

FEATURED PANEL

produced by
Beverage
INDUSTRY

BEVERAGE
MARKETING
CORPORATION

Today's Evolving Shopping Experience

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- The average consumer today has incorporated key values of Health, Wellness & Sustainability into the shopper experience.
- Increasingly more and more, shoppers are now influenced by Creators & Celebrities.
- Retailers are embracing technology to create a better shopping experience. With so much change, the steps retailers and brands are taking to accommodate consumers' needs shows where the future of retailing is headed.

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THE EMERGING BEVERAGE LEADER

WHO WE ARE

L.A. Libations is a next-generation beverage creator, incubator and accelerator. At our core we are creators, seekers, motivators and entrepreneurs. We have been involved in many of the biggest beverage brands of the last decade such as Zico Coconut Water, Core Water and BodyArmor. Our hustle is fueled by our dedication to health, wellness and social responsibility. In November 2018 Molson Coors Beverage Company took a minority stake in L.A. Libations



WE

We create brands. We Incubate Brands. We accelerate brands. We partner with Retailers. Our track record speaks for itself, but our best is ahead of us. Everything we do is grounded in health, wellness & sustainability. We play in categories such as plant-based, functional, healthy digestion and natural energy to name a few. We bring our fierce entrepreneurial spirit, world class customer relationships, vision and wealth of experience to help build a brand's strongest market position.

BRAND CREATION
COMMERCIALIZATION



INCUBATION &
ACCELERATION



MARKET EXECUTION



STRATEGIC ADVISORY



SOCAL MARKET
EXCELLENCE



RETAIL SALES



PARTNERSHIP



- 1/3 of growth in the beverage market occurs in brands & categories that barely existed 5 years prior
- By 2023, The global beverage market is predicted to grow 60 billion unit cases in volume & \$600 billion in value
- Entrepreneurs are driving disruption
- There are over 3,500 beverage brands in the market & on average, over 330 new brands launch each year
- Only 2% of brands make it to \$10 million in revenue

Source: The Coca Cola Company, Venturing and Emerging Brands (VEB) Study



L.A. Libations shares its expertise with retailers, beverage-makers

Pictured left to right: Tina Mifaris, David Merriam (seated left), Robert Macias, Pat Bolden, Dino Sari (seated right) and Danny Steger. (Image courtesy of L.A. Libations)



TODAY'S EVOLVING SHOPPER

- **THE VALUES-ORIENTED SHOPPER FOCUS**
 - GOOD FOR PEOPLE
 - GOOD FOR HEALTH
 - GOOD FOR ANIMALS
 - GOOD FOR THE PLANET
- **THE IMPACT OF THE CREATOR ECONOMY**
 - DRAMATIC SHIFT IN CONSUMER MARKETING
 - AUDIENCE SHIFT TRUST TO PEOPLE RATHER THAN COMPANIES & INSTITUTIONS
- **TECHNOLOGY & THE SHOPPER**
 - CONSUMERS WILL RELY ON MORE VIRTUAL SOLUTIONS TO INSPIRE, EDUCATE & AFFIRM THEIR PURCHASES
 - AI WILL BEGIN TO AFFECT THE SUPPLIER/RETAIL DYNAMIC



THE VALUES – ORIENTED SHOPPER

GOOD FOR PEOPLE, GOOD FOR HEALTH, GOOD FOR ANIMALS, & GOOD FOR THE PLANET

88%

of values-oriented shoppers purchase groceries at least once a week

65%

of values-oriented shoppers are extremely or very adventurous to try new brands/products

74%

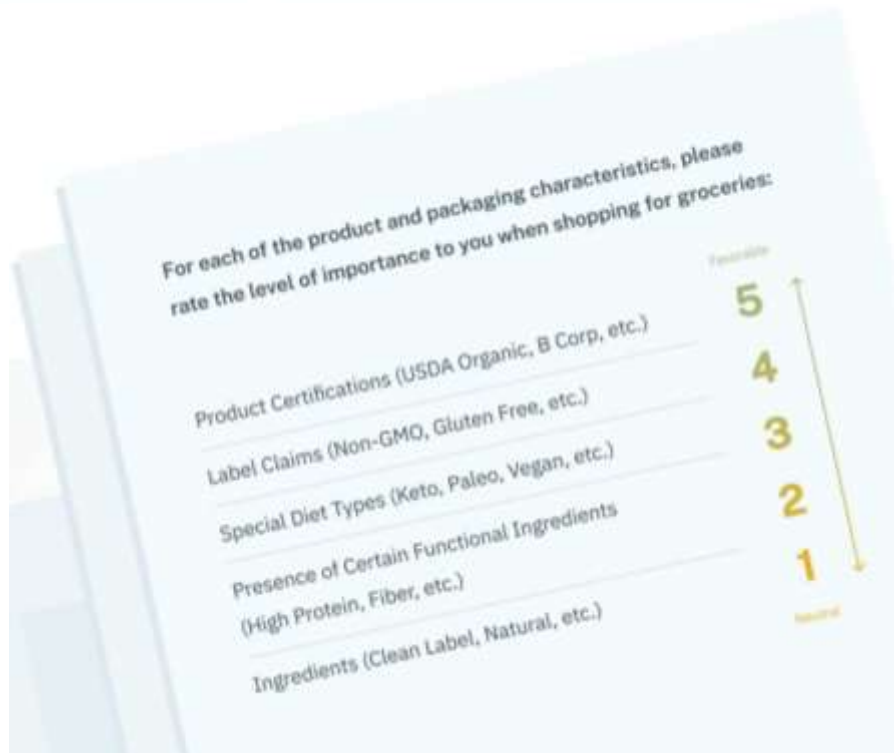
of values-oriented shoppers *always or usually* look at **Ingredients** prior to purchasing a product

75%

of values-oriented shoppers *always or usually* pay attention to **labels** on the packaging for food and beverage

73%

of values-oriented shoppers are *influenced by product certification* when purchasing a product





INNOVATION



THE IMPACT OF THE CREATOR ECONOMY



OLD SCHOOL employee



NEW SCHOOL owner



 YouTube



THE PRIME PHENOMENA





THE PRIME PHENOMENA

	09-25-22	10-23-22	11-20-22	12-18-22	01-15-23	02-12-23	03-12-23	04-09-23
Gatorade	65.6%	64.3%	63.7%	63.7%	62.2%	61.0%	60.3%	60.1%
BodyArmor	13.4%	13.7%	13.5%	13.3%	13.6%	13.8%	13.6%	13.2%
Powerade	11.0%	11.3%	11.4%	11.1%	10.9%	10.3%	10.5%	10.3%
Prime	0.8%	1.7%	2.2%	2.4%	3.1%	5.1%	6.3%	7.4%

could clean up the presentation and make it look better that'd make me very happy 🤔

I'm building a team to do this routinely, just need help in the short term ❤️



4:18 PM · 3/3/23 · 9.3M Views

2,163 Retweets 1,035 Quotes 82.7K Likes



MrBeast @MrBeast · 16h

And while you're at it if you want to maybe move some Hershey's bars and make sure Feastables has plenty of space.. I wouldn't complain 🤔



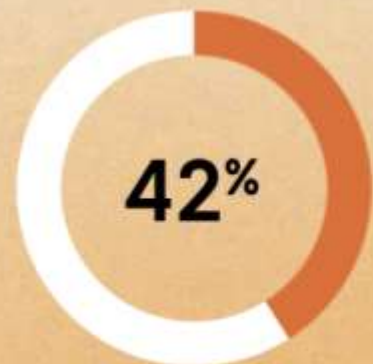


UNLIMITED SIP CLUB
Exclusive to MyPanera



TECHNOLOGY & THE SHOPPER

Tech improves the shopping experience



of US consumers who shop online say they would use technology to simplify the search or browsing process when shopping online.



We are deepening our digital connection and engagement with our customers, which supported our 28% digital growth. This growth was driven by an expansion of our services and innovation. For example, we were operating 2,075 Drive Up & Go stores at the end of Q1. Our focus on speed is paying off. For example, our express delivery two-hours or less is now available to 74% of our households and penetration of this option has increased fivefold versus prior year.

-Vivek Sankaran

ARTIFICIAL INTELLIGENCE PAPER APRIL 26, 2023 11:00 AM EDT

Walmart using AI to negotiate cost, purchase terms with vendors in shorter timeframe: report

The AI chatbot has helped Walmart conduct negotiations with 2,000 suppliers simultaneously, the company said

Walmart's New Intelligent Retail Lab Shows a Glimpse into the Future of Retail, IRL

Over the past few months, a Walmart Neighborhood Market in Levittown, New York, has been quietly transforming. With artificial intelligence-enabled cameras, interactive displays and a massive data center, this store suggests a retail future that seems like science fiction.



Chamberlain
Coffee

