

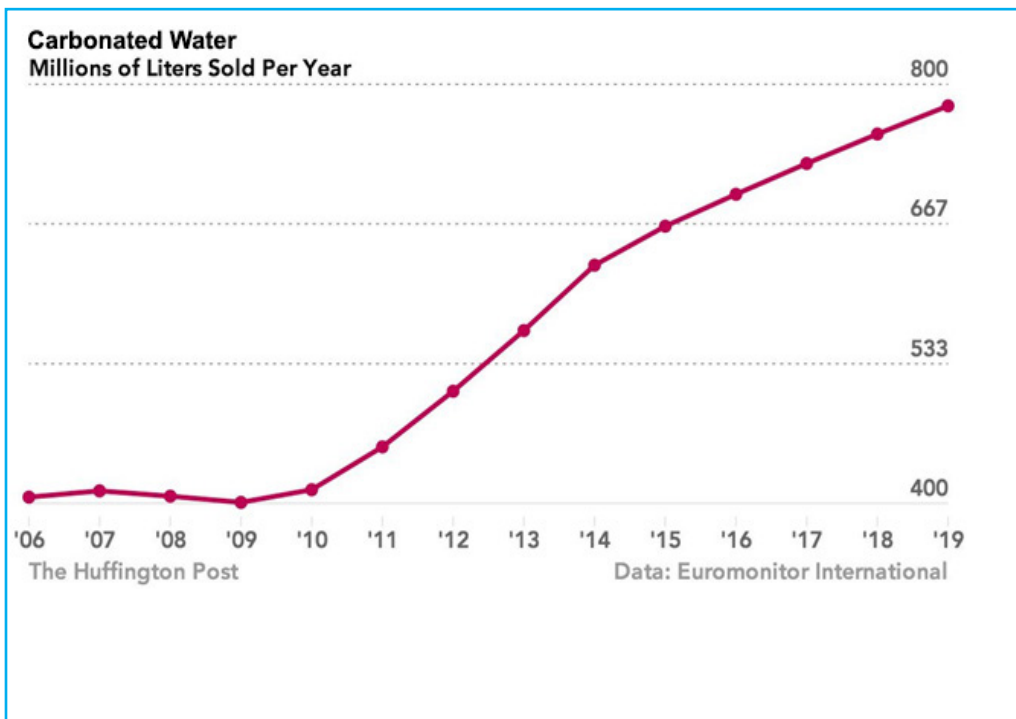
# Carbonated Water

**Carbonated water is quickly infiltrating the beverage landscape.**

Consumer beverage consumption is rapidly advancing into a healthy phase with coffee, tea and water leading the charge. This trio accounts for three of the top four consumed beverages in United States foodservice according to market research firm, NPD Group. When it comes to the surging popularity of water, one of the segments fueling its growth is the carbonated version.

## Carbonated Water Rises

Carbonated water is created by dissolving carbon dioxide (CO<sub>2</sub>) in water. This creates carbonic acid, which is more acidic than regular water (it falls somewhere in the range of apple and orange juice) but is much less acidic in the stomach than those juices.



Between 2009 and 2014 the volume of carbonated water sold in the United States increased by 56.4 percent and Americans' obsession with health seems to be the biggest reason for this growth.

“[Americans] are turning away from things that identify with soda and instead are turning toward things that identify with water,” Feliciano said. “If I’m looking for health and I’m looking for variety, sparkling water with different flavors seems to provide that.”

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## Health Benefits of Carbonated Water

### Stay Hydrated

You may not think of water as a nutrient, but it is essential for good health. Water keeps you hydrated, is necessary for moving nutrients throughout your body, keeps you feeling full between meals and reduces fluid retention.

### Improve Indigestion

If you're feeling a little sick to your stomach after eating, drinking a glass of carbonated water might help, according to a 2002 study published in the "European Journal of Gastroenterology and Hepatology."

### Alleviate Constipation

The same 2002 study also found an improvement in constipation in the study participants who drank carbonated water. When you're dealing with constipation, you know to up your intake of foods high in fiber. But getting enough fluids is as important as fiber when it comes to constipation. Fluids, such as carbonated water, help the fiber work better in your stomach and make stools normal and regular.

### Jazzing Up Fizzy Water

Carbonated water is a little more exciting than still water, but if you're a soda drinker trying to make the transition to the healthier beverage, jazzing it up with some flavor enhancers might help. Add a spritz of lemon or lime to your fizzy water for a touch of flavor. If that's not enough, mix in a little juice, such as cranberry or orange, for a little sweetness. You can also make flavored carbonated drinks with slices of orange or cucumber or sprigs of mint.

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Along with the health benefits, consumers also seem to be shifting to flavored sparkling water for that throat-tickling combination of bubbles and sweetness.

Kevin Klock, CEO of Talking Rain, a beverage company based in Preston, Washington, says his company doesn't try to make health claims about its water-based drinks because consumers recognize that sparkling water is probably healthier than soda.

"It's great that it's zero calories, but it's probably not the number one thing the consumer is looking for," Klock said of their company's carbonated water offerings. "They're not drinking it because they have to; they're drinking it because it's something they find they enjoy."

"I don't see it as a fad," Klock said of flavored sparkling water, noting the trend in all beverages, including liquor and beer, is toward more variety and flavor. Dr. Melina Jampolis, a Physician Nutrition Specialist for CNN added that calorie conscious consumers can increase water intake by using carbonated water to dilute calories in beverages such as juice and white wine.

The flavor variety that carbonated water provides, coupled with its quick preparation time, may be another factor in the increased consumption.

## Consumer Demographics

Given the customization and quick preparation of the beverage, it's not surprising that the largest consumer demographic is 18-to-34-year-olds. That age group accounts for 36% of carbonated water consumption based on NPD numbers. Sales are also being driven by female customers as they account for 55% of all consumption.

## Potential Growth

As health and wellness continue to be a focus point of consumer behavior, the increased presence of carbonated water and its multitude of flavor pairings and health benefits will remain a key player in the beverage landscape.



# Q\$R

QSR establishments could expect to see as much as an 11% increase in carbonated water sales by the end of 2015 according to NPD data.

Carbonated water has seen remarkable sales growth in convenience stores and beyond recently. The bubbly beverage's sales were up 64% in C-stores for the calendar year ending June 15, 2014, according to Industry IRI Worldwide statistics.

This success was not limited to just the C-store segment. According to NPD data, quick serve establishments overall were expected to see as much as an 11% increase in carbonated water sales by the end of 2015. Carbonated water based beverages purchased at the store but consumed away from the point of purchase (the carry out service mode) could also see growth as much as 10% near the end of 2015.

## Top C-Store Beverages

Based on every 100 orders



To learn about the carbonated water solutions offered by BUNN, please contact your local BUNN sales representative or our general offices at 800-637-8606. You can also visit our website at [www.bunn.com](http://www.bunn.com).

Sources: NPD Crest Data - Euromonitor International - Huffington Post - CNN - Livestrong.com

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04/15 © 2015 Bunn-O-Matic® Corporation