Sources for Public Relations Research

All About Noni
Discover the power of this exotic super fruit.
• An existing product has characteristics associated with the brand that may need to be refreshed or repaired.
• A new product will need to have the brand characteristics clarified.

What is the PR Need?

Who might be interested in purchasing these beverages?
How is the product (issue, service) positioned?

- Health and wellness trends
- Antioxidants/ Omega
- Power Juice/Fitness
- Natural/Health/Organic
- Cultural/Brazilian

What has changed over time?

- 2002
- 2008
- 2009
- 2012

Five servings of antioxidants.
(One great tasting juice)

more information
Identify consumer trends in your industry

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>By:</th>
<th>Publication Details</th>
<th>Database</th>
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<td>2.</td>
<td>'Natural' tops product development trends for 2013, says report.</td>
<td></td>
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<td>Business Source Premier</td>
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Datamonitor reports on companies in Business Source Premier
Check out the news releases from the ABI Database.
Healthy flavors boom across the globe

Abstract (summary)
Healthy flavors, such as herbs and spices, honey and new-generation superfruits, will be the next hits in the global beverages market, according to Innova Market Insights, the Netherlands. Although flavor trends can vary markedly by region, research data from Innova indicates that rising interest in superfruits is evident globally, with pomegranate still leading the field. It accounted for more than 40% of tracked beverage launches featuring superfruit flavors from June 2008 to May 2013, ahead of acai and lychee with 12.5% and 12%, respectively, according to Innova data.

Full Text

Indexing (details)
Subject
- Flavors
- Beverage industry
- Trends

Location
- United States--US

Classification
- 9190: United States
- 9000: Short article
- 8610: Food processing industry

Title
Healthy flavors boom across the globe
Business and Market Research Reports from the SBDC

Coffee Shop 2012

Our popular Coffee Shop report has been updated with 2012 figures. Learn about the coffee shop business and how to open your own coffee shop. Don’t forget you can receive free or low-cost training and free professional business advice from your local Small Business Development Center.

Coffee Shop Business Overview & Trends 2012

SIC Code: 5812, NAICS Code: 72221
There were about 20,000 coffee shop businesses in the U.S. with combined revenues of $10 billion in 2011, according to First Research.

- Local mom-and-pop coffee shops, compete with established national brands like Starbucks, Seattle’s Best (owned by Starbucks), Caribou, and Peet’s Coffee: 70 percent of sales are generated from the top 10 coffee shop operators.
- The international business is an increasingly important part of the business for these chains. For example, Starbucks reported having 5,500 coffee shop locations (mostly licensed) outside the U.S. in 2010.
- Many coffee shop operators choose the franchise route. You can read our page about franchising to learn how to get started.
- Gross margin for a coffee shop is about 85%, with operating income averaging 2.5% of net sales.
- The labor intensive nature of the coffee shop business places a premium on friendly, high energy teams which generate about $50,000 in annual revenue per worker."
Is an industry report available in one of the Cheng Library databases?

Database: IBIS World

IBISWorld Industry Report 31211a
Soda Production in the US

Fizzling out: Soda producers will refresh product lines to slow falling demand

Industry Definition
Firms in the Soda Production industry blend various ingredients with carbonated water and package and distribute these beverages for resale. While it includes all carbonated beverage production except carbonated water and functional beverages like energy drinks, this industry excludes still beverage producers, ice manufacturers and companies that only produce beverage ingredients or distribute beverages.

The Supply Chain
Key Economic Drivers
- Per capita soft drink consumption
- Demand from supermarkets and grocery stores
- External competition for the Soda Production industry
- Healthy eating index
- Price of corn

Supply Industries
- Baking Mix & Prepared Food Production
- Sugar Processing
- Syrup & Flavoring Production

Demand Industries
- Soft Drink, Baked Goods & Other Grocery Wholesaling
- Vending Machine Operators
- Consumers

Soda Production in the US
Hoover’s has both company and industry profiles.
Check out websites of potential partners and foundations who might be interested in my product or service or target market.
Identify professional organizations, associations, partners...
News searches in LexisNexis can be an effective method for following smaller companies and organizations.
Healthy Beverage Expo Points to Seven Key Changes the Beverage Industry Must Accept; In a New White Paper, Healthy Beverage Expo, June 7 - 9 in Las Vegas, Explores the Trend Toward Healthier Beverage Options

February 12, 2013 Tuesday 4:50 PM EST

Why are consumers trending toward healthy beverages? Will they ever stop buying soft drinks? What changes are in store for the beverage industry? A new white paper, from the Advisory Board of Healthy Beverage Expo, Changes the Beverage Industry Must Accept. The report - featuring Supermarket Guru and Healthy Beverage Expo keynoter Phil Lempert, among other leading experts - looks at the critical issues the industry should focus on.

Healthy Beverage Expo takes place June 7 - 9 in Las Vegas, Nev. at the Las Vegas Convention Center. The event is co-located with World Tea Expo, the most prominent annual event for the tea industry (http://www.worldteaeandoil.com).

The “Seven Key Changes the Beverage Industry Must Accept” paper features leading experts and Healthy Beverage Expo Advisory Board members, including:

Phil Lempert, The Supermarket Guru and an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape; Rob McCaleb, the founder and president of the Herb Research marketing and promotion; Ian McLean, founder and creative director of McLean Design, who has helped shape the beverage industry with breakthrough work for top brands; Brian Keating, founder of the Sage Group products consultancy; and James Tonkin, president of Healthy Brand Builders, who has focused on branding initiatives in soft drink, bottled water, functional and non-carbonated beverages.

According to Healthy Beverage Expo - the brand new trade show that’s dedicated to supporting and fueling the healthy drink segment of the beverage market - a healthy beverage is defined as “nutritious and full of water, marked by an undeniable accountability for the effects of processing, packaging and distribution.”

All of the Healthy Beverage Expo Advisory Board members believe that products not fitting in the healthy beverage definition will no longer hold favor with the new crop of intelligent consumers. “Beverage manufacturers advise in the white paper.

The new report says the healthy beverage market is specifically driven by a current change in business practices and thoughts of younger industry leaders. “It seems that just buying into tradition will not suit the changing way that consumers are steering the industry towards more healthy and viable options.”

Overall, Healthy Beverage Expo focuses on numerous types of drinks, including: bottled water, dairy, juice drinks, sports and nutritional beverages, herbal extracts and other alternative products that are beneficial to retailers, as well as food service professionals, independent merchants, product developers, health practitioners, dieticians, scientists and other decision makers. Attendees can preview and compare an extensive pavilion of new products. Attendees can participate in exclusive taste-test competitions, hear from top imbibe experts, establish key relationships and evaluate opportunities to capitalize on this fast-growing segment.

Visit http://www.HealthyBeverageExpo.com to register for the event or to view the free white paper, “Seven Key Changes the Beverage Industry Must Accept: The Future of Beverages.”

About World Tea Media

World Tea Media, a division of F+W Media, Inc., is an integrated media company dedicated to providing business solutions to the global beverage industry. Events include the new Healthy Beverage Expo, the annual World Tea East, the regional event for the northeast, mid-Atlantic and southeast United States. World Tea Media also produces the North American Tea Championship and World Tea News. The North American Tea Championship that distinguishes the highest quality and best tasting teas commercially available in the North American marketplace. World Tea News is an online portal that offers in-depth news, features and business information headquartered in Las Vegas, Nev.
Healthy Beverage Guidelines - Harvard School of Public Health
www.hsph.harvard.edu/nutritionsource/healthy-drinks-full-story/
It's impossible to set a single requirement for how much water the hypothetical average American needs each day. The amount you need depends on how much ...
Introduction - Beverage Guidelines from the ... - Water - Tea and Coffee

Healthy Beverage Expo
www.healthybeverageexpo.com/
May 29 - 31, 2014 | Long Beach Convention Center, CA. connect with us on facebook . connect with us on twitter . connect with us on linkedin . Home . The Expo.
In the News - World Tea Expo - Future of Beverages - Sponsors

8 Healthy Drinks - Fitness Magazine
www.fitnessmagazine.com › ... › Drinks › Healthy Drink Choices
When you think of good-for-you beverages, water immediately comes to mind, but ... Here, eight healthy drinks that are packed with disease-fighting nutrients.

Healthy Beverage Guidelines | SparkPeople
www.sparkpeople.com › Nutrition Articles › Healthy Habits
Experts from Beverage Guidance Panel recently reviewed years of research on beverages and health to make these recommendations for adults...

Images for healthy beverage - Report images

steaz
www.steaz.com/
Steaz has been on a mission to build a healthier world with great-tasting, good-for-you beverages that benefit the mind, body, soul... and planet. Over the past ...

PDF Recommendations for Healthier Beverages - Healthy Eating Res...
www.healthyeatingresearch.org/.../her_beverage_recommendations.pdf
Healthy Eating Research A National Program of the Robert Wood Johnson Foundation. Introduction. Beverage choices contribute significantly to dietary and ...

Beverages & Health: What are Healthy Drinks? | Beverage Institute
beverageinstitute.org/us/landing_page/beverages-health/
Aug 16, 2013 - All foods and beverages can fit into a sensible, balanced diet that is nutritionally adequate, calorically appropriate, and that is combined with ...

20 Healthy Drink Options - Prevention.com
www.prevention.com/food/healthy-eating-tips/20-healthy-drink-options
20 Healthy Drink Options ... Beverage World estimates that per capita consumption of nonalcoholic beverages (not including water) was about 116 gallons in ...
Browse through trade publications
Search within a trade publication

Beverage industry (0148-6187)
from 12/01/1993 to present in Business Source Premier
from 10/01/1997 to present in ABI/INFORM Complete
from 10/01/1997 to present in ABI/INFORM Global (Le)
from 10/01/1997 to present in ABI/INFORM Trade & Industry
ProQuest Central (Legal)
Advanced Google Search with 1-Year Date Limit

Google

drinks beverages trends OR market "fruit " site:org

Search tools

Web Images Maps More

Any country Past year Sorted by relevance All results Clear

Ad related to drinks beverages trends OR market "fruit " site:org

Beverage Market - restaurantsciences.com
www.restaurantsciences.com

Gain competitive analysis from our Restaurant POS data

Soft drink - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Soft_drink

Sep 23, 2013 - The drink consists of 1 US fl oz (30 ml) fruit syrup, 1/2 teaspoon of phosphoric ... U.S. glass industry, bottled drinks were a small portion of the market in the 19th century. ..... "Prevalence and trends in overweight among US adults, 1999-2000".

Kids are Drinking WHAT?! - National Dairy Council
www.nationaldairycouncil.org/.../Kids%20are%20Drinking%20WHAT%...

Dec 12, 2012 - Kids are Drinking WHAT?! Beverage Consumption Trends from the National ... Cow's Milk. No earlier than 12 mo. Fruit Drinks, Sports Drinks, Energy Drinks.

Minority children drink more sugary fruit juice than their white peers
www.eurekalert.org/pub_releases/2013-05/uoc--mcd053013.php

May 30, 2013 - Minority children drink more sugary fruit juice than their white peers ... The study was the first to compare trends of sugar-sweetened beverages and 100 percent ...

Fruit-Juice-Australia-Submission... - Australian Beverages
australianbeverages.org/.../Fruit-Juice-Australia-Submission-Citrus-Indust...

Apr 11, 2013 - Market Diversification. A variety of pack sizes and processing methods are available in supply of juice. Approximately 40% of juice and fruit juice drink produced ...

Food & Beverage Consumption Macro Trends - Produce for Bett...
www.pbhfoundation.org/pdfs/annual_meet/.../TheNPDGroup.pdf

Who routinely conducts research on the target market?

Pew Internet
Pew Internet & American Life Project

The Internet and Health
Feb 12, 2013

The internet as diagnostic tool...

1. 59% of U.S. adults have looked online for health information in the past year.
2. 35% of online diagnosers have talked with a clinician about what they found online.
3. 53% of online diagnosers talked with a clinician about what they found online.
4. 41% of online diagnosers had their condition confirmed by a clinician.

Social Networking
Read a summary of Pew Internet’s social networking research.

Topics
Topics Main | Pew Research Center’s Internet & American Life Project
More results from pewinternet.org »

Reports
Latest Research | Pew Research Center’s Internet & American Life Project

About Us
Pew Internet is an initiative of the Pew Research Center, a non-profit, non-partisan research organization, provides free data and analysis on the social...
Government Data Sources

[Image of CDC website]

[Image of U.S. Census Bureau website]

[Image of CALPICO soda can]
Analyze your product & service. What is the PR need?

Locate articles in the business press & trade publications about:
- products or services and their company or organization
- market trends
- consumers and consumer trends
- competitive environment

Identify trade associations or other organizations and examine their websites for consumer related information

Search a variety of news sources using LexisNexis Academic

Use Advanced Google searches to complement your other searches

Read the articles, explore the web pages fully – you may already have the information you need and not realize it

Document your sources. Share what you find with your team members.

In summary