

Categories	2000	2001	2002	2003	2004
<b>TOTAL LRB</b>	<b>65.1</b>	<b>63.7</b>	<b>61.9</b>	<b>59.8</b>	<b>58.3</b>

Note: Per Serving figures between 2000 and 2009 are based on two-tier criteria (calories above 40 & below 40);  
 \* Liquid Refreshment beverages include CSDs, sports drinks, 100% juice, juice drinks, RTD teas, RTD coffee, etc.  
 Source: Beverage Marketing Corporation

**Absolute Growth Rates**  
**CALORIES PER EIGHT-OUNCE SERVING BY SEGMENT**

Categories	2000/2016
<b>TOTAL LRB</b>	-30.98%

Source: Beverage Marketing Corporation

**U.S. LIQUID REFRESHMENT BEVERAGE MARKET  
CALORIES PER EIGHT-OUNCE SERVING BY SEGMENT  
2000 - 2016**

<b>Calories Per 8-Ounce Serving</b>						
<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>55.8</b>	<b>53.4</b>	<b>51.6</b>	<b>51.4</b>	<b>51.3</b>	<b>50.4</b>	<b>49.5</b>

*: From 2010, figures are based on 4-tier criteria  
energy drinks, value-added water, bottled water.*

<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>48.5</b>	<b>47.9</b>	<b>47.1</b>	<b>46.1</b>	<b>44.9</b>