

February 24, 2026

2025 Beverage Calories Initiative

Report on 2024 Progress toward the Community Calorie Goal

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Prepared by:



Prepared for:



Overall Progress-to-Date

In September 2014, the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group (now Keurig Dr Pepper), PepsiCo, and the Alliance for a Healthier Generation announced a commitment to help reduce liquid refreshment beverage (“LRB”) calories in the American diet. This commitment includes a National Initiative, which aims to reduce LRB calories consumed per person nationally by 20% by 2025, and a Communities Initiative, which aims to achieve equivalent reductions over ten years in five communities where the challenge is believed to be greatest. The collective effort to fulfill these commitments is called the 2025 Beverage Calories Initiative (“BCI”).

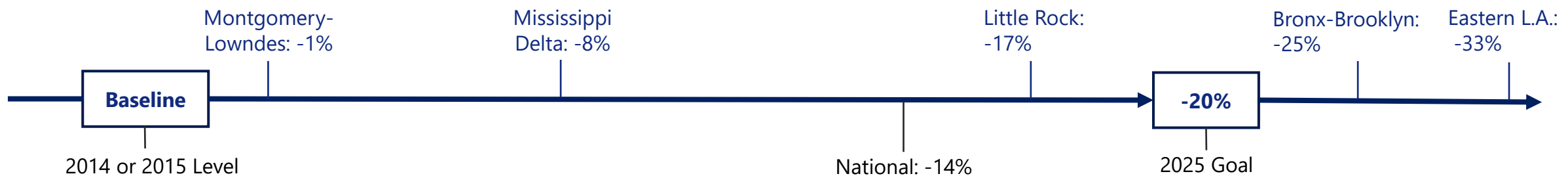
This report focuses on the beverage calorie reduction progress achieved in the five communities. A companion report on progress toward the national calorie goal shows that LRB calorie consumption fell by 14% nationally from 2014 through 2024. The LRB calorie reductions achieved in 2024 marked a second consecutive year of greater than 3% annual calorie reductions, a return to and an acceleration of the progress seen in the years before the pandemic.

This report shows that per person LRB calories fell in four of the five BCI Communities in 2024. The one exception was the Bronx-Brooklyn BCI Community, where calories per person decreased significantly in previous years and are still 25% below the 2015 baseline level. Calorie reductions since the start of the BCI differed notably from the national average in the five communities. This was due to differences in how the mix of beverages and per person volumes changed. Beverage consumption shifted from full- and mid-calorie beverages to no- and low-calorie beverages, growing the share of volumes that were low- and no-calorie from 42% on average in the baseline years to 54% by 2024. The extent of the shift varied among the five communities, causing some of the differences in the calorie per person trajectories. However, variation in per person volume growth was the bigger driver of the differences in the calorie per person trajectories. In the three BCI Communities where per person volumes grew slower than the national average (Little Rock, Bronx-Brooklyn, and Eastern L.A.), calorie reductions exceeded the national average and are on pace to meet or surpass the 20% calorie reduction goal. In the two communities where volumes per person grew faster than the national average (Mississippi Delta and Montgomery-Lowndes), calorie reductions fell short of the national average and are not on pace to meet the 2025 goal.

Community Baseline Years

BCI Community	Baseline Year
Eastern L.A.	2014
Little Rock	2014
Montgomery-Lowndes	2015
Mississippi Delta	2015
Bronx-Brooklyn	2015

BCI Community Calorie Goal Progress Through 2024



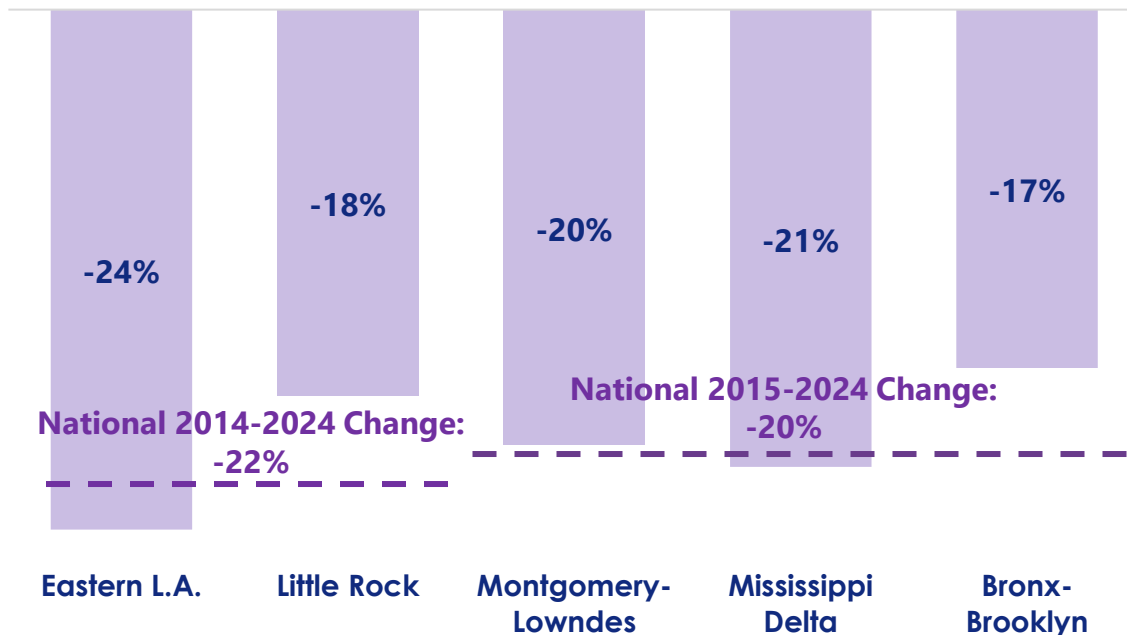
Source: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2024.

Shifts Toward No- and Low-Calorie Beverages Occurred Across All Communities

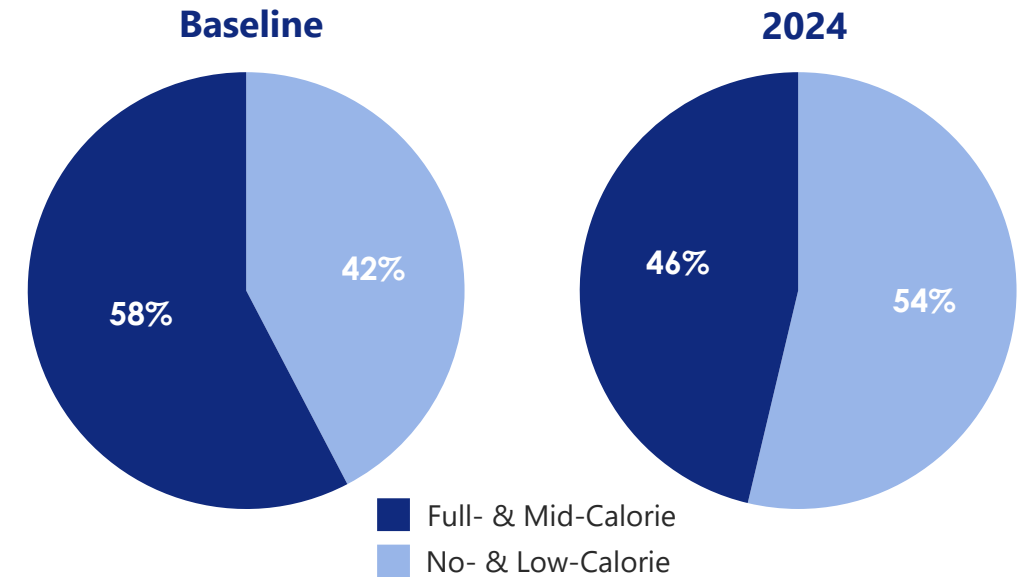
Two determinants of calories per person are (1) volumes per person and (2) the caloric mix of beverages consumed. A summary measure of the latter is calories per 8-ounce serving. Since the launch of the BCI, this measure decreased both nationally and in the five BCI Communities. Calories per 8-ounce serving declined by 17-24% since baseline across the five BCI Communities. These numbers align closely with the change seen at the national level over the same time horizon.

These changes reflect a shift in the beverage mix toward no- and low-calorie beverages — particularly water — and away from full- and mid-calorie beverages. On average across the five communities, 42% of the beverages consumed in the baseline year were low- and no-calorie beverages. In 2024, percentage had grown to 54%. Most of this growth has been from increased consumption of bottled water, including unsweetened sparkling and flavored waters. The growth of other no- and low-calorie beverages also contributed meaningfully in three of the five communities.

Percent Change in Calories per 8-Ounce Serving Since Baseline



Share of Total LRB Volumes by Calorie Category

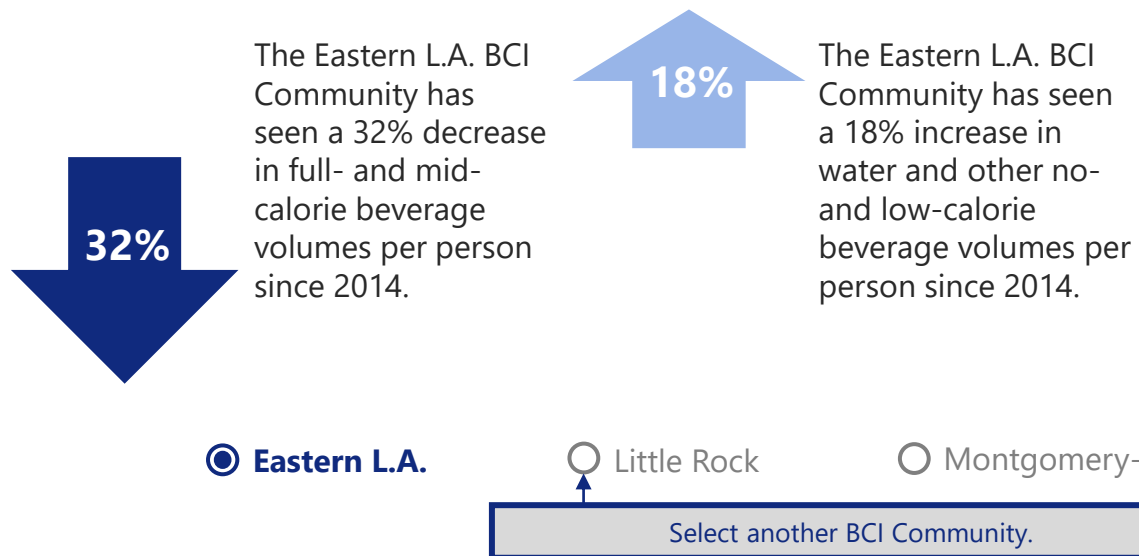


All Communities Saw Shifts from Full- and Mid- Toward No- and Low-Calorie Beverages

The sharp reductions in calories per 8-ounce serving from the baseline year to 2024 in all five BCI Communities were driven by shifts in consumption toward low- and no-calorie beverages. In all five communities, consumption of full- and mid-calorie beverages declined while consumption of no- and low-calorie beverages grew. These patterns drove similar end results: by 2024, between 47% and 59% of beverages sold were no- and low-calorie — 8 to 13 percentage points higher than in the baseline year.

The increase in no- and low-calorie beverages is largely due to growth in water. Water's share of volumes grew by 7 to 14 percentage points across the communities from baseline through 2024, matching the national trend (+11 percentage points). The shift among non-water volumes toward no- and low-calorie beverages was less consistent across communities. Three saw a 3.4 to 4.4 percentage-point shift toward other no- and low-calorie beverages, just under the 4.5 percentage-point shift seen nationally. The other two (Little Rock and Montgomery-Lowndes) saw smaller shifts of 0.5 and 0.6 percentage points, respectively.

Percent Change in LRB Volumes per Person per Day by Calorie Category Since Baseline



Share of Total Volumes that are Water



Share of Non-Water Volumes that are No- and Low-Calorie

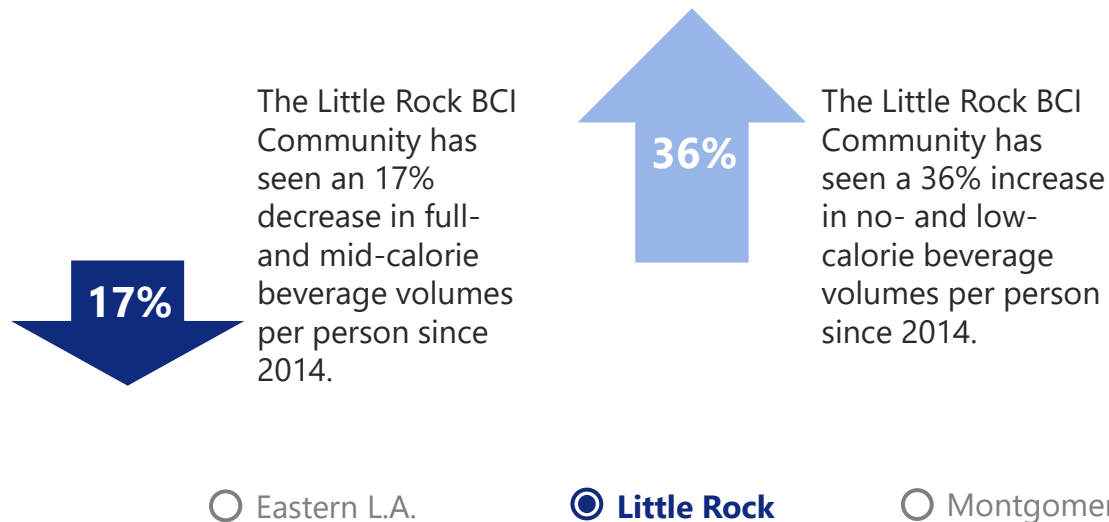


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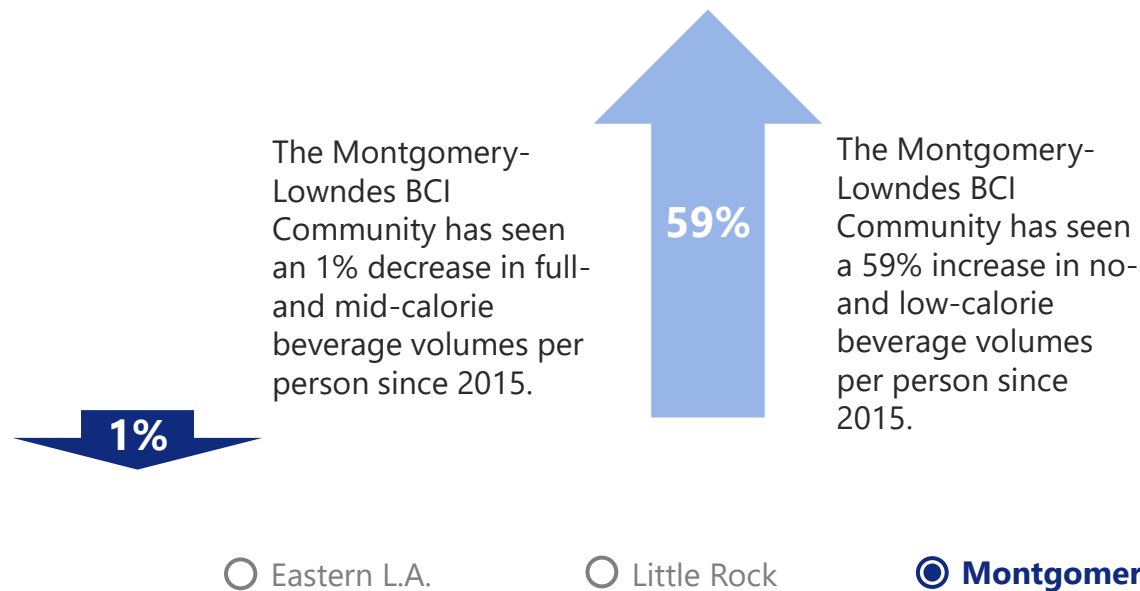


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Percent Change in LRB Volumes per Person per Day by Calorie Category Since Baseline



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Share of Non-Water Volumes that are No- and Low-Calorie

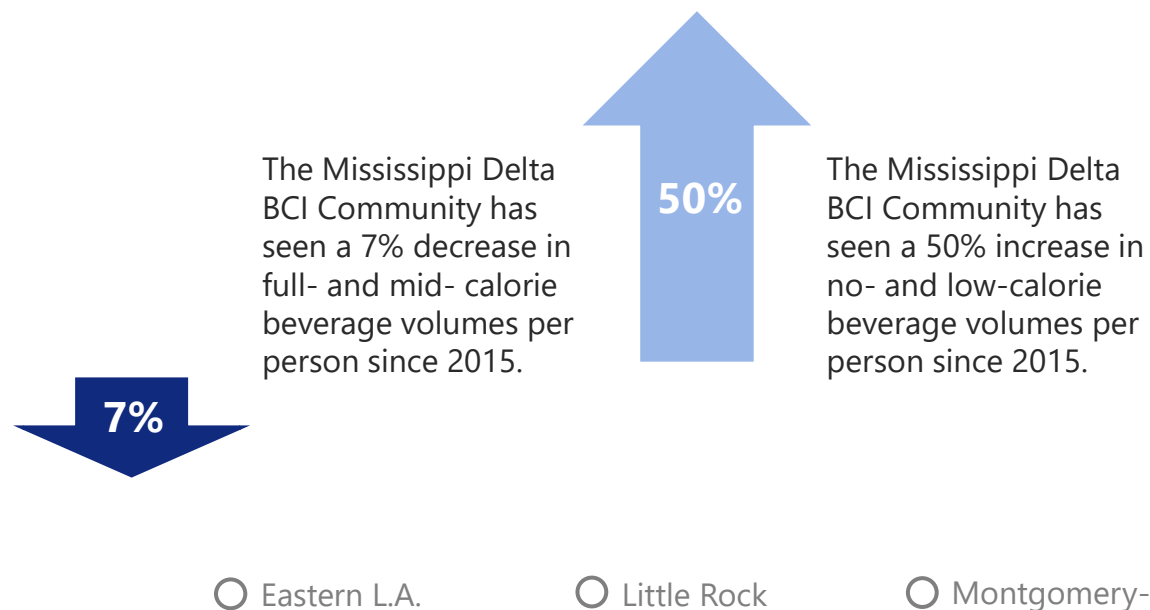


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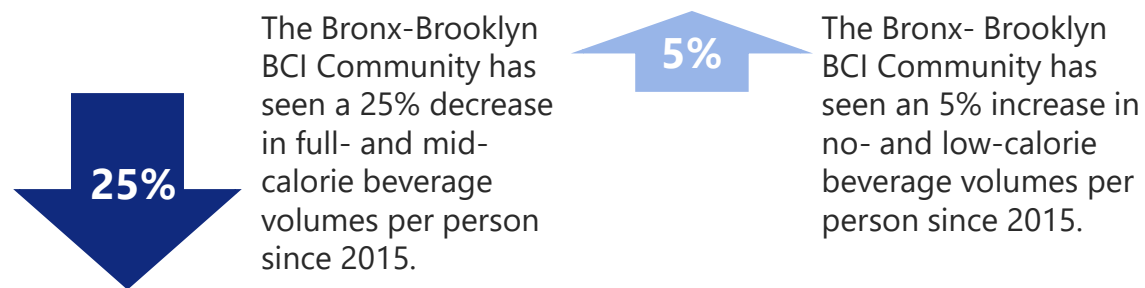


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Percent Change in LRB Volumes per Person per Day by Calorie Category Since Baseline



- Eastern L.A.
- Little Rock
- Montgomery-Lowndes
- Mississippi Delta
- Bronx-Brooklyn**

Share of Total Volumes that are Water



Share of Non-Water Volumes that are No- and Low-Calorie



Changes in Volumes per Person Diverge Across the Five Communities

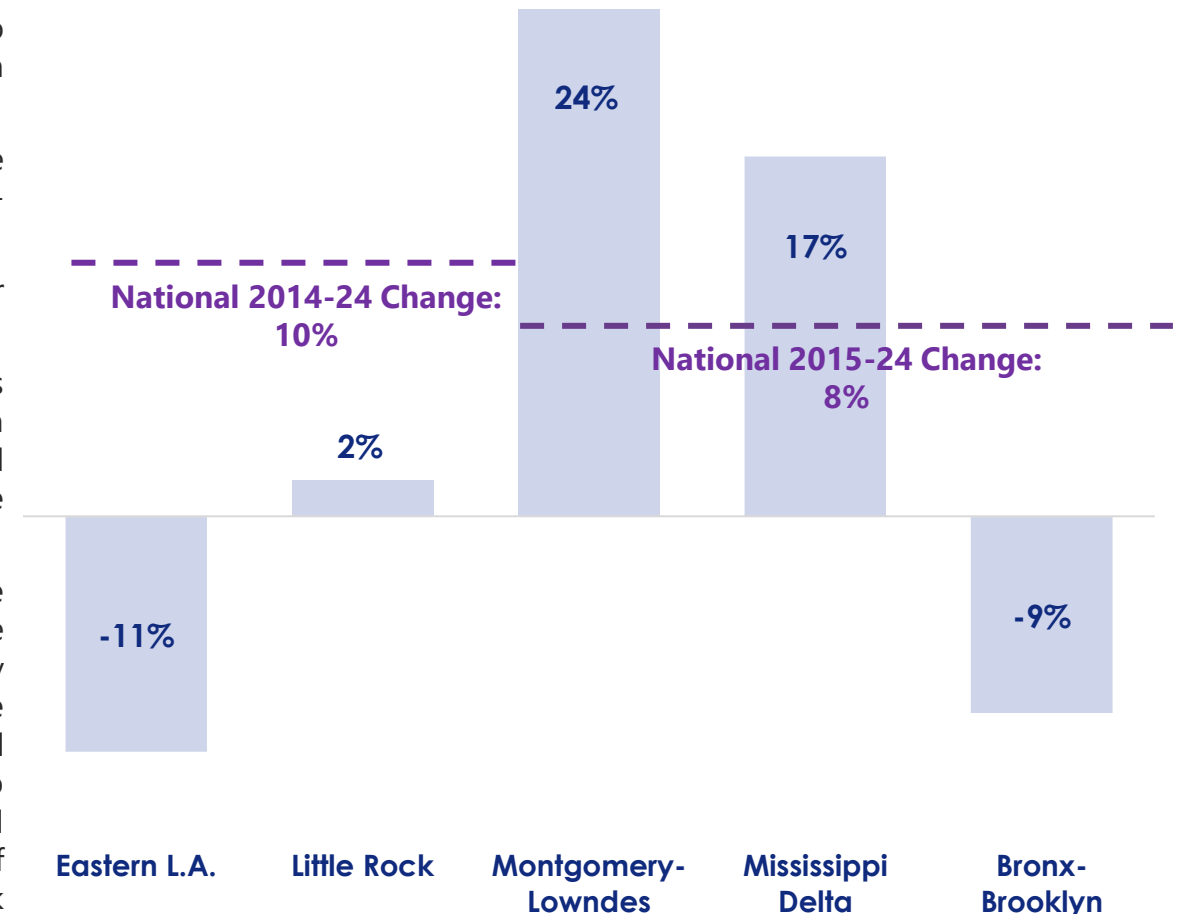
Aside from the mix of beverages consumed, the other major factor driving changes in calories per person is change in volumes per person. This varied greatly across the five BCI Communities and was the primary driver of differences in the trajectories of calories per person across the communities:

- Volumes per person grew by 24% and 17% since the baseline year in the two communities that experienced the smallest decreases in calories per person (the Montgomery-Lowndes and Mississippi Delta BCI Communities).
- Volumes per person decreased by 11% and 9% in the two communities where calories per person have already decreased by 25% or more (the Bronx-Brooklyn and Eastern L.A. BCI Communities).
- Volumes per person grew by just 2% in the one community where calories per person is down by a more moderate amount (the Little Rock BCI Community).

The changes in all five BCI Communities differed by at least 8 percentage points from the national average over the same timeframe, with growth being faster in two communities and slower in three. The departure from the national trend began in some markets prior to 2020, but the pandemic greatly increased the divergence.

The divergence implies that the populations in these five communities are changing their beverage consumption habits in ways that differ greatly from the national population. Additional analysis shown in the detailed methodology shows large regional differences in the trajectory of volumes per person.* While this could entirely explain the variation shown in the figure to the right, local measurement challenges that are not present at the national level may also contribute, as discussed in the report appendix and accompanying detailed methodology document. The potential for biases underscores the importance of alternative measures of progress, such as calories per 8-ounce serving, that look at the mix of beverage purchases and are less susceptible to bias.

Percent Change in Volumes per Person Since Baseline



*See Appendix B.

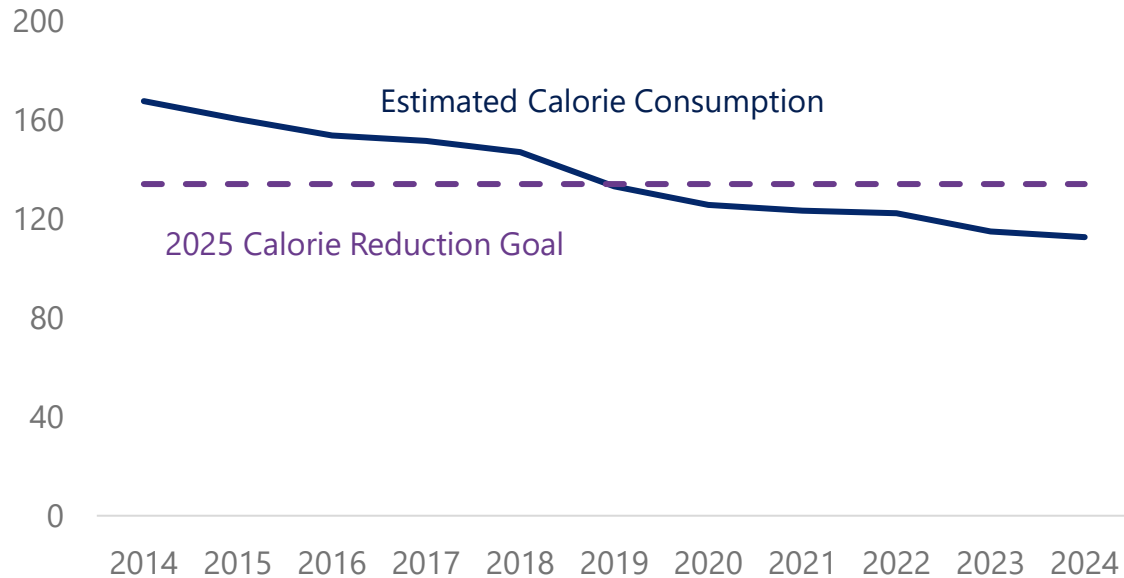
Source: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2024.

LRB Calorie Reductions Were Driven by Carbonated Soft Drinks (CSDs)

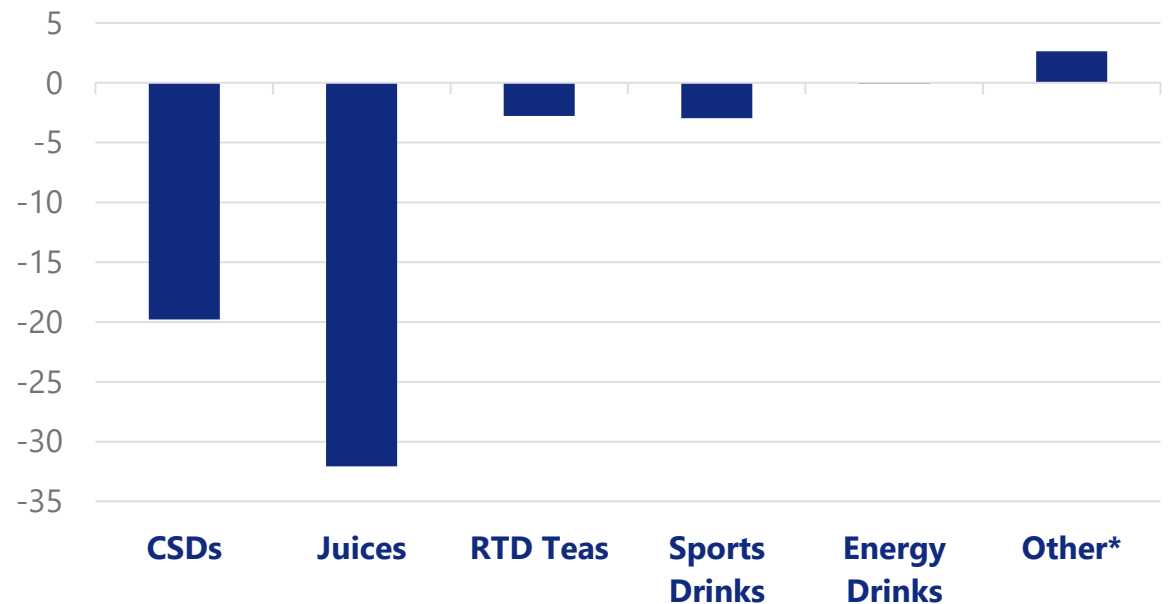
While calories per 8-ounce serving declined consistently across all BCI Communities, the change in calories per person since baseline varied greatly – from a decrease of 33% in Eastern L.A. to 1% in Montgomery-Lowndes. The primary reason for this variance is the difference in the growth of volumes per person, ranging from an 11% decrease in Eastern L.A. to a 24% increase in Montgomery-Lowndes. Volume growth in all five communities differed from the national average by at least 8 percentage points.

One calorie reduction trend that was shared across all five communities and nationally was the reduction in calories from CSDs. These beverages account for the majority of LRB calories, and calories per person per day from CSDs fell by 10 or more in all five communities. Juices represent the second biggest source of LRB calories and were a major source of calorie reductions in 4 of the 5 communities. In the Bronx-Brooklyn and Eastern L.A. BCI Communities, reductions in juice calories exceeded reductions in CSD calories. The changes in calories from other, smaller beverage categories were more muted.

LRB Calories per Person per Day



Calorie Reductions by Beverage Category Since Baseline



*RTD Coffee, Value-Added Water and Water.

Eastern L.A.

Little Rock

Montgomery-Lowndes

Mississippi Delta

Bronx-Brooklyn

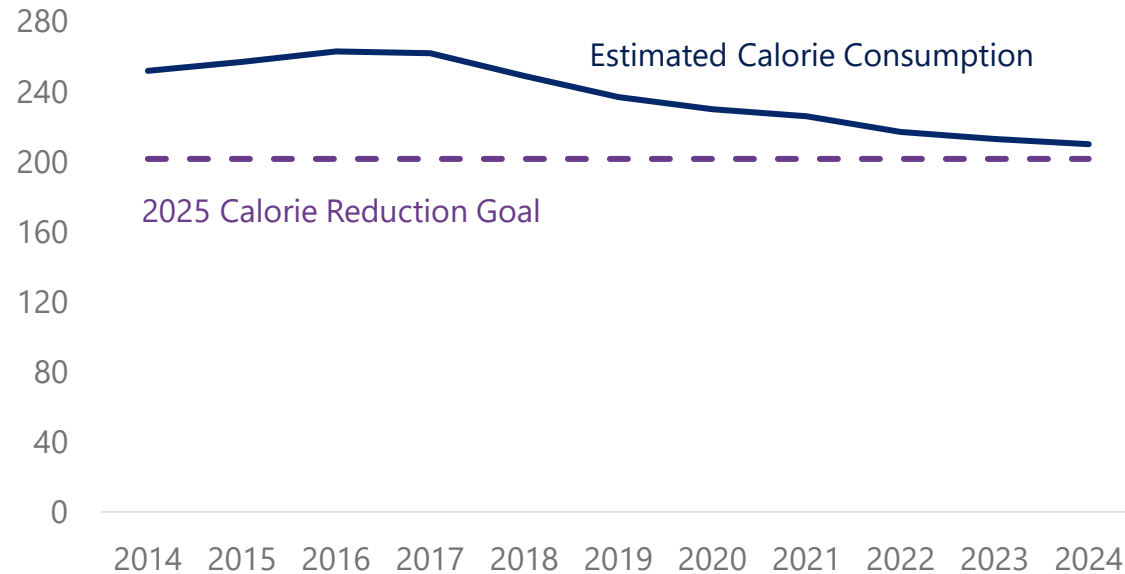
Select another BCI Community.

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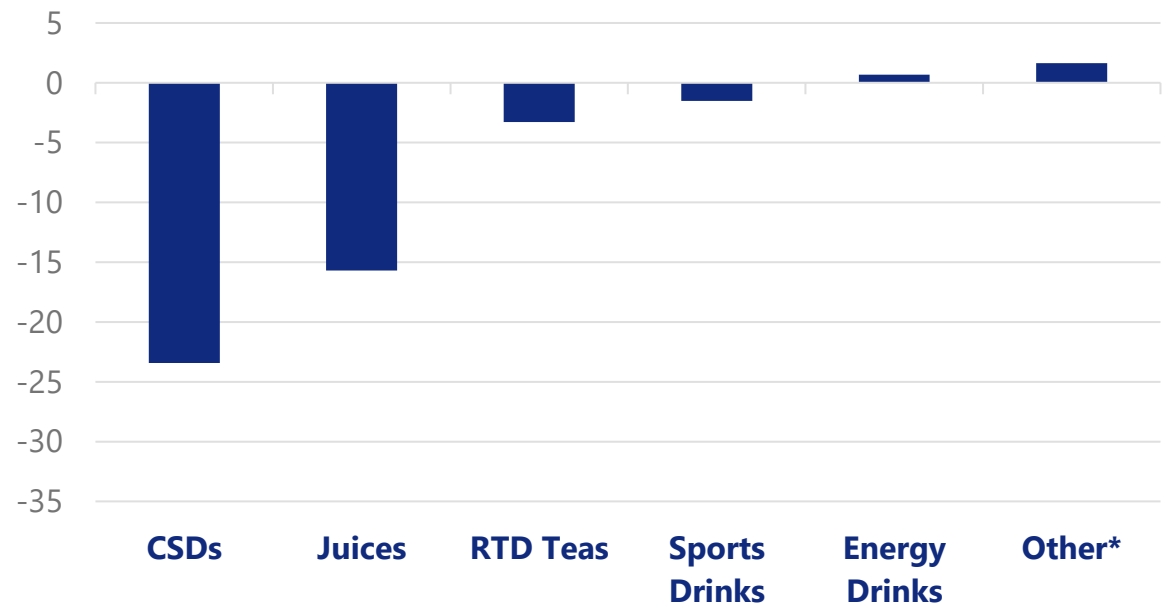
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Montgomery-Lowndes

Mississippi Delta

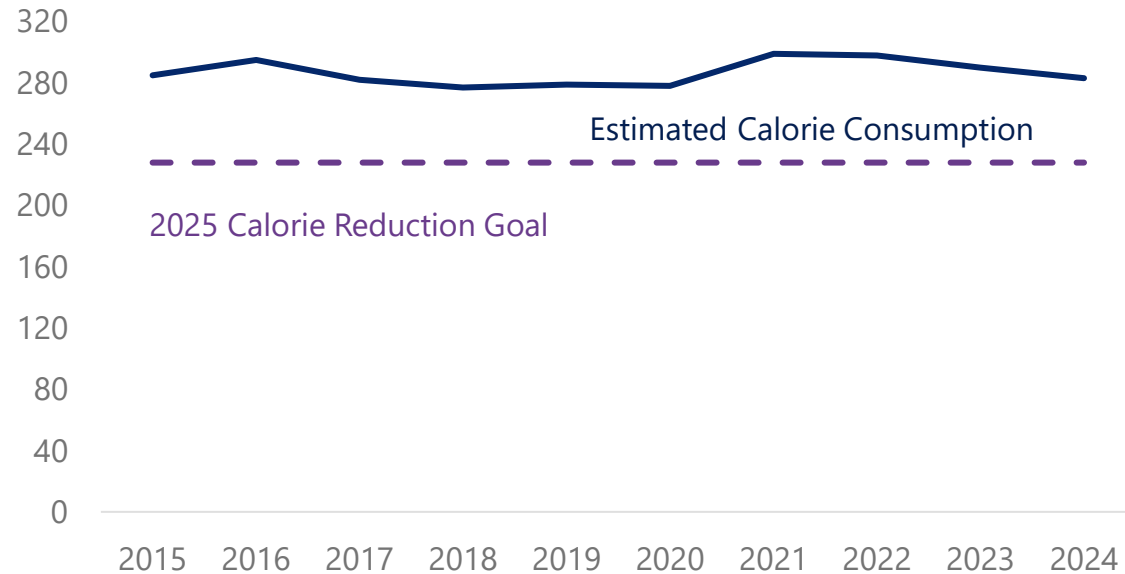
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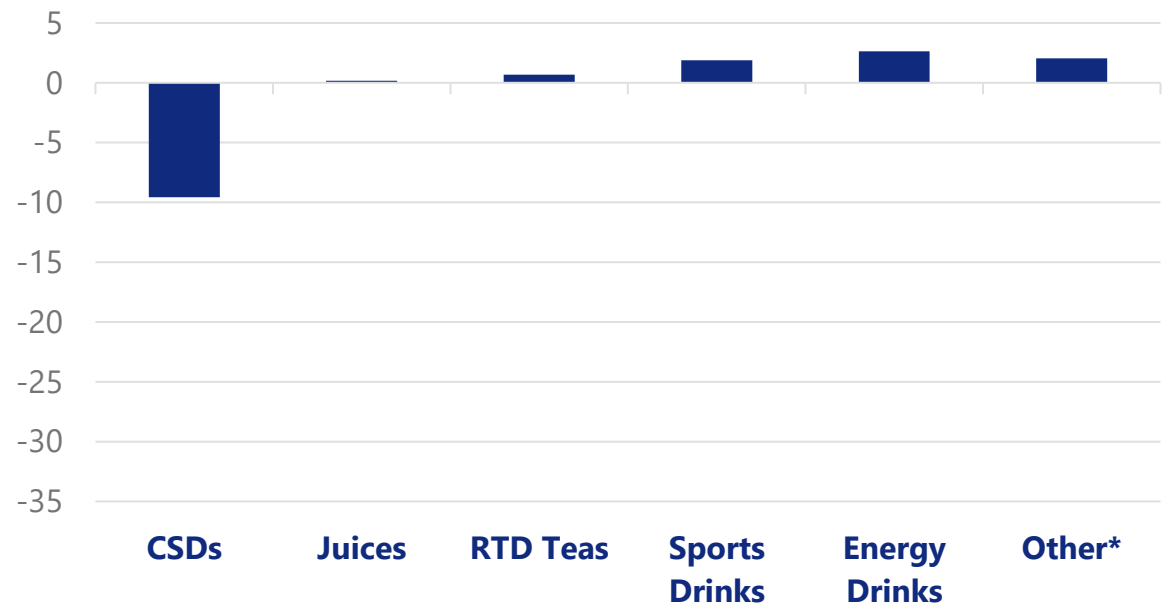
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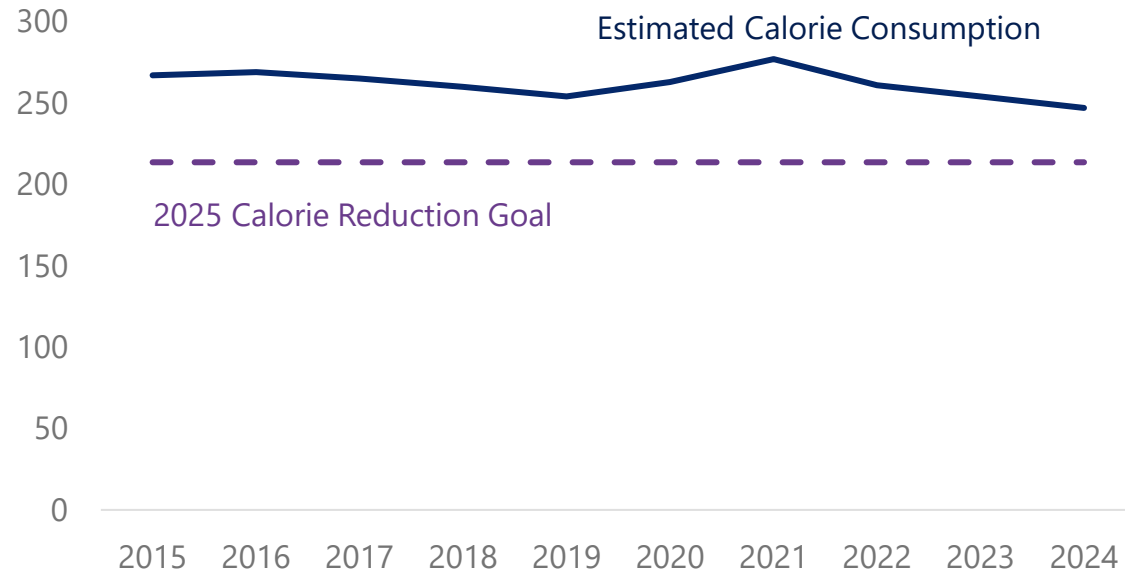
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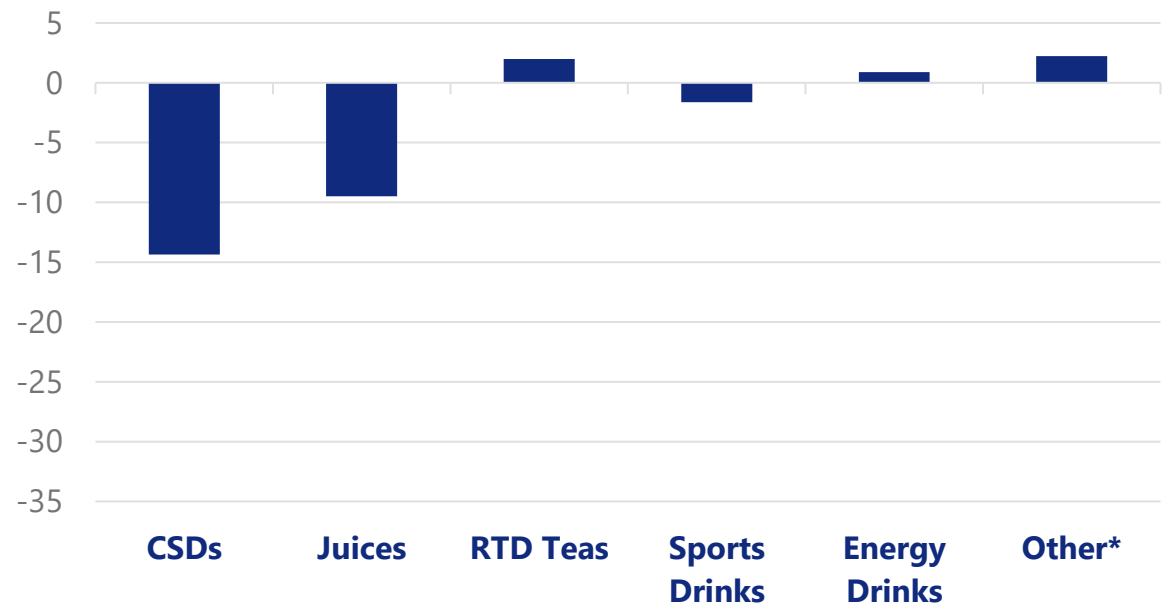
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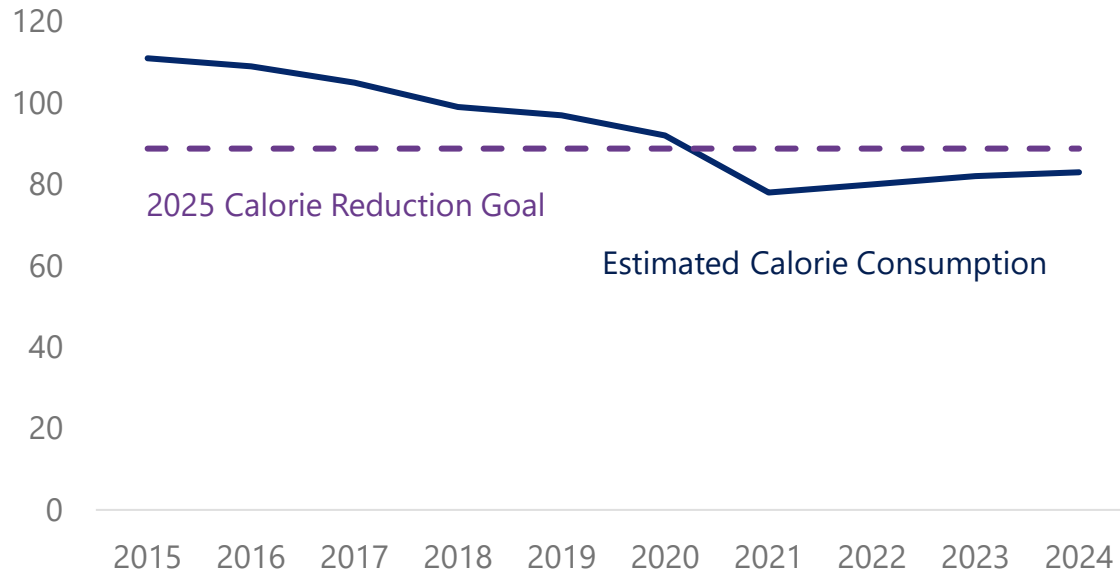
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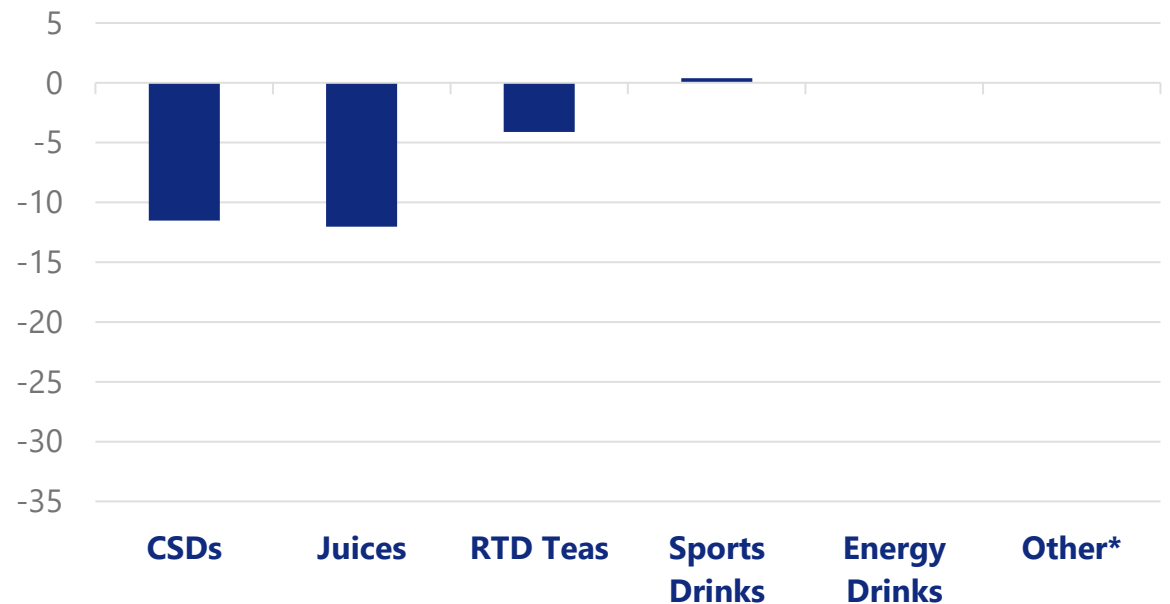
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Calorie Reductions by Beverage Category Since Baseline



*RTD Coffee, Value-Added Water and Water.

- Eastern L.A.
- Little Rock
- Montgomery-Lowndes
- Mississippi Delta
- Bronx-Brooklyn**

Key Conclusions

- ▶ Across all five communities, there was a consistent shift in the beverage consumption mix from full- and mid-calorie beverages to no- and low-calorie beverages, particularly water. This shift has driven the following changes since the baseline year:
 - ▶ Calories per 8-ounce serving has decreased by 17% to 24%.
 - ▶ Growth rates of no- and low-calorie beverages have exceeded those of full- and mid-calorie beverages by 30 percentage points or more.
 - ▶ By 2024, between 47% and 59% of beverages were no- and low-calorie beverages, depending on the community. These percentages were up by 7 to 14 percentage points from the baseline year.
- ▶ Calories per person fell by varying amounts across the five BCI Communities from the baseline year to 2024. In the Eastern L.A. and Bronx-Brooklyn BCI Communities, calories per person per day have been reduced by more than 20% from baseline levels. In the Little Rock, Mississippi Delta BCI Communities, and Montgomery-Lowndes BCI Communities they have fallen by 17%, 8%, and 1%, respectively.
- ▶ Calories per person fell by 2 to 8 calories in four of the five BCI Communities in 2024. In all communities, water volumes per person increased, which accounted for the majority of no- and low-calorie beverage volumes.
- ▶ Three communities saw significant shifts among non-water volumes toward no- and low-calorie beverages.
- ▶ The primary reason why estimated LRB calorie per person trends varied greatly across the five BCI Communities was that estimated volumes per person grew at such different rates. In two communities, volumes per person grew by 17 and 24%, in two communities they decreased by 9 to 11%, and in the other community they only changed slightly.
- ▶ Per person calorie estimates suggest that the Eastern L.A., Bronx-Brooklyn, and Little Rock BCI Communities are on pace to meet the 20% calorie reduction goal by 2025, while progress in the other two communities has been much slower.

Appendix A: Methodology & Limitations

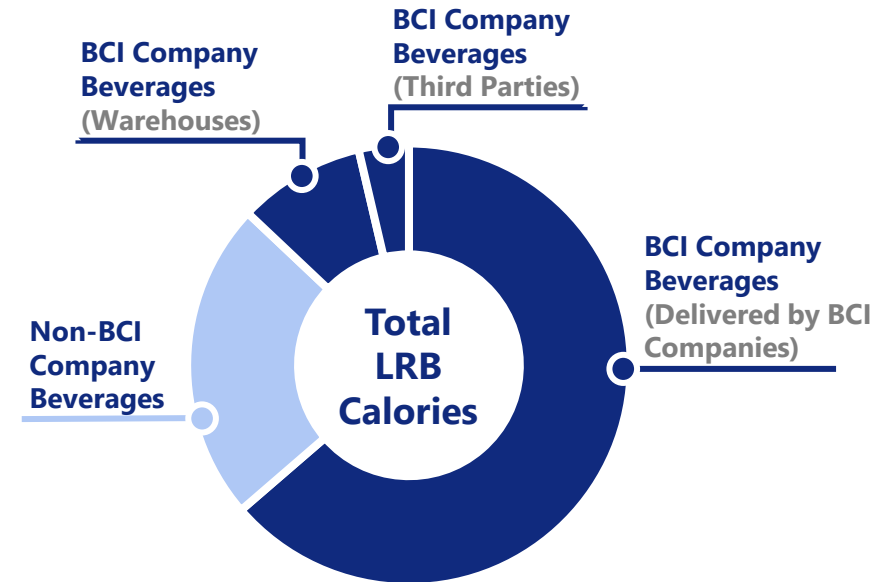
Measuring calories per person at the community level presents challenges and greater uncertainties than measurement at the national level. One challenge is that there are no existing datasets that report beverage volumes for the specific BCI Communities. Therefore, multiple custom datasets were used — and will continue to be used — to estimate LRB volumes at the community level. These datasets include BCI Company beverage volume data, custom Scantrack data, company customer lists, and Dun & Bradstreet store lists.

Various datasets and differing methodologies were used to estimate total LRB calories from each of the following four sources of beverage calories: (1) BCI Company-delivered beverages, (2) Non-BCI Company beverages, (3) BCI Company beverages delivered through warehouses, and (4) BCI Company beverages sourced from third parties. The methodologies used to estimate beverage calories from each source are included in the accompanying detailed methodology document. The figure to the right shows the average share of calories estimated to come from each of these sources in the five communities. Calories from each source were summed and divided by local population estimates from the Census Bureau to estimate calories per person in each community.

The uncertainties related to measuring LRB calories per person in narrow geographies increase the margins of error in comparison to national estimates. These include, but are not limited to, the impact of commuters, store openings and closings, and a reliance on smaller, less representative samples to estimate the volumes of some beverages and annual population changes. The Bronx-Brooklyn BCI Community has a higher degree of uncertainty compared to the other communities due to the large number of commuters and other data limitations that are discussed in the detailed methodology. Calorie estimates for 2014 to 2020 have been updated from previously published estimates. The differences reflected in these updates are due to revisions of beverage sales volume data and changes in population estimates (that latter is discussed on the next page). As the initiative continues, and progress is measured over longer periods of time, the degree of certainty regarding changes in LRB calories per person at the community level increases. More details about the methodology, revisions to the methodology, and key uncertainties are discussed in the detailed methodology document available at <https://www.americanbeverage.org/education-resources/policies-research/bci/>.

Share of Average LRB Calories by Data Source

Share of Total LRB Calories



Sources: Estimates Based on BCI Company-Reported Volumes & Nielsen Scantrack, and U.S. Census Bureau, 2024.

Appendix B: Differences in Volumes Per Person Trajectories

As discussed in this report, the estimated trajectories of volumes per person—and consequently, calories per person—varied significantly across the five communities. The magnitude of this variance was surprising and spurred additional analysis. These supplemental analyses were designed to determine if there is additional evidence that suggests the variance in beverage volumes was truly driven by differences in consumption behaviors across the five communities, or if rather, local measurement challenges or inaccuracies were responsible for the discrepancies.

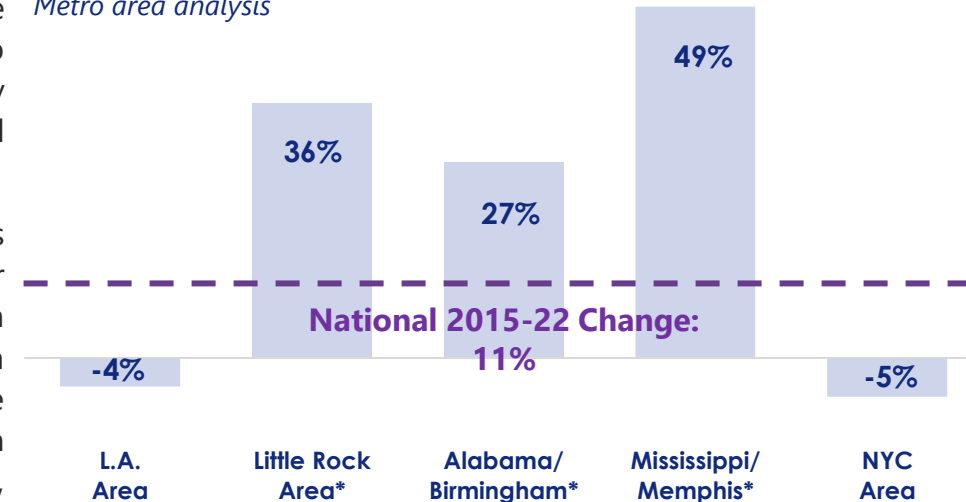
One additional analysis looked at whether the estimated differences in volume per person trajectories were realistic. Keybridge repeated the analysis of Nielsen beverage volume data using larger geographies (e.g., entire metropolitan areas and states). There are several challenges associated with measuring consumption in smaller geographies that are muted in the larger geographies. Thus, using a broader geography eliminated some potential biases and the results could either refute or corroborate the original estimates. The analysis shows, as seen in the chart to the right, that the volume per person trajectories of these larger geographies showed similar variation to that seen in the local communities, thus helping to validate the large variation in volumes per person among the five BCI Communities.

Keybridge conducted another analysis to see whether other factors may have played a role. A limitation outlined in the Detailed Methodology is the potential role of cross-border shopping (i.e., people from outside the community shopping at stores inside the community and vice versa) which could bias estimates of the change in per person beverage volume and calorie consumption. The analysis looked at changes in beverage volumes, store openings, and store closings, comparing stores near the perimeters of the BCI Communities (i.e., the stores most likely to be frequented by people in neighboring communities) with those that were further from the perimeters. The analysis showed no clear patterns that were consistent with our hypotheses on shifts in cross-border shopping (i.e., growing contributions of cross-border shoppers in the BCI Communities with high volume growth and the opposite in communities with low-volume growth).

Finally, inaccurate population estimates could bias results. The full populations in these communities are counted every ten years in the national census; in the interim, the Census Bureau estimates changes in population through surveys. However, the annual survey samples are not large enough to provide annual population growth estimates for individual zip codes or the BCI Communities. They must therefore be estimated using proxy data. For three communities, county-level population growth rates were used to approximate local population growth, but county-wide growth does not necessarily reflect the growth of all communities within. Keybridge conducted sensitivity analysis using alternative population growth estimation methodologies. These resulted in different volume per person estimates, but still to the same general conclusions about which communities are and are not on target to hit 20%.

Percent Change in Volumes per Person 2015-2022

Metro area analysis



*Datasets represent a combination of metro, state, and regional data due to changes in data availability. See detailed methodology.

Sources: Nielsen Scantrack and U.S. Census Bureau, 2024.

Appendix C: Data Tables

SELECT STATISTICS SUMMARY DATA TABLE

Category	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Baseline-2023
Calories Per Person Per Day											Percent Change
Eastern L.A.	166.0	159.0	152.3	151.2	146.8	133.5	124.5	121.4	120.6	113.9	-31%
Little Rock	250.3	255.2	261.6	261.6	248.6	238.9	225.5	221.4	213.1	209.9	-16%
Montgomery-Lowndes	-	282.2	292.2	281.8	276.8	279.0	277.3	299.6	298.2	289.2	2%
Mississippi Delta	-	267.1	268.9	264.9	261.7	256.8	263.7	277.2	261.9	255.4	-4%
Bronx-Brooklyn	-	110.7	109.4	104.7	97.4	94.4	86.1	78.2	81.3	83.7	-24%
Calories Per 8-Ounce Serving											Percent Change
Eastern L.A.	58.2	55.0	53.2	52.2	52.0	48.7	46.3	45.3	43.9	43.9	-25%
Little Rock	65.0	64.2	63.1	61.3	59.4	58.8	58.2	57.3	55.7	53.8	-17%
Montgomery-Lowndes	-	56.4	55.2	54.0	52.6	50.8	49.3	49.5	48.6	46.8	-17%
Mississippi Delta	-	57.2	56.4	54.9	53.8	51.8	49.1	49.0	47.6	45.8	-20%
Bronx-Brooklyn	-	48.5	45.6	43.6	43.1	42.5	42.7	42.1	41.3	39.8	-18%
Share of Volumes That Are Low- and No-Calorie											Percent Point Difference
Eastern L.A.	41.0%	44.2%	46.0%	46.8%	47.2%	50.1%	50.9%	51.8%	53.1%	52.8%	+11.8pp
Little Rock	35.0%	35.6%	36.8%	39.2%	41.2%	41.4%	41.9%	42.9%	44.6%	46.4%	+11.4pp
Montgomery-Lowndes	-	42.5%	43.8%	45.0%	46.3%	48.1%	48.9%	48.6%	49.4%	51.3%	+8.8pp
Mississippi Delta	-	42.5%	43.2%	44.8%	45.8%	48.0%	49.8%	49.9%	51.2%	52.9%	+10.4pp
Bronx-Brooklyn	-	50.9%	54.1%	56.0%	56.2%	57.2%	56.0%	56.4%	57.0%	58.5%	+7.6pp

EASTERN L.A. BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014 Baseline Estimate	2022 Year 8 Estimate	2023 Year 9 Estimate	2022-23 Percent Change	2014-23 Percent Change	2014 Baseline Estimate	2022 Year 8 Estimate	2023 Year 9 Estimate	2022-23 Percent Change	2014-23 Percent Change
Total	166.0	120.6	113.5	-5.9%	-31.6%	22.8	22.0	20.7	-5.9%	-9.3%
Full-Calorie (>67 Calories per 8 oz.)	149.6	108.4	102.2	-5.7%	-31.7%	11.2	8.7	8.2	-5.7%	-27.2%
Mid-Calorie (41-67 Calories per 8 oz.)	15.3	11.0	10.7	-2.6%	-29.8%	2.2	1.7	1.6	-3.6%	-28.8%
Low-Calorie (5-40 Calories per 8 oz.)	1.1	1.2	0.5	-52.4%	-50.2%	0.3	0.4	0.3	-28.9%	-25.9%
No-Calorie (<5 calories per 8 oz.)	0.0	0.1	0.0	-35.1%	92.3%	9.0	11.3	10.7	-5.8%	18.4%
CSD	94.0	76.9	73.2	-4.9%	-22.2%	7.9	6.6	6.3	-4.2%	-19.3%
Full-Calorie CSD	93.9	76.8	73.1	-4.9%	-22.1%	7.1	6.0	5.7	-4.8%	-19.4%
No- & Low-Calorie CSD	0.0	0.0	0.0	20.4%	-58.2%	0.8	0.6	0.6	2.3%	-17.7%
100% Juice & Juice Drinks	52.8	27.4	25.2	-7.9%	-52.2%	4.3	2.4	2.2	-6.7%	-47.5%
RTD Tea	7.2	4.1	4.7	14.6%	-34.3%	0.9	0.6	0.6	-5.3%	-37.3%
RTD Coffee	0.8	1.7	1.4	-16.2%	74.9%	0.0	0.1	0.1	-12.9%	99.7%
Energy	2.6	3.4	2.9	-16.4%	10.2%	0.3	0.4	0.4	-0.3%	50.5%
Value-Added Water	0.3	0.3	0.1	-52.8%	-54.6%	0.1	0.2	0.2	1.1%	86.4%
Sports Drinks	8.3	6.7	5.9	-12.7%	-29.4%	1.3	1.1	1.0	-10.1%	-21.8%
Water	0.0	0.1	0.1	-	-	8.1	10.5	9.8	-6.8%	21.5%

Appendix C: Data Tables

LITTLE ROCK BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2014 Baseline Estimate	2022 Year 8 Estimate	2023 Year 9 Estimate	2022-23 Percent Change	2014-23 Percent Change	2014 Baseline Estimate	2022 Year 8 Estimate	2023 Year 9 Estimate	2022-23 Percent Change	2014-23 Percent Change
Total	250.3	213.1	209.2	-1.8%	-16.4%	30.8	30.6	31.1	1.7%	1.1%
Full-Calorie (>67 Calories per 8 oz.)	228.9	194.7	191.0	-1.9%	-16.5%	17.2	14.7	14.4	-1.9%	-16.0%
Mid-Calorie (41-67 Calories per 8 oz.)	19.4	15.3	15.3	0.0%	-21.1%	2.8	2.3	2.2	-0.3%	-19.8%
Low-Calorie (5-40 Calories per 8 oz.)	1.9	3.0	2.9	-5.7%	47.5%	0.6	0.8	0.8	1.5%	36.5%
No-Calorie (<5 calories per 8 oz.)	0.1	0.1	0.1	-26.4%	-34.2%	10.2	12.9	13.7	6.1%	33.7%
CSD	156.0	134.0	133.8	-0.1%	-14.2%	14.1	11.7	11.7	0.5%	-17.1%
Full-Calorie CSD	155.5	133.9	133.7	-0.2%	-14.0%	11.6	10.1	10.1	0.1%	-12.6%
No- & Low-Calorie CSD	0.2	0.1	0.1	67.1%	-36.8%	2.5	1.6	1.6	3.5%	-36.1%
100% Juice & Juice Drinks	63.9	55.4	51.7	-6.8%	-19.2%	5.5	5.0	4.7	-5.3%	-14.5%
RTD Tea	18.2	9.1	9.6	5.8%	-47.0%	2.1	1.2	1.2	0.8%	-43.9%
RTD Coffee	1.2	2.8	2.9	4.1%	132.8%	0.1	0.2	0.2	5.9%	157.8%
Energy	2.6	3.7	3.5	-6.4%	33.6%	0.3	0.4	0.4	7.3%	68.6%
Value-Added Water	0.3	0.5	0.4	-21.6%	32.7%	0.3	0.2	0.3	99.2%	19.9%
Sports Drinks	8.0	7.2	7.1	-1.9%	-11.7%	1.2	1.2	1.2	-3.9%	-3.3%
Water	0.0	0.2	0.2	-	-	7.2	10.8	11.4	5.2%	58.1%

MONTGOMERY-LOWNDES BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change
Total	282.2	298.2	289.2	-3.0%	2.5%	40.0	49.1	49.4	0.7%	23.5%
Full-Calorie (>67 Calories per 8 oz.)	251.4	266.1	258.4	-2.9%	2.8%	19.1	20.7	20.2	-2.5%	5.9%
Mid-Calorie (41-67 Calories per 8 oz.)	27.4	28.4	26.9	-5.3%	-1.8%	4.0	4.1	3.9	-5.3%	-1.3%
Low-Calorie (5-40 Calories per 8 oz.)	3.2	3.4	3.6	5.8%	12.1%	0.9	1.0	1.2	17.0%	25.7%
No-Calorie (<5 calories per 8 oz.)	0.2	0.2	0.2	-3.9%	10.3%	16.1	23.3	24.2	3.9%	50.4%
CSD	162.1	159.1	155.3	-2.4%	-4.2%	15.5	15.0	14.6	-2.2%	-5.7%
Full-Calorie CSD	161.7	158.9	155.0	-2.4%	-4.1%	12.2	12.1	11.8	-2.1%	-3.0%
No- & Low-Calorie CSD	0.2	0.2	0.2	0.4%	-24.9%	3.3	2.9	2.8	-2.5%	-14.8%
100% Juice & Juice Drinks	79.9	87.5	84.7	-3.3%	5.9%	7.0	7.8	7.6	-1.9%	8.9%
RTD Tea	20.0	21.0	20.4	-2.9%	2.2%	2.6	2.6	2.5	-3.2%	-5.3%
RTD Coffee	1.9	3.8	3.6	-5.4%	88.9%	0.1	0.3	0.2	-3.5%	113.1%
Energy	3.3	6.4	6.7	5.0%	102.1%	0.4	0.8	0.9	19.9%	157.0%
Value-Added Water	0.5	0.3	0.2	-6.7%	-54.8%	0.5	0.6	0.6	2.3%	11.0%
Sports Drinks	14.4	18.5	17.0	-8.4%	17.7%	2.2	3.1	2.9	-8.1%	27.6%
Water	0.0	1.5	1.2	-	-	11.6	19.0	20.0	5.2%	72.7%

Appendix C: Data Tables

MISSISSIPPI DELTA BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change
Total	267.1	261.9	255.4	-2.5%	-4.4%	37.4	44.0	44.6	1.3%	19.3%
Full-Calorie (>67 Calories per 8 oz.)	242.6	238.3	232.4	-2.5%	-4.2%	18.3	18.5	18.2	-1.9%	-0.7%
Mid-Calorie (41-67 Calories per 8 oz.)	22.0	20.0	19.1	-4.4%	-13.0%	3.2	3.0	2.8	-4.8%	-11.4%
Low-Calorie (5-40 Calories per 8 oz.)	2.4	3.4	3.7	8.9%	54.9%	0.7	0.9	1.0	20.5%	45.1%
No-Calorie (<5 calories per 8 oz.)	0.2	0.2	0.2	-32.2%	-1.7%	15.2	21.7	22.6	4.2%	48.6%
CSD	174.7	162.3	163.4	0.7%	-6.5%	16.0	15.0	15.4	2.0%	-4.0%
Full-Calorie CSD	174.1	162.0	163.1	0.7%	-6.3%	13.0	12.4	12.5	1.4%	-3.8%
No- & Low-Calorie CSD	0.2	0.1	0.2	74.1%	13.0%	2.9	2.7	2.8	5.3%	-3.8%
100% Juice & Juice Drinks	60.2	61.0	55.7	-8.7%	-7.5%	5.4	5.5	5.3	-4.6%	-2.7%
RTD Tea	17.3	18.9	17.9	-5.1%	3.5%	2.0	2.5	2.3	-6.7%	12.7%
RTD Coffee	0.9	3.4	3.2	-6.9%	251.0%	0.1	0.2	0.2	-4.0%	288.3%
Energy	2.4	4.0	3.7	-7.2%	53.2%	0.2	0.5	0.5	7.7%	98.5%
Value-Added Water	0.3	0.3	0.2	-32.1%	-22.9%	0.3	0.1	0.4	202.2%	16.3%
Sports Drinks	11.3	11.7	10.9	-7.4%	-4.1%	1.7	2.0	1.8	-8.4%	6.8%
Water	0.0	0.3	0.4	-	-	11.6	18.2	18.7	3.0%	61.7%

BRONX-BROOKLYN BCI COMMUNITY SUMMARY DATA TABLE

Category	Average Calories Per Person Per Day					Total Volumes Per Person Per Day (Ounces)				
	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change	2015 Baseline Estimate	2022 Year 7 Estimate	2023 Year 8 Estimate	2022-23 Percent Change	2015-23 Percent Change
Total	110.7	81.3	83.7	2.9%	-24.5%	18.2	15.7	16.8	6.7%	-7.9%
Full-Calorie (>67 Calories per 8 oz.)	103.6	75.6	77.7	2.7%	-25.0%	8.1	6.0	6.2	2.8%	-23.4%
Mid-Calorie (41-67 Calories per 8 oz.)	5.9	5.1	5.3	4.5%	-10.3%	0.9	0.8	0.8	4.8%	-10.4%
Low-Calorie (5-40 Calories per 8 oz.)	1.1	0.5	0.6	12.0%	-47.2%	0.3	0.2	0.3	30.0%	-13.2%
No-Calorie (<5 calories per 8 oz.)	0.1	0.1	0.1	14.6%	-16.1%	9.0	8.8	9.6	9.1%	6.4%
CSD	60.2	44.1	46.4	5.1%	-23.0%	5.2	3.9	4.2	5.8%	-20.4%
Full-Calorie CSD	60.1	44.0	46.2	5.1%	-23.1%	4.7	3.5	3.7	5.3%	-22.1%
No- & Low-Calorie CSD	0.0	0.0	0.1	30.3%	31.7%	0.5	0.4	0.5	10.0%	-7.4%
100% Juice & Juice Drinks	35.9	24.3	24.3	0.1%	-32.2%	2.8	2.0	2.0	0.8%	-28.3%
RTD Tea	10.0	6.7	6.7	0.3%	-33.1%	1.2	0.8	0.8	2.3%	-35.9%
RTD Coffee	0.6	1.2	1.1	-3.0%	102.4%	0.0	0.1	0.1	7.6%	107.5%
Energy	1.6	1.7	1.8	7.0%	14.4%	0.2	0.2	0.3	19.0%	47.2%
Value-Added Water	0.7	0.2	0.2	12.9%	-70.4%	0.3	0.2	0.2	5.9%	-26.8%
Sports Drinks	1.8	2.2	2.3	6.8%	32.0%	0.3	0.4	0.4	14.6%	55.0%
Water	0.0	1.0	0.8	-	-	8.1	8.1	8.8	8.4%	8.3%



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