



Not just kidding: Jones Soda says we're older than we look.

not mainstream, otherwise they'd be less-than-gourmet. I think it's sort of a Catch-22; gourmet sodas are for that change-of-pace occasion when you want something a little bit different. You want a niche brand. You're going to take your time drinking that soda. It's a different experience that you don't get with your everyday sodas. We will continue to be a small piece of the puzzle, but I think an important piece.

**JOHN HERON,**

**CRICKET COLA:**

Consumers are looking for new, interesting, better and better for you—and healthier ingredients—products. The beverage industry is dominated by products that are no longer that interesting. The niche market is populated by some very good brands and has a large share of uninteresting brands.

**PETER VAN STOLK,**

**JONES SODA:** We're a soda. Sodas are sold everywhere. We're expensive sodas. That's the only difference. We have to be sold where people are going to pay a dollar a bottle. At a minimum. I don't think it's niche marketing, I think it's common sense that we've got to be sold in locations where consumers are willing to pay a dollar a bottle. If that's niche, that's fine. The beverage market is in flux. It's a great time for us because it is in flux and we get the opportunity to play



Can you believe it? Dad's enjoys "amazing heritage" and packaging versatility.

and do things differently.

## WHO IS YOUR CONSUMER?

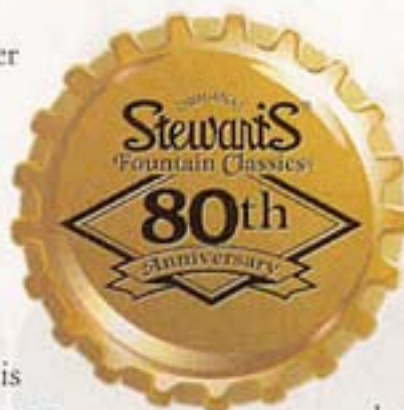
**VAN STOLK:** Everyone thinks Jones soda is a kids' soda. I love the industry to think that because, to me, it's such a narrow-minded way of thinking. We target the 12-24 year-olds and that's the crowd we've always targeted. If you look at the growth of Jones Soda, we're growing in Barnes & Noble, we're growing in Panera, we're growing and selling 300% more than they sold last year with other beverages. These people aren't old, but they appreciate what we're doing because they feel that it's relevant to them and it's relevant to the target base they want to work with, which is 12-24 years old. Everybody who is over 45 tells us we're a kids' pop because they're too stupid to understand what the kids want.

**BAXLEY:** We don't exclude anybody. Each day, we have people who drink Frostie Root Beer that remember it when they were growing up, when it was a single product brand. Just Frostie Root Beer. And we've expanded the brand to include Blue Cream Soda and Cherry Limeade, which are brands that have demographics of younger people.

**TESTA:** It's a family-oriented consumer. It's an upscale consumer. Except for Jones, a lot of the gourmet sodas fall into that category. I say family because we are very grocery and multipack driven. These are people taking them home and sharing them with the whole family, whether it's pizza night or game night or whatever the



Happy anniversary, baby: Stewart's turns 80.



special occasion is.

**HERSH:** We're going after the 35-plus consumer who cares about taste and is tuned into the quality of taste of what they eat and drink. There's a demo out there that shops at the nicer stores and goes to Starbucks and actually wants a better cup of coffee and is willing to pay two bucks rather than buy a crappy cup. And is all of a sudden saying: "I want something that tastes better and I'm not going to reach for the most common thing, like the Snapple or the Coke."

**DUNMAN:** Everybody. Anybody in the soft drink business goes after the 12-24 year-olds. We have a product that is a little more old-fashioned, a little more premium, upscale. I think we appeal to some older people, who remember these kinds of flavors and products from their childhood. When you're out there and marketing it as a premium or superpremium product, I think it's important not to forget those people because they're the ones who make quite a bit of money, so they can afford to buy your product.

**DAKER:** The premise for Cool Mountain has



Hank's a lot: Birch beer is just one super-premium seller.