



ANNOUNCING BEVERAGEPULSE.COM AND ITS PRODUCTS FOR STRATEGIC KNOWLEDGE IN BEVERAGE AND BEVERAGE PACKAGING

High quality, low cost, timely research is finally available for the beverage and beverage packaging industries

ATLANTA, JULY 12/- BeveragePulse.com is offering a unique opportunity to really understand the pulse of the consumer when it comes to beverages and beverage packaging. We all hear and read a lot in the popular media about environmental concerns, obesity and health concerns, economic hard times, changing shopping behavior and consumer preferences. How do beverage and packaging businesses know how to weigh all these issues and understand how they impact now and into the future?

BeveragePulse.com quantifies and provides a deeper understanding of how these issues impact packaged beverage purchase and consumption. Its ongoing, fact-filled reports and releases will do some 'myth busting' along the way. Interested businesses may not always hear what they want about their package or beverage; our commitment is to provide the unbiased facts to a broad range of clients. Data are collected through proprietary online large samples representative of the American public. Quantitative data are combined with a deeper insight by gathering qualitative responses from online respondents.

BeveragePulse.com's first report, titled *Environmental Concerns: The impact on beverage and package decisions* is available at a free introductory cost at the website www.BeveragePulse.com. The report explores consumer attitudes toward beverage consumption and beverage packaging purchases in relation to the economy, the environment, recycling, sustainability and the current Gulf of Mexico oil spill.

ABOUT BEVERAGEPULSE.COM

BeveragePulse.com is the product of collaboration between Concept Catalysts, Inc. and iModerate Research Technologies. We saw a need for relevant, high quality, and affordable insights into what drives consumer purchase and consumption of packaged beverages. We look at consumers' preferences, what really drives purchase behavior, and the implications for the future. These consumer insights together with market analysis and an understanding of value chain profitability can provide companies in the packaging and beverage value chain with a clear understanding of the current market dynamics and a clearer picture of what the future holds. What we know is that all too often companies and individuals don't have access to these critical consumer insights and often have misconceptions about how their products are viewed by consumers. The main barrier in many cases is the cost of custom research. Our intent is to break down this barrier by offering relevant, high quality, and affordable consumer insights through our multi-client model.

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