Consumer Trends: Healthy Beverage Trends

LAS VEGAS, Nev. (Healthy Beverage Expo) — What's the future of the beverage industry? According to Healthy Beverage Expo [1], the future is nutritious and functional beverages made from high quality ingredients and pure water, marked by an undeniable accountability for the effects of processing, packaging and distribution. And Supermarket Guru Phil Lempert, the 2013 Healthy Beverage Expo keynote presenter, agrees.

"2013 is going to be a very interesting year for beverages, especially healthy beverages," says Lempert, who's preparing his presentation for Healthy Beverage Expo, June 7-9 at the Las Vegas Convention Center, Las Vegas, Nev. The event is co-located with World Tea Expo, the most prominent event for the tea industry. Details and registration are available at www.HealthyBeverageExpo.com [1] and www.WorldTeaExpo.com [2].

"The beverage industry is going to heat up," notes Lempert, an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape. "We've seen a war against unhealthy, high-calorie, sugary beverages and over consumption, starting with New York's size regulation and Coca Cola's advertising about obesity factors. Now, consumers are going to want to understand what makes a beverage healthy, and they're going to want a variety of healthy options at their supermarket. Without a doubt, beverage manufacturers of all kinds need to prepare for certain change, as we're entering a realm that may not be comfortable for antiquated beverage businesses."

As a result, Healthy Beverage Expo and The Supermarket Guru plan to survey the SupermarketGuru.com Consumer Panel on beverage consumption habits, preferences, knowledge of healthy beverages and what's most important to them, among other areas. The results of the study — along with Lempert's keen insights on the state of beverages, healthy beverage opportunities and the future — are scheduled to be revealed during the Healthy Beverage Expo keynote session, June 7 at 3 p.m. The session is also open to attendees of World Tea Expo, which is ideally co-located with Healthy Beverage Expo, as tea is one of the healthiest beverages next to water.

"The future is huge for healthy beverages," says Lempert. "I anticipate more demand for healthy beverages and a very interesting product development cycle in the near future. Now is a critical time for the industry to delve into this segment. Indeed, recent news and attacks on unhealthy beverages and sodas has not changed behavior. So we need to get back to the basics and communicate and educate consumers; help customers understand the definition of a healthy beverage; make them aware of the healthy beverage options on the shelf; and promote the benefits of these types of drinks. And rather than trying to glamourize products, manufacturers need to emphasize the simple facts and ingredients of their beverages. In tandem, we need to keep evolving our healthy beverages in

terms of taste. Because as we all know; if it doesn't taste good --- even if it's healthy --- consumers won't buy into it. Taste is No. 1."

In addition to being the keynote presenter, Lempert is on the advisory board of Healthy Beverage Expo, which focuses on numerous types of drinks, including: bottled water, dairy, juice drinks, sports and nutritional beverages, herbal extracts and other alternative products that are beneficial for consumers.

A distinguished author and speaker, Lempert is well known as The Supermarket Guru (www.SupermarketGuru.com [3]), alerting customers and business leaders of impending corporate and consumer trends, empowering them to make educated purchasing and marketing decisions. He is also recognized as the food trends editor and correspondent for NBC News' Today Show, where he reports on consumer trends, food safety, money-saving tips and new products.

At Healthy Beverage Expo, Lempert joins hundreds of industry leaders, vendors and thought-provoking experts in conversations and educational sessions — all dedicated to the latest trends, products and developing the healthy beverage market.

Along with Lempert, Healthy Beverage Expo attendees can preview and compare an extensive range of beverages, explore newly launched products, source vendors, participate in exclusive taste-test competitions, hear from top imbibe experts, establish key relationships and evaluate opportunities to capitalize on this fast-growing segment.

Delegates include beverage buyers, distributors and retailers, as well as food service professionals, independent merchants, product developers, health practitioners, dieticians, scientists and other decision makers.

Visit www.HealthyBeverageExpo.com *[1] to register.*

About World Tea Media

World Tea Media, a division of F+W Media, Inc., is an integrated media company dedicated to providing business solutions to the global beverage industry. Events include the new Healthy Beverage Expo *[1], the annual* World Tea Expo *[2], the most prominent event for the industry, and* World Tea East *[4], the regional event for the northeast, mid-Atlantic and southeast United States. World Tea Media also produces the* North American Tea Championship *[5] and* World Tea News *[6]. The North American Tea Championship is the only professional and independent competition that distinguishes the highest quality and best tasting teas commercially available in the North American marketplace. World Tea News is an online portal that offers in-depth news, features and business insight for the global tea industry. World Tea Media is headquartered in Las Vegas, Nev.*

About F+W Media, Inc.

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[3] http://r20.rs6.net/tn.jsp?e=001AywgV-fFYiQ7YYSA0DLFO5v3rnYCzN6Lm6NYnYSnmnyUfSLI61p77ftk_L0W8Y81HDyRWWj5uV1UR2QEy6j6bV9KtW81UbhSTY0JXjygZdcBBlhHdB2lpU6MlqzVi7T19jN7Zl65ChBb913Vs1WJwRjJ0w4q0xL3oHjlR-GbUvWsAHZuk83T86cmerx9CnOe6SxeG1E7qwJrv727siRGHmbFAuidqTQOOLQMabJY1FY5Ka42iyue4frQV1UzZr5m8H0UygPaAYaMVv7HWF8HTEmZI3OKIumJB0jgrDOX1b__dILtQmw6IJluV-1bsC2pNQab7Hd8x5_zVIQLxmE8RbeIHN5wtt89etk5xzphypbpcGj-SOdXzg==
[4] http://r20.rs6.net/tn.jsp?e=001AywgV-fFYiT0VZ9kIHfrzlu532CAB15YRS9ZG2wuNs8mFdlFhoVTla8HrBdbo5--1ESyDBdl_A3DELLgTANT8dmu4t964pxZ5Zc1g9wIi0fIpFNZWJfdVaoW_JlpITnHt6nHKK3ldNFUwavrGcPoEdxLIPeIkfBmHfMRwZQCs3DtaW_rVjVzsucgE0S8raobYSdPyBL51Xmf1TEosDWR0lI9EzUAvmr3oJ8LwDktf0XoE9rkh1P2JWVXlP9AFHURnSM_vMw0APExfMaUrZ3adOB_5VELNkOJSXYNIb8KIuh43ePGQA6qlP6LMaGiKMUYOikyCO-3Q5yuPdtNqKGvR0Se13hEIvNeAENlpVxY4S0=
[5] http://r20.rs6.net/tn.jsp?e=001AywgV-fFYiS9UQRPVAbLOGXvnWXQupOc2F2UgmGuXPcLF1o_PQvGoXGa6W5-IkdcpykxGeXiK3om73fHTSg2raz17vctHiUJhid_iKwsezEJxhnMSlf9gtQb4k1RbnJT3nVpEkpTtw6w-imsZQMUxuXAjJpJjfisLXwg2YUvI0wz5IV8_FEXBjRqSCCzRJkAt6EIhEtNvnuzfByGVXuY2u4BiBqPWK95AlqoTyGpVnYtV9WxyCCWG-87xoG4UvP8JuxdKtRro98ZddpbcXH2KZuePGxVi-gD1JE8toOMoUWBTPhgRkaloitbAGvaiVElRkLJtNp6oBCAMVpjKMmTlULcvYnD0EuwcRgqciatOzzSa7QuFUbiTQ==
[6] http://r20.rs6.net/tn.jsp?e=001AywgV-fFYiS5KHlA-mTB6oNCxGuBERqEs59XADAMhP6kagMPpJT73XFMSK4ri-VzyRHuL-L0B_2FyXhlAoJCKPunufrUyhgCFxNmXagehiTruJuti9BaRIA6v_W-i4qXPKUGy0ryicSiE9SYgV2MFFWBeAgRyU9YED7BGrjabvteXHSllIW7

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[8] http://r20.rs6.net/tn.jsp?e=001AywgV-fFYiTQhf9P0u8SPI9FTgWCbvt2ohZ55GWu_DAa8GRlIwrUAk3qYL_AxQy-Zo5Simm3GKXFu1PH99UM6xXEmWKj2zR2mQYAu0MMYuMpCq_gd1U4mOauG_uC43V9lMFUoT0qtmB1mGvrLGVE7L5gjUHL0oDrT25Bb8a87_9BvzZl172gGtRS2hEDEAbTrJTYEbMPc7fQ7H0cdH60pxHWxpVRdZXYEAndVV43pZP1e5hwSowjNbWK4gMDSCIcU-bNOypV3hnBE5g18qPYvxzQTihibjZtNuaENZTQ8m1LF5jPQqnrwK5FeMT6dqqNPtc26VhE6I8qbSuCYoLAuamL7_gbsIi2VNRC7VkhSVI=