

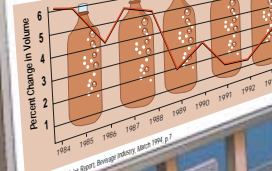
# 1

# THE REVOLUTION ON

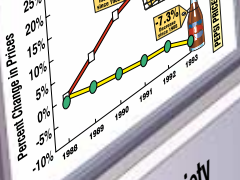
# BEVERAGE STREET

### CARBONATED SOFT DRINK BILLBOARD

### Carbonated Soft Drink Volume Growth Tracking Industry Trends

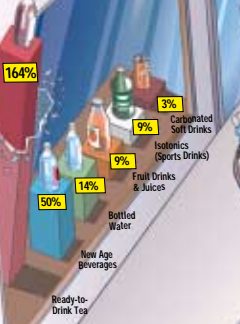


### Tracking Pepsi Prices and Inflation



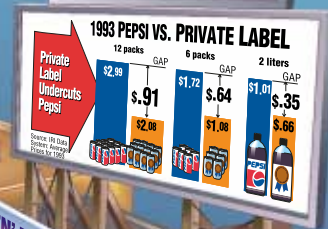
### Consumers Seek Variety

Percent Growth in 1993

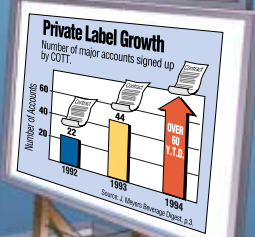


Source: Annual Soft Drink Report, Beverage Industry, March 1994, p. 20.

### PRIVATE LABEL PRICE BILLBOARD



### PRIVATE LABEL GROWTH BILLBOARD



1960S

1964  
Baby Boomers Graduating From High School

1970S

1979  
Boomers Reach Thirty-Something

1980S

1993  
Boomers Reach Forty-Something

1990S

Impulse (Now)

Fill-In/Routine

Stock-Up

SHOPPING OCCASIONS