

Manufacturer Ranking Report

2009

Leading Single-Serve Energy Drink	Dollar sales	% change from year ago	\$ Share
Red Bull North America, Inc.	\$ 1,835,734,000	-1.8%	38.64%
Hansen Natural, Inc.	\$ 1,406,267,000	6.9%	29.60%
Rockstar Inc.	\$ 526,442,600	-3.1%	11.08%
PepsiCo, Inc.	\$ 335,579,900	13.0%	7.06%
The Coca-Cola Co.	\$ 197,833,800	-18.6%	4.16%
High Performance Beverage	\$ 160,254,000	39.6%	3.37%
North Am. Coffee Partners	\$ 130,600,700	575.4%	2.75%
South Beach Beverage Co.	\$ 108,054,700	-45.0%	2.27%
Dr. Pepper Snapple Group	\$ 35,429,840	899.8%	0.75%
Private label	\$ 14,989,910	-5.8%	0.32%
Total SS Energy Drink	\$ 4,751,186,450	3.2%	
<i>Data for 52 weeks ended Aug 9, 2009</i>			
<i>Total US - Supermarkets, Drugstores and Mass Merchandisers excluding Wal-Mart</i>			
<i>Source: SupermarketBattles estimates, IRI, Nielsen, Mintel</i>			
Total Single Serve Energy Drink:	\$ 7,500,000,000	3.8%	
All Channels			

Brand Ranking Report

2009

Leading Single-Serve Energy Drink	Dollar sales	% change from year ago	\$ Share
Red Bull	\$ 1,835,734,000	-1.8%	38.64%
Monster Energy	\$ 843,706,900	9.9%	17.76%
Rockstar	\$ 400,133,100	-6.5%	8.42%
Monster Energy XXL	\$ 210,217,200	7.8%	4.42%
Java Monster	\$ 169,515,600	5.5%	3.57%
NOS	\$ 160,254,000	39.6%	3.37%
Amp	\$ 148,671,800	-8.7%	3.13%
Doubleshot	\$ 126,347,900	553.4%	2.66%
Full Throttle	\$ 110,816,000	-2.7%	2.33%
Monster Khaos	\$ 67,604,970	1.4%	1.42%
Total Single-Serve Energy Drink	\$ 4,751,186,450	3.2%	
<i>Data for 52 weeks ended Aug 9, 2009</i>			
<i>Total US - Supermarkets, Drugstores and Mass Merchandisers excluding Wal-Mart</i>			
<i>Source: SupermarketBattles estimates, IRI, Nielsen, Mintel</i>			
Total Single Serve Energy Drink:	\$ 7,500,000,000	3.8%	
All Channels			