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The author declares that he has no relevant or material commercial or financial interests that relate to the research described in the paper "The Rise of Fringe Competitors In the Wake of an Emerging Middle Class: An Empirical Analysis."

Note: Proprietary data from Nielsen and from IBOPE was made accessible through the support of an executive at the Coca Cola Company. Specifically, Coca Cola requested that Nielsen and IBOPE generously share their historical data with the authors for academic, non-commercial research. The third main source of data (from the Pesquisa de Orçamentos Familiares) was purchased from IBGE.

Sincerely,

Alon Eizenberg

ALON EIZENBERG