

Sent: Monday, January 05, 2015 5:38 PM  
To: @NBC Uni LIM DFW Feedback On The Site  
Subject: Viewer E-mail - [www.nbcdfw.com](http://www.nbcdfw.com) - Contact Us (On Air or Online) - Transcript of Story

Message:

You ran a story on the evening news on 1/4/15 about people becoming more health conscious about drinks over the next 25 years. I caught a portion and would like to hear the entire report. The story was about drinks from vending machines changing even the bottling of drinks to make more healthy drinks. Can you send a link to that story on your website? Thanks

From: NBCUniversal  
Date: Mon, Jan 5, 2015 at 6:23 PM  
Subject: RE: Viewer E-mail - [www.nbcdfw.com](http://www.nbcdfw.com) - Contact Us (On Air or Online) - Transcript of Story

Unfortunately, I do not have a copy of the video, but here is the script.

**WHAT KINDS OF DRINKS WILL WE BE CONSUMING IN 25 YEARS?**

**BEVERAGE COMPANIES ARE STRUGGLING RIGHT NOW... WITH A LONG-TERM DECLINE IN SODA SALES... AS CONSUMERS DITCH ARTIFICIAL SWEETENERS... AND SUGARY SOFT DRINKS.**

**SARA EISEN SHOWS US WHAT THE FUTURE HOLDS.**

( "Orange, vanilla, cherry" )

**CHOICES. PERSONALIZATION. CUSTOMIZATION.  
THAT'S THE KEY FOR BEVERAGES IN THE NEXT 25 YEARS.  
PEPSI... IS ALREADY THINKING ABOUT IT.. AS IT PREPARES TO ROLL-OUT DRINKFINITY..**

**(BRAD JAKEMAN, PEPSICO GLOBAL BEVERAGES GROUP)**

**Q: what does the drinkfinity tell us about the consumer in 25 years**

**A: "it tells us a number of things - firstly consumers are going to look for much more exciting propositions... vast amount of choice available to them"**

**YOU'RE ALREADY STARTING TO SEE THAT IN COKE'S FREESTYLE MACHINE... IN RESTAURANTS, WHICH LETS YOU CUSTOMIZE YOUR FAVORITE COKE**

**SOURCE:**

**Eisen, S. (Adapter). (2015, January 15). *What kind of drinks will we be consuming in 25 years?* [Transcript file]. In *NBC Universal*. Retrieved January 15, 2015, from [www.nbcdfw.com](http://www.nbcdfw.com)**

**BRAND...**

**OR PEPSI'S SPIRE... WHICH LETS YOU MIX AND MATCH HUNDREDS OF COMBOS.**

**THAT'S WHAT ALCOHOLIC BEVERAGE DRINKERS WANT AS WELL.**

**(: DAVID KROLL / VP OF INNOVATION & INSIGHTS, MILLERCOORS)**

**"I think over the next five to twenty years you're going to see the consumer have a clear role in playing on what that ultimate beer experience tastes like."**

**AT MILLERCOORS TEST LAB IN CHICAGO, THEY'RE ALREADY EXPERIMENTING WITH UNIQUE FLAVOR PROFILES -**

**CONSUMERS ARE ALSO DEMANDING NATURAL AND HEALTHIER... CHOICES...**

**(: DR. DAVID RYDER / VICE PRESIDENT OF BREWING, RESEARCH, INNOVATION AND QUALITY, MILLERCOORS)**

**"i think flavor companies are going to get more and more complex with their flavors and more and more natural"**

**BIG COMPANIES ARE CURRENTLY EXPERIMENTING WITH NATURAL SWEETENERS LIKE STEVIA... COKE LIFE AND PEPSI TRUE JUST LAUNCHED... BUT NO ONE HAS FOUND A FORMULA YET WITH A MASS APPEAL AND A WINNING TASTE**

**CONSUMERS ALSO WANT TO MAKE IT THEMSELVES.  
FOR INSTANCE..**

**HOME-BREWING EQUIPMENT KITS... ARE GROWING DOUBLE DIGITS..  
ACCORDING TO THE AMERICAN HOME BREWING ASSOCIATION - AND THAT  
NUMBER IS EXPECTED TO CONTINUE TO GROW**

**YOU'RE ALREADY SEEING THE BIG COMPANIES GET BEHIND IT.. COKE IS  
TEAMING UP WITH KEURIG GREEN MOUNTAIN TO LAUNCH AN AT HOME COLD  
BREWER... SET FOR 2015.**

**PEPSI IS WORKING WITH SODASTREAM TO ALLOW USERS TO MAKE SOME  
PEPSI DRINKS ON THEIR OWN.**

**THIS IS JUST THE BEGINNING... BUT THE TRENDS EXPERTS EXPECT TO  
CONTINUE TO GROW ARE: PERSONALIZATION... DO IT YOURSELF... AND**

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**NATURAL, HEALTHY CHOICES.**

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