

## Section 14: Beverages

2008 Product Questionnaire (87-1 to 87-2)



### Chocolate milk

*types:* low fat, ready-to-drink, made with powder, made with syrup

### Coffee

# cups

*types:* flavoured, gourmet, cappuccino, espresso, iced, other specialty

*kinds:* regular, decaffeinated

### Energy/sport drinks

# glasses

*types:* liquid, powder

*forms:* bottles, cans, drinking boxes, kids bottles, kids drinking boxes

#### brands

### Fruit drinks/punches

# glasses

#### brands

### Hot chocolate

*types:* homemade, individual packages

*kinds:* diet/low calorie, regular

### Iced tea

# glasses

*types:* regular, diet/low calorie, unsweetened

*forms:* concentrate, frozen, powder, ready-to-drink

*flavours:* green tea, lemon, peach, raspberry, regular, tropical

#### brands

### Milk

# glasses

*kinds:* skimmed, 1%, 2%, whole (homogenized)

*forms:* buttermilk, filtered, fortified, lactose reduced, regular

### Non-carbonated bottled water

# glasses

*types:* flavoured, non-flavoured

*kinds:* home delivered, store bought

*sizes:* 330ml, 500ml, 710ml, 1L, 1.5L, 4L, 10+L

#### brands

### Soft drinks/colas

# glasses

as a mix

*kinds:* diet, regular

*flavours:* cola, citrus, cherry cola, lemon-lime, ginger ale, root beer, orange soda, cream soda

#### brands

### Sparkling water/seltzer

# glasses

*types:* flavoured, non-flavoured

*kinds:* sparkling water, mineral water, tonic/soda

### Tea

# cups

*kinds:* regular, green, herbal, other specialty

---

1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database