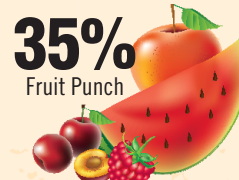
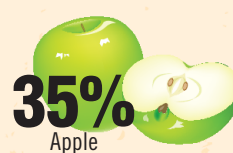
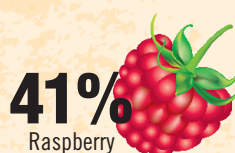
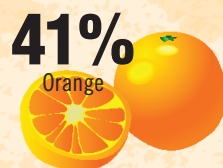
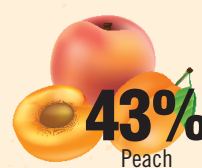
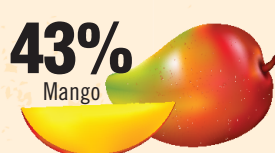
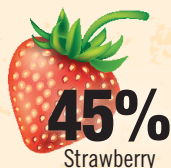


# Full palette of flavors

TRADITIONAL FLAVORS MAKE UP A LARGE PORTION OF BEVERAGE-MAKERS' SELECTIONS, BUT TROPICAL and exotic ones aren't trailing far behind. That's according to research by BNP Media's Market Research Division for *Beverage Industry's* 2013 Product Development Outlook Study. Here are the findings:

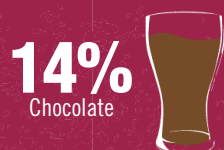
## TOP FLAVORS USED IN 2013 (percent of respondents using, multiple responses allowed)



Lime .....	35%
Berry .....	30%
Coffee .....	30%
Cherry .....	29%
Coconut .....	29%
Green Tea .....	29%
Pineapple .....	29%
Banana .....	28%
Cinnamon .....	28%
Passion fruit .....	28%
Pomegranate .....	28%
Ginger .....	26%
Grape .....	26%
Mint .....	26%
Tea (other) .....	26%
Tropical fruit .....	26%
Blackberry .....	23%
Black tea .....	22%
Blueberry .....	22%
Hibiscus .....	22%

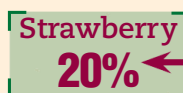
## TOP-SELLING FLAVORS OF 2013

(percent of respondents using, multiple responses allowed)

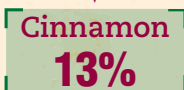
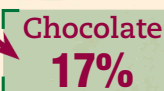
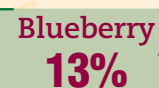


## ANTICIPATED TOP-SELLING FLAVORS FOR 2014

(percent of respondents using, multiple responses allowed)



*Flavors*



Source: BNP Media's Market Research Division, 2013 Product Development Outlook Study