

Section 14: Beverages

2009 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 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database