

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for Publisher's contact information

BEVERAGE INDUSTRY is a B2B brand analyzing trends, technology and products shaping the beverage marketplace. Our editorial scope covers the entire beverage marketplace, and reports on a wide range of marketing and manufacturing subjects with emphasis on new products, R&D, packaging, production and distribution.







MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

BEVERAGE INDUSTRY is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

| | | | | | |
|--|--|--|---|--|--|
| BEVERAGE INDUSTRY DIGITAL MAGAZINE | BEVERAGE INDUSTRY E-NEWSLETTER | BEVERAGE INDUSTRY EVENTS | BEVERAGE INDUSTRY WEBINARS | BEVERAGE INDUSTRY WEBSITE | BEVERAGE INDUSTRY SOCIAL MEDIA |
|  |  |  |  |  |  |

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| BEVERAGE INDUSTRY DIGITAL MAGAZINE (6 Issues in the period) (See Paragraph 3b for Source) | 23,352 | 1 | 23,353 |
| BEVERAGE INDUSTRY E-NEWSLETTER | | | |
| Beverage Industry Insider (26 issued in the period) | 15,390 | - | 15,390 |
| BEVERAGE INDUSTRY EVENTS (2 events in the period) | | | |
| a. Registrants | 410 | - | 410 |
| b. Attendees | 240 | - | 240 |
| BEVERAGE INDUSTRY WEBINARS (7 webinars in the period) | | | |
| a. Registrants | 402 | - | 402 |
| b. Attendees | 141 | - | 141 |
| BEVERAGE INDUSTRY WEBSITE (Monthly Users with 150,091 average Pageviews) | 84,751 | - | 84,751 |
| BEVERAGE INDUSTRY SOCIAL MEDIA | | | |
| a. Twitter followers | *16,106 | - | *16,106 |
| b. LinkedIn group members | *12,751 | - | *12,751 |
| c. Facebook likes | *4,205 | - | *4,205 |

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

BEVERAGE INDUSTRY serves manufacturers of soft drinks, beer, bottled water, alternative beverages/sports drinks (including fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, beverage distributors, and other beverage manufacturers. Warehousing/distribution/logistics companies, wholesalers/brokers/importers/exporters, fast food corporate headquarters, retail, vending firms, franchise companies and manufactures of ingredients/nutritional ingredients.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management & administration, research & development/product development, QA/QC, engineering, purchasing, marketing/sales, plant operations/production and warehousing/distribution/logistics as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|------------|
| Other Paid Circulation | 1 |
| Advertiser and Agency | 702 |
| Allocated for Trade Shows and Conventions | - |
| All Other | - |
| TOTAL | 703 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual Sponsored | 23,353 | 100.0 | 23,352 | 100.0 | 1 | - |
| Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 23,353 | 100.0 | 23,352 | 100.0 | 1 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2021 | Total Qualified |
|----------|-----------------|
| January | 23,617 |
| February | 23,191 |
| March | 22,911 |
| April | 22,645 |
| May | 23,824 |
| June | 23,930 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

This issue is 3.0% or 692 copies above the average of the other 5 issues reported in Paragraph 2.

| Business and Industry | Total Qualified | Percent of Total | Classification by Title | | | |
|---|-----------------|------------------|--|---|----------------------------|---|
| | | | Corporate Management & Administration (Note 1) | Plant Operations/ Production R&D/Product Development, QA/QC, Engineering, Purchasing (Note 2) | Marketing & Sales (Note 3) | Warehousing/ Distribution/ Logistics (Note 4) |
| Soft Drink Manufacturers | 1,707 | 7.1 | 754 | 566 | 338 | 49 |
| Beer Manufacturers | 1,259 | 5.3 | 683 | 327 | 232 | 17 |
| Bottled Water Manufacturers | 1,030 | 4.3 | 569 | 265 | 173 | 23 |
| Wine/Liquor Manufacturers | 1,734 | 7.2 | 1,136 | 304 | 269 | 25 |
| Juice/Fruit Drink Manufacturers | 1,032 | 4.3 | 468 | 379 | 167 | 18 |
| Dairy-Based Drink Manufacturers | 1,098 | 4.6 | 403 | 509 | 165 | 21 |
| Coffee/Tea Manufacturers | 947 | 4.0 | 545 | 246 | 143 | 13 |
| Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical) | 855 | 3.6 | 434 | 270 | 142 | 9 |
| Other Beverage Manufacturers | 399 | 1.7 | 183 | 125 | 86 | 5 |
| Beverage Distributors (Note 5) | 7,357 | 30.7 | 4,303 | 1,140 | 1,540 | 374 |
| Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients | 1,769 | 7.4 | 577 | 667 | 495 | 30 |
| Retail | 4,197 | 17.5 | 3,178 | 528 | 456 | 35 |
| Fast Foods Corporate Headquarters & Vending Firms | 546 | 2.3 | 321 | 139 | 77 | 9 |
| TOTAL QUALIFIED CIRCULATION | 23,930 | 100.0 | 13,554 | 5,465 | 4,283 | 628 |
| PERCENT | 100.0 | | 56.7 | 22.8 | 17.9 | 2.6 |

Note 1: Corporate Management & Administration: president, owner, partner, chairman of the board, executive vice president, vice president, general manager, secy-treasurer, manager, assistant manager and store/location manager.
 Note 2: Plant Operations/Production: VP production, production manager, plant mgr/supv/supt/production line foreman, VP operations, processing/packaging supervisor, maintenance foreman, plant security manager, safety foreman; Research & Development/Product Development: president/VP of R&D, food tech, chemist, flavor room manager, lab tech, design manager, research chef, tech services manager, project manager; QA/QC: quality assurance manager, quality control manager, QA/QC personnel; Engineering: VP engineering, plant engineer, maintenance engineer, chief engineer, packaging engineer, processing/production engineer, engineering director; Purchasing: VP purchasing, purchasing or procurement director/manager/supervisor, purchasing agent, grocery buyer, retail buyer and buyer.
 Note 3: Marketing/Sales: category/brand/product manager, marketing director/manager, VP sales, sales mgr/director, vending manager, merchandising manager and account executive.
 Note 4: Warehousing/Distribution/Logistics: warehouse/distribution manager/director, logistics/traffic manager/director, truck fleet manager and repairs/RTE manager.
 Note 5: Beverage Distributors include soft drinks, beer, bottled water, alternative beverage/sports drinks including fortified/nutraceutical, wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, and other beverage distributors; warehousing/distribution/logistics companies, and wholesalers/brokers/importers/exporters.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|------------|-----------------|--------------|
| | 1 Year | 2 Year | 3 Year | | |
| I. Direct Request: | 13,664 | 9,285 | 981 | 23,930 | 100.0 |
| II. Request from recipient's company: | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - |
| V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | - | - | - | - | - |
| VI. Single Copy Sales | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 13,664 | 9,285 | 981 | 23,930 | 100.0 |
| PERCENT | 57.1 | 38.8 | 4.1 | 100.0 | |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
| | July – December 2018 | January – June 2019 | July – December 2019 | January – June 2020 | July – December 2020 | January – June 2021* |
| Total Audit Average Qualified: | 36,710 | 36,706 | 36,683 | 36,700 | 21,920 | 23,353 |
| Qualified Non-Paid: | 36,710 | 36,706 | 36,682 | 36,693 | 21,917 | 23,352 |
| Print: | 34,001 | 34,001 | 30,696 | 24,006 | - | - |
| Digital: | 2,709 | 2,705 | 5,986 | 12,687 | 21,917 | 23,352 |
| Qualified Paid: | - | - | 1 | 7 | 3 | 1 |
| Print: | - | - | - | 6 | - | - |
| Digital: | - | - | 1 | 1 | 3 | 1 |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: January – June 2021 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 89 | | Kentucky | 235 | |
| New Hampshire | 84 | | Tennessee | 300 | |
| Vermont | 77 | | Alabama | 167 | |
| Massachusetts | 461 | | Mississippi | 133 | |
| Rhode Island | 77 | | EAST SO. CENTRAL | 835 | 3.5 |
| Connecticut | 295 | | Arkansas | 157 | |
| NEW ENGLAND | 1,083 | 4.5 | Louisiana | 109 | |
| New York | 1,461 | | Oklahoma | 112 | |
| New Jersey | 727 | | Texas | 1,180 | |
| Pennsylvania | 905 | | WEST SO. CENTRAL | 1,558 | 6.5 |
| MIDDLE ATLANTIC | 3,093 | 12.9 | Montana | 72 | |
| Ohio | 735 | | Idaho | 139 | |
| Indiana | 325 | | Wyoming | 41 | |
| Illinois | 1,162 | | Colorado | 381 | |
| Michigan | 641 | | New Mexico | 93 | |
| Wisconsin | 727 | | Arizona | 233 | |
| EAST NO. CENTRAL | 3,590 | 15.0 | Utah | 146 | |
| Minnesota | 474 | | Nevada | 147 | |
| Iowa | 269 | | MOUNTAIN | 1,252 | 5.2 |
| Missouri | 438 | | Alaska | 20 | |
| North Dakota | 69 | | Washington | 447 | |
| South Dakota | 54 | | Oregon | 306 | |
| Nebraska | 127 | | California | 2,391 | |
| Kansas | 218 | | Hawaii | 62 | |
| WEST NO. CENTRAL | 1,649 | 6.9 | PACIFIC | 3,226 | 13.5 |
| Delaware | 47 | | UNITED STATES | 19,695 | 82.3 |
| Maryland | 334 | | U.S. Territories | 61 | |
| Washington, DC | 46 | | Canada | 304 | |
| Virginia | 381 | | Mexico | 160 | |
| West Virginia | 83 | | Other International | 3,692 | |
| North Carolina | 532 | | APO/FPO | - | |
| South Carolina | 224 | | Email Only | 18 | |
| Georgia | 602 | | | | |
| Florida | 1,160 | | | | |
| SOUTH ATLANTIC | 3,409 | 14.3 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 23,930 | 100.0 |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

| Region/Country | Total Qualified | Percent | Region/Country | Total Qualified | Percent |
|------------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| ASIA | 788 | 3.3 | Namibia | 28 | |
| MIDDLE EAST | 140 | 0.6 | Nigeria | 401 | |
| EUROPE | 587 | 2.5 | Rwanda | 30 | |
| AFRICA | | | Senegal | 1 | |
| Algeria | 11 | | Seychelles | 1 | |
| Angola | 3 | | Sierra Leone | 25 | |
| Benin | 9 | | Somalia | 23 | |
| Botswana | 13 | | South Africa | 188 | |
| Burkina Faso | 1 | | Sudan | 13 | |
| Burundi | 8 | | Swaziland | 2 | |
| Cameroon | 22 | | Tanzania | 52 | |
| Chad | 4 | | Togo | 4 | |
| Congo | 12 | | Tunisia | 2 | |
| Cote D'Ivoire | 5 | | Uganda | 204 | |
| Djibouti | 4 | | Zambia | 52 | |
| Egypt | 29 | | Zimbabwe | 48 | |
| Equatorial Guinea | 1 | | Subtotal | 1,541 | 6.4 |
| Eritrea | 2 | | NORTH AMERICA | | |
| Ethiopia | 64 | | Canada | 304 | |
| Gambia | 5 | | Mexico | 160 | |
| Ghana | 96 | | United States | 19,695 | |
| Guinea | 3 | | U.S. Territories and APO/FPO | 61 | |
| Kenya | 104 | | Subtotal | 20,220 | 84.5 |
| Lesotho | 3 | | CARIBBEAN | 63 | 0.3 |
| Liberia | 33 | | CENTRAL AMERICA | 82 | 0.3 |
| Libyan Arab Jamahiriya | 1 | | SOUTH AMERICA | 322 | 1.4 |
| Malawi | 8 | | ASIA PACIFIC | 169 | 0.7 |
| Mauritania | 1 | | Email Only | 18 | - |
| Mauritius | 9 | | | | |
| Morocco | 12 | | | | |
| Mozambique | 4 | | TOTAL QUALIFIED CIRCULATION | 23,930 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2021 | Beverage Industry Insider |
|-----------------|---------------------------|
| JANUARY | |
| January 5 | 15,565 |
| January 12 | 15,548 |
| January 19 | 15,521 |
| January 26 | 15,447 |
| FEBRUARY | |
| February 2 | 15,370 |
| February 9 | 15,241 |
| February 16 | 15,293 |
| February 23 | 15,201 |
| MARCH | |
| March 2 | 14,774 |
| March 9 | 15,118 |
| March 16 | 15,128 |
| March 23 | 15,151 |
| March 30 | 15,110 |
| APRIL | |
| April 6 | 15,035 |
| April 13 | 15,329 |
| April 20 | 15,298 |
| April 27 | 15,245 |
| MAY | |
| May 4 | 15,170 |
| May 11 | 15,643 |
| May 18 | 15,656 |
| May 25 | 15,499 |
| JUNE | |
| June 1 | 15,587 |
| June 8 | 15,517 |
| June 15 | 15,540 |
| June 22 | 16,099 |
| June 29 | 16,046 |
| AVERAGE: | 15,390 |

Beverage Industry Insider (26 issued in the period)

EVENT CHANNEL

| 2021 | Name of Event | Location of Event | Registrants* | Attendees*/** |
|-----------------|--------------------------|-------------------------|--------------|---------------|
| March 24- 25 | BevOPS Fleet Summit | Virtual (Henderson, NV) | 541 | 283 |
| May 11-12 | The Beverage Forum (TBF) | Virtual (Chicago, IL) | 278 | 197 |
| AVERAGE: | | | 410 | 240 |

* Registrants and Attendees are reflective of the participants during the live event. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

**Attendees in this report were verified as having attended the event. The event was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBINAR CHANNEL

| 2021 | Webinar Name | Registrants** | Attendees**/** |
|-----------------|--|---------------|----------------|
| April 7 | State of the Industry: Non-Alcoholic Beverages | 751 | 304 |
| April 14 | State of the Industry: Alcoholic Beverages | 510 | 214 |
| April 21 | *Great Science Will Fuel the Next Blockbuster Functional Beverage Products | 552 | 187 |
| April 28 | Enabling Successful Lightweight Packaging through Operational Efficiencies | 157 | 29 |
| May 6 | Streamline Your Product Innovation by Transforming with 3D Printing | 224 | 54 |
| May 20 | How to Turn PET / rPET Preform Quality Control Into a Profitable Advantage | 360 | 137 |
| May 26 | Digitalization and the Future of Formulating in Modern R&D Labs | 262 | 63 |
| AVERAGE: | | 402 | 141 |

*Webinar serving BEVERAGE INDUSTRY and PREPARED FOODS.

**Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

***Attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

WWW.BEVINDUSTRY.COM

| 2021 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|----------------|---------------|---------------|--------------------------|
| January | 151,945 | 102,197 | 88,129 | 0:55 |
| February | 153,934 | 101,872 | 86,506 | 0:57 |
| March | 165,002 | 105,748 | 88,892 | 1:03 |
| April | 156,022 | 103,140 | 87,202 | 0:58 |
| May | 139,018 | 93,927 | 79,492 | 0:59 |
| June | 134,625 | 92,631 | 78,290 | 0:55 |
| AVERAGE: | 150,091 | 99,919 | 84,751 | 0:57 |

January - June 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Beverage Industry Social Media



Twitter followers

<https://twitter.com/BeverageInd>



LinkedIn group members

<https://www.linkedin.com/groups/2780921/profile>



Facebook likes

<https://www.facebook.com/BeverageIndustry>

2021

| | | | |
|--------------------|--------|--------|-------|
| Beginning Balance: | 15,980 | 11,912 | 4,138 |
| January | 15,997 | 12,127 | 4,151 |
| February | 16,055 | 12,305 | 4,166 |
| March | 16,122 | 12,461 | 4,190 |
| April | 16,136 | 12,543 | 4,196 |
| May | 16,064 | 12,639 | 4,200 |
| June | 16,106 | 12,751 | 4,205 |

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Events, Webinars, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Wafaa S. Kashat, Audience Audit/Postal Specialist

Nikki Smith, Online Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 6, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

July 6, 2021

Type

BD

ID Number

B018B0J1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.