

# Flavor Analysis

Talking Rain



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# Methodology

- **Product Scope:** Bottled Water + Carbonated Beverages categories
- **Metric:** Dollar Velocity = Dollar Sales / Stores Selling / Weeks in Distribution
- **Model:** Ordinary Least Squares regression on the log of dollar velocity to isolate flavor effects while controlling for brand:

$$\log(\text{Velocity}) \sim 0 + C(\text{Brand}) + C(\text{Flavor})$$

- 0: Removes intercept to avoid arbitrary base flavor
  - C(Brand): Controls for brand performance
  - C(Flavor): Estimates the velocity contribution of each flavor
- **Index Calculation:**
  - Extracted each flavor's log coefficient
  - Centered by the mean across all flavors
  - Exponentiated to compute Flavor Index: a multiplier against the average flavor
- **Interpretation:** Index of 1.32 = 32% better velocity than average flavor when all else is equal

# 'Alternative' Brands

- Sparkling Ice
- Poppi
- Olipop
- Zevia

# 1ct & 12ct Flavor Indices for Alternative Soda Brands – Total US Food - L52

Flavor Indices - Singles in Total US\_Food (Alternative Soda Brands) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| COCONUT                     | 0.65            | 2.28         |
| STRAWBERRY KIWI             | 0.49            | 1.94         |
| CHERRY                      | 0.36            | 1.72         |
| RASPBERRY                   | 0.34            | 1.69         |
| GRAPEFRUIT                  | 0.31            | 1.64         |
| PEACH / NECTARINE / APRICOT | 0.31            | 1.63         |
| STRAWBERRY                  | 0.29            | 1.60         |
| LEMONADE / LIMEADE          | 0.21            | 1.47         |
| TROPICAL MIX                | 0.13            | 1.36         |
| GRAPE                       | -0.02           | 1.17         |
| MIXED FRUIT (NON-BERRY)     | -0.08           | 1.11         |
| COLA                        | -0.16           | 1.02         |
| ORANGE                      | -0.17           | 1.01         |
| BLUE RASPBERRY              | -0.18           | 0.99         |
| GINGER ALE                  | -0.28           | 0.90         |
| DR PEPPER                   | -0.29           | 0.89         |
| WATERMELON                  | -0.31           | 0.88         |
| ROOT BEER                   | -0.32           | 0.87         |
| LEMON / LIME / CITRUS       | -0.32           | 0.86         |
| CHERRY COLA                 | -0.35           | 0.84         |
| CREAM SODA / VANILLA CREAM  | -0.37           | 0.82         |
| GINGER CITRUS               | -0.46           | 0.76         |
| MIXED BERRY                 | -0.48           | 0.74         |
| CRANBERRY / POMEGRANATE     | -0.87           | 0.50         |
| TEA                         | -1.06           | 0.41         |
| MANGO                       | -1.99           | 0.16         |

Model Summary Statistics

|                          |        |
|--------------------------|--------|
| R-squared                | 0.852  |
| Adjusted R-squared       | 0.609  |
| p-value                  | 0.005  |
| # of Observations        | 46     |
| Mean of Log Coefficients | -0.178 |
| Flavor-only R-squared    | 0.745  |
| Brand-only R-squared     | 0.130  |

Flavor Indices - 12ct in Total US\_Food (Alternative Soda Brands) - L52

| Flavor                     | Log Coefficient | Flavor Index |
|----------------------------|-----------------|--------------|
| COLA                       | 0.93            | 1.50         |
| ROOT BEER                  | 0.60            | 1.08         |
| GINGER ALE                 | 0.58            | 1.06         |
| CHERRY COLA                | 0.57            | 1.05         |
| DR PEPPER                  | 0.53            | 1.00         |
| CREAM SODA / VANILLA CREAM | 0.49            | 0.97         |
| GRAPE                      | 0.48            | 0.96         |
| RASPBERRY                  | 0.29            | 0.80         |
| CHERRY                     | 0.23            | 0.75         |

Model Summary Statistics

|                          |       |
|--------------------------|-------|
| R-squared                | 1.000 |
| Adjusted R-squared       | nan   |
| p-value                  | nan   |
| # of Observations        | 11    |
| Mean of Log Coefficients | 0.522 |
| Flavor-only R-squared    | 0.601 |
| Brand-only R-squared     | 0.600 |

Avg. Flavor

Note: Only alternative soda brands that pass the ACV filter of 10 for 12ct are Sparkling Ice and Zevia

# Alternative + Low Calorie Soft Drink Brands

## Alternative Brands

- Sparkling Ice
- Poppi
- Olipop
- Zevia

+ all brands coded as Subcategory = Low Calorie Soft Drink

# 1ct & 12ct Flavor Indices for Alternative + Low Cal. Soft Drink Brands – Total US Food - L52

| Flavor Indices - Singles in Total US_Food (Alternative & Low Cal) - L52 |                 |              | Model Summary Statistics |        | Flavor Indices - 12ct in Total US_Food (Alternative & Low Cal) - L52 |                 |              | Model Summary Statistics |       |
|---|-----------------|--------------|--------------------------|--------|--|-----------------|--------------|--------------------------|-------|
| Flavor  | Log Coefficient | Flavor Index | R-squared                | 0.766  | Flavor   | Log Coefficient | Flavor Index | R-squared                | 0.912 |
| COLA  | 0.28            | 1.90         | Adjusted R-squared       | 0.558  | COLA   | 2.47            | 3.78         | Adjusted R-squared       | 0.700 |
| STRAWBERRY KIWI   | 0.21            | 1.78         | p-value                  | 0.000  | UNKNOWN  | 2.38            | 3.48         | p-value                  | 0.002 |
| DR PEPPER   | 0.12            | 1.63         | # of Observations        | 99     | WATERMELON   | 2.04            | 2.47         | # of Observations        | 52    |
| PEACH / NECTARINE / APRICOT   | 0.03            | 1.50         | Mean of Log Coefficients | -0.368 | MISC COLA  | 1.96            | 2.27         | Mean of Log Coefficients | 1.135 |
| MISC CANDY  | -0.07           | 1.35         | Flavor-only R-squared    | 0.250  | MISC CANDY   | 1.91            | 2.18         | Flavor-only R-squared    | 0.561 |
| MIXED FRUIT (NON-BERRY)   | -0.07           | 1.35         | Brand-only R-squared     | 0.678  | LEMON / LIME / CITRUS  | 1.91            | 2.16         | Brand-only R-squared     | 0.349 |
| LEMONADE / LIMEADE  | -0.07           | 1.34         |                          |        | ROOT BEER  | 1.88            | 2.11         |                          |       |
| GRAPEFRUIT  | -0.08           | 1.34         |                          |        | ORANGE   | 1.83            | 2.01         |                          |       |
| GRAPE   | -0.08           | 1.33         |                          |        | CHERRY COLA  | 1.74            | 1.83         |                          |       |
| STRAWBERRY  | -0.09           | 1.33         |                          |        | DR PEPPER  | 1.64            | 1.66         |                          |       |
| CHERRY COLA   | -0.11           | 1.29         |                          |        | GINGER ALE   | 1.44            | 1.36         |                          |       |
| CHERRY  | -0.16           | 1.24         |                          |        | GRAPE  | 1.40            | 1.31         |                          |       |
| CREAM SODA / VANILLA CREAM  | -0.28           | 1.09         |                          |        | VANILLA COLA   | 1.29            | 1.17         |                          |       |
| ORANGE  | -0.31           | 1.06         |                          |        | CHERRY   | 1.14            | 1.01         |                          |       |
| TROPICAL MIX  | -0.33           | 1.04         |                          |        | TEA  | 1.11            | 0.98         |                          |       |
| ROOT BEER   | -0.35           | 1.02         |                          |        | PEACH / NECTARINE / APRICOT  | 1.06            | 0.92         |                          |       |
| GINGER ALE  | -0.36           | 1.01         |                          |        | CREAM SODA / VANILLA CREAM   | 0.98            | 0.86         |                          |       |
| BLACKBERRY  | -0.42           | 0.95         |                          |        | BLACKBERRY   | 0.93            | 0.81         |                          |       |
| WATERMELON  | -0.45           | 0.92         |                          |        | MIXED FRUIT (NON-BERRY)  | 0.88            | 0.78         |                          |       |
| BLUE RASPBERRY  | -0.46           | 0.91         |                          |        | TROPICAL MIX   | 0.83            | 0.74         |                          |       |
| LEMON / LIME / CITRUS   | -0.51           | 0.87         |                          |        | CRANBERRY / POMEGRANATE  | 0.26            | 0.42         |                          |       |
| GINGER CITRUS   | -0.53           | 0.85         |                          |        | COCONUT  | -0.17           | 0.27         |                          |       |
| COCONUT   | -0.60           | 0.79         |                          |        | MANGO  | -0.31           | 0.24         |                          |       |
| MIXED BERRY   | -0.62           | 0.78         |                          |        | GINGER BEER  | -0.68           | 0.16         |                          |       |
| MISC COLA   | -0.63           | 0.77         |                          |        | RASPBERRY  | -1.55           | 0.07         |                          |       |
| MANGO   | -0.95           | 0.56         |                          |        |  |                 |              |                          |       |
| RASPBERRY   | -1.03           | 0.52         |                          |        |  |                 |              |                          |       |
| TEA   | -1.34           | 0.38         |                          |        |  |                 |              |                          |       |
| CRANBERRY / POMEGRANATE   | -1.40           | 0.35         |                          |        |  |                 |              |                          |       |

# Similar Brands

- Sparkling Ice
- La Croix
- Poppi
- Polar
- Olipop
- Bubly
- Spindrift
- Waterloo
- Zevia
- Topo Chico
- Bubbl'R
- Clearly Canadian

# 1ct & 12ct Flavor Indices for Similar Brands – Total US Food - L52

Flavor Indices - Singles in Total US\_Food (Similar Brands) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| COCONUT                     | 0.57            | 2.22         |
| STRAWBERRY KIWI             | 0.41            | 1.89         |
| RASPBERRY                   | 0.29            | 1.68         |
| CHERRY                      | 0.29            | 1.68         |
| GRAPEFRUIT                  | 0.23            | 1.59         |
| STRAWBERRY                  | 0.21            | 1.56         |
| BLACKBERRY                  | 0.15            | 1.47         |
| PEACH / NECTARINE / APRICOT | 0.06            | 1.33         |
| LEMONADE / LIMEADE          | 0.00            | 1.26         |
| APPLE / PEAR                | -0.06           | 1.18         |
| GRAPE                       | -0.08           | 1.17         |
| TROPICAL MIX                | -0.10           | 1.14         |
| COLA                        | -0.21           | 1.02         |
| ORANGE                      | -0.23           | 1.00         |
| LEMON / LIME / CITRUS       | -0.24           | 0.99         |
| MIXED FRUIT (NON-BERRY)     | -0.25           | 0.98         |
| MIXED BERRY                 | -0.26           | 0.97         |
| BLUE RASPBERRY              | -0.26           | 0.97         |
| WATERMELON                  | -0.33           | 0.91         |
| DR PEPPER                   | -0.35           | 0.89         |
| ROOT BEER                   | -0.37           | 0.87         |
| CHERRY COLA                 | -0.40           | 0.84         |
| GINGER ALE                  | -0.41           | 0.83         |
| CREAM SODA / VANILLA CREAM  | -0.48           | 0.78         |
| GINGER CITRUS               | -0.51           | 0.76         |
| CRANBERRY / POMEGRANATE     | -0.91           | 0.51         |
| TEA                         | -1.14           | 0.40         |
| MANGO                       | -2.07           | 0.16         |

Model Summary Statistics

|                          |        |
|--------------------------|--------|
| R-squared                | 0.927  |
| Adjusted R-squared       | 0.840  |
| p-value                  | 0.000  |
| # of Observations        | 62     |
| Mean of Log Coefficients | -0.231 |
| Flavor-only R-squared    | 0.452  |
| Brand-only R-squared     | 0.716  |

Flavor Indices - 12ct in Total US\_Food (Similar Brands) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| RASPBERRY                   | 0.80            | 2.10         |
| COLA                        | 0.55            | 1.65         |
| LEMON / LIME / CITRUS       | 0.54            | 1.62         |
| GRAPEFRUIT                  | 0.34            | 1.33         |
| LEMONADE / LIMEADE          | 0.31            | 1.29         |
| ORANGE                      | 0.25            | 1.21         |
| ROOT BEER                   | 0.22            | 1.18         |
| GINGER ALE                  | 0.20            | 1.16         |
| CHERRY COLA                 | 0.19            | 1.15         |
| CRANBERRY / POMEGRANATE     | 0.15            | 1.10         |
| DR PEPPER                   | 0.15            | 1.10         |
| CHERRY                      | 0.10            | 1.04         |
| CREAM SODA / VANILLA CREAM  | 0.01            | 0.96         |
| MIXED BERRY                 | 0.01            | 0.96         |
| TROPICAL MIX                | 0.00            | 0.94         |
| COCONUT                     | -0.01           | 0.93         |
| GRAPE                       | -0.03           | 0.92         |
| STRAWBERRY                  | -0.14           | 0.82         |
| MOCKTAIL                    | -0.22           | 0.76         |
| WATERMELON                  | -0.33           | 0.68         |
| ASSORTED                    | -0.37           | 0.65         |
| HERBAL / MINT               | -0.38           | 0.65         |
| MANGO                       | -0.46           | 0.59         |
| PEACH / NECTARINE / APRICOT | -0.53           | 0.56         |

Model Summary Statistics

|                          |       |
|--------------------------|-------|
| R-squared                | 0.837 |
| Adjusted R-squared       | 0.533 |
| p-value                  | 0.021 |
| # of Observations        | 44    |
| Mean of Log Coefficients | 0.057 |
| Flavor-only R-squared    | 0.516 |
| Brand-only R-squared     | 0.548 |

Avg. Flavor

Avg. Flavor

Note: ACV > 10



# All Brands, Excluding:

- Coca Cola
- Pepsi

# 1ct & 12ct Flavor Indices (excl. Coca Cola & Pepsi brands) – Total US Food - L52

Flavor Indices - Singles in Total US\_Food (excl. Coca Cola & Pepsi) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| STRAWBERRY KIWI             | 0.48            | 1.79         |
| DR PEPPER                   | 0.45            | 1.73         |
| GINGER BEER                 | 0.41            | 1.66         |
| RASPBERRY                   | 0.18            | 1.32         |
| BLACKBERRY                  | 0.16            | 1.29         |
| GRAPE                       | 0.13            | 1.26         |
| MISC CANDY                  | 0.10            | 1.22         |
| ORANGE                      | 0.03            | 1.14         |
| MISC COLA                   | 0.01            | 1.12         |
| ROOT BEER                   | 0.01            | 1.11         |
| PEACH / NECTARINE / APRICOT | -0.01           | 1.09         |
| UNFLAVORED                  | -0.03           | 1.08         |
| COLA                        | -0.05           | 1.05         |
| PINEAPPLE                   | -0.06           | 1.04         |
| GRAPEFRUIT                  | -0.06           | 1.04         |
| TAMARIND                    | -0.07           | 1.03         |
| CREAM SODA / VANILLA CREAM  | -0.08           | 1.02         |
| WATERMELON                  | -0.11           | 0.99         |
| STRAWBERRY                  | -0.12           | 0.98         |
| MIXED BERRY                 | -0.14           | 0.96         |
| LEMON / LIME / CITRUS       | -0.16           | 0.94         |
| MIXED FRUIT (NON-BERRY)     | -0.16           | 0.94         |
| LEMONADE / LIMEADE          | -0.16           | 0.94         |
| BLUE RASPBERRY              | -0.19           | 0.91         |
| CHERRY COLA                 | -0.20           | 0.91         |
| TEA                         | -0.20           | 0.91         |
| TROPICAL MIX                | -0.24           | 0.87         |
| GINGER ALE                  | -0.26           | 0.85         |
| CHERRY                      | -0.27           | 0.85         |
| APPLE / PEAR                | -0.29           | 0.83         |
| GINGER CITRUS               | -0.30           | 0.82         |
| COCONUT                     | -0.43           | 0.72         |
| MANGO                       | -0.48           | 0.68         |
| AO MELON                    | -0.53           | 0.65         |
| CRANBERRY / POMEGRANATE     | -0.84           | 0.48         |

Model Summary Statistics

|                          |        |
|--------------------------|--------|
| R-squared                | 0.803  |
| Adjusted R-squared       | 0.688  |
| p-value                  | 0.000  |
| # of Observations        | 177    |
| Mean of Log Coefficients | -0.100 |
| Flavor-only R-squared    | 0.205  |
| Brand-only R-squared     | 0.762  |

Flavor Indices - 12ct in Total US\_Food (excl. Coca Cola & Pepsi) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| UNKNOWN                     | 2.17            | 3.86         |
| COLA                        | 2.02            | 3.31         |
| ROOT BEER                   | 1.51            | 2.00         |
| MISC COLA                   | 1.44            | 1.85         |
| LEMON / LIME / CITRUS       | 1.44            | 1.85         |
| PINEAPPLE                   | 1.39            | 1.76         |
| DR PEPPER                   | 1.34            | 1.68         |
| CHERRY COLA                 | 1.32            | 1.64         |
| GINGER ALE                  | 1.24            | 1.52         |
| ORANGE                      | 1.24            | 1.51         |
| GRAPE                       | 1.20            | 1.46         |
| STRAWBERRY                  | 1.18            | 1.43         |
| GRAPEFRUIT                  | 0.99            | 1.18         |
| CREAM SODA / VANILLA CREAM  | 0.94            | 1.12         |
| LEMONADE / LIMEADE          | 0.92            | 1.11         |
| BLACKBERRY                  | 0.91            | 1.09         |
| RASPBERRY                   | 0.89            | 1.07         |
| CHERRY                      | 0.83            | 1.01         |
| ASSORTED                    | 0.75            | 0.93         |
| MISC CANDY                  | 0.71            | 0.89         |
| MIXED BERRY                 | 0.66            | 0.85         |
| PEACH / NECTARINE / APRICOT | 0.66            | 0.85         |
| BLUE RASPBERRY              | 0.65            | 0.84         |
| WATERMELON                  | 0.64            | 0.83         |
| TEA                         | 0.53            | 0.75         |
| TROPICAL MIX                | 0.41            | 0.66         |
| CRANBERRY / POMEGRANATE     | 0.36            | 0.63         |
| MOCKTAIL                    | 0.36            | 0.63         |
| MIXED FRUIT (NON-BERRY)     | 0.20            | 0.54         |
| HERBAL / MINT               | 0.14            | 0.51         |
| COCONUT                     | -0.01           | 0.44         |
| GINGER BEER                 | -0.04           | 0.42         |
| MANGO                       | -0.30           | 0.32         |
| GINGER CITRUS               | -0.71           | 0.22         |

Model Summary Statistics

|                          |       |
|--------------------------|-------|
| R-squared                | 0.759 |
| Adjusted R-squared       | 0.584 |
| p-value                  | 0.000 |
| # of Observations        | 132   |
| Mean of Log Coefficients | 0.822 |
| Flavor-only R-squared    | 0.408 |
| Brand-only R-squared     | 0.435 |

Avg. Flavor

Avg. Flavor

Note: ACV > 10

# All Brands

# 1ct & 12ct Flavor Indices – Total US Food - L52

Flavor Indices - Singles in Total US Food (All Brands) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| COLA                        | 0.73            | 2.30         |
| DR PEPPER                   | 0.53            | 1.88         |
| STRAWBERRY KIWI             | 0.38            | 1.62         |
| GINGER BEER                 | 0.37            | 1.60         |
| VANILLA COLA                | 0.34            | 1.56         |
| CHERRY COLA                 | 0.34            | 1.55         |
| GRAPE                       | 0.18            | 1.32         |
| BLACKBERRY                  | 0.12            | 1.24         |
| ROOT BEER                   | 0.11            | 1.24         |
| ORANGE                      | 0.06            | 1.18         |
| MISC CANDY                  | 0.04            | 1.15         |
| CHERRY                      | 0.03            | 1.14         |
| CREAM SODA / VANILLA CREAM  | -0.02           | 1.08         |
| UNFLAVORED                  | -0.03           | 1.07         |
| PINEAPPLE                   | -0.09           | 1.01         |
| TAMARIND                    | -0.11           | 0.99         |
| GINGER ALE                  | -0.12           | 0.99         |
| MISC COLA                   | -0.12           | 0.98         |
| STRAWBERRY                  | -0.14           | 0.97         |
| WATERMELON                  | -0.14           | 0.97         |
| GRAPEFRUIT                  | -0.14           | 0.96         |
| MIXED BERRY                 | -0.17           | 0.93         |
| MIXED FRUIT (NON-BERRY)     | -0.17           | 0.93         |
| GINGER CITRUS               | -0.21           | 0.90         |
| APPLE / PEAR                | -0.23           | 0.88         |
| TEA                         | -0.24           | 0.87         |
| LEMONADE / LIMEADE          | -0.25           | 0.86         |
| TROPICAL MIX                | -0.27           | 0.84         |
| LEMON / LIME / CITRUS       | -0.28           | 0.84         |
| BLUE RASPBERRY              | -0.29           | 0.83         |
| COCONUT                     | -0.51           | 0.66         |
| AO MELON                    | -0.54           | 0.65         |
| MANGO                       | -0.55           | 0.64         |
| PEACH / NECTARINE / APRICOT | -0.69           | 0.56         |
| RASPBERRY                   | -0.69           | 0.56         |
| CRANBERRY / POMEGRANATE     | -0.88           | 0.46         |

Model Summary Statistics

|                          |        |
|--------------------------|--------|
| R-squared                | 0.692  |
| Adjusted R-squared       | 0.514  |
| p-value                  | 0.000  |
| # of Observations        | 189    |
| Mean of Log Coefficients | -0.101 |
| Flavor-only R-squared    | 0.203  |
| Brand-only R-squared     | 0.619  |

Flavor Indices - 12ct in Total US Food (All Brands) - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| COLA                        | 3.06            | 8.99         |
| UNKNOWN                     | 2.28            | 4.09         |
| VANILLA COLA                | 2.18            | 3.71         |
| CHERRY COLA                 | 2.14            | 3.57         |
| ROOT BEER                   | 1.76            | 2.43         |
| DR PEPPER                   | 1.54            | 1.96         |
| PINEAPPLE                   | 1.38            | 1.68         |
| GINGER ALE                  | 1.35            | 1.62         |
| GRAPE                       | 1.24            | 1.46         |
| CREAM SODA / VANILLA CREAM  | 1.23            | 1.44         |
| ORANGE                      | 1.22            | 1.43         |
| LEMON / LIME / CITRUS       | 1.21            | 1.42         |
| STRAWBERRY                  | 1.13            | 1.30         |
| CHERRY                      | 1.10            | 1.26         |
| GRAPEFRUIT                  | 0.95            | 1.08         |
| BLACKBERRY                  | 0.92            | 1.06         |
| LEMONADE / LIMEADE          | 0.85            | 0.98         |
| BLUE RASPBERRY              | 0.75            | 0.89         |
| ASSORTED                    | 0.70            | 0.85         |
| MISC CANDY                  | 0.62            | 0.78         |
| MIXED BERRY                 | 0.61            | 0.78         |
| WATERMELON                  | 0.58            | 0.75         |
| TEA                         | 0.52            | 0.71         |
| TROPICAL MIX                | 0.37            | 0.61         |
| PEACH / NECTARINE / APRICOT | 0.36            | 0.60         |
| MOCKTAIL                    | 0.32            | 0.58         |
| CRANBERRY / POMEGRANATE     | 0.29            | 0.56         |
| RASPBERRY                   | 0.23            | 0.53         |
| MISC COLA                   | 0.11            | 0.47         |
| MIXED FRUIT (NON-BERRY)     | 0.07            | 0.45         |
| GINGER BEER                 | 0.06            | 0.45         |
| HERBAL / MINT               | 0.04            | 0.44         |
| COCONUT                     | 0.03            | 0.44         |
| MANGO                       | -0.14           | 0.37         |
| GINGER CITRUS               | -0.75           | 0.20         |

Model Summary Statistics

|                          |       |
|--------------------------|-------|
| R-squared                | 0.677 |
| Adjusted R-squared       | 0.459 |
| p-value                  | 0.000 |
| # of Observations        | 147   |
| Mean of Log Coefficients | 0.866 |
| Flavor-only R-squared    | 0.332 |
| Brand-only R-squared     | 0.304 |

Avg. Flavor

Avg. Flavor

Note: ACV > 10

# Appendix

- Brands with >\$50 million in Total US Food (L52)
- Regressions Version 1.0 – prior to creating a unique “Kiwi Strawberry” flavor bin
- Unknown Flavor Bin Products

# Brands With >\$50 million Dollar Sales in Total US Food L52

| Brand                   | Sum of Dollar Sales  | Sum of Dollar Velocity |
|-------------------------|----------------------|------------------------|
| COCA COLA               | \$5,442,701,840      | \$70.9                 |
| PEPSI                   | \$2,325,420,638      | \$37.7                 |
| DR PEPPER               | \$1,939,651,694      | \$43.4                 |
| MOUNTAIN DEW            | \$1,313,233,373      | \$35.5                 |
| SPRITE                  | \$1,291,122,599      | \$35.1                 |
| PRIVATE LABEL           | \$989,291,580        | \$13.3                 |
| CANADA DRY              | \$744,299,067        | \$28.0                 |
| Not Available           | \$638,976,813        | \$49.7                 |
| <b>SPARKLING ICE</b>    | <b>\$487,616,658</b> | <b>\$11.4</b>          |
| A & W                   | \$417,584,969        | \$23.6                 |
| 7 UP                    | \$371,676,410        | \$15.3                 |
| <b>LA CROIX</b>         | <b>\$364,912,049</b> | <b>\$14.3</b>          |
| FANTA                   | \$296,933,213        | \$12.7                 |
| <b>POPPI</b>            | <b>\$273,246,798</b> | <b>\$12.2</b>          |
| <b>POLAR</b>            | <b>\$270,273,287</b> | <b>\$10.4</b>          |
| <b>OLIPOP</b>           | <b>\$236,476,813</b> | <b>\$12.3</b>          |
| SUNKIST                 | \$213,983,154        | \$11.4                 |
| <b>BUBLY</b>            | <b>\$194,406,348</b> | <b>\$9.4</b>           |
| FRESCA                  | \$177,279,300        | \$33.6                 |
| <b>SPINDRIFT</b>        | <b>\$176,987,939</b> | <b>\$16.0</b>          |
| SCHWEPPES               | \$172,929,484        | \$16.2                 |
| SQUIRT                  | \$172,372,905        | \$22.0                 |
| CRUSH                   | \$155,049,839        | \$11.2                 |
| <b>WATERLOO</b>         | <b>\$136,950,134</b> | <b>\$11.4</b>          |
| <b>ZEVIA</b>            | <b>\$110,999,007</b> | <b>\$8.7</b>           |
| <b>TOPO CHICO</b>       | <b>\$104,584,972</b> | <b>\$12.3</b>          |
| BARQS                   | \$99,197,683         | \$19.1                 |
| STARRY                  | \$85,753,496         | \$7.2                  |
| <b>BUBBL R</b>          | <b>\$84,712,012</b>  | <b>\$21.3</b>          |
| SEAGRAMS                | \$77,753,618         | \$14.8                 |
| JARRITOS                | \$73,362,160         | \$5.9                  |
| MUG                     | \$72,172,851         | \$12.9                 |
| FAYGO                   | \$69,425,835         | \$7.5                  |
| BIG                     | \$61,722,455         | \$34.1                 |
| <b>CLEARLY CANADIAN</b> | <b>\$59,167,849</b>  | <b>\$6.1</b>           |
| MTN DEW                 | \$51,280,694         | \$3.7                  |
| VERNORS                 | \$50,253,192         | \$22.9                 |

*Note: Highlighted rows are the brands that are included for the “Similar Brand” regressions*

# 1ct – Flavor Indices – Total US Food - L52

Flavor Indices (excl. Coca Cola & Pepsi) - Singles in Total US Food - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| KIWI                        | 0.48            | 1.79         |
| DR PEPPER                   | 0.45            | 1.73         |
| GINGER BEER                 | 0.41            | 1.66         |
| RASPBERRY                   | 0.18            | 1.32         |
| BLACKBERRY                  | 0.16            | 1.29         |
| GRAPE                       | 0.13            | 1.26         |
| MISC CANDY                  | 0.10            | 1.22         |
| ORANGE                      | 0.03            | 1.14         |
| MISC COLA                   | 0.01            | 1.12         |
| ROOT BEER                   | 0.01            | 1.11         |
| PEACH / NECTARINE / APRICOT | -0.01           | 1.09         |
| UNFLAVORED                  | -0.03           | 1.08         |
| COLA                        | -0.05           | 1.05         |
| PINEAPPLE                   | -0.06           | 1.04         |
| GRAPEFRUIT                  | -0.06           | 1.04         |
| TAMARIND                    | -0.07           | 1.03         |
| CREAM SODA / VANILLA CREAM  | -0.08           | 1.02         |
| WATERMELON                  | -0.11           | 0.99         |
| STRAWBERRY                  | -0.12           | 0.98         |
| MIXED BERRY                 | -0.14           | 0.96         |
| LEMON / LIME / CITRUS       | -0.16           | 0.94         |
| MIXED FRUIT (NON-BERRY)     | -0.16           | 0.94         |
| LEMONADE / LIMEADE          | -0.16           | 0.94         |
| BLUE RASPBERRY              | -0.19           | 0.91         |
| CHERRY COLA                 | -0.20           | 0.91         |
| TEA                         | -0.20           | 0.91         |
| TROPICAL MIX                | -0.24           | 0.87         |
| GINGER ALE                  | -0.26           | 0.85         |
| CHERRY                      | -0.27           | 0.85         |
| APPLE / PEAR                | -0.29           | 0.83         |
| GINGER CITRUS               | -0.30           | 0.82         |
| COCONUT                     | -0.43           | 0.72         |
| MANGO                       | -0.48           | 0.68         |
| AO MELON                    | -0.53           | 0.65         |
| CRANBERRY / POMEGRANATE     | -0.84           | 0.48         |

R-squared: 0.821  
Adjusted R-squared: 0.680  
P-value: 1.09e-17  
# of observations: 199  
Mean of Log Flavor Effects: -0.100

Flavor Indices - Singles in Total US Food - L52

| Flavor                      | Log Coefficient | Flavor Index |
|-----------------------------|-----------------|--------------|
| COLA                        | 0.73            | 2.30         |
| DR PEPPER                   | 0.53            | 1.88         |
| KIWI                        | 0.38            | 1.62         |
| GINGER BEER                 | 0.37            | 1.60         |
| VANILLA COLA                | 0.34            | 1.56         |
| CHERRY COLA                 | 0.34            | 1.55         |
| GRAPE                       | 0.18            | 1.32         |
| BLACKBERRY                  | 0.12            | 1.24         |
| ROOT BEER                   | 0.11            | 1.24         |
| ORANGE                      | 0.06            | 1.18         |
| MISC CANDY                  | 0.04            | 1.15         |
| CHERRY                      | 0.03            | 1.14         |
| CREAM SODA / VANILLA CREAM  | -0.02           | 1.08         |
| UNFLAVORED                  | -0.03           | 1.07         |
| PINEAPPLE                   | -0.09           | 1.01         |
| TAMARIND                    | -0.11           | 0.99         |
| GINGER ALE                  | -0.12           | 0.99         |
| MISC COLA                   | -0.12           | 0.98         |
| STRAWBERRY                  | -0.14           | 0.97         |
| WATERMELON                  | -0.14           | 0.97         |
| GRAPEFRUIT                  | -0.14           | 0.96         |
| MIXED BERRY                 | -0.17           | 0.93         |
| MIXED FRUIT (NON-BERRY)     | -0.17           | 0.93         |
| GINGER CITRUS               | -0.21           | 0.90         |
| APPLE / PEAR                | -0.23           | 0.88         |
| TEA                         | -0.24           | 0.87         |
| LEMONADE / LIMEADE          | -0.25           | 0.86         |
| TROPICAL MIX                | -0.27           | 0.84         |
| LEMON / LIME / CITRUS       | -0.28           | 0.84         |
| BLUE RASPBERRY              | -0.29           | 0.83         |
| COCONUT                     | -0.51           | 0.66         |
| AO MELON                    | -0.54           | 0.65         |
| MANGO                       | -0.55           | 0.64         |
| PEACH / NECTARINE / APRICOT | -0.69           | 0.56         |
| RASPBERRY                   | -0.69           | 0.56         |
| CRANBERRY / POMEGRANATE     | -0.88           | 0.46         |

--- · Avg. Flavor

R-squared: 0.714  
Adjusted R-squared: 0.496  
P-value: 1.04e-09  
# of observations: 211  
Mean of Log Flavor Effects: -0.101

Note: ACV > 10

# 12ct – Flavor Indices – Total US Food - L52

| Flavor Indices (excl. Coca Cola & Pepsi) - 12 Pack in Total US Food - L52 |                 |              |
|---|-----------------|--------------|
| Flavor  | Log Coefficient | Flavor Index |
| UNKNOWN   | 2.18            | 3.59         |
| COLA  | 2.03            | 3.09         |
| ROOT BEER   | 1.52            | 1.86         |
| LEMON / LIME / CITRUS   | 1.45            | 1.73         |
| MISC COLA   | 1.45            | 1.72         |
| PINEAPPLE   | 1.40            | 1.64         |
| DR PEPPER   | 1.36            | 1.57         |
| CHERRY COLA   | 1.33            | 1.53         |
| GINGER ALE  | 1.29            | 1.47         |
| HOPS / BEER-LIKE  | 1.26            | 1.43         |
| ORANGE  | 1.26            | 1.42         |
| GRAPE   | 1.21            | 1.36         |
| STRAWBERRY  | 1.19            | 1.33         |
| GRAPEFRUIT  | 0.99            | 1.09         |
| BLACKBERRY  | 0.97            | 1.07         |
| CREAM SODA / VANILLA CREAM  | 0.95            | 1.04         |
| LEMONADE / LIMEADE  | 0.93            | 1.03         |
| RASPBERRY   | 0.88            | 0.98         |
| CHERRY  | 0.84            | 0.94         |
| ASSORTED  | 0.77            | 0.87         |
| MISC CANDY  | 0.73            | 0.84         |
| MIXED BERRY   | 0.66            | 0.78         |
| PEACH / NECTARINE / APRICOT   | 0.66            | 0.78         |
| BLUE RASPBERRY  | 0.66            | 0.78         |
| WATERMELON  | 0.64            | 0.76         |
| TEA   | 0.54            | 0.70         |
| TROPICAL MIX  | 0.41            | 0.61         |
| CRANBERRY / POMEGRANATE   | 0.39            | 0.60         |
| MIXED FRUIT (NON-BERRY)   | 0.22            | 0.50         |
| GINGER CITRUS   | 0.04            | 0.42         |
| COCONUT   | -0.01           | 0.40         |
| GINGER BEER   | -0.02           | 0.40         |
| MANGO   | -0.31           | 0.30         |

--- Avg. Flavor

R-squared: 0.766  
Adjusted R-squared: 0.556  
P-value: 3.60e-08  
# of observations: 147  
Mean of Log Flavor Effects: 0.905

| Flavor Indices - 12 Pack in Total US Food - L52 |                 |              |
|---|-----------------|--------------|
| Flavor  | Log Coefficient | Flavor Index |
| COLA  | 3.08            | 8.28         |
| UNKNOWN   | 2.28            | 3.70         |
| VANILLA COLA                                    | 2.16            | 3.30         |
| CHERRY COLA                                     | 2.16            | 3.29         |
| ROOT BEER                                       | 1.79            | 2.27         |
| DR PEPPER                                       | 1.58            | 1.84         |
| GINGER ALE                                      | 1.42            | 1.56         |
| PINEAPPLE                                       | 1.41            | 1.54         |
| GRAPE   | 1.28            | 1.36         |
| HOPS / BEER-LIKE                                | 1.26            | 1.34         |
| CREAM SODA / VANILLA CREAM                      | 1.25            | 1.33         |
| ORANGE  | 1.25            | 1.33         |
| LEMON / LIME / CITRUS                           | 1.24            | 1.31         |
| ASSORTED  | 1.16            | 1.21         |
| STRAWBERRY                                      | 1.15            | 1.20         |
| CHERRY  | 1.12            | 1.16         |
| BLACKBERRY                                      | 1.00            | 1.03         |
| GRAPEFRUIT                                      | 0.94            | 0.97         |
| LEMONADE / LIMEADE                              | 0.94            | 0.97         |
| BLUE RASPBERRY                                  | 0.75            | 0.80         |
| MISC CANDY                                      | 0.66            | 0.74         |
| MIXED BERRY                                     | 0.63            | 0.71         |
| WATERMELON                                      | 0.58            | 0.68         |
| TEA   | 0.54            | 0.65         |
| TROPICAL MIX                                    | 0.38            | 0.55         |
| PEACH / NECTARINE / APRICOT                     | 0.37            | 0.55         |
| CRANBERRY / POMEGRANATE                         | 0.32            | 0.52         |
| MISC COLA                                       | 0.11            | 0.42         |
| RASPBERRY                                       | 0.11            | 0.42         |
| MIXED FRUIT (NON-BERRY)                         | 0.10            | 0.42         |
| GINGER BEER                                     | 0.09            | 0.41         |
| COCONUT   | 0.03            | 0.39         |
| GINGER CITRUS                                   | 0.00            | 0.38         |
| MANGO   | -0.14           | 0.33         |

--- Avg. Flavor

R-squared: 0.686  
Adjusted R-squared: 0.426  
P-value: 9.18e06  
# of observations: 160  
Mean of Log Flavor Effects: 0.971

Note: ACV > 10



# Unknown Flavors – 1ct

| UNKNOWN Flavor Bin Brands - Singles in Total US_Food - L52                                  |                    |                 |
|---|--------------------|-----------------|
| Brand   | Dollar Sales       | Dollar Velocity |
| <b>TOTAL</b>  | <b>\$1,673,297</b> | <b>\$3.8</b>    |
| FAYGO DR FAYGO SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0073800010361              | \$811,715          | \$5.8           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 1160462657                             | \$88,642           | \$6.3           |
| KOLASHANPAN SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0858231552111                 | \$83,411           | \$3.6           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 1 CT 12 OZ - 184249323           | \$72,517           | \$9.2           |
| FAYGO DR FAYGO SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0073800006591                         | \$67,240           | \$2.5           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 1811543                                | \$57,862           | \$1.7           |
| ALE 8 ONE SODA REGULAR CALORIES GLASS BOTTLE 1 CT 12 OZ - 0072275110221                     | \$54,721           | \$2.6           |
| DR WHAM SODA REGULAR CALORIES NON RETURNABLE PLASTIC BOTTLE 1 CT 20 OZ - 0071854000531      | \$47,389           | \$4.3           |
| DR PEPPER SODA REGULAR CALORIES GLASS BOTTLE 1 CT 12 OZ - 0078000090562                     | \$34,805           | \$4.9           |
| DR WELLS SODA REGULAR CALORIES GLASS BOTTLE 1 CT 12 OZ - 0072450555011                      | \$32,747           | \$2.5           |
| FAYGO DR FAYGO SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0073800008881              | \$32,020           | \$3.3           |
| PEPSI SODA DIET CAN 1 CT 12 OZ - 0012999999982  | \$28,003           | \$22.7          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 44910411                               | \$25,711           | \$3.7           |
| DOC A BOLD BURST OF FLAVORS SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0028435310022 | \$25,640           | \$5.1           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 1811542                                | \$25,556           | \$2.0           |
| DR PEPPER SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0780000031512                              | \$23,668           | \$15.7          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 27359057                               | \$21,303           | \$3.7           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 1 CT 12 OZ - 23978965            | \$20,886           | \$1.9           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 1811541                                | \$20,864           | \$0.8           |
| KICKAPOO JOY JUICE SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0039771141291                     | \$16,241           | \$1.1           |
| SHASTA MOUNTAIN RUSH SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0042200006533                   | \$15,391           | \$4.0           |
| DR SHASTA SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0042200004232                              | \$14,770           | \$1.7           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 60208766                               | \$9,943            | \$3.4           |
| DR PEPPER SODA REGULAR CALORIES CAN 1 CT 12 OZ - 0078000032651                              | \$9,043            | \$3.5           |
| KOLASHANPAN SODA REGULAR CALORIES GLASS BOTTLE 1 CT 12 OZ - 0028258001025                   | \$8,183            | \$1.9           |
| PRIVATE LABEL SODA DIET CAN 1 CT 12 OZ - 32034900   | \$5,568            | \$0.5           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 1811544                                | \$4,374            | \$1.0           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 1 CT 12 OZ - 35303148                               | \$4,158            | \$1.0           |
| DR PEPPER SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0780000824011                   | \$3,603            | \$7.5           |
| DIET PEPSI SODA DIET PLASTIC BOTTLE 1 CT 20 OZ - 0120000188006                              | \$2,574            | \$7.4           |
| DR PEPPER SODA REGULAR CALORIES NON RETURNABLE PLASTIC BOTTLE 1 CT 20 OZ - 0054900020502    | \$1,959            | \$4.8           |
| DOC 360 SODA REGULAR CALORIES PLASTIC BOTTLE 1 CT 20 OZ - 0028435310021                     | \$1,517            | \$8.3           |
| PRIVATE LABEL SODA DIET CAN 1 CT 12 OZ - 13645013   | \$1,275            | \$0.3           |

Note: Products with <\$1,000 Dollar Sales omitted

# Unknown Flavors – 12ct

| UNKNOWN Flavor Bin Brands - 12ct in Total US_Food - L52                                   |                     |                 |
|---|---------------------|-----------------|
| Brand   | Dollar Sales        | Dollar Velocity |
| <b>TOTAL</b>  | <b>\$35,196,852</b> | <b>\$21.5</b>   |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1811534         | \$10,298,262        | \$56.8          |
| PRIVATE LABEL SODA DIET CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 3233112                     | \$6,313,675         | \$36.4          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 12 CT 144 OZ - 1808927                            | \$2,416,752         | \$17.3          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 360312058       | \$2,174,835         | \$27.2          |
| DR SHASTA SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 0042200015504       | \$1,999,180         | \$15.0          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 58252130        | \$1,726,649         | \$13.3          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1808533         | \$1,507,501         | \$11.1          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 64998649        | \$1,343,707         | \$19.2          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1127779169      | \$934,314           | \$63.6          |
| DIET ALE 8 ONE SODA DIET CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 0072275200141              | \$903,939           | \$33.4          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN 12 CT 144 OZ - 1811548                            | \$898,843           | \$30.8          |
| FAYGO DR FAYGO SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 0073800006601              | \$876,137           | \$8.5           |
| SHASTA MOUNTAIN RUSH SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 0042200015441        | \$872,519           | \$7.8           |
| PRIVATE LABEL SODA DIET CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 360312059                   | \$628,666           | \$8.1           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 5545475         | \$353,978           | \$7.2           |
| PRIVATE LABEL SODA DIET CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1815535                     | \$318,252           | \$10.9          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1808286         | \$286,375           | \$35.9          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 1808880                     | \$263,478           | \$19.2          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 50011041        | \$245,281           | \$9.9           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 1036271673      | \$214,873           | \$17.1          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 6633279                     | \$189,901           | \$12.3          |
| DOC SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 0028435388102                         | \$138,637           | \$5.8           |
| DR WHAM SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 0071854000521                     | \$121,053           | \$5.8           |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 35198284                    | \$100,174           | \$10.9          |
| MERCHANTS CRAFT SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 0041350120091 | \$52,627            | \$7.9           |
| PRIVATE LABEL SODA DIET CAN 12 CT 144 OZ - 3234959  | \$4,776             | \$0.4           |
| DR PEPPER SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 0780000821663       | \$4,469             | \$14.9          |
| PRIVATE LABEL SODA REGULAR CALORIES CAN IN BOX 12 CT 144 OZ - 1809157                     | \$4,118             | \$1.2           |
| DOC 360 SODA REGULAR CALORIES CAN IN FRIDGE PACK BOX 12 CT 144 OZ - 0028435388101         | \$3,883             | \$9.0           |