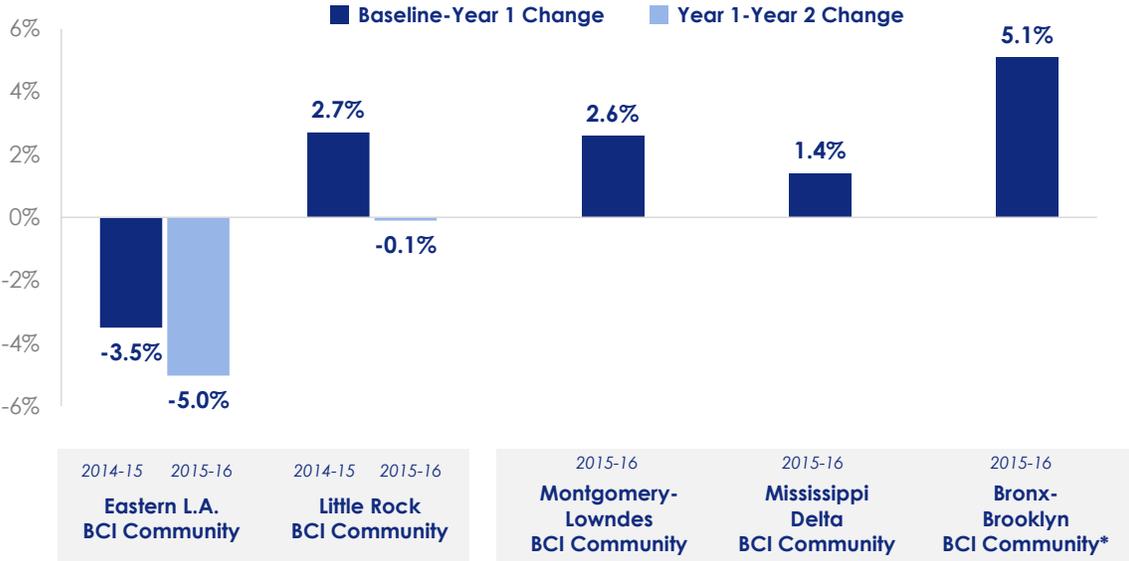


*2014, 2015, and the 2025 Goal were revised due to updated data. See Data Sources section in the Detailed Methodology.
Sources: Beverage Marketing Corporation: DrinkTell Database; U.S. Census Bureau, 2016

(7) Some BCI Company strategies to change consumer behavior and accelerate calorie reductions will take time. The companies have reported implementing broad-based strategies since 2014, which they expect will impact future beverage calorie consumption.

The Communities Initiative results show changes in calories per person in five select communities. Results for the Eastern L.A. and Little Rock BCI Communities show changes in the first two years since their 2014 baseline year. Results for the Montgomery-Lowndes (AL), Mississippi Delta, and Bronx-Brooklyn BCI Communities show changes in the first year since their 2015 baseline year.

Change in Calories Per Person Per Day
Total LRB, Percent Change from 2014 to 2015 and 2015 to 2016 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack, 2016
 * Uncertainty is higher in the Bronx-Brooklyn BCI Community due to data limitations (See Detailed Methodology).

The detailed analysis of the data in these communities points to the following conclusions:

- (1) LRB calories per person have tended to increase in the BCI Communities during the first year of BCI implementation.
- (2) BCI Community calorie trends improved in the second implementation year versus the first.
- (3) Growth in calories from fountain beverages inhibited overall calorie reductions in the BCI Communities.
- (4) Most category-level shifts in volumes in the BCI Communities were directionally the same as they were in the national data.
- (5) Progress on the Communities Initiative must be assessed over longer periods than 1-2 years.

The sections that follow will first describe the National Initiative in more detail, followed by the Communities Initiative.

PART 1

THE NATIONAL CALORIE GOAL

I. INTRODUCTION

In September 2014, the American Beverage Association (“ABA”), The Coca-Cola Company, Dr Pepper Snapple Group, 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).¹ 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 2016 progress. This part of the report focuses on progress toward the national calorie goal. Progress toward the community calorie goal is featured later in this report. (Previous reports are available at ameribev.org/education-resources/policies-research/bci. In addition to earlier calorie consumption estimates, more detailed information about the calorie reduction strategies being implemented is available in the 2015 report on progress toward the national calorie goal 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.

¹ 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.

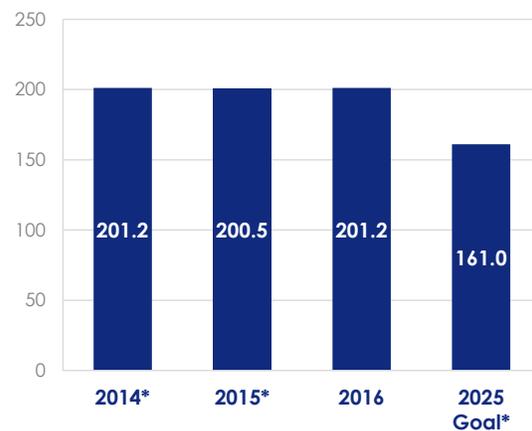
As in previous reports, the main national calorie estimates shown are based on Beverage Marketing Corporation's DrinkTell database ("DrinkTell"), which provides data for all beverages included as LRB and sold through all channels. Data from the Beverage Digest Fact Book are used to corroborate trends in several beverage categories, including carbonated soft drinks ("CSDs"), the largest category in terms of both volume and calories. However, the dataset lacks coverage of other beverage categories important for monitoring this commitment, including refrigerated and multi-serve shelf stable 100% juice and juice drinks, some refrigerated teas, bulk bottled water, and ready-to-drink ("RTD") coffees. Finally, the Nielsen Company's Scantrack dataset ("Scantrack") which provides detailed stock keeping unit ("SKU")-level product information, is used to examine container size changes. Scantrack is limited in its coverage of important market segments and sales channels and covers only about 60 percent of the LRB calories captured by DrinkTell. Most importantly for the purpose of this report, Scantrack does not include fountain sales volumes, which represent a large volume share of many beverage categories, especially CSDs.

This report on 2016 progress shows per person calorie estimates for 2016, the second year of BCI implementation at the national level. It also features revised estimates for 2014 (the baseline year), 2015, and the 2025 goal.² Updates to these estimates were based on two changes. First, some brand-level sales volume estimates in DrinkTell were revised based on new information. Second, an analysis was performed to estimate volumes and calories for 100% juice and juice drinks at a more detailed level, making use of flavor- and SKU-level data from Scantrack and the BCI Companies. For a more detailed explanation of this revision and the methodology generally, see the detailed methodology at ameribev.org/education-resources/policies-research/bci.

III. RESULTS: 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. From 2014 to 2016, LRB calories per person per day were flat. Based on the most up-to-date DrinkTell data, the average American consumed an estimated 201.2 LRB calories per day in 2016, the same level estimated in 2014, the baseline year. As seen in Figure 1, in order to achieve the national calorie goal, this measure must decline by 20 percent from baseline to 161.0 calories per person per day by 2025.

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



*2014, 2015, 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, 2016

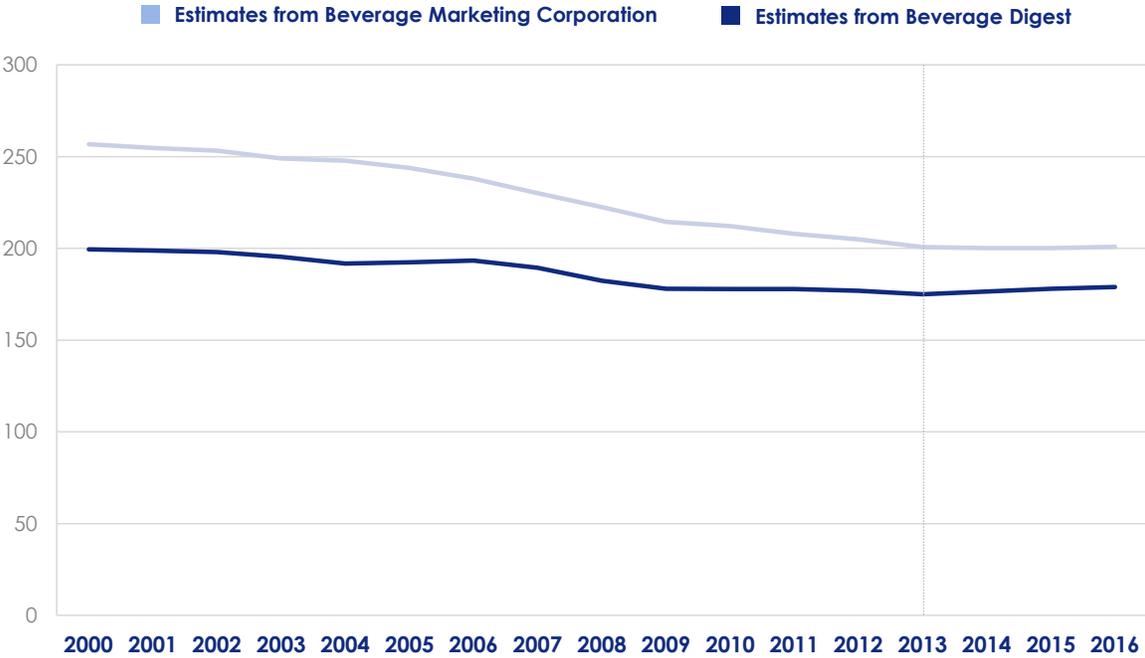
3.1 Long-Term Calorie Trend

The flat trend in LRB calories per person observed between 2014 and 2016 represents a

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

departure from the previous long-term trend, which showed steady progress in beverage calorie reductions from 2000 to 2013. Figure 2 shows two estimates, provided by Beverage Marketing Corporation and Beverage Digest, of calories per person per day from 2000 to 2016. These estimates show steady decreases in beverage calories per person from 2000 to 2013. After 2013, the Beverage Marketing Corporation estimates show LRB calories per person leveling off. The Beverage Digest estimates, which lack complete coverage of some beverage categories as explained in the above methodology summary, show the same downward trend in beverage calories through 2013 followed by a small increase in calories after 2013. Both datasets suggest that the calorie reduction strategies and consumer preference shifts that drove LRB calorie consumption down from 2000 to 2013 were exhausted or had ceased in the year before the national calorie goal was established. Therefore, committing to the national calorie goal in 2014 meant the signatories would need to regenerate a calorie-reduction trend. Additionally, to reach the 20 percent calorie reduction goal by 2025, they must build a trend that declines faster than the 2000-2013 calorie-reduction pace.

Figure 2
Average Beverage Calories Per Person Per Day, 2000-2016
Calories from LRB Categories Included in Beverage Digest and Beverage Marketing Corporation Datasets



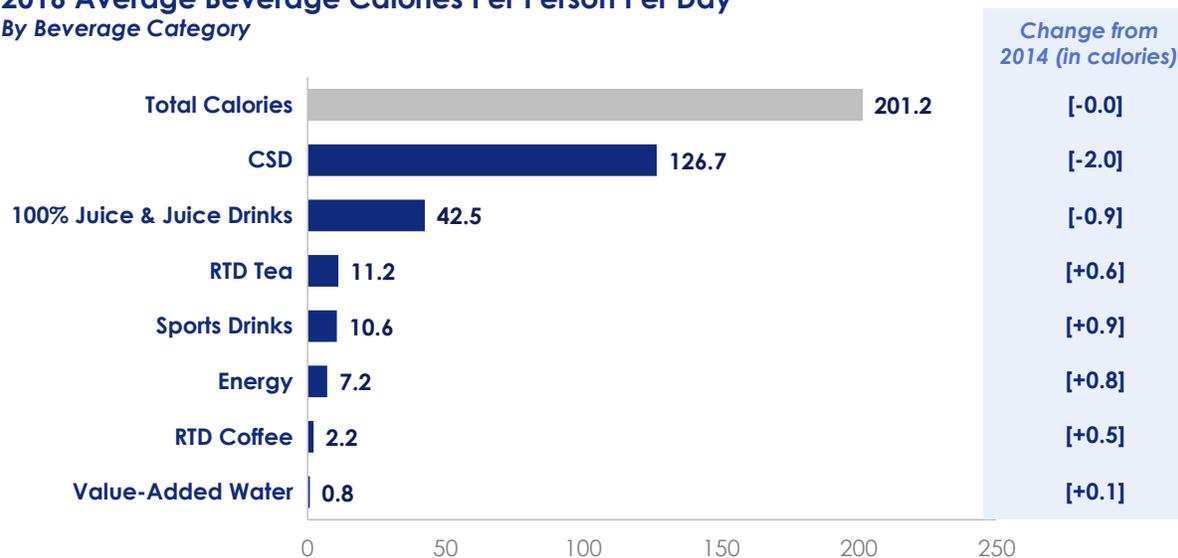
Sources: Beverage Marketing Corporation; Beverage Digest.

3.2 Progress by Beverage Category

As shown in Figure 3, calories consumed from CSDs, 100% juice, and juice drinks declined by 2.9 calories, or nearly 2 percent, from 2014 to 2016. This progress is particularly notable as these beverage categories combined to account for 86 percent of total LRB calories in 2014.

However, the reductions in calories from CSDs, 100% juice, and juice drinks was fully offset by calorie growth in other beverage categories – notably sports drinks, energy drinks, and RTD teas and coffees. While most of the beverages in these categories have fewer calories per ounce than full-calorie CSDs, 100% juice, and juice drinks, volume growth offset the benefit of the lower calories per ounce.

Figure 3
2016 Average Beverage Calories Per Person Per Day
By Beverage Category



Source: Beverage Marketing Corporation: DrinkTell Database; U.S. Census Bureau, 2016

3.3 Progress by Market Segment

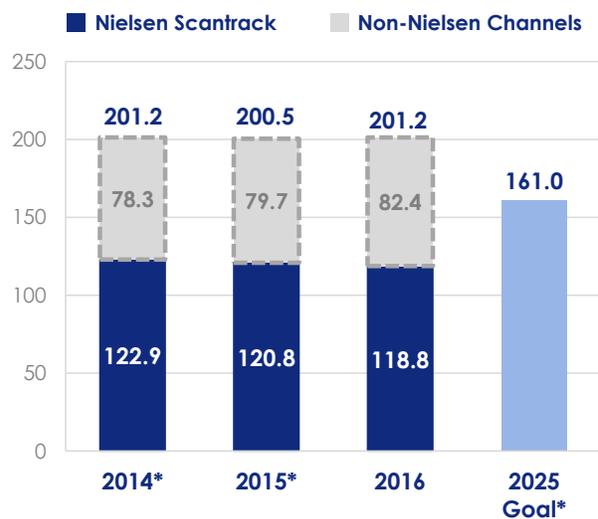
Measurable progress was made in reducing beverage calories in some market segments, notably packaged beverages sold through supermarkets, chain convenience stores, and other channels tracked by Nielsen Scantrack.³ This progress, however, was offset by calorie growth in other market segments, notably fountain drinks and beverages sold in channels not covered by Scantrack.⁴

³ 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).

⁴ The Scantrack dataset does not capture packaged beverage volumes sold through restaurants and bars, caterers, full-service vending, or through many smaller, independent food, drug, and grocery stores. It also does not include any fountain beverage volumes. As a result of these exclusions, Scantrack includes just under 60 percent of the LRB calories captured by DrinkTell.

These conclusions are shown in the differences between calorie estimates based on the DrinkTell and Scantrack datasets. The estimates based on DrinkTell data, which include all LRB, show that per person calorie estimates remained flat at 201.2 from 2014 to 2016. In contrast, the estimates based on Scantrack data show that calories per person declined from 122.9 in 2014 to 118.8 in 2016. This 1.8 percent per year decline nearly equaled the average annual pace needed to achieve the national calorie goal. As noted earlier, the Scantrack dataset includes only packaged beverages sold in certain channels such as supermarkets and chain convenience stores. The data do not include fountain drinks and other market segments. Figure 4 shows that calories per person from the fountain and other beverages not included in Scantrack increased from 78.3 to 82.4 – offsetting calorie reductions in the portions of the market covered by Scantrack data.

Figure 4
Daily Beverage Calories Per Person
 LRB Calories Per Person, Nielsen vs. Non-Nielsen Channels



*2014, 2015, 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, 2016

These findings corroborate what BCI Companies have reported regarding their implementation strategies. The companies reported that their calorie reduction efforts have focused more heavily on packaged beverages and retail channels than on fountain beverages and food service channels. These findings provide an early indication that some signs of success are emerging in the areas where BCI Companies have focused their initiatives in the first years, while pointing to other market segments where BCI Companies may need to increase their focus in order to achieve the national calorie goal.

3.4 Examining the Factors Contributing to Calorie Reductions

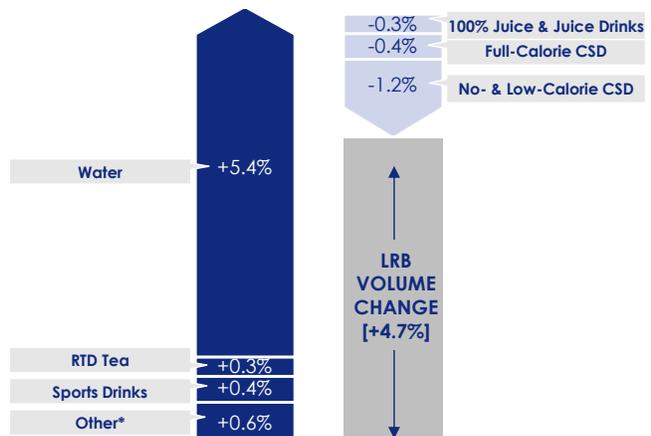
The data used to measure progress toward the national calorie goal also illustrate the underlying trends contributing to changes in LRB calorie consumption. Change in per person beverage calories is a function of three key factors: the number of beverages consumed per person, the number of calories per ounce, and the number of ounces per beverages (i.e., container size). A reduction in any of these factors will contribute to reductions in beverage calorie consumption.

3.4.1 Beverage Volumes Per Person

From 2014 to 2016, overall LRB volumes per person grew by 4.7 percent. This growth could indicate that consumers were buying and drinking more beverages generally. Alternatively, Americans could have consumed the same total amount of liquids, while decreasing their consumption of non-LRB beverages, such as dairy, brewed beverages, alcoholic beverages, powder mixes, and tap water.

When volume changes are examined by category, it is apparent that growth in bottled water alone could account for the entire observed LRB volume growth. From 2014 to 2016, bottled water volumes per person grew by 15.4 percent (see Appendix A), which was enough to drive total LRB volumes up by 5.4 percent, as shown in Figure 5. In addition to water, volumes per person of sports drinks, RTD teas, and some other beverages grew while per person volumes of 100% juice and juice drinks, full-calorie CSDs and, in particular, no- and low-calorie CSDs declined. On net, the per person volume of non-waters declined slightly, meaning that they only offset a small portion of the growth in water volume. This indicates that most of the growth in bottled water was additional consumption of LRB and not offset by declining volumes of other beverages. Because of this, water's growth did not appear to contribute substantially to calorie reductions.

Figure 5
Change in LRB Beverage Volumes Per Person
Contributions to Volume Change by Category, 2014-16



* "Other" includes RTD Coffee, Value-Added Water, Energy, and Mid-Calorie CSD

Source: Beverage Marketing Corporation: DrinkTell Database, 2016

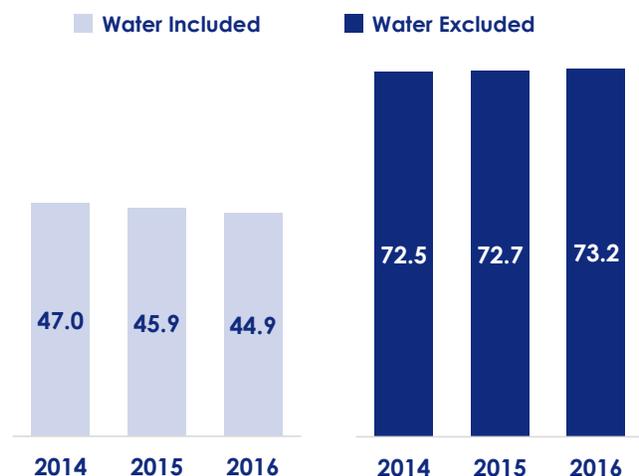
Even the small share of water growth that was offset with reductions in other beverages may have had only minimal effects on calorie consumption. Because no- and low-calorie CSD volumes fell by more than all other beverage categories, it is possible that many new water consumers used to be no- and low-calorie CSD consumers. This movement from one no- or low-calorie beverage to another has effectively no impact on calorie consumption.

3.4.2 Calories Per 8-Ounce Serving

The growth in water discussed above was the main driver of changes in the number of calories per 8-ounce serving. As water's share of the overall product mix grew, it reduced the average number of calories per 8-ounce serving from 47.0 in 2014 to 44.9 in 2016, as shown in Figure 6.

When water is excluded from this metric, average calories per 8-ounce serving did not decline. Instead, it increased from 72.5 in 2014 to 73.2 in 2016. Declining volumes of no- and low-calorie CSDs more than explain this increase. Like water, no- and low-calorie CSDs have no or few calories and help to pull average calories per 8-

Figure 6
Change in Calories per 8-Ounce Serving
Average Calories per 8-Ounce Serving, 2014-16



Source: Beverage Marketing Corporation: DrinkTell Database, 2016

ounce serving down. As the volume share of no- and low-calorie CSDs declined sharply from 2014 to 2016, it drove up the average calories per 8-ounce serving among non-waters. Its impact was enough to more than offset the impacts of other beverage trends, such as the growth of no- and low-calorie teas, which would have otherwise reduced calories per 8-ounce serving among non-waters. This demonstrates how the decreasing popularity of no- and low-calorie CSDs can counteract other trends that reduce calories per 8-ounce serving.

3.4.3 Portion Sizes

Changes in container sizes did not appear to be a significant driver of changes in calories per person. There has been some sales growth among smaller container sizes in full and mid-calorie beverage categories. All else being equal, substitution from larger containers to these smaller versions would reduce calories, making the growth of smaller containers an important potential driver of calorie reductions. In 2016, the impact of these smaller containers was offset by volume growth in certain beverage categories (as discussed above) and among some beverages in larger containers. The impact of container size changes will continue to be tracked in future years. Detailed container size information is included in Appendix A.

IV. CONCLUSIONS

This section makes seven observations based on the results presented above, some of which were also discussed in the report on 2015 progress toward the national calorie goal.

(1) The number of LRB calories consumed per person was flat from 2014 to 2016. Calorie reduction will need to accelerate to meet the national calorie goal in 2025.

This analysis found that average LRB calorie consumption per person was 201.2 in 2016, the same level that was observed in the 2014 baseline year. Two additional calorie estimates from Beverage Marketing Corporation and Beverage Digest actually show that this leveling off of calories per person began in 2013. Those estimates also show that calories per person declined steadily from 2000 through 2013. This means that the calorie reduction strategies and shifts in consumer preferences that led to reductions from 2000-2013 ceased shortly before the BCI commitment was made. To ensure that the national calorie goal is met, a new calorie reduction trend must be built, and it will need to outpace the rate of calorie reductions from 2000-2013.

(2) Since 2014, calories consumed from the categories contributing the most beverage calories decreased, but were offset by increased consumption in other categories.

CSDs and 100% juice and juice drinks are the largest contributors to beverage calories per person, responsible for a combined 86% of per person LRB calories at baseline. These categories have also contributed the largest calorie reductions, falling by a combined 2.9 calories per person from 2014-16. These reductions were offset by growth in calories consumed from other, smaller categories, including sports drinks, energy drinks, RTD teas, and RTD coffees.

(3) Calorie reductions among packaged beverages sold through supermarkets, chain convenience stores and other similar channels were considerable and nearly at the average pace needed to achieve the 2025 calorie goal.

Scantrack data show that there has been considerable progress in reducing calories per person from packaged beverages sold through retail channels such as supermarkets and chain convenience stores, which account for about 60 percent of LRB calories sold. The pace of calorie reductions in these market segments nearly equaled the average annual pace needed to achieve the national calorie goal. These findings indicate that some signs of success are emerging in the areas where BCI Companies have focused many of their efforts in the first years.

(4) The encouraging trend in packaged beverages sold through those market channels was offset by calorie growth in other channels, including those that serve fountain beverages.

With LRB calories per person flat overall, calorie consumption in channels not covered by Scantrack appear to be growing and offsetting retail sector reductions. These findings indicate that BCI Companies will need to increase their focus on calorie reductions in market segments that are not included in the Scantrack data, such as fountain. Calorie reductions across all major channels are needed to meet the national calorie goal.

(5) Bottled water consumption increased sharply from 2014 to 2016. Most of this growth, however, was incremental and not offset by reductions in the consumption of caloric beverages. Therefore, it did not contribute substantially to per person LRB calorie reductions.

The data show that per person water consumption grew by 15.4 percent from 2014 to 2016. Increased consumption of bottled water is generally considered to positively contribute to LRB calorie reductions. Most of the increase, however, does not appear to have contributed to calorie reductions for two reasons. First, much of bottled water's growth was incremental – that is, consumers were not substituting water for another LRB option, but were consuming more LRB altogether. Second, the small portion of increased water consumption that was offset by reductions in other LRB volumes is unlikely to have driven significant calorie reductions. This is because, on net, consumption of no- and low-calorie CSDs decreased by more than consumption of full-calorie beverages, suggesting that new water consumption was more likely to have replaced no- and low-calorie CSD consumption than the consumption of more caloric beverages. Shifts from no- and low-calorie CSDs to water do not meaningfully reduce calories.

(6) No- and low-calorie CSD consumption continued to fall in 2016, representing a key headwind to achieving the national calorie goal.

Per person no- and low-calorie CSD volumes declined 10.5 percent between 2014 and 2016, continuing a downward trend that began in 2006 and has greatly accelerated since 2010. This outcome may be related to declining consumer acceptance of low- and no-calorie sweeteners, which are included in most no- and low-calorie CSDs. This decline represents a headwind against achieving the national calorie goal for a number of reasons. First, achieving the goal will require convincing full-calorie beverage consumers to shift their consumption to lower-calorie beverages. Consumers will be less willing to do this if they do not find reduced-calorie alternatives appealing. Second, if current consumers of no- and low-calorie CSDs reduce

their consumption of those beverages, some may turn to more caloric beverages, which serves to undermine the national calorie goal objectives.

(7) As BCI Companies work to rebuild calorie reduction momentum, some strategies to change consumer behavior will take time. The companies reported implementing broad-based strategies since the BCI commitment was announced, which they expect will impact beverage calorie consumption in the years ahead.

BCI Companies reported implementing strategies in 2015 and 2016 to increase access to and interest in reduced-calorie beverages.⁵ Some of the reported strategies focused on product distribution and merchandising within the retail channel, which may have contributed to LRB calorie reductions observed in retail channels in 2015 and 2016. Other reported strategies focused on innovation, marketing, and demand-side efforts to increase consumers' mindfulness about beverage calorie consumption and the availability of reduced-calorie options. These collective efforts aim to make reduced-calorie options more available in concert with changing consumer preferences. However, achieving success in shifting consumer preferences can take years. This limits the pace at which other strategies, such as those to make reduced-calorie options more available, can produce results. Because these changes are gradual, BCI Companies are investing in the strategies needed to achieve the national calorie goal well in advance of 2025.

⁵ Details on some of those strategies can be found in the Report on 2015 Progress.

PART 2

THE COMMUNITY CALORIE GOAL

I. INTRODUCTION

In addition to the national calorie goal, the BCI commitment includes a community calorie goal to reduce LRB calories consumed per person per day by 20 percent by 2025 in eight to ten communities where the challenge is expected to be the greatest. Since 2014, five communities have been selected for participation in this initiative. The first two BCI Communities, which include specific neighborhoods in Little Rock, AR and Eastern Los Angeles, CA, were announced at the signing of this commitment in September 2014. The next BCI Community, which includes the South Bronx and Brooklyn's Bedford-Stuyvesant and Crown Heights neighborhoods in New York City, was announced in May 2015. Finally, two counties in Alabama (Montgomery and Lowndes) and four counties in the Delta area of Northwest Mississippi (Coahoma, Panola, Quitman, and Tunica) were announced in April 2016. Due to differences in when these communities were selected and when implementation began, progress is measured against different baseline years. As shown in Figure 7, 2014 is the Baseline Year for the Eastern L.A. and Little Rock BCI Communities, while 2015 is the Baseline Year for the other three BCI Communities.

The five BCI Communities have diverse regional, demographic, and socioeconomic characteristics. All five communities have higher poverty rates and lower median incomes than the national average. Additionally, proprietary BCI Company data show that reduced-calorie beverages represent a smaller share of sales in those communities than they do nationally.⁶ By implementing new calorie-reduction strategies in these communities, BCI Companies are hoping to learn what works to drive changes in consumption among populations that have traditionally been less likely to select lower-calorie beverages. Successful strategies can then be scaled more broadly to help achieve the national calorie goal.

Figure 7
Community Baseline & Implementation Years

Community	2014	2015	2016
Eastern L.A. BCI Community	Baseline	Year 1	Year 2
Little Rock BCI Community	Baseline	Year 1	Year 2
Montgomery-Lowndes BCI Community	-	Baseline	Year 1
Mississippi Delta BCI Community	-	Baseline	Year 1
Bronx-Brooklyn BCI Community	-	Baseline	Year 1

II. METHODOLOGY SUMMARY

Measuring calories per person at the community level presents additional challenges and greater uncertainties compared to measurement at the national level. The main challenge is

⁶ A more detailed description of each community can be found in the Baseline Communities Initiative report, available at ameribev.org/education-resources/policies-research/bci.

that there are no existing datasets that report beverage volumes for the specific BCI Communities. Therefore, multiple custom datasets were used to estimate LRB volumes at the community level. These datasets include BCI Company beverage volume data, custom Scantrack data, company customer lists, and Dun & Bradstreet store lists.

The various datasets and differing methodologies were used to estimate total LRB calories for each of the following four sources of beverage calories: (1) BCI Company-delivered beverages, (2) Non-BCI Company beverages, (3) BCI Company beverages delivered through warehouses, and (4) BCI Company beverages sourced from third parties. Calories were then summed and divided by local population estimates to estimate calories per person.

Calorie estimates for 2014 and 2015 have been updated from previously published estimates. The differences reflected in these updates are mostly due to revisions in beverage sales volume estimates, but some are due to slight revisions in the methodology. More details about the methodology, revisions to the methodology, and key uncertainties are discussed in a detailed methodology document available at ameribev.org/education-resources/policies-research/bci.

III. RESULTS: PROGRESS TOWARD THE COMMUNITY CALORIE GOAL

3.1 Overall Progress

The primary measure of progress for the community calorie goal is the change in beverage calories per person per day. Due to varied start dates, 2016 represents the first year of the initiative's implementation ("Year 1") in three BCI Communities (Montgomery-Lowndes, Mississippi Delta, and Bronx-Brooklyn) and the second year ("Year 2") in two BCI Communities (Eastern L.A. and Little Rock).

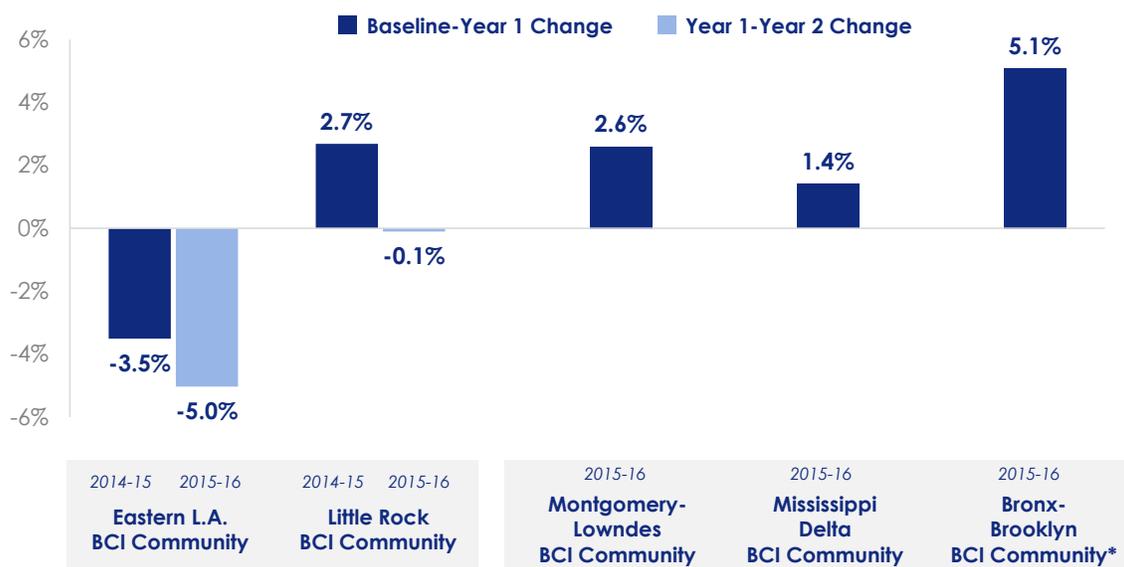
As shown in Figure 8, calories per person per day increased in the first year of BCI implementation in 4 of the 5 BCI Communities. However, this first year of implementation represents only a partial year of implementation. For example, BCI activities were not implemented until October 2016 in the Montgomery-Lowndes and Mississippi Delta BCI Communities, meaning that the data from 2016 mostly reflect a pre-BCI implementation period.

For the Eastern L.A. and Little Rock BCI Communities, 2016 was the second year, and first complete year, of BCI implementation. Data from those communities show that the per person LRB calorie trajectories improved in the second year versus the first. In Eastern L.A., the rate of per person LRB calorie reductions accelerated in 2016 versus 2015. In Little Rock, per person calorie reductions were mostly flat in 2016, after experiencing calorie growth in 2015.

These results can provide an early window into implementation progress that informs commitment signatories' calorie reduction strategies. Still, there are many uncertainties related to measuring LRB calories per person in narrow geographies which increase the margins of error in comparison to national estimates. These include, but are not limited to, the impact of commuters, store openings and closings, and a reliance on smaller, less representative samples (as compared to national) to estimate the volumes of some beverages and annual population

changes.⁷ As the initiative continues and progress is measured over longer periods of time, there will be a higher degree of certainty regarding changes in LRB calories per person.

Figure 8
Change in Calories Per Person Per Day
Total LRB, Percent Change from 2014 to 2015 and 2015 to 2016 by BCI Community



Sources: BCI Company-Reported Volumes & Nielsen Scantrack, 2016
 * Uncertainty is higher in the Bronx-Brooklyn BCI Community due to data limitations (See Detailed Methodology).

3.2 Progress by Community

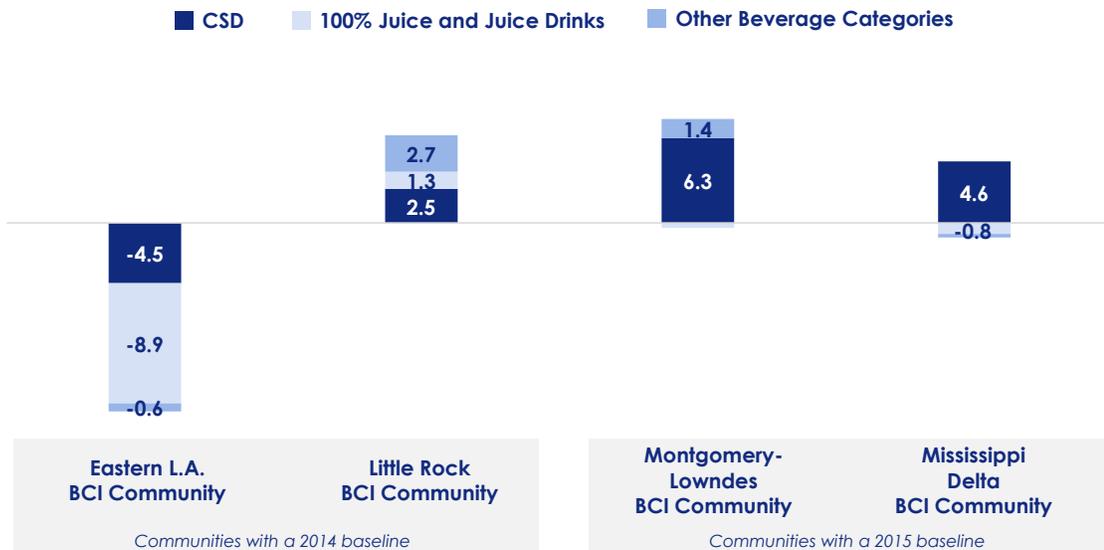
The following section describes the trends and potential drivers in each of the five BCI communities.

- Eastern L.A. BCI Community – Calories per person per day declined sharply in this community during the two-year period, achieving a calorie reduction pace that is faster than the average pace needed to achieve the 20 percent calorie reduction goal. The rate of reduction accelerated in Year 2 (-5.0 percent) compared to Year 1 (-3.5 percent). As shown in Figure 9, declines in 100% juice and juice drink consumption made the largest contribution to per person calorie reductions during this two-year time period, followed by reductions in the consumption of CSDs.

⁷ These uncertainties are discussed at length in the accompanying detailed methodology document available at ameribev.org/education-resources/policies-research/bci.

Figure 9

Change in Calories Per Person Per Day From Select Categories
Total LRB, Absolute Change from Baseline by BCI Community, Select Categories



Sources: BCI Company-Reported Volumes & Nielsen Scantrack, 2016

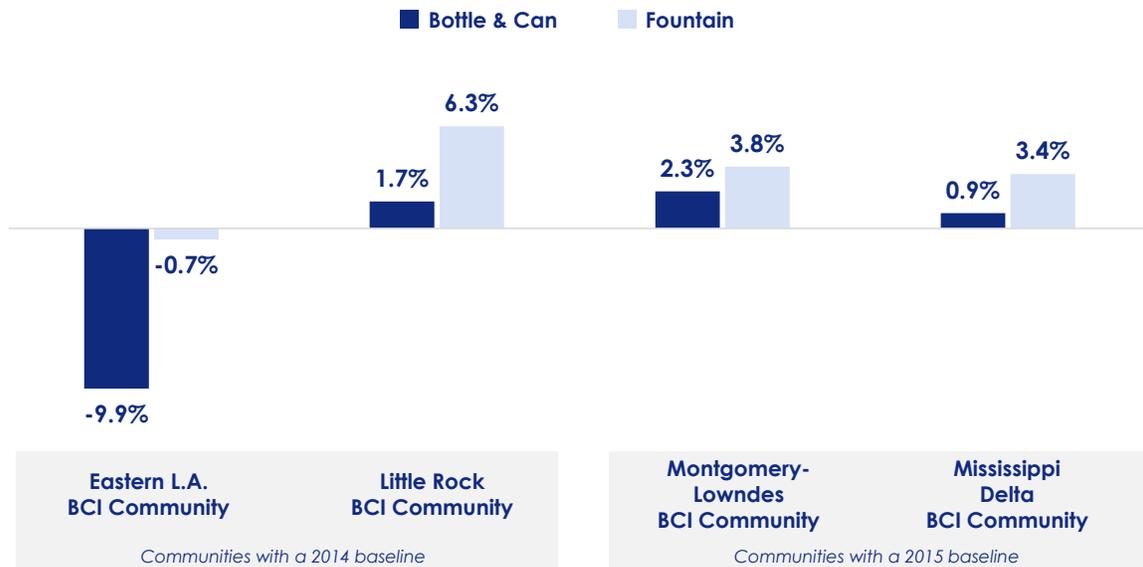
- Little Rock BCI Community – Calories per person declined by 0.1 percent in 2016 after increasing by 2.7 percent in 2015. While most of the 2015 increase was due to growth in calories from CSDs, 100% juice and juice drinks, and sports drinks, calories from CSDs and 100% juice and juice drinks began to fall in 2016. Because 2016 calorie consumption remains above baseline levels, the reductions observed in Year 2 will need to accelerate to meet the 20 percent calorie reduction goal.
- Montgomery-Lowndes BCI Community – Calories per person increased by 2.6 percent in 2016, consistent with the pattern seen in the first year of implementation in 4 out of the 5 BCI Communities. Nearly all of the calorie increase in 2016 was from growth in full-calorie CSDs, with some growth in sports drink calories as well. To achieve the 20 percent calorie reduction goal, the calorie consumption trajectory will need to reverse.
- Mississippi Delta BCI Community – Calories per person increased by 1.4 percent in 2016, following the Year 1 pattern seen in other markets. Nearly the entire calorie increase came from full-calorie CSDs. Fountain beverages contributed over half of the increase in CSD calories even though they made up only 17 percent of CSD calories. Unlike the Little Rock and Montgomery-Lowndes BCI Communities, there were smaller, partially offsetting calorie decreases from 100% juice and juice drinks and RTD teas. Again, in order to achieve the 20 percent calorie reduction goal, the calorie consumption trends will need to be reversed.
- Bronx-Brooklyn BCI Community – Calories per person increased by 5.1 percent in 2016, following the Year 1 pattern seen in other markets. While this increase is larger than the increases observed in other communities, the level of data uncertainty in this community is much higher than in the other four communities for reasons explained in the baseline

Communities Initiative report, found at ameribev.org/education-resources/policies-research/bci. For this reason, more detailed data from the Bronx-Brooklyn BCI Community are not featured in this report. As more years of data become available, the level of data certainty will increase, enabling more meaningful discussion of the findings in this community.

3.3 Comparisons with National Trends

Data from the BCI Communities supports the national finding that calorie trends in fountain may be offsetting early progress with calorie reductions in other market segments. As shown in Figure 10, the calorie trends in each of the BCI Communities (excluding the Bronx-Brooklyn BCI Community) were weaker for fountain beverages than they were for packaged beverages. In the Eastern L.A. BCI Community, calories from fountain beverages declined at a slower rate than calories from packaged beverages. In the three other BCI Communities, calories from fountain beverages increased more sharply than calories from packaged beverages.

Figure 10
Change in Calories Per Person Per Day From Bottle & Can, Fountain Sources
Total LRB, Percent Change from Baseline by BCI Community, Bottle & Can vs. Fountain



Sources: BCI Company-Reported Volumes & Nielsen Scantrack, 2016

Most of the category-level trends in the BCI Communities followed national trends. In all communities, bottled water consumption is estimated to have grown quickly, while low- and no-calorie CSD volumes declined. Additionally, other, smaller beverage categories – for example, sports drinks, RTD coffee, and value-added water – are generally growing across communities, just as they had at the national level. One important divergence from the national trend is observed in full-calorie CSDs. Per person volumes and calories from full-calorie CSDs decreased nationally, in the Eastern L.A. BCI Community, and during Year 2 of implementation in the Little Rock BCI Community. However, per person full-calorie CSD volumes and calories increased

during Year 1 of BCI implementation in the Little Rock, Montgomery-Lowndes, and Mississippi Delta BCI Communities.

IV. CONCLUSIONS

This section provides an assessment of the Communities Initiative findings and discusses five observations:

(1) LRB calories per person tended to increase in the communities during the first year of BCI implementation.

This potential pattern has emerged in four of the five BCI Communities, with the exception of Eastern L.A. However, it is also important to note that the changes observed in beverage consumption from 2015 to 2016 in the three communities with a 2015 baseline, the Mississippi Delta, Montgomery-Lowndes, and Bronx-Brooklyn BCI Communities, are only partially reflective of BCI implementation efforts. In some of these communities, implementation activities were not launched until October 2016, meaning that the data for those years are mostly reflective of a pre-BCI implementation period.

(2) Calorie trajectories improved in the BCI Communities between the first and second year of BCI implementation.

In the two communities for which 2016 was the second year, and first full year, of BCI implementation, the calorie trajectories improved relative to the trajectories observed for 2015. This is potentially a sign that BCI Company strategies, once put in place, have helped to reduce LRB calories per person. However, more data will be necessary to show this definitively.

(3) BCI Community data show that the growth in LRB calories per person from fountain channels is inhibiting overall calorie reductions.

In every BCI Community other than the Bronx-Brooklyn Community, where data uncertainty is much higher, calories from fountain beverages are either increasing more quickly or decreasing more slowly than calories from packaged beverages. This supports a conclusion also drawn from the national data – that the commitment signatories will need to increase their focus on reducing calories from fountain beverages in order to achieve calorie reduction goals.

(4) Most category-level shifts in volumes observed in the BCI Communities were directionally the same as they were at the national level.

Overall LRB volumes, and water in particular, grew in each of the BCI Communities, while volumes of no- and low-calorie CSDs fell. 100% juice and juice drinks also fell in the four BCI Communities where data coverage was good. All of these mirror changes observed at the national level in terms of their direction. One notable difference was that the per person volumes of full-calorie CSDs increased in the Montgomery-Lowndes and Mississippi Delta BCI Communities whereas they fell at the national level and in the other three BCI Communities in 2016.

(5) Progress on the Communities Initiative will need to be assessed over longer periods than 1-2 years.

There is more uncertainty around the measurement of both beverage consumption and population in smaller communities than there is at the national level. This uncertainty could notably affect the estimated changes in per person calorie consumption in a given year. Over the course of a decade, however, observed trends in beverage consumption and population growth for these communities will be more definite. Additionally, if the 20 percent calorie reduction goals are to be met, then the measured changes in beverage calorie consumption will greatly exceed uncertainties around beverage volume and population estimates.

APPENDIX A: SUMMARY NATIONAL DATA TABLES

BCI NATIONAL INITIATIVE 2014 OVERALL SUMMARY

Category	Total Volume (Millions, 8-oz. Servings) ¹	Total Volumes Per Person Per Day (Ounces) ¹	Share of Total Volume ¹	Share of Total Calories ¹	Average Calories Per 8-oz. Serving ¹	Average Calories Per Person Per Day ¹	Average oz. Per Container (Containers ≤ 1L Only) ¹	Percent of Containers (Not Volumes) by Size Category ²					
								<12 oz.	=12 oz.	>12 oz., <20 oz.	20 - 24 oz.	>24 oz., ≤1L	>1L
Total													
CSD	204,160	14.0	41.0%	63.9%	73.3	128.6	13.5	2.7%	72.0%	6.8%	8.3%	3.3%	6.9%
100% Juice/Juice Drinks	53,049	3.6	10.7%	21.6%	95.2	43.4	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%	126.2	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%	60.6%	1.9%	3.3%	0.0%
Value-Added Water	6,902	0.5	1.4%	0.4%	12.1	0.7	16.9	23.4%	14.0%	26.2%	21.6%	13.9%	0.8%
Sports Drinks	22,652	1.6	4.6%	4.8%	49.9	9.7	23.0	1.3%	19.3%	0.1%	36.1%	42.2%	1.0%
Water	174,543	12.0	35.1%	0.0%	0.0	0.0	17.1	4.1%	0.4%	85.4%	4.9%	2.2%	3.0%
Total	497,475	34.2	100.0%	100.0%	47.0	201.2	15.1	10.8%	33.7%	35.0%	8.5%	5.1%	6.9%
Full-Calorie (More than 67 Calories per 8 oz.)													
CSD	147,136	10.1	29.6%	63.7%	101.3	128.2	13.4	3.0%	72.8%	5.5%	9.0%	2.6%	7.2%
100% Juice/Juice Drinks	41,166	2.8	8.3%	19.2%	109.3	38.7	11.0	47.5%	3.9%	10.0%	5.0%	3.9%	29.7%
RTD Tea	9,947	0.7	2.0%	3.5%	81.5	7.0	19.1	6.8%	1.5%	38.5%	27.5%	3.1%	22.7%
RTD Coffee	1,502	0.1	0.3%	0.8%	130.0	1.7	12.7	33.6%	0.0%	61.8%	0.0%	0.5%	4.0%
Energy	6,709	0.5	1.3%	3.1%	109.8	6.3	14.0	24.7%	14.7%	54.4%	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	-	*	*	*	*	*	*
Subtotal	206,506	14.2	41.5%	90.4%	102.4	181.9	13.2	11.9%	55.3%	10.7%	8.4%	2.8%	10.8%
Mid-Calorie (41-67 Calories per 8 oz.)													
CSD	-	0.0	0.0%	0.0%	-	0.0	12.1	*	*	*	*	*	*
100% Juice/Juice Drinks	9,190	0.6	1.8%	2.1%	54.4	4.3	7.9	71.9%	3.6%	3.9%	0.4%	1.3%	18.9%
RTD Tea	7,621	0.5	1.5%	1.6%	49.7	3.3	18.3	5.2%	22.6%	35.6%	18.1%	11.9%	6.6%
RTD Coffee	42	0.0	0.0%	0.0%	50.0	0.0	12.4	22.9%	29.1%	39.2%	-	-	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%	-
Value-Added Water	1,429	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%	54.9	9.4	23.0	1.4%	19.3%	0.1%	34.9%	43.2%	1.1%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	38,294	2.6	7.7%	8.8%	53.5	17.6	18.2	22.8%	15.2%	6.6%	23.7%	24.6%	7.0%
Low-Calorie (5-40 Calories per 8 oz.)													
CSD	1,218	0.1	0.2%	0.1%	24.6	0.3	13.6	8.0%	45.8%	33.0%	5.0%	0.3%	7.9%
100% Juice/Juice Drinks	2,554	0.2	0.5%	0.2%	18.2	0.4	6.9	93.6%	0.2%	1.3%	0.1%	0.2%	4.6%
RTD Tea	1,077	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	27	0.0	0.0%	0.0%	33.4	0.0	11.6	35.4%	60.8%	0.2%	-	-	3.5%
Energy	855	0.1	0.2%	0.0%	5.0	0.0	13.2	27.1%	17.7%	52.9%	2.2%	0.2%	0.0%
Value-Added Water	360	0.0	0.1%	0.1%	40.0	0.1	7.7	86.5%	0.5%	10.1%	2.9%	0.2%	0.0%
Sports Drinks	1,623	0.1	0.3%	0.1%	20.0	0.3	20.5	0.1%	25.7%	0.0%	52.1%	21.7%	0.4%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	7,714	0.5	1.6%	0.7%	21.6	1.4	10.7	60.4%	11.3%	13.4%	7.5%	3.9%	3.6%
No-Calorie (Less than 5 calories per 8 oz.)													
CSD	55,807	3.8	11.2%	0.1%	0.4	0.2	13.9	1.9%	71.2%	8.9%	7.0%	4.9%	6.1%
100% Juice/Juice Drinks	139	0.0	0.0%	0.0%	5.0	0.0	10.1	61.8%	21.4%	6.0%	0.5%	2.3%	8.0%
RTD Tea	6,706	0.5	1.3%	0.0%	1.0	0.1	17.3	1.8%	3.4%	69.8%	6.2%	1.8%	16.9%
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	9.1	78.3%	0.3%	6.5%	0.2%	3.3%	11.6%
Energy	1,599	0.1	0.3%	0.0%	0.6	0.0	15.9	4.1%	1.3%	90.8%	0.0%	3.8%	-
Value-Added Water	5,112	0.4	1.0%	0.0%	0.1	0.0	18.6	11.6%	18.9%	32.7%	17.9%	17.8%	1.1%
Sports Drinks	1,057	0.1	0.2%	0.0%	0.0	0.0	28.0	0.2%	3.4%	0.1%	26.9%	69.4%	0.0%
Water	174,543	12.0	35.1%	0.0%	0.0	0.0	17.1	4.1%	0.4%	85.4%	4.9%	2.2%	3.0%
Subtotal	244,961	16.9	49.2%	0.1%	0.1	0.3	16.3	4.0%	20.6%	61.5%	6.1%	3.9%	3.9%

¹ Data from DrinkTell and Census Bureau ² Data from Nielsen Scantrak.

* Nielsen Scantrak 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 A: SUMMARY NATIONAL DATA TABLES

BCI NATIONAL INITIATIVE 2016 OVERALL SUMMARY

Category	Total Volume (Millions, 8-oz. Servings) ¹	Total Volumes Per Person Per Day (Ounces) ¹	Share of Total Volume ¹	Share of Total Calories ¹	Average Calories Per 8-oz. Serving ¹	Average Calories Per Person Per Day ¹	Average oz. Per Container (Containers ≤ 1L Only) ¹	Percent of Containers (Not Volumes) by Size Category ²					
								<12 oz.	=12 oz.	>12 oz., <20 oz.	20 - 24 oz.	>24 oz., ≤1L	>1L
Total													
CSD	199,384	13.5	37.6%	63.0%	75.1	126.7	13.6	3.3%	68.8%	10.5%	8.8%	2.1%	6.5%
100% Juice/Juice Drinks	52,650	3.6	9.9%	21.1%	95.6	42.5	9.8	58.8%	3.7%	8.0%	3.2%	3.1%	23.2%
RTD Tea	27,250	1.8	5.1%	5.6%	48.5	11.2	18.4	4.6%	8.1%	49.4%	16.6%	5.7%	15.5%
RTD Coffee	2,067	0.1	0.4%	1.1%	125.7	2.2	12.7	31.9%	1.7%	61.6%	0.0%	0.5%	4.3%
Energy	10,553	0.7	2.0%	3.6%	80.5	7.2	14.5	15.0%	17.4%	62.4%	1.6%	3.6%	0.0%
Value-Added Water	8,295	0.6	1.6%	0.4%	11.5	0.8	16.8	18.2%	23.9%	27.1%	16.8%	13.6%	0.4%
Sports Drinks	24,825	1.7	4.7%	5.3%	50.7	10.6	22.2	1.4%	22.3%	1.0%	33.9%	40.8%	0.6%
Water	204,951	13.9	38.7%	0.0%	0.0	0.0	17.0	4.4%	0.7%	85.9%	4.2%	2.0%	2.7%
Total	529,976	35.9	100.0%	100.0%	44.9	201.2	15.3	10.1%	30.5%	40.3%	8.1%	4.6%	6.3%
Full-Calorie (More than 67 Calories per 8 oz.)													
CSD	147,498	10.0	27.8%	62.8%	101.2	126.3	13.4	3.7%	69.4%	8.9%	9.6%	1.6%	6.8%
100% Juice/Juice Drinks	41,050	2.8	7.7%	18.9%	109.8	38.1	11.5	45.0%	3.4%	11.5%	5.2%	4.2%	30.7%
RTD Tea	11,268	0.8	2.1%	3.9%	81.6	7.8	19.0	6.4%	1.6%	42.3%	25.7%	2.5%	21.6%
RTD Coffee	1,984	0.1	0.4%	1.1%	129.1	2.2	12.7	31.2%	0.0%	65.7%	0.0%	0.4%	2.7%
Energy	7,645	0.5	1.4%	3.5%	109.9	7.1	14.3	16.6%	21.7%	55.8%	2.0%	3.9%	0.0%
Value-Added Water	-	0.0	0.0%	0.0%	-	0.0	15.0	*	*	*	*	*	*
Sports Drinks	360	0.0	0.1%	0.1%	70.0	0.2	15.4	0.2%	16.7%	80.8%	2.3%	0.0%	0.0%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	209,805	14.2	39.6%	90.3%	102.4	181.6	13.4	11.3%	52.9%	14.4%	8.9%	2.1%	10.4%
Mid-Calorie (41-67 Calories per 8 oz.)													
CSD	-	0.0	0.0%	0.0%	-	0.0	12.1	*	*	*	*	*	*
100% Juice/Juice Drinks	8,810	0.6	1.7%	2.0%	54.1	4.0	8.6	67.8%	5.3%	4.4%	0.5%	2.7%	19.2%
RTD Tea	5,559	0.4	1.0%	1.2%	50.4	2.4	18.0	5.1%	20.8%	41.9%	15.5%	9.6%	7.1%
RTD Coffee	56	0.0	0.0%	0.0%	50.0	0.0	12.6	14.0%	32.0%	34.0%	-	-	20.0%
Energy	56	0.0	0.0%	0.0%	60.0	0.0	14.8	16.9%	0.2%	82.2%	0.0%	0.7%	-
Value-Added Water	1,636	0.1	0.3%	0.3%	48.0	0.7	20.4	3.0%	0.1%	13.8%	73.2%	9.8%	0.1%
Sports Drinks	21,873	1.5	4.1%	5.0%	54.9	10.2	22.3	1.3%	22.6%	0.7%	32.6%	42.0%	0.7%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	37,991	2.6	7.2%	8.6%	53.8	17.3	18.6	18.2%	18.3%	7.7%	23.6%	26.2%	6.0%
Low-Calorie (5-40 Calories per 8 oz.)													
CSD	838	0.1	0.2%	0.1%	30.7	0.2	13.7	2.3%	52.2%	37.9%	2.7%	0.0%	4.9%
100% Juice/Juice Drinks	2,654	0.2	0.5%	0.2%	17.6	0.4	6.7	94.3%	0.1%	0.8%	0.1%	0.1%	4.7%
RTD Tea	3,027	0.2	0.6%	0.5%	37.9	1.0	22.3	0.1%	8.5%	44.0%	5.9%	31.9%	9.5%
RTD Coffee	26	0.0	0.0%	0.0%	34.8	0.0	11.6	25.6%	49.8%	0.1%	-	-	24.5%
Energy	920	0.1	0.2%	0.0%	5.0	0.0	13.2	27.3%	19.6%	50.1%	2.1%	0.9%	0.0%
Value-Added Water	369	0.0	0.1%	0.1%	40.0	0.1	9.8	67.2%	1.7%	29.9%	0.6%	0.5%	0.0%
Sports Drinks	1,528	0.1	0.3%	0.1%	20.6	0.3	19.7	0.0%	29.8%	0.0%	51.3%	18.6%	0.2%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	9,362	0.6	1.8%	1.0%	25.5	2.0	10.6	60.0%	11.4%	15.2%	6.6%	3.5%	3.3%
No-Calorie (Less than 5 calories per 8 oz.)													
CSD	51,049	3.5	9.6%	0.1%	0.5	0.2	13.9	2.2%	67.7%	13.6%	7.1%	3.5%	5.8%
100% Juice/Juice Drinks	137	0.0	0.0%	0.0%	5.0	0.0	10.2	58.3%	16.8%	6.1%	0.9%	2.3%	15.7%
RTD Tea	7,397	0.5	1.4%	0.0%	1.0	0.1	17.5	1.8%	3.5%	70.9%	4.8%	2.6%	16.4%
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	12.0	58.2%	0.9%	15.8%	0.0%	2.3%	22.9%
Energy	1,932	0.1	0.4%	0.0%	0.6	0.0	16.2	1.2%	0.9%	94.0%	0.0%	4.0%	-
Value-Added Water	6,290	0.4	1.2%	0.0%	0.3	0.0	17.4	12.9%	29.3%	28.0%	13.5%	15.8%	0.5%
Sports Drinks	1,064	0.1	0.2%	0.0%	0.0	0.0	26.4	4.7%	2.2%	0.3%	32.9%	59.9%	0.0%
Water	204,951	13.9	38.7%	0.0%	0.0	0.0	17.0	4.4%	0.7%	85.9%	4.2%	2.0%	2.7%
Subtotal	272,819	18.5	51.5%	0.1%	0.1	0.3	16.3	4.8%	17.3%	65.5%	5.4%	3.4%	3.5%

¹ Data from DrinkTell and Census Bureau ² Data from Nielsen Scantrak.

* Nielsen Scantrak 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 A: SUMMARY NATIONAL DATA TABLES

BCI NATIONAL INITIATIVE, DIFFERENCE BETWEEN 2014 AND 2016

Category	Total Volume (Millions, 8-oz. Servings) ¹	Total Volumes Per Person Per Day (Ounces) ¹	Share of Total Volume ¹	Share of Total Calories ¹	Average Calories Per 8-oz. Serving ¹	Average Calories Per Person Per Day ¹	Average oz. Per Container (Containers ≤ 1L Only) ¹	Percent of Containers (Not Volumes) by Size Category ²					
								<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	(4,776)	-0.6	-3.4%	-1.0%	1.9	-2.0	0.1	0.5%	-3.2%	3.6%	0.5%	-1.2%	-0.4%
100% Juice/Juice Drinks	(399)	-0.1	-0.7%	-0.4%	0.4	-0.9	0.4	-1.9%	0.2%	0.9%	0.1%	0.4%	0.4%
RTD Tea	1,899	0.1	0.0%	0.3%	-0.2	0.6	-0.1	-0.2%	-1.3%	4.7%	-2.0%	-1.3%	0.1%
RTD Coffee	496	0.0	0.1%	0.2%	-0.4	0.5	0.1	-2.0%	-1.3%	3.1%	0.0%	-0.1%	0.2%
Energy	1,305	0.1	0.1%	0.4%	-0.3	0.8	0.3	-6.6%	4.8%	1.9%	-0.3%	0.2%	0.0%
Value-Added Water	1,394	0.1	0.2%	0.0%	-0.6	0.1	-0.1	-5.2%	9.9%	0.8%	-4.9%	-0.4%	-0.4%
Sports Drinks	2,173	0.1	0.1%	0.5%	0.8	0.9	-0.7	0.1%	3.0%	0.9%	-2.2%	-1.4%	-0.4%
Water	30,408	1.9	3.6%	0.0%	0.0	0.0	-0.1	0.3%	0.2%	0.5%	-0.7%	-0.1%	-0.3%
Total	32,501	1.6	0.0%	0.0%	-2.1	0.0	0.2	-0.7%	-3.2%	5.3%	-0.3%	-0.5%	-0.6%
Full-Calorie (More than 67 Calories per 8 oz.)													
CSD	362	-0.1	-1.7%	-0.9%	0.0	-1.9	0.1	0.7%	-3.3%	3.4%	0.7%	-1.0%	-0.4%
100% Juice/Juice Drinks	(117)	-0.1	-0.5%	-0.3%	0.5	-0.6	0.5	-2.6%	-0.4%	1.5%	0.3%	0.2%	1.0%
RTD Tea	1,321	0.1	0.1%	0.4%	0.2	0.8	-0.1	-0.4%	0.1%	3.7%	-1.8%	-0.6%	-1.1%
RTD Coffee	483	0.0	0.1%	0.2%	-0.9	0.5	0.1	-2.5%	0.0%	3.9%	0.0%	-0.1%	-1.3%
Energy	936	0.1	0.1%	0.4%	0.1	0.8	0.3	-8.1%	7.1%	1.4%	-0.4%	0.1%	0.0%
Value-Added Water	-	0.0	0.0%	0.0%	-	0.0	-1.5	*	*	*	*	*	*
Sports Drinks	314	0.0	0.1%	0.1%	-0.5	0.2	1.3	-1.1%	-36.0%	43.5%	-6.4%	0.0%	0.0%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	3,299	0.0	-1.9%	-0.1%	0.0	-0.2	0.2	-0.6%	-2.4%	3.6%	0.5%	-0.7%	-0.4%
Mid-Calorie (41-67 Calories per 8 oz.)													
CSD	-	0.0	0.0%	0.0%	-	0.0	0.1	*	*	*	*	*	*
100% Juice/Juice Drinks	(380)	0.0	-0.2%	-0.1%	-0.3	-0.3	0.8	-4.1%	1.7%	0.6%	0.1%	1.4%	0.3%
RTD Tea	(2,062)	-0.1	-0.5%	-0.4%	0.7	-0.9	-0.3	0.0%	-1.8%	6.3%	-2.7%	-2.3%	0.5%
RTD Coffee	15	0.0	0.0%	0.0%	0.0	0.0	0.2	-8.9%	2.9%	-5.2%	-	-	11.2%
Energy	(29)	0.0	0.0%	0.0%	0.0	0.0	1.1	-12.3%	-0.2%	12.0%	0.0%	0.5%	-
Value-Added Water	207	0.0	0.0%	0.0%	0.0	0.1	0.2	-1.2%	-2.4%	5.1%	-1.5%	-0.1%	0.1%
Sports Drinks	1,947	0.1	0.1%	0.4%	0.0	0.7	-0.7	-0.1%	3.3%	0.6%	-2.3%	-1.1%	-0.4%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	(303)	-0.1	-0.5%	-0.2%	0.3	-0.3	0.4	-4.6%	3.1%	1.1%	-0.1%	1.5%	-1.0%
Low-Calorie (5-40 Calories per 8 oz.)													
CSD	(380)	0.0	-0.1%	0.0%	6.1	0.0	0.1	-5.6%	6.4%	4.9%	-2.3%	-0.3%	-3.0%
100% Juice/Juice Drinks	100	0.0	0.0%	0.0%	-0.6	0.0	-0.2	0.7%	-0.1%	-0.5%	0.0%	-0.1%	0.0%
RTD Tea	1,950	0.1	0.4%	0.3%	2.6	0.6	0.8	-0.3%	-0.7%	2.3%	-1.0%	0.2%	-0.6%
RTD Coffee	(1)	0.0	0.0%	0.0%	1.4	0.0	0.0	-9.9%	-10.9%	-0.2%	-	-	21.0%
Energy	64	0.0	0.0%	0.0%	0.0	0.0	0.0	0.2%	1.9%	-2.8%	-0.1%	0.7%	0.0%
Value-Added Water	9	0.0	0.0%	0.0%	0.0	0.0	2.1	-19.3%	1.3%	19.9%	-2.2%	0.4%	0.0%
Sports Drinks	(95)	0.0	0.0%	0.0%	0.6	0.0	-0.8	-0.1%	4.1%	0.0%	-0.8%	-3.1%	-0.2%
Water	-	0.0	0.0%	0.0%	-	0.0	-	*	*	*	*	*	*
Subtotal	1,648	0.1	0.2%	0.3%	3.9	0.6	-0.1	-0.3%	0.2%	1.8%	-0.9%	-0.4%	-0.2%
No-Calorie (Less than 5 calories per 8 oz.)													
CSD	(4,758)	-0.4	-1.6%	0.0%	0.0	0.0	0.1	0.3%	-3.4%	4.7%	0.2%	-1.4%	-0.3%
100% Juice/Juice Drinks	(2)	0.0	0.0%	0.0%	0.0	0.0	0.1	-3.6%	-4.6%	0.0%	0.4%	0.0%	7.7%
RTD Tea	691	0.0	0.0%	0.0%	-0.1	0.0	0.2	-0.1%	0.0%	1.1%	-1.4%	0.8%	-0.5%
RTD Coffee	-	0.0	0.0%	0.0%	-	0.0	2.9	*	*	*	*	*	*
Energy	333	0.0	0.0%	0.0%	0.0	0.0	0.3	-2.9%	-0.5%	3.2%	0.0%	0.2%	-
Value-Added Water	1,178	0.1	0.2%	0.0%	0.2	0.0	-1.1	1.3%	10.4%	-4.8%	-4.3%	-2.0%	-0.6%
Sports Drinks	7	0.0	0.0%	0.0%	0.0	0.0	-1.6	4.6%	-1.2%	0.3%	5.9%	-9.5%	0.0%
Water	30,408	1.9	3.6%	0.0%	0.0	0.0	-0.1	0.3%	0.2%	0.5%	-0.7%	-0.1%	-0.3%
Subtotal	27,858	1.6	2.2%	0.0%	0.0	0.0	0.0	0.8%	-3.3%	4.0%	-0.6%	-0.5%	-0.4%

¹ Data from DrinkTell and Census Bureau ² Data from Nielsen Scantrak.

* Nielsen Scantrak 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 B: SUMMARY BCI COMMUNITY DATA TABLES

EASTERN L.A. BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day						Total Volumes Per Person Per Day (Ounces)					
	2014 Baseline Estimate	2015 Year 1 Estimate	2016 Year 2 Estimate	2014-15 Percent Change	2015-16 Percent Change	2014-16 Percent Change	2014 Baseline Estimate	2015 Year 1 Estimate	2016 Year 2 Estimate	2014-15 Percent Change	2015-16 Percent Change	2014-16 Percent Change
Total	167.5	161.7	153.5	-3.5%	-5.0%	-8.4%	24.1	25.0	24.6	3.5%	-1.5%	2.0%
Full-Calorie (>67 Calories per 8 oz.)	152.4	144.0	137.0	-5.5%	-4.8%	-10.1%	11.8	11.2	10.7	-4.9%	-4.6%	-9.3%
Mid-Calorie (41-67 Calories per 8 oz.)	14.1	16.4	15.0	16.3%	-8.2%	6.7%	2.1	2.4	2.2	16.6%	-7.8%	7.5%
Low-Calorie (5-40 Calories per 8 oz.)	1.0	1.2	1.4	19.5%	13.6%	35.8%	0.4	0.4	0.4	10.7%	7.0%	18.5%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	0.0	-7.4%	-12.6%	-19.0%	9.9	11.0	11.3	10.5%	2.9%	13.6%
CSD	92.4	90.4	87.9	-2.1%	-2.8%	-4.8%	8.2	8.0	7.8	-1.9%	-3.1%	-4.9%
Full-Calorie CSD	92.2	90.2	87.8	-2.2%	-2.7%	-4.8%	7.3	7.2	7.0	-1.4%	-2.8%	-4.2%
No- & Low-Calorie CSD	0.0	0.1	0.0	22.4%	-42.3%	-29.4%	0.8	0.8	0.7	-6.1%	-4.9%	-10.7%
100% Juice & Juice Drinks	56.4	52.0	47.5	-7.8%	-8.7%	-15.8%	4.5	4.4	4.1	-2.8%	-7.0%	-9.5%
RTD Tea	6.4	5.9	5.4	-7.9%	-9.5%	-16.7%	0.8	0.8	0.7	-4.4%	-7.7%	-11.8%
RTD Coffee	0.8	1.0	1.1	16.9%	6.5%	24.4%	0.0	0.1	0.1	23.5%	-0.9%	22.4%
Energy	3.1	2.6	2.6	-14.3%	-2.1%	-16.1%	0.3	0.3	0.3	-15.0%	-1.3%	-16.1%
Value-Added Water	0.4	0.7	0.8	59.5%	10.2%	75.7%	0.2	0.2	0.2	23.8%	3.9%	28.6%
Sports Drinks	7.9	9.0	8.4	13.3%	-7.0%	5.3%	1.2	1.3	1.3	11.3%	-7.2%	3.3%
Water	0.0	0.0	0.0	-	-	-	8.8	9.8	10.2	11.4%	3.5%	15.2%
Total Packaged Beverages	139.9	133.9	126.1	-4.3%	-5.8%	-9.9%	21.5	22.3	21.9	3.7%	-1.6%	2.0%
Total Fountain Beverages	27.6	27.7	27.4	0.4%	-1.1%	-0.7%	2.6	2.7	2.6	1.8%	0.0%	1.8%

LITTLE ROCK BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day						Total Volumes Per Person Per Day (Ounces)					
	2014 Baseline Estimate	2015 Year 1 Estimate	2016 Year 2 Estimate	2014-15 Percent Change	2015-16 Percent Change	2014-16 Percent Change	2014 Baseline Estimate	2015 Year 1 Estimate	2016 Year 2 Estimate	2014-15 Percent Change	2015-16 Percent Change	2014-16 Percent Change
Total	252.6	259.4	259.1	2.7%	-0.1%	2.6%	31.6	33.1	33.9	5.0%	2.4%	7.5%
Full-Calorie (>67 Calories per 8 oz.)	231.7	234.7	235.2	1.3%	0.2%	1.5%	17.7	18.0	18.0	1.3%	0.1%	1.3%
Mid-Calorie (41-67 Calories per 8 oz.)	19.0	22.8	21.9	19.9%	-3.6%	15.6%	2.7	3.3	3.2	20.2%	-3.9%	15.6%
Low-Calorie (5-40 Calories per 8 oz.)	1.8	1.8	1.9	-3.0%	5.0%	1.8%	0.6	0.6	0.6	3.4%	3.8%	7.3%
No-Calorie (<5 calories per 8 oz.)	0.2	0.1	0.1	-5.2%	-4.7%	-9.6%	10.5	11.3	12.2	7.3%	7.9%	15.8%
CSD	153.1	154.9	155.6	1.2%	0.4%	1.6%	14.3	14.4	14.3	0.5%	-0.3%	0.2%
Full-Calorie CSD	152.6	154.4	155.0	1.2%	0.4%	1.6%	11.7	11.9	11.9	1.6%	0.3%	1.9%
No- & Low-Calorie CSD	0.2	0.2	0.2	10.5%	12.9%	24.8%	2.6	2.5	2.4	-4.1%	-3.4%	-7.4%
100% Juice & Juice Drinks	69.9	72.4	71.2	3.6%	-1.7%	1.8%	6.0	6.3	6.2	6.1%	-1.6%	4.3%
RTD Tea	17.1	17.4	17.0	1.4%	-1.9%	-0.5%	2.0	2.0	2.0	1.2%	-1.9%	-0.8%
RTD Coffee	1.3	1.5	1.8	18.8%	17.1%	39.2%	0.1	0.1	0.1	17.9%	18.1%	39.2%
Energy	3.1	3.6	3.6	16.5%	0.7%	17.3%	0.3	0.3	0.3	14.5%	2.1%	16.9%
Value-Added Water	0.4	0.4	0.4	-10.1%	7.4%	-3.4%	0.3	0.4	0.5	18.5%	16.4%	37.9%
Sports Drinks	7.8	9.3	9.5	18.9%	3.0%	22.5%	1.2	1.4	1.5	20.1%	2.8%	23.5%
Water	0.0	0.0	0.0	-	-	-	7.4	8.1	9.0	10.2%	10.5%	21.8%
Total Packaged Beverages	203.0	207.2	206.3	2.1%	-0.4%	1.7%	26.9	28.3	29.1	5.1%	2.9%	8.1%
Total Fountain Beverages	49.7	52.2	52.8	5.2%	1.1%	6.3%	4.7	4.9	4.9	4.4%	-0.2%	4.1%

APPENDIX B: SUMMARY BCI COMMUNITY DATA TABLES

MONTGOMERY-LOWNDES BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day			Total Volumes Per Person Per Day (Ounces)		
	2015	2016	2015-16	2015	2016	2015-16
	Baseline Estimate	Year 1 Estimate	Percent Change	Baseline Estimate	Year 1 Estimate	Percent Change
Total	280.6	287.9	2.6%	40.0	42.1	5.3%
Full-Calorie (>67 Calories per 8 oz.)	249.3	256.8	3.0%	19.1	19.7	2.9%
Mid-Calorie (41-67 Calories per 8 oz.)	27.9	27.5	-1.6%	4.1	4.0	-1.4%
Low-Calorie (5-40 Calories per 8 oz.)	3.2	3.4	8.7%	0.9	1.0	10.7%
No-Calorie (<5 calories per 8 oz.)	0.2	0.2	2.2%	15.8	17.4	9.8%
CSD	154.9	161.2	4.1%	15.4	15.8	2.6%
Full-Calorie CSD	154.5	160.7	4.0%	12.0	12.5	3.7%
No- & Low-Calorie CSD	0.2	0.3	36.4%	3.3	3.3	-1.4%
100% Juice & Juice Drinks	83.5	83.2	-0.4%	7.3	7.3	-0.1%
RTD Tea	21.5	21.7	0.9%	2.6	2.7	0.8%
RTD Coffee	1.7	1.9	12.7%	0.1	0.1	14.0%
Energy	3.7	4.0	7.4%	0.4	0.4	12.7%
Value-Added Water	0.6	0.6	-1.6%	0.6	0.7	16.2%
Sports Drinks	14.7	15.4	5.0%	2.3	2.4	4.4%
Water	0.0	0.0	-	11.4	12.9	12.9%
Total Packaged Beverages	220.0	225.1	2.3%	34.0	35.9	5.7%
Total Fountain Beverages	60.6	62.9	3.8%	6.0	6.2	3.2%

MISSISSIPPI DELTA BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day			Total Volumes Per Person Per Day (Ounces)		
	2015	2016	2015-16	2015	2016	2015-16
	Baseline Estimate	Year 1 Estimate	Percent Change	Baseline Estimate	Year 1 Estimate	Percent Change
Total	252.1	255.5	1.4%	36.1	37.7	4.5%
Full-Calorie (>67 Calories per 8 oz.)	228.0	231.6	1.6%	17.6	17.8	1.3%
Mid-Calorie (41-67 Calories per 8 oz.)	21.7	21.5	-0.6%	3.1	3.1	-0.5%
Low-Calorie (5-40 Calories per 8 oz.)	2.2	2.2	-0.5%	0.7	0.7	4.5%
No-Calorie (<5 calories per 8 oz.)	0.1	0.2	1.1%	14.7	16.1	9.5%
CSD	160.2	164.8	2.8%	15.2	15.5	2.1%
Full-Calorie CSD	159.8	164.3	2.8%	12.4	12.7	2.5%
No- & Low-Calorie CSD	0.2	0.2	12.1%	2.8	2.8	0.0%
100% Juice & Juice Drinks	61.1	60.2	-1.3%	5.5	5.4	-1.4%
RTD Tea	16.0	14.8	-7.8%	1.8	1.9	5.4%
RTD Coffee	0.9	1.1	24.9%	0.1	0.1	25.5%
Energy	2.5	2.7	10.7%	0.2	0.3	10.8%
Value-Added Water	0.3	0.3	-10.2%	0.4	0.4	13.6%
Sports Drinks	11.1	11.7	4.7%	1.7	1.8	4.0%
Water	0.0	0.0	-	11.2	12.4	10.2%
Total Packaged Beverages	207.0	209.0	0.9%	32.0	33.3	4.3%
Total Fountain Beverages	45.0	46.6	3.4%	4.1	4.4	6.6%

APPENDIX B: SUMMARY BCI COMMUNITY DATA TABLES

BRONX-BROOKLYN BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day			Total Volumes Per Person Per Day (Ounces)		
	2015	2016	2015-16	2015	2016	2015-16
	Baseline Estimate	Year 1 Estimate	Percent Change	Baseline Estimate	Year 1 Estimate	Percent Change
Total	115.5	121.4	5.1%	22.2	23.8	7.2%
Full-Calorie (>67 Calories per 8 oz.)	107.7	113.4	5.2%	8.2	8.6	5.0%
Mid-Calorie (41-67 Calories per 8 oz.)	7.1	7.2	1.5%	1.0	1.1	2.0%
Low-Calorie (5-40 Calories per 8 oz.)	0.7	0.8	17.4%	0.2	0.3	21.5%
No-Calorie (<5 calories per 8 oz.)	0.0	0.0	15.7%	12.8	13.9	8.7%
CSD	60.9	61.1	0.5%	5.4	5.5	0.8%
Full-Calorie CSD	60.8	61.1	0.4%	4.7	4.7	0.4%
No- & Low-Calorie CSD	0.0	0.1	28.4%	0.7	0.7	3.9%
100% Juice & Juice Drinks	41.6	45.8	9.9%	3.3	3.6	9.5%
RTD Tea	8.3	9.0	9.1%	1.0	1.0	8.5%
RTD Coffee	0.5	0.7	30.9%	0.0	0.0	25.4%
Energy	1.9	2.3	18.1%	0.2	0.2	14.1%
Value-Added Water	0.5	0.5	4.2%	0.8	1.0	25.5%
Sports Drinks	1.8	2.0	10.5%	0.3	0.3	10.6%
Water	0.0	0.0	-	11.3	12.2	7.9%
Total Packaged Beverages	108.0	114.5	5.9%	21.6	23.2	7.6%
Total Fountain Beverages	7.5	6.9	-7.1%	0.7	0.6	-6.3%

Estimates of per person LRB calorie consumption in the Bronx-Brooklyn BCI Community are more uncertain than estimates in other markets due to data coverage limitations. More details about the limitations of the Bronx-Brooklyn analysis can be found in call-out box 4 of the 2025 Beverage Calories Initiative: Communities Initiative Baseline Report & 2015 Update.

APPENDIX C: NATIONAL & BCI COMMUNITY POPULATION DATA TABLE

UNITED STATES AND BCI COMMUNITY POPULATION SUMMARY TABLE

Time Period	United States Total ¹	Eastern L.A. BCI Community ²	Little Rock BCI Community ²	Montgomery-Lowndes BCI Community ²	Mississippi Delta BCI Community ²	Bronx-Brooklyn BCI Community ²
2014	318,563,456	286,898	98,277	N/A	N/A	N/A
2015	320,896,618	288,418	98,267	238,964	79,093	310,797
2016	323,127,513	287,499	98,414	238,615	78,381	310,241
2014-2015 percent change	0.7%	0.5%	0.0%	N/A	N/A	N/A
2015-2016 percent change	0.7%	-0.3%	0.1%	-0.1%	-0.9%	-0.2%
2014-2016 percent change	1.4%	0.2%	0.1%	N/A	N/A	N/A

¹ 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, 2016 (NST-EST2016-01). Washington, DC: U. S. Government Printing Office.

² Keybridge estimate using U.S. Census Bureau American Community Survey data. See detailed methodology document for full estimation methodology and data sources.

APPENDIX D: KEY TERMS & CATEGORIES

This section briefly explains some of the key terms used throughout the report.

- **BCI Companies & BCI Company Beverages:** The three beverage companies participating in the 2025 Beverage Calories Initiative (“BCI”) – The Coca Cola Company, PepsiCo, and Dr Pepper Snapple Group – are referred to collectively as BCI Companies. The beverages that they produce and market are referred to as BCI Company beverages.
- **BCI Community:** The communities selected to participate in the Community Initiative include specific groups of neighborhoods or counties. The geographies of these communities were defined to align with specific zip codes, as outlined in Appendix B. This alignment facilitates the estimation of calories per person using beverage sales volume and population data at the zip code level.
- **Non-BCI Companies & Non-BCI Company Beverages:** Beverage companies that are not participating in the BCI are referred to as Non-BCI Companies. The beverages that they produce and market are referred to as Non-BCI Company beverages.
- **Liquid Refreshment Beverages (“LRB”):** The beverages included in the BCI Companies’ calorie reduction commitment are referred to collectively as liquid refreshment beverages (“LRB”). LRB includes nearly all categories of beverages manufactured by the BCI Companies and includes all brands within those categories, whether produced by the BCI Companies or non-BCI Companies. LRB excludes alcoholic beverages, dairy products, most brewed beverages, energy shots, drink mixes, lemon and lime juice, coconut milk, powder concentrates, flavor drops, and tap water.⁸
- **Beverage Categories:** This report displays results using a set of beverage categories commonly used in the beverage industry. These eight categories are: carbonated soft drinks (“CSDs”), sports drinks, ready-to-drink (“RTD”) teas, RTD coffees, 100% juice and juice drinks (i.e., beverages with less than 100% juice), energy drinks, value-added waters (e.g., flavored still and carbonated waters), and water (i.e., unenhanced still and carbonated water).
- **Calorie Categories:** This report uses the same four calorie categories as the 2015 BCI National Progress Report. For an 8-ounce serving, “no-calorie” beverages have five calories or fewer, “low-calorie” beverages have between six and 40 calories, “mid-calorie” beverages have between 41 and 66 calories, and “full-calorie” beverages have 67 calories or more.⁹ These categories are used only in the presentation of results and not in any key calculations.

⁸ The inclusion of brewed beverages would make accurate measurement much more difficult given that retail outlets and consumers often add 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. One exception is brewed Fuze Iced Tea for which Coca-Cola reports volumes and calories per ounce.

⁹ These definitions align with those used in the report on 2015 Progress on the National Initiative, which were based on the categories used by Beverage Marketing Corporation, the primary data source used for the national calorie goal analysis. The definitions align closely, but not exactly, with the FDA definitions of no- and low-calorie beverages. The difference is that beverages with exactly 5 calories per 8-ounce serving are counted as no-calorie beverages whereas the FDA would consider them low-calorie beverages. Mid-calorie beverages are not differentiated from full-calorie beverages by FDA. The inclusion of the category provides increased data granularity. The definition of mid-calorie aligns with the definition used for the Alliance for a Healthier Generation School Beverage Guidelines.