

### December 2015

#### RTD Alcoholic Beverages - US

"RTD (ready-to-drink) alcoholic beverages are in a time of transition, and, as such, are seeing both ups and downs. FMBs (flavored malt beverages) experienced strong volume sales growth of 57% from 2010-15, due to a Millennial consumer base with a bit of a sweet tooth, as well as to innovation ...

#### Dark Spirits - US

"Growth has been small but consistent year-over-year from 2011 to 2015 (est). Overall sales are expected to continue gradually upward at a similar pace, as dark spirits add some growth through trending consumer interest – particularly the straight and Irish whiskey and brandy segments – while white spirits see small ...

### November 2015

#### Juice, Juice Drinks and Smoothies - US

"Total US retail sales of 100% juice, juice drinks, and smoothies are estimated to grow by less than 1% in 2015, continuing the flatlining seen in recent years. Strong growth in the small, smoothies segment, driven by positive health perception and consumer interest in healthy snacking, has tempered losses seen ...

#### Grocery Retailing - US

"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most “crowded” segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

### October 2015

#### Craft Beer - US

"As beer sales stagnate, craft is a small bright spot preventing a loss of share to wine and spirits. Mintel estimates craft growth in 2015, and continued growth through 2020, though at a slowing rate."

#### White Spirits - US

"Growth has been small but consistent year-over-year from 2011 to estimated 2015, with low, single-digit growth. Overall sales are expected to continue upward at a similar pace, as dark spirits trend and vodka, the largest spirits segment, continues to post small but positive gains."