

NOVEMBER 1968
TABLE 1. Monthly Production of Soft Drinks, 1966-68

|  | 1966 | 1967(1) | 1968(1) |
| :---: | :---: | :---: | :---: |
|  | gallons |  |  |
| January | 12,004, 330 | 16, 666,093 | 17,679,445 |
| February | 16,555, 202 | 15, 929, 209 | 20,452,894 |
| March . | 13,774,841 | 15, 952,349 | 18,023,548 |
| April | 15,421,321 | 19,559,546 | 21,856,664 |
| May | 19,462, 353 | 20,380,364 | 26,587, 150 |
| June | 23, 108, 142 | 27,001,893 | 28,005,882 |
| July | 24,483, 608 | 26,133,663 | 28,713, 259 |
| August | 25,573,405 | 29,492, 141 | 31,454, 260 |
| September | 20, 389, 701 | 21, 134,832 | 24, 748, 414 |
| October. | 15, 315, 735 | 19,269,372 | 20, 296,733 |
| November | 18,320,731 | 21, 106,815 | 22,486,777 |
| December | 18,206,932 | 19, 338, 309 |  |
| Total 12 months | 222,616,301 | 251,964,586 |  |

(1) Preliminary, subject to revision.

TABLE 2. Cumulative Production of Soft Drinks, 1966-68

|  | 1966 | 1967(1) | 1968(1) |
| :---: | :---: | :---: | :---: |
|  | gallons |  |  |
| Two months ended February | 28,559,532 | 32,595,302 | 38,132,339 |
| Three months ended March | 42,334, 373 | 48,547,651 | 56,155,887 |
| Four months ended April | 57,755,694 | 68,107,197 | 78,012,551 |
| Five monthe ended May | 77, 218,047 | 88,487,561 | 104,599, 701 |
| Six months ended June | 100,326, 189 | 115,489, 454 | 132,605,583 |
| Seven months ended July | 124, 809, 797 | 141,623, 117 | 161,318,842 |
| Eight months ended August | 150,383, 202 | 171,115,258 | 192, 773, 102 |
| Nine months ended September | 170,772,903 | 192, 250,090 | 217,521,516 |
| Ten months ended October | 186, 088, 638 | 211,519,462 | 237, 818,249 |
| Eleven months ended November | 204, 409,369 | 232,626, 277 | 260,305,026 |
| Twelve months ended December | 222, 616, 301 | 251, 964, 586 |  |

(1) Preliminary, subject to revision.

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TABLE 3. Shipments of Soft Drinks, Quarter ended June 30, 1968P


P Preliminary figures.

TABLE 4. Shipments of Soft Drinks, six months ended June 30, 1968(1) ${ }^{\text {P }}$

| Description | Quantity | Regular | Low <br> calorie |
| :--- | :--- | :--- | :--- | Total | Tala |
| :--- |

number of cases
Bottled

| Under 16 ozs. $\ldots \ldots$ | 24 per case | $47,699,335$ | $2,438,819$ | $50,138,154$ |
| ---: | :---: | ---: | ---: | ---: |
| $16-24$ ozs. $\ldots \ldots \ldots$ | 12 per case | $1,565,870$ | 72,585 | $1,638,455$ |
| Over 24 ozs. $\ldots \ldots$ | 12 per case | $12,740,512$ | 156,496 | $12,897,008$ |
| Canned $\ldots \ldots \ldots \ldots \ldots$ | 24 per case | $8,355,354$ | 835,538 | $9,190,892$ |
| Bulk - Premix $\ldots \ldots$. | imperial gallon | $3,531,246$ | 10,427 | $3,541,673$ |
| Postmix $\ldots \ldots$ | imperial gallon | $2,047,597$ | 10,374 | $2,057,971$ |

(1) Includes revisions for year to date.

P Preliminary figures.

