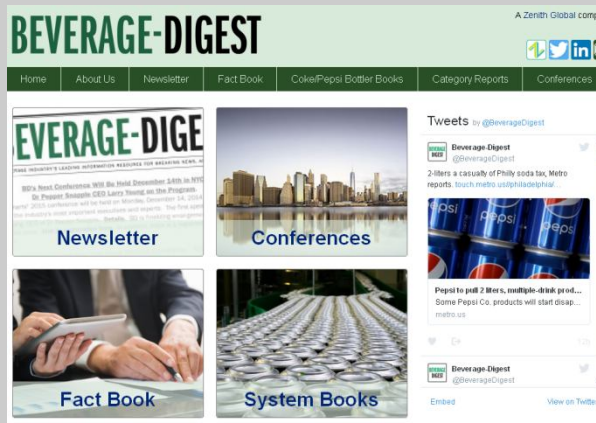


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<https://www.beverage-digest.com/>

Subjects

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Accessibility

On subscription basis.

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Bedford Hills, New York 10507.

Brief History

Beverage Digest is the authoritative publication covering the non-alcoholic beverages industry. It is basically a newsletter. Beverage Digest, founded in 1982, publishes 22 regular issues a year, plus special issues and email news alerts when warranted. Its CD-ROM coverage started from 2001.

Scope and Coverage

Beverage Digest provides the information, that are generally based on the published articles in The New York Times, The Los Angeles Times, The USA Today. The newsletter does not accept advertising. Some topics

covered over the past year include: Many new products by Coke, PepsiCo and Cadbury, Executive moves at the major beverage companies, The rapid growth of bottled water and sports drinks, On-going consolidation in the U.S. bottling business, Market share data for soft drinks, teas, juice drinks and bottled waters, Detailed profiles of the U.S. soft drink bottling business. Coke, and more information.

Kind of Information

Each entry (article) available with its title, author name (posted by) and publishing date. Articles are present with description and photographs. After each entry provision for share via social networking sites are available. An example is given below.

Pepsi to pull 2-liter, 12-pack products from Philly shelves

March 6, 2017, 5:15pm

Sam Newhouse

Latest move by beverages giant in war against the city's soda tax.



Pepsi products will no longer be sold in Philadelphia as multiple product packs or sizes larger than 1.25 liters due to the soda tax, the company announced.

Photo: Reuters

Some Pepsi products will soon disappear from Philadelphia store shelves in response to the city's soda tax that took effect at the beginning of 2017.

In a letter to retailers, Pepsi said it would stop offering Philadelphia customers the option to buy drinks in sizes larger than 1.25 liters and in multiple drink packages, such as 12-packs.

"Because of the costly Philadelphia Beverage Tax, hard-working, value-oriented families are less able to afford larger package sizes and multi-packs, where the tax burden is the greatest," Pepsi said in a statement.

The change, expected to take effect by April, also applies to sweetened low-calorie and zero-calorie beverages that are subject to the tax. Besides Pepsi-Cola, other products include Mountain Dew, 7 Up and Sierra Mist, as well as other taxed drinks including Lipton Teas and Gatorade.

"We are offering the products and package sizes working families are more able to afford because we believe this will give our retail and foodservice partners the best chance to succeed in this challenging environment and will minimize the chance of product going out-of-date," the company said.

A spokeswoman for Mayor Jim Kenney said in an email that no "independent data" proves the tax is negatively affecting Pepsi or other soda sellers.

"No one has independently verified their claims," said the spokeswoman, Lauren Hitt. "Given that they announced 90 plus layoffs at the plant in Reading last fall, it seems like the cause for their struggles is more likely a fall in regional market share than the soda tax. The soda industry is also trending towards smaller sizes."

The soda industry has heavily criticized Philadelphia's new 1.5-cent-per-ounce tax on sweetened drinks, which is designed to help fund universal pre-K and the restoration of parks, recreation centers and libraries.

A lawsuit filed by the American Beverage Association to stop the tax was defeated in a city court, and an appeal is pending.

Pepsi's competitor Coca-Cola also announced last week that it would ask retailers to "boost availability and in-store visibility of 7.5-oz. mini cans and 1.25-liter bottles in Philadelphia stores" in response to the tax.

"We've been offering smaller packages across the country – and here in Philadelphia – not because of cities passing beverage taxes, but because they're what people want," Coke's regional manager Fran McGorry wrote. "But these steps also are helping our customers navigate the business challenges presented by this tax and helping make our products affordable for consumers."

Special Features

- Beverage Digest organizes conferences each year, where senior executives in the industry share their view on trends.
- Contact and feedback option available with proper form.
- Links to social networking sites like Facebook, Twitter, Google+ and so on.
- Lists of forthcoming events present.
- It provides fact book and system books facilities.

Remarks

It helps to read various publications and learn more about the non-alcoholic beverages industry that play vital role in business fields. Beverage manufacturers often quote information from the annual Beverage Digest Fact Book and the twice-monthly Beverage Digest newsletter in their press releases.

Comparable Tools

- Chemical Industry Digest (<http://chemindigest.com/>)
- Biofuels Digest (<http://www.biofuelsdigest.com/>)

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