

MARKET RESEARCH

Food and Beverage companies

Monster Beverage Corporation
(MBC)



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March, 2016



Monster Beverage Corporation (MBC)

<p>LOCATIONS</p>	<p>Headquarters: Corona, California, United States (141.000 square-foot, six-story building).</p> <p>Don't have other locations, as they outsource its manufacturing and distribution processes.</p>
<p>POTENTIAL CONTACTS</p>	<p>Christopher Good – Director: Global Sourcing Kelly Flores – VP of Strategic Planning Gareth Bowen - Senior Vice President Operations</p>
<p>OVERVIEW/HISTORY</p>	<p>(source) Hansen's Natural Sodas have been a natural soda brand in Southern California for the past 30 years.</p> <p>1993 – operations were moved to a new plant in Azusa, California</p> <p>1998- Company was moved to Corona, California.</p> <p>2012 - Changed the name of the company from Hansen's Natural to Monster Beverage Corporation.</p> <p>Now - Monster Beverage Corporation is a holding company and conducts no operating business except through its consolidated subsidiaries. The Company's subsidiaries market and distribute energy drinks (18 brands)</p>
<p>SUBSIDIARIES/PARENT COMPANIES</p>	<p>(source) Parent Company: The Coca-Cola Company (owns 16.7%) Subsidiaries Company:</p> <ul style="list-style-type: none"> • Blue Sky Natural Beverage Co. (Corona, CA) • Fastest, LLC (Albuquerque, NM) • Hansen Beverage Company (Corona, CA) • Monster Energy Austria GmbH (Vienna, Austria)
<p>ACQUISITION HISTORY</p>	<p>June 2015 –A part of the Coca-Cola Transaction, they acquired the Energy Drinks Brands from Coca-Cola (12 in total) and disposed of the non-energy drink business (4 in total).</p> <p>February 2016, Acquisition of American Fruits & Flavors (AFF) for \$690 million. AFF is Monster's primary flavor supplier, and with this transaction they secure the intellectual property of it.</p>
<p># OF EMPLOYEES</p>	<p>End of 2015 had 2.214 employees (1.500 full-time). From 2.214 employees, 555 in administrative and operational capacities and 1.659 in sales and marketing capacities.</p>



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<p>REVENUE/CAPITAL SPEND</p>	<p>Sales/Revenue (source):</p> <ul style="list-style-type: none"> • 2014: \$2.46 billion • 2013: \$2.25 billion • 2012: \$2.06 billion <p>Capital Expenditures (source):</p> <ul style="list-style-type: none"> • 2014: \$31.36 million • 2013: \$56.3 million • 2012: \$49.24 million
<p>PRODUCT / PROCESS</p>	<p>Their Monster Energy® brand energy drinks, represents 92.5%, 93.9% and 93.2% of their net sales for the years ended December 31, 2015, 2014 and 2013, respectively, and is consisted of more than 40 variations of the products.</p> <p>Clients include full-service beverage distributors: Coca Cola Refreshments USA, or CCR, retail grocery and specialty chains like Walmart, wholesalers, club stores, drug chains.</p>
<p>BRANDS</p>	<p>In addition to the famous Monster Energy®, this is large list of the brands they have – 22 in total (source).</p>
<p>MISSION</p>	<p>The mission of Hansen Beverage Company is to satisfy consumer’s needs for superior quality and great tasting, healthy, natural and functional beverages. Our beverages will be positioned as an upscale brand and will often be marketed at a premium to competitive mainstream products. (source)</p>
<p>VISION</p>	<p>They don’t have a publicly stated vision. However, they have a slogan “unleash the beast”</p>
<p>VALUES</p>	<p>They chose not to follow the standard advertising routes, but support sport activities and events.</p> <p>In short, at Monster all our guys walk the walk in action sports, punk rock music, partying, hangin’ with the girls, and living life on the edge. Monster is way more than an energy drink. Led by our athletes, musicians, employees, distributors and fans, Monster is...</p> <p>“A lifestyle in a can.”</p>
<p>AREAS OF FOCUS (Diversity, Safety, Sustainability, etc.)</p>	<p>Their focus is strictly in Energy Drinks industry. They sell globally so don’t have any particular focus.</p>



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<p>COMMUNITY</p>	<p>They have a program called "Monster Energy Gives Back", which was created in 2011 to support nonprofit organizations and give back to its community. Be it fundraisers, charity events, or just supporting the scene and people and athletes in need, Monster Energy Gives Back is dedicated to making a difference and changing people lives,</p>
<p>PREVIOUS CM'S / AE's / TRADE PARTNERS</p>	<p>Monster Beverage Corporation does not conduct operating business, and therefore it works only from its one location - Corona, California which they have it since 1998. Therefore, we can't trace previous building partners.</p> <p>In 2012, H. Hendy Associates was commissioned to design a unique office space that reflects Monster's culture, brand, action sports lifestyle and long-term business objectives at the company's headquarters located in Corona, CA. (source).</p>
<p>LEAD/OPPORTUNITY DETAILS</p>	<p>February 2016, they entered into agreement to purchase 490 acres of land, located in Rialto, CA for \$39 million. If it succeed, they will build 1.000.000 square-foot building => LEED certified, which will replace their current leased warehouse and distribution space in Corona, CA. (source)</p>
<p>MARKET INFO (if specific location)</p>	<p>Their brands are sold globally. But prudentially, US is the main market. (source). Within US, they are second largest energy drink seller, right after Red Bull. (source)</p>
<p>NEWS/PUBLICITY</p>	<ul style="list-style-type: none"> • Feb 23th 2016, announced the acquisition of American Fruits & Flavors; • June 12th, 2015, expand board with 2 new directors following Coca Cola deal.
<p>UPCOMING EVENTS/CONFERENCES</p>	<p>On their "Events & Presentation" they don't have any upcoming event. The last event they had was on 25th of February 2016, which means the site is regularly updated.</p>
<p>SUPPLEMENTAL MATERIALS</p>	<p>Annual report Form 10-K filed 02/29/16 2014 Annual report Market Realist report on Monster</p>