

NEW PRODUCTS, TRENDS & INNOVATION

# BEVERAGE SPECTRUM

MARCH 12, 2010

## THE REBEL AT 25

How Boston Beer  
and Jim Koch  
keep innovating

**PLUS:  
STRANGE BREW**  
Why Oyster  
Stout Matters

**WHY  
RESTAURANTS  
HELP YOUR SALES**

**FROM  
SCHOOLS  
TO STORES:  
SPARKLING  
JUICES  
GRADUATE**

**2010  
ENERGY  
DRINK GUIDE**  
WITH SUPPLIERS

page 45

**NICHES KEEP  
BOTTLED WATER  
FLOWING**



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# THE THREE LEADING NAMES IN ENERGY DRINKS.



If you want to sell more Red Bull, try selling more Red Bull. In other words, stock all our sizes. Together, they make up 1/3 of all energy drink sales.\* The 8.4-ounce has the highest percentage of repeat buyers,† while the 16-ounce is the fastest growing energy drink in all channels‡ Overall, they are three of the top five skus in the category.\* And to offer customers even more choice, Red Bull is available in Sugarfree. As well as Sugarfree and Sugarfree.

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1/3 of all sales - \*Nielsen FDMC- 12 weeks to 9-5-09. Highest repeat buyers for 8 oz. - †Nielsen Homescan Panel 2009. 16 ounce is fastest-growing - ‡Nielsen FDMC - latest 52 weeks. Three of the top five skus - \*Nielsen FDMC- 12 weeks to 9-5-09.





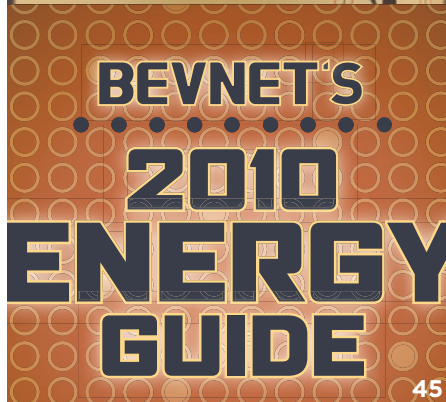
22



26



28



45

## Columns

### 4 FIRST DROP

The financial storm is passing, but that doesn't mean the sun's shining yet.

### 6 PUBLISHERS TOAST

Keeping America slim.

### 20 GERRY'S INSIGHTS

How breakthrough brands don't always mean breakthrough categories.

## Departments

### 8 BEVSCAPE BUSINESS

Bottler Buyouts

### 10 BEVSCAPE INNOVATION

PepsiCo's Social Marketing Strategy

### 12 CHANNEL CHECK

A clear view of the water category

### 14 NEW PRODUCTS

Lots and lots of craft beer – and nice iced tea!

### 82 PROMO PARADE

St. Pauli Girl reduxes and Jim Beam for veterans

## Features

### 22 ON THE TABLE, IN THE COOLER

The on-premise/off-premise connection

### 26 COVER STORY

#### THE REBEL AT 25

Jim Koch and Boston Beer keep the innovation brewing

### 28 STRANGE BREW

Why Oyster Stout matters

### 32 BOTTLED WATER STAYS EFFERVESCENT

At the high end and on the bubbly side, things are improving

### 68 SPARKLING JUICES' NEXT DEGREE

Not just in schools, they're hitting the shelves as well

## Special Section

### 45 ENERGY GUIDE

The 2010 *Beverage Spectrum* Energy Guide



Makes The World Taste Better



Beverage Development

Ingredient Supply

Shots

Energy Drinks

Enhanced Waters and More

Proprietary Flavors

Premixes and Bases

Coffee and Tea Extracts



Give Us a Concept.

We'll Give YOU

A Product

Ready for Bottling!





# STILL A STRUGGLE

## I GUESS THE STORM ISN'T

over yet.

Last year, heading out of Natural Products Expo West – a big barometer of the vitality of the entrepreneurial beverage business – it was apparent that the waters were rising. A lockup in lending, declining consumer incomes, and the sheer lack of capital availability meant that investment deals were nowhere on the horizon. A good many emerging companies were battenning down the hatches, concentrating on developing sales in core markets and not trying to seek real venture capital or private equity investment.

Money was tight, valuations were down, and the notion of seeking big ducats from investors didn't seem to fit well with the times.

This year, heading back into Expo West, it seems like there's some hope that the deal train will start to flow again – money has started to arrive: to small companies like Snow, growing brands like Vita Coco, and in big chunks, like the CCE/Coca-Cola Co., Inc. and PBG/PepsiCo Inc. mergers. As of presstime it even seemed that Jones Soda might finally have found a buyer in the form of the ever-creative Chris Reed.

But even with the worst over, the rain hasn't stopped. Looking at recent layoffs at a number of innovative brands, including OWater, Steaz, BAWLS and Function – all of which featured veteran leadership and clever marketing approaches – it's apparent that investors aren't just sitting on the sidelines. If the sales numbers aren't there, particularly in relation to the money they've put in, investors are starting to look askance at their portfolio companies' performance.

So what does that mean for retailers and distributors? For evolving brands,



▲ BAWLS and owater have scaled back staff and operations to weather the economic environment while some lucky brands, like Snow and Vita Coco, have attracted new investments.

supply and support need to remain constant – if not, it's a warning sign that checks aren't clearing and resources are stretched thin. But it's also important to remember that if those companies are getting hurt, getting rid of them might not clear the way for a new generation of new beverages; if experienced operations find their resources stretched thin, the next wave might not be getting any growth capital at all.

One of the main areas of concern, according to one investor, is that consumers – much like investors – are tired of companies that don't deliver on their potential.

"There are a number of products that just haven't worked," he said, "and a

lot of retailers and investors are staying away from the next new thing."

That might be so, but hard times can have negative impacts on brands before they have a chance to catch on. It's another side to a down economy's effect on innovation – it doesn't just stifle new enterprises, it cuts the oxygen to growing ones, as well.

And that means that it might just be better to stick with the slow-growing – or even backsliding – brand while waiting for the next crop to arrive. Call it a double dip, a "V"-shape, a fallback. Whatever you do, though, don't hang a struggling brand out to dry if it's still raining – the new seeds might wash away, as well.



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# EVERYONE TAKE RESPONSIBILITY

## YOU WOULD HAVE TO BE A

pretty isolated person to not be aware of the national debate over the epidemic of childhood obesity in our country – there is not a day that the issue is not amply covered on every media medium known to mankind. With the first lady, Michelle Obama, making it a key part of her work, it's also clearly a topic that is not going away.

And that's bad news for the industry, as beverages have become the poster child for the problem. You can hear it in the public rhetoric, and you can also feel it in the various forms of legislation that have been proposed in many states to combat and discourage the usage of soft drinks. Municipalities are quick to ban sugared drinks from their commissaries and vending machines. Schools have taken similar initiatives. Juices, flavored waters and other beverage formats have not been exempt from the attacks.

There is a myriad of reasons that our country is in these straits; we all know beverages are only a small aspect of it. There is blame to go around aplenty. Restaurants, retailers, other food marketers all encourage massive consumption of products that have little or no nutritional value. Schools have cut exercise programs. Video games and TV are the standard activities for our kids. I could go on and on about the causes. But please allow me to be politically incorrect and address the biggest part of the problem: PARENTS.

No matter what the influences are externally, it all starts and ends with the responsibility of family members to educate their children as to what is right and wrong. You can legislate until you're blue in the face, but if the kids don't have someone watching their eating habits and lifestyles, there will be



no change. Parents need to have better control on limiting certain foods. And regardless of what they're eating, if you don't take your kids out for a walk or a bike ride, or play some sports with them, they don't stand a chance.

A cultural shift is imperative to combat obesity – but we have to do our part as well.

As marketers, retailers and distributors, you have a responsibility to educate and encourage your communities to live, eat, and, yes, drink better. Get involved in youth sports programs. Better labeling is a step in the right direction: let the customer know how much they are really consuming. Smaller serving sizes are also a step in the right direction. I think that the 48 oz. "slams" for immediate consumption are downright offensive, and should be scaled back or eliminated. Bundle healthier offerings in your stores, not just nacho-and-energy-drink specials. Create better-for-you products for your next R&D initiatives. There is so much more we can and need to do. We are at a crucial juncture on the battle of the bulge. Let's win it.

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## Merger Mania

**As PepsiCo, Inc. finalized its merger** with its anchor bottlers, The Coca-Cola Co., Inc. made its own surprise integration announcement.

After months of touting its dedication to the franchise model, the world's largest beverage marketer said it will take over the North American operations of Coca-Cola Enterprises.

"The franchise structure needs to always evolve, as consumers evolve, customers evolve," said Coca-Cola CEO Muhtar Kent on CNBC. "Our structure has not changed since 1986."

He and John Brock, CEO of CCE, said they had discussed a North American merger for over a year. They also downplayed the role it might play in enabling nimbler distribution for non-core, niche beverages. Brock and Kent said they believe Coke's core CSDs can grow in the U.S. despite conventional wisdom that consumers are shifting away from sodas. Instead, they emphasized operational efficiencies – estimated at \$350 million over four years – created by the merger.



▲ Efficiency expert or copycat?  
Coke CEO Muhtar Kent.

"Our business was structured differently in the U.S. anyway," Kent said, adding that the Coca-Cola Co. already operates a fountain business, filling factories, and a large-scale juice business, all functions that are handled by franchisees overseas.

And CCE will handle more overseas operations if the deal goes through. Coke said in a press release that it agreed to sell European bottling operations to CCE as part of the agreement in a "substantially cashless" transaction.

PepsiCo announced the following day that it completed its merger with Pepsi Bottling Group and PepsiAmericas. Both firms have been rolled into PepsiCo's

newly-formed Pepsi Beverages Company unit, headed by former PBG chairman and CEO, Eric Foss.

CEO Indra Nooyi said that PepsiCo plans to ramp up cross-promotion between Pepsi products and Frito-Lay snacks, building on the statistic that consumers pair a beverage with salty snack about 90 percent of the time.

"We are well-positioned to leverage our total scale and breadth through joint promotions... product bundling, shopper insight, and programs that address consumers' strong desire for greater value," Nooyi told reporters during a conference call.

She and Foss also highlighted the partnership's expected distribution agility – something that Nooyi said has already paid dividends. A major retailer called before the Super Bowl, she said, and requested a list of snack and beverage products that he wanted in 24 hours.

"Normally, that would have taken us four, six, eight weeks to work out," Nooyi said. "In this case, in less than 24 hours, we had everything sorted out, and the product was on the truck."

That agility will also apply to new beverage products, Foss said. With such broad distribution control, PBC will be able to test new products in select East or West Coast markets, then determine whether they fit PepsiCo's national DSD or warehouse system – though Foss said some categories may not warrant PepsiCo's attention. After all, as Nooyi pointed out, PepsiCo is now the second-largest food and beverage business in the world, and the third largest consumer products company in the world.

UBS analyst Kaumil Gajrawala noted that Dr Pepper Snapple Group, which acquired a string of its bottlers ahead of its 2008 spinoff from Cadbury, could be a surprise winner in the deal. Coke's merger with CCE will likely trigger a provision giving DSPG the opportunity to bargain with Coke over distribution rights for DSPG brands, Gajrawala said. Similar provisions in DSPG's contracts with PBG and PepsiAmericas netted the company a \$900 million payout. Pepsi's anchor bottlers Gajrawala noted, distribute 25.6 percent of DSPG's volume while CCE distributes 27 percent of Dr Pepper.

## FDA Friskiness

**While interest in functional beverages** has steadily increased over the past decade, there hasn't been much interest in monitoring claims by food and beverage companies. Until now.



In a sign that the regulatory environment is changing, the U.S. Food and Drug Administration recently sent letters to 16 firms – including five RTD beverage companies – citing ingredient and health claim violations. Included in the group were POM Wonderful, Nestle's Juicy Juice, First Juice, Drank, and Salada Tea maker Red-co Foods, Inc.

Squarely in the sites of the FDA are health claims. POM, for example, has cited studies that its pomegranate juice products can help consumers improve their blood pressure, cut their risk of prostate cancer, and improve erectile function – all claims more akin to a drug than a food product. Meanwhile, the FDA also took aim at Drank owner Innovative Beverages Group, Inc., about the safety of the hormone melatonin in a beverage product.

"All statements made in connection with POM products are true and supported by unprecedented scientific research," POM Wonderful said in a written statement. "We are currently reviewing the FDA's concerns and, as strong advocates of honest labeling and fair advertising, we are looking forward to working with the agency to resolve this matter. Once the FDA reviews and better understands the substantial science, we are confident that the agency will agree with our position."

But regulators have displayed a pattern of increasing scrutiny toward food and beverage products. In November, the FDA sent letters to firms marketing alcohol/energy drink hybrids demanding that they prove that the drinks are safe, and, in May, the agency announced that Cheerios' claim to boost heart health broke federal rules.

With so many products making functional claims as a springboard to sales, increased FDA action is worth watching.



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## Refresh Everywhere

### Pepsi's Refresh Project may

be more refreshing than expected. Commentators questioned PepsiCo's decision to bench its beverage brands during the Super Bowl in favor of investing \$20 million in philanthropic projects submitted and voted on by the public, but the program has created an organic storm of positive buzz.

Projects have reached out to friends and contacts for support, splashing emails about their proposals and the Pepsi Refresh Project across cyberspace. Local news outlets have taken notice. For example, *The Daily Times of Ottawa* (Illinois) published a story about a local Boy Scout attempting to build a baseball diamond with Refresh Project funds, and in North Carolina, the *Gaston Gazette* reported that a local group is not only running for a Refresh Project grant, but has advertised their participation on a local billboard.

"The local media coverage that you see is evidence that these people are pouring their passions into bringing these ideas to their local communities," said Bonin Bough, PepsiCo's senior manager for social media.

According to Bough, the program's submission rates illustrate growing interest. PepsiCo accepts 1,000 project proposals for each round of voting. For the first round, the company achieved that number in 72 hours. In the second round,

Bough said, the company closed its entries in 16 hours. For the recently-completed third round, it took just 16 minutes.

"More and more, we're realizing that the program is maybe not even big enough," Bough said.

Bough said he expects the Refresh Project to change PepsiCo's behavior in the long term. PepsiCo initially committed to the program for one year, but Bough said the initiative has achieved double its expected participation and has yet to anoint its first winners. At that point, he said, he expects to see more support and exposure.

"We believe that will turn into more sales of soda," he said. "Consumers want to be aligned with brands that help co-create opportunities and experiences with them."

### Good News and Bad News

As the Pepsi Refresh Project has proven, a well-executed digital program can generate a surge of earned media, and the environment for such a program continues to improve.

comScore's Digital Year in Review reported that Facebook and Twitter have both more than doubled their usage in the last year – with Facebook racking up more than 112 million visits in December, compared to 55 million in December 2008. Meanwhile, Twitter surged to 20 million monthly visits, up from 2 million, and comScore reports that four out of five internet users visit a social

## Supplement Studies

### Sustamine Increases Endurance

**Kyowa USA's Sustamine L-Alanyl-L-Glutamine** increases performance in endurance exercise and activity, according to clinical study by Dr. Jay Hoffman, PhD, professor and chair of the Department of Health and Exercise Science at the College of New Jersey. The study was published in the *Journal of the International Society of Sports Nutrition*.

The data showed that subjects that ingested the Sustamine supplement during the rehydration period suffered significantly less performance reduction than when consuming water alone.

The clinical study covered the ability of Sustamine L-Alanyl-L-Glutamine to enhance fluid regulation in healthy, active individuals in relation to both endurance and high intensity exercise. It also examined sustamine's potential benefits for the inflammatory, immune and recovery responses to these stresses.

### Wellmune WGP Protects the Stressed



### Biothera's food, beverage

and dietary supplement ingredient Wellmune WGP reduced the incidence of cold-like symptoms and improved the psychological well-being of individuals with stressful lifestyles, according to a study published in *Agro Food Industry Hi-Tech*.

In the double-blind, placebo-controlled study, 45 men and 105 women with moderate to highly stressful lifestyles consumed Wellmune WGP or a placebo each day for four weeks. The study measured both stress-related incidence of upper respiratory tract infection symptoms and psychological well-being.

After two weeks, 32 percent of the subjects in the placebo group reported respiratory infection symptoms, compared with only 10 percent in the group taking 250 mgs of Wellmune WGP. At four weeks, 28 percent of the placebo group reported symptoms, compared with 8 percent in the group taking Wellmune WGP.

The Wellmune WGP group reported a 41 percent increase in general health when compared with the placebo group over the four-week study period. In comparison with the placebo group, the Wellmune WGP group reported statistically significant increases in vigor and reductions in fatigue (38 percent), tension (19 percent) and confusion (15 percent). The psychological health assessment was obtained with a Profile of Mood States questionnaire.



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## SPOTLIGHT CATEGORY BOTTLED WATER

52 Weeks through 1/24/2010

### While IRI numbers lump

vitaminwater in with the rest of the bottled water category, it doesn't throw us off that much – that's because it's indicative of the general fortunes of those products at the top of that category – fortunes that are pretty beat-up indeed. While our story on page 32 indicates signs of life at the high end and in sparkling water, private label and nestle's bargain Pure Life are the only ones not in real free fall in the category. Fortunately for Coke, smartwater continues to grab share.



Brand	Dollar Sales	Change vs. year earlier
Private Label	\$893,988,900	8.4%
Vitaminwater	\$751,489,500	-19.5%
Aquafina	\$727,209,200	-11.5%
Dasani	\$657,141,800	-16.3%
Poland Spring	\$355,127,400	-10.8%
Nestle Pure Life	\$245,284,600	35.3%
Deer Park	\$227,666,600	-5.5%
Arrowhead	\$225,640,700	-16.7%
Smartwater	\$213,860,100	37.1%
SoBe Life Water	\$210,441,200	87.4%
Propel	\$198,023,100	-25.1%
Ozarka	\$193,523,500	-6.5%
Fiji	\$163,089,200	-9.0%
Ice Mountain	\$147,267,700	-7.7%
Zephyrhills	\$143,170,500	-5.0%
Vitaminwater 10	\$122,570,200	N/A
Crystal Geyser	\$100,774,400	-9.6%
Evian	\$89,924,950	-22.1%
Aquafina Flavorsplash	\$88,969,920	-0.7%
Spring	\$60,015,460	-33.1%

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart.

## MC MINTEL CORNER

### Leading Claims on New Non-Alcoholic Beverages Tracked in the U.S.

Plenty of "Premium" product introductions in a fairly light February.

Claims	Sept. 2009	Oct. 2009	Nov. 2009	Dec. 2009	Jan. 2010	Feb. 2010
Kosher	36	65	88	68	57	39
Environmentally Friendly Package	25	75	57	37	27	41
Organic	8	36	40	28	15	19
All Natural	27	25	28	23	31	14
No Additives/Preservatives	19	50	48	14	12	12
Sugar (Low/No/Reduced)	27	17	45	11	10	15
Calorie (Low/No/Reduced)	21	29	18	11	10	13
Premium	4	17	23	26	15	24
Vitamin/Mineral Fortified	10	13	28	14	13	12
Low/No/Reduced Allergen	18	6	46	10	10	12

SOURCE: Mintel Global New Products Database (GNPD)

## TOPLINE CATEGORY VOLUME

52 Weeks through 1/24/2010

### BEER

\$21,300,655,500

-2.2%

### BOTTLED JUICES

\$4,961,032,000

-2.4%

### BOTTLED WATER

\$7,502,281,000

-5.3%

### ENERGY DRINKS

\$5,599,447,000

4.6%

### SPORTS DRINKS

\$3,363,937,000

-8.9%

### TEA/COFFEE

\$2,653,351,000

2.2%

SOURCE: Information Resources Inc.  
Total food/drug/c-store/mass excluding Wal-Mart.



## SPORTS DRINKS

HOT! Powerade Zero

Brand	Dollar Sales	Change vs. year earlier
Gatorade	\$1,222,512,000	-7.1%
Powerade ION4	\$391,596,100	N/A
G2	\$366,994,300	16.4%
Gatorade Frost	\$220,937,900	-4.8%
<b>Powerade</b>	<b>\$165,945,500</b>	<b>-71.7%</b>
Gatorade Fierce Bring It	\$149,258,700	N/A
Gatorade Rain No Excuses	\$107,821,400	N/A
Gatorade Cool Blue	\$101,429,900	N/A
<b>Powerade Zero</b>	<b>\$96,546,120</b>	<b>60.2%</b>
Gatorade Tiger Focus	\$82,876,020	N/A

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Powerade

## RTD TEA

HOT! AriZona Arnold Palmer

Brand	Dollar Sales	Change vs. year earlier
AriZona	\$583,244,000	7.6%
<b>Lipton</b>	<b>\$335,733,900</b>	<b>-6.6%</b>
Snapple	\$181,974,600	-1.6%
Lipton Brisk	\$163,075,000	17.0%
Lipton Pureleaf	\$144,261,300	-0.2%
Nestea	\$117,703,200	16.8%
Diet Snapple	\$106,568,300	1.5%
Diet Lipton	\$66,647,480	18.3%
Gold Peak	\$63,686,590	20.5%
<b>AriZona Arnold Palmer</b>	<b>\$52,601,490</b>	<b>157.6%</b>

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Lipton

## IMPORT BEER

HOT! Dos Equis XX

Brand	Dollar Sales	Change vs. year earlier
Corona	\$948,548,200	-8.6%
Heineken	\$581,913,900	-11.1%
Modelo Especial	\$248,267,700	8.9%
Tecate	\$184,825,400	-1.9%
Corona Light	\$167,690,500	-1.2%
<b>Heineken Light</b>	<b>\$95,917,310</b>	<b>-15.1%</b>
Labatt Blue	\$84,214,170	-2.6%
<b>Dos Equis XX</b>	<b>\$82,552,820</b>	<b>27.9%</b>
Stella Artois	\$76,626,960	13.2%
Newcastle	\$74,123,460	-0.1%

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Heineken Light

## ENERGY DRINKS

HOT! Doubleshot

Brand	Dollar Sales	Change vs. year earlier
Red Bull	\$1,901,044,000	2.5%
Monster	\$885,709,800	10.2%
Rockstar	\$385,611,000	-8.7%
NOS	\$172,915,100	22.8%
Java Monster	\$162,284,100	-11.1%
<b>Monster XXL</b>	<b>\$149,651,600</b>	<b>-28.6%</b>
AMP	\$140,083,200	-13.5%
<b>Doubleshot</b>	<b>\$133,394,500</b>	<b>75.9%</b>
Full Throttle	\$106,565,400	-2.7%
Monster Khaos	\$62,775,090	-14.0%

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Monster XXL

## ENERGY SHOTS

HOT! 5 Hour Energy

Brand	Dollar Sales	Change vs. year earlier
Chaser 5-Hour	\$503,751,200	55.2%
Stacker2 6-Hour	\$30,255,910	24.3%
Red Bull	\$24,318,900	N/A
Monster Hitman	\$19,570,940	388.1%
NOS	\$11,245,460	-20.8%
<b>5 Hour Energy</b>	<b>\$9,975,351</b>	<b>15,007.7%</b>
Rockstar	\$7,204,742	87.2%
<b>Extreme Energy</b>	<b>\$6,195,369</b>	<b>-35.2%</b>
AMP	\$4,011,991	49.3%
Redline Power Rush	\$3,660,423	229.0%

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Extreme Energy

## DOMESTIC BEER

HOT! Keystone Light

Brand	Dollar Sales	Change vs. year earlier
Bud Light	\$5,081,880,000	-2.9%
<b>Budweiser</b>	<b>\$2,122,248,000</b>	<b>-8.1%</b>
Coors Light	\$1,786,690,000	3.8%
Miller Lite	\$1,651,497,000	-4.9%
Natural Light	\$1,101,932,000	8.5%
Busch Light	\$671,755,600	6.4%
Busch	\$615,825,000	5.0%
Miller High Life	\$481,951,000	4.7%
<b>Keystone Light</b>	<b>\$446,732,400</b>	<b>22.1%</b>
Natural Ice	\$320,011,300	9.0%

SOURCE: Information Resources Inc. Total food/drug/c-store/mass excluding Wal-Mart. 52 Weeks through 1/24/10

NOT! Budweiser

## BEER

The brewers at Boston Beer Co. have decided to make **Samuel Adams Noble Pils** the new spring seasonal brew. It joins Samuel Adams Summer Ale, Samuel Adams OctoberFest and Samuel Adams Winter Lager in the brewery's year round seasonal line-up. Noble Pils replaces Samuel Adams White Ale as the spring seasonal offering. Samuel Adams White Ale will be available as one of six styles in the 2010 Samuel Adams Winter Classics variety pack. Samuel Adams Noble Pils has a suggested retail price of \$7.99-\$8.99 per 6-pack and \$13.99-\$15.99 per 12-pack. For more information, call Boston Beer at (617) 368-5108.

Shipyards Brewing Company has released **Brewer's Brown Ale** in 6-packs, 12-packs and draft for late January through early April while supplies last. This beer was first produced in 2006 when it was released as Brewer's Choice Brown Ale. Due to popular demand for this beer, Shipyards has released this product as its permanent spring seasonal. Brewer's Brown Ale is a full-bodied, dark brown ale made with five different malts and three varieties of hops. This product has 5.4 percent ABV, and will be available in 35 different states. For more information, call Shipyards at (207) 761-0807.

**Deschutes Brewing** has launched a pair of special beers. Hop Henge Experimental IPA is available from January to April in all 14 states where Deschutes is sold and it is part of Deschutes' annual exercise in IBU escalation, combining several new hop processes and techniques to create a unique and unexpected beer. The company also launched its first Reserve Series beer for the New Year and decade, Jubel 2010. Jubel 2010 is a deeply dynamic presentation of the flavors found in its festive winter seasonal, Jubelale. A limited amount of Jubel 2010 will be available in 22 oz. wax-dipped bottles. For more information, please call Deschutes at (541) 815-3951.

Following its success in test markets, **Anheuser-Busch's SELECT 55** launched nationwide on Feb. 1, answering a growing demand among a segment of adult drinkers who are seeking lower-calorie alcohol beverages to complement their busy lifestyles. SELECT 55 received a boost in initial awareness when it aired its first national TV ad during CBS' broadcast of Super Bowl XLIV. SELECT 55 is available in 12 oz. clear glass bottles in 6-, 12- and 24-packs, and 12 oz. aluminum cans in 12- and 18-packs. For



more information, visit [www.anheuser-busch.com](http://www.anheuser-busch.com) or [www.Select55.com](http://www.Select55.com).

**The Oskar Blues Brewery** has launched a new seasonal creation, GUBNA Imperial IPA. The beer will begin shipping March 1, 2010. The GUBNA Imperial IPA will greet beer drinkers with a pungent citrus blast, provide a spicy, yet round middle, and finish with a brisk, clean bitterness. GUBNA Imperial IPA will be conveniently packaged in 12-oz. cans and sold in 4-pack carriers. The suggested retail price of this seasonal brew will be \$14.49 per 4-pack. For more information about where to purchase Oskar Blues beer visit <http://www.oskarblues.com/locations/>.

**Dundee's Original Honey Brown Lager** has recently relaunched. Honey Brown is available in all 48 states in the continental US. Honey Brown pricing is market-specific. This product will be sold as 6- and 12-pack 12 oz. bottles and 12-packs of 12 oz. cans. For more information call (716) 880-1450.

## WINE

**Duca del Frassino**, the first-ever box wine from Italy, has launched in the U.S. Produced by Cantina di Soave ([cantinasoaveusa.com](http://cantinasoaveusa.com)), one of the most prestigious wineries in the Veneto region, Duca del Frassino offers two premium wines—Garganega/Pinot Grigio and Cabernet Sauvignon/Corvina in stylish 3 L packaging. Each box contains approximately 20 glasses of delicious Italian wine, lasting up to five weeks upon opening, and priced attractively at \$19.99. Duca del Frassino is imported by MW Imports and is currently available in Massachusetts through wholesaler MS Walker. For sales and other inquiries, please call (917) 414-9674.

The latest release from the prestigious **Luce della Vite** estate in Montalcino, Italy has hit the US market with an elegant new look. In addition to the excellent conditions of the 2007 vintage, the Lucente label has been updated to visually express the quality of the wine inside. A blend of 50% Merlot, 35% Sangiovese, and 15% Cabernet Sauvignon, Lucente (\$29.99 SRP) is imported by Folio Fine Wine Partners and is available at fine wine shops and restaurants around the country. For more information, call (646) 624-2885.

## RELAXATION DRINKS

**Next Generation Beverage, LLC** has introduced Sin Vitality Drink, Sin-Free





(Sugar-Free) Vitality Drink and Serenity Zen Beverage. Sin Vitality Drink is an invigorating blend of vitamins, caffeine and natural flavors. Available in forthcoming seven ‘deadly sin’ flavors, Greed: The Sin of Excess – a sweet treat with a splash of lemon – is the introductory flavor. With just 5 calories per can, Sin-Free is the sugar-free, low-calorie counterpart to Sin. Helping to ease the stresses of day-to-day life, Serenity Zen Beverage stands at the other end of the spectrum as a relaxation drink with zero calories, sugar or carbohydrates. Sin products are available in an 8.4 oz. can. For more information, please call (212) 967-6900.



**Sarpes Beverages** has launched Dream Water and the Dream Water shot through a retail partnership with the drug store chain Duane Reade. Dream Water products are now available at Duane Reade locations throughout New York City and the five boroughs. Dream Water’s sleep and relaxation beverages include GABA, Melatonin, and 5-HTP (Tryptophan). The Dream Water shot size (2.5 oz.) is a zero-calorie drink featuring the crisp, light flavors of “Lullaby Lemon w/ hints of tea” and “Snoozeberry,” a combination of blueberry and pomegranate. They retail for \$2.99. The 8 oz. Dream Water bottle, featuring the flavors “Lullaby Lemon w/ hints of tea” and “I dream of Kiwi...and Plum” retails for \$2.49 per bottle. For more information, call (646) 747-7150.

## COCONUT WATER

Pepsico’s **Naked Juice** has introduced Naked Coconut Water. This product features only one ingredient on the label, 100 percent coconut water. Extracted straight from Brazilian coconuts, this product has no preservatives and no added sugar, and is completely all-natural, fat free, cholesterol free and gluten free, with 60 calories per 11.2 oz. bottle. Naked Coconut Water is available nationwide in Whole Foods for the suggested retail price of \$1.99 in the functional beverages and grab-and-go sections. For more information, call (310)248-6148.



## JUICE

**Old Orchard Brands** has added a family-affordable Gallon-Size Bottle to its 100 Percent Fruit Juice Line. This product is available in the company’s seven best-selling varieties: Apple, Apple Cider, Cherry Pomegranate, Cranberry Pomegranate, Blueberry Pome-

granate, Acai Pomegranate and Berry Blend; all flavors are fortified with 100 percent of the daily requirement of vitamin C and contain no added sugars, artificial coloring or preservatives. Each bottle contains 16 8 oz. servings, has a suggested retail of \$3.49 and is available at grocery and club stores across the United States.



**The Perfect Puree** of Napa Valley has launched Beverage Artistry, a premium line of eight unique blends and nine fruit bases that embodies the latest trends in mixology. Beverage Artistry blends include: Yuzu Luxe Sour, Classic Sweet & Sour, El Corazon, Mojito, Passion Colada, Red Sangria, Rum Runner and White Sangria. Additionally, Beverage Artistry bases offer fresh single flavor varietals including: Banana, Cranberry, Guava, Lemon, Mango, Passion Fruit, Peach, Raspberry and Strawberry. The new Beverage Artistry premium beverage bases are packed in convenient frozen, 32 oz. gable top units, with six units per case. The product can be stored frozen for up to two years; once thawed, it keeps refrigerated for 14-21 days at 36-40 degrees F. Beverage Artistry is distributed in the U.S., Canada, and Mexico. For more information and recipes, please visit: [www.perfectpuree.com](http://www.perfectpuree.com).



**Uncle Matt’s Organic** has announced the debut of a new 6 oz. size of its popular orange juice. The brand-new 6 oz. version of Uncle Matt’s organic pulp-free orange juice offers 90 percent of the recommended daily allowance for vitamin C. The carton features a mini gable-top cardboard design with an attached straw. Each 6 oz. case contains four 8-packs which can be sold as-is or broken apart for single serve purchase. The suggested retail price for each single-serve is only \$1, while the 8-pack is recommended to sold for \$6.99. Beginning this March, Kroger supermarkets will offer the new size in the single-serve option. Two months later, United Natural Foods Incorporated (UNFI) will make it available to all natural foods stores in their nationwide network. For more information, call Uncle Matt’s at (352) 267-4846.



## MALTERNATIVES

**Seagram’s Escapes** has announced the launch of its new ‘Lime Melonade’ flavored beverage. Combining lime, lemon, green melon and orange fruit flavor, Lime Melonade has an alcohol content of 3.2 percent ABV. Lime Melonade will be available in 12 oz. bottles, sold in 4-pack carriers and 24-pack cartons.

In April 2010, Lime Melonade, along with all other Seagram's Escapes coolers, will change to a new packaging design featuring 11.2 oz. bottles. Suggested retail price for Lime Melonade is \$3.99 per 4-pack. Lime Melonade from Seagram's Escapes is one of several new flavors being planned for the brand. Seagram's Escapes is a part of the Rochester-based North American Breweries family. For more information, visit [www.seagramsescapes.com](http://www.seagramsescapes.com).



## ENERGY SHOTS

The NEW MODJO 4LIFE line of premium functional beverages is the first to be crafted based on research from the Mayo Clinic. Prepared with a caffeine-free patent pending "lifestyle replenishment" blend, and fortified with resveratrol, MODJO 4LIFE is made with all-natural flavors and ingredients including a powerful blend of antioxidants, vitamins and electrolytes. This product is available in zesty Island Punch, Grape Pomegranate and delicious Simply Citrus. For more information call (888) 663-5648.



## ICED TEA

**Sweet Leaf Tea** has launched three new flavors. Joining the Sweet Leaf Tea family of drinks, the new Lemon, Citrus Green, and Diet Citrus Green flavors continue in the company's tradition of providing USDA certified organic iced tea. A special take on traditional iced tea, the new Lemon Iced Tea is a mix of premium black tea infused with the crisp taste of a fresh-squeezed lemon. The Citrus Green Tea offers a blend of premium green tea and the citrus flavors of orange,



lemon, and lime, while the Diet Citrus Green Tea offers all the same delightful taste without the calories. The three new flavors are available in either a 15.5 oz. can, 16 oz. glass bottle, 20 oz. plastic bottle, or 64 oz. multi-serve plastic container, with the exception of Diet Citrus, which does not come in the 15.5 oz size. All new flavors are available at participating retailers such as Whole Foods, Publix, HEB, Jewel Osco, Kroger, and Safeway. For more information, call Sweet Leaf at (512) 628-2114.

Honest Tea has launched **Half & Half**, blending two of America's favorite summer beverages, tea and lemonade. Honest Tea uses USDA certified organic black tea from India and blends it with lightly sweetened lemonade for a perfect balance between sweet and tart. The drink has 12g of sugar and 48 calories per 8 oz. serving. Half & Half is Fair Trade Certified and will be available nationally in PET bottles starting this month for a suggested retail price of \$1.69. For more information, call Honest Tea at (301) 760-4833.



Tazo is debuting a new line of **Tazo Zero Calorie Naturally Sweetened Bottled Teas** in natural grocery retailers nationwide beginning April 1 in three consumer favorite Tazo blends—Passion, Zen and Refresh. Brewed from real tea leaves and botanicals, these new beverages provide the perfect balance of the refreshing flavor of tea and the zero-calorie all-natural sweetness of stevia. These products will be available at Whole Foods and select natural food retailers nationwide. Each 13.8 fl. oz. bottle will be offered for the suggested retail price of \$1.49 – 1.79 U.S. For more information call Tazo at (206) 318-7100. •



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A close-up photograph of a person's muscular arm flexing their bicep. The skin is a warm, golden-brown tone, and the muscle definition is very clear, especially on the bicep and forearm. The hand is clenched into a fist at the top of the frame. The background is a solid, deep black, which makes the arm stand out. Overlaid on the arm is the text "★ YOUR BICEPS ★" in a white, handwritten-style font. The stars are simple line-art designs.

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# SEGMENT OR BRAND?

## Early recognition can save a lot of grief.

### BEVERAGE WATCHERS HAVE

seen it many times over the years: a new brand in a new segment breaks out, followed by a scramble of big and small companies to get in on the action; soon, we end up with a clutter of entries that fail to move the needle anywhere like the original. Disappointment ensues.

It's easy enough to see why. Within marketing organizations clamorous for new sources of growth, a conspicuous success inevitably breeds a knockoff. Even if a brand manager harbors reservations about the opportunity or the fit for the company, the boss is sure to be asking, "Why aren't we in this?" and the path of less resistance is just to get something out there.

Then there are the demands of the channel itself, particularly if it's DSD, where brands generally go exclusively to one house in a given market. The other houses will want to be represented in the promising new category, and the retailers have mostly learned that it's not always great to allow a single supplier to dominate a coveted new segment.

All those factors conspire to bring a flock of new brands to the segment, whether they're outright knockoffs or, hopefully, something with a little twist. After all, isn't it the unerring dialectic of the beverage business: every Coke needs its Pepsi, every Bud its Miller?

But it doesn't always pan out that way. Entries come and go, but none makes a real dent, except maybe as a value alternative. That's got me wondering: is it possible that sometimes what we think of a great new segment isn't really a segment at all, but just a great new brand?

This distinction carries some practical relevance to those of us invested in the innovative side of the beverage business. It implies that what appears to be abundant opportunity really is a solo success story, and all the pretenders are doomed to exhaust a lot of money,

energy and credibility in a fruitless effort. That doesn't mean there aren't ways to build off that conspicuous success, but it won't happen just by throwing your hat in the ring with your own version.

Of course positing this theory is one thing; recognizing the situation, or at least recognizing it reasonably early, is another. Once enough casualties have piled up it becomes kind of obvious. Take enhanced water. After all, who among the numerous rivals to Glaceau's vitaminwater has really managed to make a dent? Only a handful attained any degree of success: Kraft's Fruit2O during the early days, before vitaminwater was fully established, and currently, Pepsi's SoBe Life Water. Brands like Snapple Antioxidant Water, Jones 24c, Vital Lifestyle, despite often arduous attempts to establish themselves as somehow distinctive from vitaminwater – adding more meaningful amounts of vitamins or other nutrients, less sweetness – have inevitably missed the mark. Another brand, Talking Rain, put most of its effort behind its ActivWater enhanced water for the past year or two, but has found retailers gravitating instead to its Twist juice-sweetened water brand. Whatever ingenuity the company has put into ActivWater, it's still defined to retailers as another enhanced water, while Twist is a bit more unusual.) As for Life Water, it's built volume lately, but it's had Pepsi's muscle behind it, including Super Bowl ads, and it's made many of its gains strictly on price.

I can see this dynamic unfolding in other segments. Energy shots, for one, may not be so much a segment as a single powerhouse brand – Living Essentials' 5-Hour Energy. Nobody else among scores of challengers has made a real dent aside from Red Bull, which has only eked out an 8 to 10 percent share despite its powerful retail clout. I wonder whether kombucha also falls into this category, with GT's Synergy

overwhelmingly defining the ready-to-drink part of this nascent category.

Looking back, one certainly can wonder whether sports drinks are not so much a category as a single brand – Gatorade. (Sorry, I mean G.) True, Powerade has carved out at least a minority share, but at the cost of literally hundreds of millions of dollars invested over a 15-year period.

That doesn't mean these powerhouse brands are invulnerable. But it sure seems hard to beat them by offering an essentially identical proposition under a different brand name. With Gatorade, the only way to attack was at the flanks, as Glaceau's vitaminwater and its electrolyte water smartwater have done, or as coconut waters may be about to do. (Incidentally, smartwater itself has drawn a flotilla of attackers, but it remains to be seen whether any of those will make an appreciable dent.)

For enhanced water, the verdict is still out on whether a second generation may be able to carve out a parallel presence, perhaps via clinically functional lines like Function or through a new delivery system, like Activate's. In energy shots, it may be very difficult for another energy shot to dislodge 5-Hour, short of some fatal misstep or some exogenous factor, like a regulatory crackdown. But maybe, as with Gatorade, there's room at retail for other functions that can be delivered via the shot concept. It's worth being receptive to ideas like those, but I think we can see that a healthy skepticism must be maintained about brands that are just expecting to cruise down the roads carved by segment pioneers.

*Longtime beverage-watcher Gerry Khermouch is executive editor of Beverage Business Insights, a twice-weekly e-newsletter covering the nonalcoholic beverage sector.*



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DRINKS ARE  
ON THE

# Menu

AND WHY THAT MEANS THEY'RE ALSO HEADED  
FOR YOUR COOLER. BY MIKE WEST

**F**ood and drink are the elemental dining combination, of course, and the chief source of energy to that end has long been wine or beer. Until recently, in fact, San Pellegrino and other high-end waters were considered the only classy options for high-end, non-drinking diners. But in the past few years, gourmet sodas and sparkers have started to make appearances on white tablecloths throughout the country, and they've been joined by teas and other infusions. And while the beverage companies targeting this upscale niche might seem unique, strategically, they're actually following in the well-established footprints laid down by an industry giant. No, not Rothschild; it's Coca-Cola.

Putting the drinks to the food is one of the more elemental marketing imperatives of the beverage industry, and for a long time Coke has followed that formula perfectly, pairing its flagship beverages with the McDonald's menu, among others. The Coca-Cola Company actually came out of food service, born when Dr. John Pemberton started selling Coke as a fountain

drink 123 years ago. Even now that it's a long way from the drugstore fountain, however, Coke offers a few lessons about on-premise sales that remain remarkably relevant, even to those small beverage companies seeking to make their names in high-end restaurants.

To suggest that Coke achieved industry dominance by pairing fountain soda with lunch is a gross oversimplification, but still, a look at its example can show how on premise sales can play a role in building the brand.

Jim Dinkins, a Vice President of Marketing for the Foodservice and On-Premise Division at Coke, sees restaurants as just one of many places that the company likes its products to appear.

"We like our brands to be available wherever our customers go," said Dinkins. "We want to be associated with unique consumer experiences."

Associating Coca Cola products with life's better moments -- like a good meal -- is smart marketing. Dinkins attributed 50 percent of the company's sales to immediate consumption, which encompasses on-premise consumption. For a company with nearly

\$8.3 billion in North American sales in 2008, \$4.1 billion makes on-premise sales not just a tool in brand imaging but also a revenue-generating workhorse.

Bill O'Brien, a Senior Vice President and General Manager of On-Premise at Coke, defined on-premise sales as packages under a liter in size intended for immediate on-site consumption. This expansive definition embraces the broad range of areas that Coke appears in, from sports arenas to chain restaurants, schools and amusement parks.

But while Coke's size means that its on-premise strategy is one that deals in national accounts and chain-wide deals, its strategy can also be relevant for niche brands. For example, on-premise sales for Coke are profitable because they have a higher rate of return for both suppliers and retailers -- and that's something that some small beverage companies find, in pursuing regional restaurant accounts, can be profitable on its own.

## BEYOND COKE

Pat Galvin, founder of Vignette: Wine Country Soda, said that on-premise restaurant and winery sales have been enough to support his California-based



company through its first three years. Vignette makes a premium soda out of grape varietals, which Galvin said appeals to non-drinkers who want to participate in the wine country or fine dining experience.

“Restaurants, wineries and wine bars have been really good for us,” Galvin said. “On-premise sales helps expose our brand and allows us to expand over time. Once we have recognition we will look at more aggressive growth. But right now, in a down economy, it’s good to be small.”

As companies grow, however, the higher return on-premise may not make up for all the work required to maintain what are typically low-volume sales rates. Coke’s immediate consumption business, though profitable, requires greater resources that might not always be sustainable for smaller companies. According to O’Brien, the cost to serve is higher with immediate consumption, with “a million points of service, coolers and distribution points.” Nevertheless, he said, “Immediate consumption is where the customer (the retailer) and Coke make the highest return.”



On-premise sales supported Vignette through the brand’s first three years, according to founder Pat Galvin.

Steve Hersh, founder of Gus, Grown Up Soda, a New York-based maker of premium soda, found that on-premise restaurant sales demand too many resources to make sense financially. That is why restaurants were not an intentional part of his original brand strategy; they fell in his lap after Thomas Keller, the world-renowned chef and owner of Per Se in New York City and The French Laundry in the Napa Valley, brought Gus into his restaurants as an option for non-drinkers who wanted beverage pairings other than water with their exquisite meals.

It’s high profile, sure, but Hersh nevertheless describes restaurants as vanity accounts that are too low-volume to produce much revenue.

“If we just focused on that we wouldn’t go anywhere,” he said.

But the restaurant accounts do bridge a gap for Gus, between the low-volume on-premise platform and the high volume off-premise platform. Exposure on the right menu has led to sales through the grocery and convenience channels.

“When Per Se brought us in, it made us realize that this could work,” he said. “We are in 30 restaurants in New York City, which gives me consumer credibility.”

Dinkins, like Hersh, sees brand building as a benefit to on-premise sales that extends beyond immediate revenue generation. They are great for trial opportunities, he said, particularly if they’re part of the dining experience.

“Consumers are willing to spend a dollar on a new drink but not willing to buy a whole case,” he said.

## CONTEXT COUNTS

Sharelle Klaus, founder and CEO of Seattle-based Dry Soda, based her marketing strategy on the idea that consumers would embrace her refined soda if they were introduced to it in the right context; she launched



Dry aimed for sophisticated consumers by creating flavors that pair well with food and placing the product in restaurants.

exclusively into restaurants.

“I created Dry to pair well with food,” she said. “It is a more sophisticated brand that appeals to food-centric people.”

From bottle design to building her distribution, Klaus’ initial approach centered on establishing Dry as a premium beverage and building consumer credibility through a fine dining presence. She said that she spent a lot of time keeping ever-changing restaurant staff up-to-date on her product and used a PR firm to set a firm footprint in the Seattle area. After the first year of staying strictly restaurant based, Dry went to retail stores; Klaus says the success of her strategy was confirmed in regional sales growth; 100 percent growth in areas where it had a heavy restaurant presence and a 70 percent increase in outlying areas.

Klaus found that there are unique advantages to brand building in a restaurant.

“In a retail environment it’s hard to tell what it is,” Klaus said. “In a restaurant it’s all explained to you. It’s an opportunity for people to sample in the right context.”



Grown Up Soda founder Steve Hersh didn't intend to place his soda in restaurants, but an opportunity fell into his lap when renowned chef Thomas Keller offered Gus to customers.

Klaus is currently busy in Austin pursuing the strategy that brought her success in Seattle. She hopes that she will be able to build the Dry Soda brand by setting footprints in sequential regions around the US.

Klaus' strategy falls right in line with O'Brien's, who uses on-premise venues to develop new Coca-Cola brands. Coke may want eventually to cross platforms and have both an on and off-premise presence, but initially for some developing brands, on-premise can be a good place to start. O'Brien sees the soda fountain as an excellent place for product improvement. He also pointed to vitaminwater as an example of a successful brand that spent years getting "tweaked" in immediate consumption in many bodegas and delis before getting launched into the grocery channel.

O'Brien said, "There were many opportunities for vitaminwater to die. We learned a lot in that phase."

The Republic of Tea, a premium tea company based in the Bay Area, proved with bottled tea that the bridge between platforms goes both ways. It started out 17 years ago with a line of premium dry teas. Meredith Post, the Minister of Enlightenment—otherwise known as Director of Communications—said that it used the success of the dry teas in specialty stores to cross platforms to on-premise sales. Eleven years ago it developed a line of bottled teas designed to appear next to wine, and offered it exclusively to restaurants and hotels.

"If you have a strong brand and consumers buy it in a Whole Foods, then when they see it on a menu they are likely to order it," said Post.

Then, the Republic of Tea used the success of its on-premise sales to cross back over to a retail platform, launching a 12 oz. plastic "grab-and-go" bottled tea through the grocery channel.

But transitions can be tricky. Often what works on the fountain or in a restaurant does not work in a cool-

er. Dry, for example, is redesigning its sleek and elegant bottle because, though it looks refined on a white tablecloth, it disappears into the crowd in a beverage cooler.

Whereas Klaus started Dry with on-premise sales and now needs to tweak the product for retail sales, Bruce Burke, chief marketing officer for the natural health drink Adina, said his company's early focus on retail means that now, on-premise has become a challenge to the company.

Burke views the strength of Adina in its packaging and ingredients, a bright bottle that leaps out of the retail environment with loud lifestyle claims.

"Consumers have got to see it," said Burke. "They have got to look at it, pick it up and read the label and what's in it to initiate the sale."

This makes restaurants a weak point for Adina, but one that can't be ignored. For a company that, as Burke said, "wants to explode to ubiquity" it needs an on-premise presence to give the impression of the product's pervasiveness in the marketplace. Burke sees delis and restaurants as an appropriate place for the product, but the challenge lies in how to present it in an appropriate way.

And there's always this problem, as well – if people aren't going to restaurants, as has been the case during the recent economic downturn, they're not going to try an on-premise product.

During the launch of Coke Zero, the massive resources of the product's parent company helped it achieve instant ubiquity. But that growth was slowed somewhat by a recession-induced "softness" in on-premise channels – a softness to which Coke attributed a full three percent decline in unit case volume in sparkling beverages in 2008. In other words, even a company as big as Coke – or as small as Gus – can get hammered if the diners stay home. •



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# THE REBEL AT 25

JIM KOCH AND BOSTON BEER KEEP THE  
INNOVATION BREWING BY JEFFREY KLINEMAN



**THE SIGNS OF AGE ARE THERE,** most perceptibly in a sail-sized card wishing Jim Koch and the company he founded, Boston Beer Co., a happy 25th anniversary, but also in the origin of the specific beer he's pouring out for a visitor to try.

That's because Koch brewed the first few kegs of the brand-new Noble Pils not for a commercial purpose, but for his daughter's wedding. And seeing as that recently-betrothed daughter was about five years old when Koch started trying to sell the first kegs of his landmark Samuel Adams Boston Lager around town, it's a bit surprising that her father says he had no doubt, even back in 1985, that the business would be around for him to keep her wedding guests from getting thirsty.

Still, there were some things that weren't really planned.

"It was built to be a sustainable business at 5,000 barrels," he says. Of course, the pleasant surprise was that the 5,000 barrels he'd estimated it would take about five years to sell only took about five months.





▲ Through a commitment to quality and innovation – and the foreign purchase of Miller and Anheuser Busch – Jim Koch's Boston Beer Co. has become the largest American-owned brewer.

“What was really surprising was what came in the wake of Sam Adams’ success. I look back at the craft and micro breweries that were around when I started, and us and Sierra (Nevada) are really the only ones with the same ownership.”

That doesn’t mean the industry has been in the best shape since the early days of Boston Beer. In fact, the success of the company – exemplified by a mid-90s stock offering that became one of the country’s most in-demand individual holdings on prestige value alone – birthed a few too many imitators too fast, resulting in a brief boom and bust in the craft beer arena.

“A lot of it came and went fairly quickly,” Koch says of that mid-90s boom in microbreweries. “The mass domestic drinkers realized there was something else – but the quality didn’t deliver. There was a lot of old beer and a lot of bad beer being foisted on consumers. It was something of a boomtown mentality.”

It was a mentality that Koch wasn’t immune to, himself. In the late 1990s, he overestimated the demand growth of his products, resulting in a massive over-purchase of hops and a major hit to the company’s earnings. That was accompanied by an onslaught of oddly-colored cocktails spurred by the “Sex & the City” crowd and, later, a bevy of “Critter Wines” like Yellowtail that distracted many consumers from the beer movement. Craft brewing looked like a fad that had come and gone, rather than a movement.

## SECOND GREAT AWAKENING

In the decade that followed, however, Koch and Boston Beer truly hit their stride, using an ongoing variety of innovative beer styles, including “extreme beers” like its ballyhooed Utopia line, as well as a series of smartly-timed advertisements

and distribution deals to take advantage of a reawakened American taste for what Koch calls “better beer.” For a while, that growth was reflected in imports, which grew at a steady pace in the late 1990s and early part of the 2000s, but it has most strongly awoken on the coasts and in the Rocky Mountains, a second great awakening that has flowered into a much bigger boom. Koch believes that there is now a much healthier craft beer industry stretching from Brooklyn, N.Y. to Boulder, Colo. and beyond. Brewers have made smarter business decisions, taking advantage of social media that can enable smaller brands to get the word out, and also trying to roll out different (and sometimes intentionally odd – see “Strange Brew”) styles that excite beer lovers.

As of last year, the craft beer segment in the U.S. showed double-digit growth at a time when the much larger premium beer market dropped for the second year in a row. Even in the few years before the premium market started to drop, however, its share of full-calorie products was eroding; as light beers buoyed the larger market, craft took a larger fraction of the domestic pie. And that’s just in terms of off-premise sales. On-premise, scores of “beer bars” and gastropubs are capturing the imaginations of city residents across the country. The consumer education portion of the craft beer movement is in full bloom, Koch says.

“I think in this century beer has become the new wine,” he says. “Consumers realize there’s different types and varieties, they drink it with food. A lot of what happened with wine in the 80’s and 90’s is now happening with beer – special classes, beer dinners, education, beer lists.”

And that means that many of the ideas that Koch claims started with Boston Beer – seasonal microbrews, for example – have moved closer to the mainstream; knowing that, he says, it’s time to push the envelope

again, albeit from a position of strength.

Last year, Koch and his crew introduced a “barrel room” collection – a series of corked beers made from batches aged in the same wooden casks that have dotted the company’s original Jamaica Plain, Mass. offices for decades. The company toyed with the idea of selling an aged beer with strong flavor characteristics as something that could be sold in restaurants in tall, corked bottles took four or five years of development. Starting commercial development of these products, he says, is something that the company can do with real confidence.

“We felt like, yeah, this is something we can market, we can put out there,” he says. “We felt, the market isn’t there yet, but we can make it, we can create it.”

The idea of “making a market” is something that only comes from a company that has broad reach and influence. It’s worth noting, then, that with the acquisition of Anheuser Busch by InBev, Boston Beer is the largest domestically-owned brewer in the U.S.

Of course, that kind of growth has created a certain level of criticism among smaller brewers, who at times have claimed that Koch is too big to still be regarded as craft. Such arguments ignore the company’s commitment to original brewing experiments and its support for smaller brewers. Nevertheless, sometimes, ubiquity begets enmity.

But in assuming the mantle of largest domestically owned brewer, Boston Beer’s ascension is an astounding marker in what has turned into a quarter-century long sprint. It’s not surprising that Koch views the passage of the years with much the same eye as someone who’s been on the barstool, having a good time.

“Honestly? It feels like a year and a half,” he says. “For 25 years, it feels like it’s been on fast forward. So it’s really only a year and a half.” •

◀ Koch says the Boston Beer crew wouldn’t release anything from the barrel room they wouldn’t finish themselves.



# strange Brew

## CRAFT BEER GETS WEIRD — FOR GOOD REASON

BY MIKE WEST

### Oysters and beer are a classic food and beverage combination —

but brewing a beer with oysters is sure to raise some eyebrows. Perhaps that's why Harpoon's newly released 100 Barrel Series Oyster Stout generated considerable buzz.

"People were coming in asking about the oyster stout before I had heard about it from the reps," says Kristen Todeschini, the beer manager at Downtown Wine and Spirits, a Boston area liquor store. "I ordered three cases but now I wonder if that was enough."

Selling out of a beer brewed with shellfish is reminiscent of the surprise success of Jones Soda's Turkey and Gravy Soda in 2003. Though both Harpoon and Jones were appealing to consumer curiosity with an odd-ball beverage, Jones knowingly made their Thanksgiving themed drink unpalatable; Harpoon aimed to please the palate. Either way, though, the purpose is the same — standing out in a crowded aisle. To do that, craft brewers have begun to push the en-

velope of brewing convention to attract notice in an increasingly competitive craft beer market.

According to the Brewers Association, craft brewing has grown rapidly, increasing production 5 percent by volume and 10 percent by dollars in the first half of 2009 — and this took place at a time marked by stagnating premium beer sales. Though craft beer only represents 6 percent of the beer market, it encompasses 90 percent of the nation's breweries. With 1400 craft breweries competing





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over a small – but growing and curious – segment of beer drinkers, the struggle to get noticed has become intense.

Jay Frary, the marketing manager from New York City-based Union Beer Distributors, says, “The market has become so competitive that breweries are trying crazy things to distinguish themselves.”

One strategy is unconventional beers.

Todeschini says that beer with high alcohol content and extreme hoppy-ness attracted attention three years ago. She says now the new trend is unique ingredients.

Brewers generally aim for unique but palatable beers, to reward curiosity rather than scare people away from the brand. Katie Tame, the brewer at Harpoon who led the oyster stout project, found that oysters, when used in moderation, make a delicious beer. Oysters, when cooked into the wort, add proteins that give body, mouth-feel and head retention to the beer while the oyster brine contributes mineral flavors. Harpoon’s brew has 180 oysters in the hundred-barrel batch, enough to push conventional thinking about brewing,

but not enough to give it a fishy flavor.

Of course, there are some that don’t work so well. Boston Beer Co. founder Jim Koch ruefully remembered a chicken beer and chocolate-chili beer as less-than-successful flavor experiments.

Despite such missteps,



however, breweries that base their brand strategy on quirkiness and use unconventional ingredients to authenticate their image have found some real success.

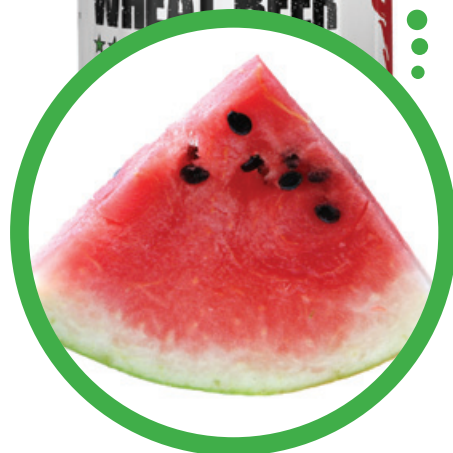
Matt Cohen, head brewer at Magic Hat, a brewery with a perennially-popular apricot-flavored pale ale as its flagship beer, sees value in unique ingredients as a way to differentiate Magic Hat. He says, “We use ingredients not usually associated with beer, like agave syrup, ginger, or beets” to brew beer that appeals to a wide range of consumers.

Dogfish Head is another brewery that has built a reputation for brewing high quality oddities. Its biggest seller, a 60 minute IPA, is unusual, not in the ingredients used but in the continuous hopping method used to brew it. Unconventional beers compose much of the rest of their standard line, some using unusual ingredients such as the Raison D’Etre that is brewed with green raisins.

But many of the odd-ball beers crowding the cooler are only intended to appeal to a small number of truly curious drinkers. Often rolled out as a limited production beer, they contribute relatively minor sales numbers, yet they still play an important role for the brand.

Richard Doyle, CEO of Harpoon, says that it is hard to manage distribution of a wide range of beer styles with their IPA selling so well. He sees the oyster stout and others like it in the 100 Barrel Series, as “a way to be creative and innovative and not worry about managing shelf space.”

Adam Lambert, vice president of sales at Dogfish Head, says that many of Dogfish’s limited offerings are not intended to flood the market but rather to “tease the market.” While the 60 minute IPA represents 48 percent of Dogfish’s sales, Lambert pushes distributors to carry a full line of product. So when Dogfish comes out with a limited production beer, a product that tends to sell out quickly (such as a new Ancient Ale, a line of beers based on ancient recipes derived from actual archeological finds), Lambert rewards distributors who embrace their



full line by offering it at good margins.

Limited production beers can also be an opportunity for innovation. For Shaun O’Sullivan, the cofounder and brew master of the 21st Amendment, a brewpub in San Francisco, small batch brewing is an opportunity for experimentation, searching for the next big seller. The Hell of High Watermelon Wheat Beer was a surprising success at the restaurant and now it leads their push into general distribution. And if Watermelon Wheat isn’t unusual enough, they are one of the few craft brewers to bottle in cans rather than glass.

Though using ancient artifacts, shellfish, and fruit to sell beer may seem like desperate tactics to carve out space in a crowded market, Frary from Union Beer Distributors generally sees cooperation with in the industry to promote overall growth.

“Craft beer will always be here,” Frary says, “In general (craft brewers) are working together to grow the category because at the end of the day, they are still the little guys.” •





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# BOTTLED WATER STILL EFFERVESCENT

BY MATT CASEY

**Many bottled water brands have seen serious declines in the last year, but the category – especially its premium segment – won't evaporate any time soon.**

The economy may have nudged many consumers to downgrade to bargain or tap waters, and environmentalists remain as negative as ever on the product class, but the industry's leaders have adjusted to the new paradigm. Large brands and the International Bottled Water Association have responded to criticism about the sector's environmental impact. Meanwhile, premium brands have held tight to core consumers and developed measures to hold and gain peripheral users.

## Premium's New Twist

Fiji, for example, recently created a 6-pack of 330 ml bottles aimed at casual consumers. The SKU carries a suggested retail price of \$5.49, which Grace Jeon, Fiji's senior vice president of sales, said gives fringe users an accessible bulk entry point while maintaining the brand's premium pricing. Those casual users have lately bedeviled the brand. Fiji suffered a rough 2009, with sales down 9.4 percent (as tracked by Information Resources, Inc. in drug, club, convenience and grocery stores excluding Wal-Mart), though Jeon said her reading of the numbers shows that the brand is now on an upswing. She expects the new SKU to help revitalize the brand.

But the brand's difficulties involve more than sales losses. Fiji, after years of



▲ In 2008, the Fiji Green campaign started as a way to highlight their efforts to mitigate the brand's environmental impact. More recently, Fiji announced their participation in the 1% for the Planet program.

building the brand on the inherent beauty of the Fijian islands, has had to augment its image with conscious capitalism. In 2008, it launched its Fiji Green campaign to highlight new and old charitable programs that mitigate its impact on the Earth and improve the lot of the island's natives. Furthering those efforts, the

company announced in December its participation in 1% for the Planet, an organization that verifies that certified businesses donate one percent of revenues to environmental groups.

While Fiji hopes these pricing and image efforts will help address their peripheral consumers, Jeon said the company's core business has remained intact.

"You have very dedicated consumers that are very specific about they want," she said.

Kristjan Olafsson, co-founder and CEO of Icelandic Glacial bottled water, cast that divide in an economic light. Customers of mid-tier brands, he said, have suffered more during the recession than their wealthier counterparts. While that situation may be regrettable, Olafsson said the resulting environment has enabled his premium-priced and positioned brand to nearly double its sales in the last year.

But Icelandic Glacial has its youth going for it. Fiji debuted when the American consumer perceived bottled water as an affordable luxury and a healthy alternative to Coke or Pepsi. Icelandic Glacial appeared as the term "carbon footprint" entered popular parlance and consumers started casting sidelong glances at plastic bottles.

That shift in perception has left Fiji kneading its image. Icelandic Glacial has worn its environmental awareness – liter-





▲ Icelandic Glacial has promoted its environmental awareness from the very beginning with their front-label Carbon-Neutral certification.

ally – on its sleeve since the brand's first appearance, a front-label CarbonNeutral certification since day one. It has continued to burnish its green credentials as it has grown in distribution and sales. The company reduced its energy consumption when it moved to a new factory, and, most recently, hired Zenith International to certify the sustainability of its water source.

"You've got to be aggressive these days," Olafsson said.

On the power of that aggression and its pristine image,

the brand saw an 80 percent increase in sales in 2009 according to IRI. Olafsson said that's not just a matter of distribution and retail placement. According to his September numbers, he said, the brand had doubled U.S. sales versus the previous year, while increasing its distribution by just 20 percent.

Fellow environmentally-conscious premium brand VOSS has also seen gains. Newly hired CEO Jack Belsito said VOSS still focuses primarily on on-premise sales, but he sees continued retail opportunity for his brand – especially because it offers retailers a high penny profit. In 2009, IRI showed that the brand's still variety grew by 19.4 percent, powered, Belsito said, by distribution gains.

His brand's appeal, he said, lies in both its distinctive packaging and its environmental awareness. While VOSS still comes in a robust glass or PET bottle, Belsito said his company has tracked its carbon impact from source to shelf, and offset it with wind farm and family dairy projects in China and the U.S., respectively. It even redesigned its PET line in 2009 to reduce

the package's weight, and, therefore, carbon impact.

"For most people, I think they want to believe that we're doing things to offset our carbon footprint, and we're doing that," Belsito said.

Kristen Walker, a senior analyst with Mintel, said brands like VOSS and Icelandic Glacial represent a new trend at the top of the bottled water market. Top-dollar bottled water brands used to call themselves "premium" in their on-label selling points. Now, "premium" claims have dropped, Walker said, as new upscale brands boast about their positive impact on the world – whether that be through carbon offsets or donations to meaningful causes.

## Sparkling Glimmers

While premiums have held firm, sparkling waters, another segment that is often enjoyed by a higher income demographic, have quietly climbed the sales charts. The category grew a notable 3 percent in 2009, with Nestle Waters North America's Perrier and San Pellegrino brands (which account for 20.7 and 15.6 percent of the category, respectively) both achieving sales gains.

Nestle said its sparkling brands have grown in retail not just in spite of the recession, but, in part, because of it. Both Perrier and San Pellegrino thrive at restaurants, where traffic has fallen due to consumers holding tight to their wallets. In response, Nestle has shifted its promotional thrust. The company launched a fancy-dining-at-home campaign for San Pellegrino through thesparklinglife.com that taps into the current ascendancy of



◀ Sparkling waters grew a notable 3 percent in 2009 with Nestle Waters North America's Perrier and San Pellegrino both achieving sales gains.



▲ In response to a drop in on-premise sales, Nestle has shifted its promotional thrust by launching www.thesparklinglife.com, a fancy-dining-at-home campaign for San Pellegrino.

the at-home gourmet. The campaign uses a partnership with Food & Wine Magazine, Top Chef judge Gail Simmons, and a collection of food festivals in Florida. The brand also hosted an international "Almost Chef" competition that connected culinary students with established chefs. Meanwhile, Nestle increased Perrier's profile at top nightclubs through its Societe Perrier marketing and sales program. Both initiatives include in-store, on-shelf support.

## The Broader Slide

While some sparkling and premium brands have done well, they represent bright spots on a dark tapestry. The category slipped by 5.5 percent in 2009 – a drop of \$400 million – with Dasani, Aquafina and top Nestle Waters North America brands falling by double digits.

Tom Lauria, spokesman for the IBWA, attributed the segment's ills to the economy. He said he expects bottled water's fortunes to look better when the financial environment improves in the coming year. In the meantime, however, his organization and some of its members have actively addressed environmental criticism.

Nestle Waters North America recently issued a study that – while admitting that tap water has the lowest impact of all

commonly consumed beverages – demonstrated that bottled water has a lower impact than sports drinks or enhanced waters. Both of those products increase their burden on the Earth, the report said, through heavier packaging and through their ingredient lists. While the study cast a green glow upon the entire bottled water market, it further exonerated Nestle. The company's eco-shape bottle had the lowest environmental impact of all packaged beverages commonly available, the report said.



▲ A Nestle Waters North America study admits that tap water has the lowest impact of all commonly consumed beverages, but claims that their eco-shape bottle has the lowest environmental impact of all packaged beverages commonly available.

The IBWA has taken a more general approach. The organization created and released a number of short videos that try to humanize bottled water suppliers and advance IBWA talking points. In one four-minute spot, a young woman opens her refrigerator and considers whether or not to consume a bottle of water. A devil appears on her left shoulder and spouts common complaints about the product. An angel (with wings that didn't fully survive the blue-screening process) appears on her right shoulder and trots out the IBWA's standard defenses of the product.

At another point, the IBWA took on an anti-bottled water info-graphic that circulated via Facebook and Twitter. The graphic, called "The Facts about Bottled Water," blasts bottled water on moral and environmental grounds. Western consumers, it says, pay as much as \$10 per gallon to fuel an industry whose packaging requires the petroleum equivalent of

17 million barrels of oil per year. The IBWA responded with its own poster-like image. The organization called its version "IBWA's Verified facts about Bottled Water," pointing out that, among other things, the products' packages are 100 percent recyclable, and the FDA reported no illnesses linked to bottled water while the Center for Disease Control reports an average of 19 million U.S. illnesses caused by tap water each year.

The industry also saw something of a PR boon following the Haitian earthquake (see sidebar). Bottled water companies sent product donations to relief efforts in its first major industry-wide effort since Hurricane Katrina. Still, the campaigns against bottled water continue. The University of Portland in Oregon recently banned bottled water sales on campus, and Vancouver took a shot at the category during the Winter Olympics. The event's host city encouraged visitors to consume tap water instead of buying Dasani from Games-sponsor The Coca-Cola Co., Inc.

Vancouver's Fairmont Pacific Rim Hotel even discouraged its visitors from purchasing water from the mini bar by instead providing refillable metal bottles.

All that PR may ultimately amount to noise. Satwant Gill, president of San Diego's 5 Star Distributing said he's seen savvy retailers drop their bottled water cooler set from a full door to half a door – but the category's still getting half a door. Meanwhile, Nestle's national brand Pure Life still netted \$242 million for something that can be accessed at virtually no cost in every home in America. Ultimately, the category may be getting smaller, but any consumer market for which a 5 percent dip amounts to \$400 million is still full of opportunity. And, with the industry's banner organization better prepared to repulse threats and the economy supposedly ready to rebound, the immediate future may be brighter than the present. •

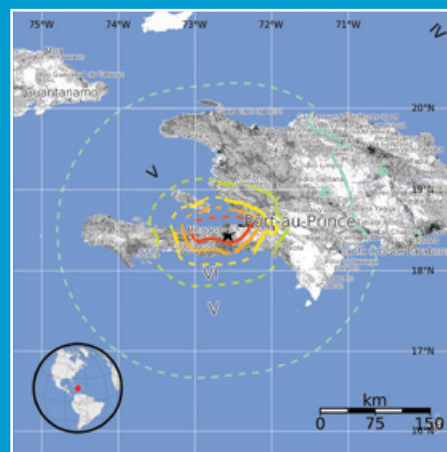
## HAITI

In a reprieve from the relentless bad PR that has buffeted the category over the last few years, bottled water took a starring role in relief efforts following the earthquake that devastated Haiti on Jan. 12. Water brands and beverage companies shipped millions of gallons to hydrate victims of the earthquake as well as their rescuers. Icelandic Glacial even boasted that it sent Haiti at least one bottle of water for every citizen of Iceland.

Stories about bottled water riding to the rescue are more common than the public may realize. The narrative is quieter and more localized than the continuing drumbeat about bottled water's environmental menace, but present just the same. On a weekly basis, newspapers and TV stations run stories about area schools, residents or businesses that turned to bottled water when a contaminant or faulty equipment suddenly cut off the public tap water supply. A Denny's restaurant in Indiana kept the kitchen running with bottled water after a water main break rendered its tap water temporarily non-potable. A community in South Africa coped with an industrial chemical spill by employing packaged water for all uses.

According to Tom Lauria, spokesman for the International Bottled Water Association, that's reason enough to cut the industry a little slack, as this kind of support wouldn't be possible without a thriving consumer market.

"You can't just have bottled water for emergencies," he said. "You need a healthy, vital industry going year round to be able to do that."





# Petition for Redress of Grievances

to

US Attorney General Eric Holder



FDA Food Czar Michael R. Taylor



The World Health Organization (WHO) has just recommended that drinking water contain 25-50 mg of magnesium per liter to prevent deaths from heart attack and stroke. [www.MgWater.com/download](http://www.MgWater.com/download) American bottled water averages <5 mg of magnesium (Mg) per liter, while bottled water in the rest of the world averages about 20 mg of magnesium per liter.

The FDA and DOJ caused the Mg-deficient-water problem by destroying the American mineral water industry in the 1930's, in the mistaken belief that "pure" water was good, and that mineral water was just impure water. **Now, it is up to the FDA and DOJ to correct their blunder, requiring the Mg content of bottled or canned beverages to be put in labels' nutrition panels, and requiring that all bottled or canned beverages contain at least 25 mg of Mg per liter.**

Epidemiological studies indicate that millions of Americans may have died due to the FDA's and DOJ's destruction of the American mineral water industry. See:

<http://www.mgwater.com/anderson.shtml>      <http://www.mgwater.com/lancet.shtml>

<http://www.mgwater.com/finland.shtml>      <http://www.mgwater.com/singh.shtml>

Foods no longer contain as much magnesium as they did a century ago, due to increased food processing and possible soil depletion. Consumers have generally rejected magnesium-rich whole grain foods like brown rice and brown bread, in favor of magnesium-stripped white rice and white bread. Bottled beverages are the most practical way of delivering magnesium to consumers. Recent studies clearly confirm that water-borne Mg is far, far better in preventing cardiovascular pathologies than food-borne Mg.

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# BRAND NEWS

**Project 7.** Project 7 recently switched its water line to a biodegradable bottle that can also be recycled.

**SanTásti.** SanTásti introduced a new package designed with the help of Cal Poly Graphic Arts students. The brand is currently expanding sales internationally in Italy and Hong Kong as well as in the United States.

**LAUQUEN Water Co.** Laquen introduced its water brand to the U.S. in December. The company boasts that its artesian mineral water comes from the southernmost source in the world.

**Echo Beverages.** Los Angeles based Echo Beverages announced the launch of Echo Water in February. Echo is packaged in 100 percent recycled PET bottles, uses local water sources, distributes locally, and features a removable label to prepare the bottle for the recycling stream. Echo has begun distributing the product in the Los Angeles area.

**Soma Beverage Co.** Metroelectro is now available in a 12-pack. The new package was created in response to retailer requests.

**The Coca-Cola Co., Inc.** The Coca-Cola Company announced that Dasani and other beverages in its PlantBottle packaging have arrived on store shelves in select markets. PlantBottle PET plastic bottles are made partially from plants, which reduces the Company's dependence on petroleum. The bottles are 100 percent recyclable.

**FIJI Water.** FIJI Water introduced a 6-pack of 330 mL bottles with a suggested retail price of \$5.49.

**PepsiCo Inc.** Aquafina's new package, the Eco-Fina Bottle, weighs just 10.9 grams. The Eco-Fina Bottle utilizes 50 percent less plastic than similar Aquafina packaging produced in 2002 and is estimated to eliminate the use of 75 million pounds of plastic annually.



**Neuro.** Neuro introduced a mineral water SKU, NeuroAqua, to its enhanced water line. NeuroAqua boasts a high magnesium content and an alkaline pH balance.

**TASMANIAN RAIN LLC.** TASMANIAN RAIN increased its U.S. distribution channels by partnering with Sysco, Fresh Point and others. In addition, TASMANIAN RAIN offers direct delivery.

**Activate.** Activate announced the launch of its new Deionized Water in 1 L and 20 oz. bottles.

**Saratoga Spring Water Co.** Saratoga Spring Water announced that it offsets its electricity usage with wind power certificates. Its glass and plastic waste is also recycled into everything from blue glass mulch to bath mats and shower curtains. Saratoga is now distributed in over 35 states.

**Icelandic Water Holdings ehf.** Icelandic Water Holdings ehf, announced that Zenith International deemed its source certifiably sustainable. The company has also been adding distribution at resorts, including ski destination Squaw Valley.

**Keeper Springs.** Keeper Springs Natural Spring Water has a new look and a new bottle. Its new 500 mL and 700 mL bottles are made with 25 percent recycled PET. The company aims to use 50 percent recycled plastic by the end of 2010.

**Equa Water.** Equa narrowed the openings on its 500 mL and 330 mL bottles to a standard diameter, giving the package a more sleek look. Equa also added a sparkling option in glass. The product is gently carbonated and features a green label.

**Nestle Waters North America.** Nestlé Waters North America's introduced its Born Better campaign for its regional spring water brands. The campaign, focuses on the source-





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## BRAND NEWS: BOTTLED WATER

es of Poland Spring, Deer Park, Arrowhead, Ozarka, Ice Mountain, and Zephyrhills.

Nestlé Pure Life will continue its focus on healthy choices in 2010. National TV advertising, featuring the brand's signature "Embrace the Pure Life" campaign, will air in the warm weather season. In addition, the brand will reinforce the importance of drinking water and making healthy lifestyle choices through its new consumer promotion, the Nestlé Pure Life Pledge.

**Brands of Britain, LLC.** Gleneagles recently revamped their bottle with a new, modern logo.

**Mountain Valley Spring Company.** Mountain Valley introduced a new 4-pack carton for its 1/3 L bottles in the 4th quarter of 2009. The 4-pack is available in both spring and sparkling versions.

**Next Generation Waters.** Next Generation Waters announced that NuU Water is adding distribution in the U.S. through a partnership with Tree of Life. The company also became affiliated with 1% for the Planet.

**Nika Water Company, LLC.** Nika Water is introducing a 6-pack for its 1/2 L bottles as well as a new 1 L product. The company also added a new 1/2 L bottle made from 100 percent recycled PET in special accounts.

**Aspen Pure Water.** Aspen Pure Water announced that it has recently changed its 16.9 oz. bottle, making it more eco-friendly. The new package contains less plastic and is boxed with 60 percent recycled cardboard.

**Voss water.** Voss redesigned its PET Lineup, reducing its weight, improving its look and continuing the brand's commitment to carbon neutrality. Voss added 500 mL 4-packs and 330 mL 12-packs and has expanded to all divisions of Whole Foods.

**Gota.** Gota introduced a new bottle size specifically tailored to the U.S. consumer. The company also announced that it allocates a portion of revenues to programs that promote water preservation and facilitate access to safe water in Argentina.



**Le Bleu Corporation.** Le Bleu Corporation donated 21,672 bottles of water to Haiti. Global Medical Outreach of Clinton, N. C., distributed Le Bleu water along with over half a million dollars in medical supplies during their visit to Haiti Feb. 20-28.

**drench.** drench and Carlson Distributing have partnered in the Greater Salt Lake City, Utah area.

**New Dutch Water Corp.** New Dutch Water Corp introduced Ny2o premium water in summer of 2009. Recently, Arizona Beverage Co. and Ny2o joined forces to distribute the brand throughout South Florida. Ny2o has co-sponsored or supported events benefiting the Ruby Peck Foundation for Children's Education.

**Saint Geron.** Saint Geron recently introduced its water to restaurants in New York.

**Volvic.** Volvic's bottles are now made with 25 percent recycled PET with the goal to reach 50 percent as soon as possible.

**Hawaiian Springs.** Hawaiian Springs began an expansion on the U.S. mainland and internationally. The brand is now available in more than 12,000 locations worldwide and through the company's online store. New distribution in 2010 included UNFI, Nature's Best, and Real Soda. Hawaiian Springs recently extended its retail availability in the Western U.S. to the states of Colorado, New Mexico and Utah with placements in Natural Grocers by Vitamin Cottage stores.

**Jana.** Jana has increased its distribution in California and is now carried by Prestige Beverage, Mission Beverage, Trent Beverage, Nature's Best, United Natural Foods and GBL Distributors. In Florida, the brand added distribution with, Arizona Beverage and Tree of Life. The brand added Try It distributing in Upstate NY.

**WAT-AAH!** WAT-AAH! recently added distribution through UNFI West and Nature's Best.

**PURE SWISS Inc.** PURE SWISS launched a new 0.5 L bottle in the U.S. in March. The





brand also sponsored the Swiss Olympic Houses in Vancouver and Whistler.

**Iceland Spring.** Iceland Spring announced that it will now be distributed in New York City, Long Island, Rockland, Westchester, Putnam, Orange, Ulster, Sullivan and Dutchess Counties by Manhattan Beer Distributors.

**National Beverage Corp.** LaCroix is debuting an 8-can fridge pack to compliment its 12-pack in 2009.

**Native Waters, LLC.** Native Waters is now available in 16.9 and 23.7 oz. ENSO bottles made with 25 percent recycled plastic. The brand is now distributed in New England through g.housen, Great State Beverages, Blue Coast Beverages and Sysco.

**OWATER.** OWATER is now available in a new 1 L size. The 1 L package is designed



with graphics featuring New England Revolution Soccer Player, Shalrie Joseph, Ultra Runner, Darcy Africa and International Mountain Biker, Ted Philip.

**Angel Fire Water Co., LLC.** Angel Fire Water Co., LLC is expanding to a new facility. The facility is approximately 130,000 square feet in size with a greenhouse for testing Angel Fire's effect on different plants.

**AquaHydrate.** AquaHydrate hosted a webcast with former "World's Fittest Model" Jamie Eason. The topic for the webcast was "Recommitting to your New Year's fitness resolutions."

**Fred Water.** Fred added an oval 1 L bottle, distributors Farner-Bocken and Core-Mark, and placement at Mapco and Sunoco.



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# SPARKLING JUICES' NEXT DEGREE

By Matt Casey

## SPARKLING JUICES MAY BE NEARING GRADUATION.

The segment emerged more than a decade ago as a new-age alternative to sodas, and later dove eagerly into schools where they jostled for position in a venue legislatively required to stock healthier, more natural drinks. Now, some brands say the segment is getting ready to rejoin the adult world – but it may look different after this trip through school.

Bill Hargis, founder of Fruit66-maker 4U2U brands, said his company has already begun to engage in extracurricular activities. He formulated the product specifically for the in-school market, aiming at the narrow target formed by students' overlapping taste, calorie and nutrition needs. That venue has proved to have a high volume potential, he said, with individual schools churning as many as 150 cases a month and many district

contracts accounting for dozens of institutions. Not only has the product succeeded there, he said, but his success has earned him placement at Publix. Parents at schools stocking Fruit66 made so many requests of the grocer, he said, that the chain called him.

"I think retail is not something to be forced," Hargis said. "When they call you and ask you about the product, boy, that's a whole different feeling."

Meanwhile, IZZE, which maintains a presence in schools through its Fortified line of 8 oz. cans, has supplemented its educational focus with a new line extension. The brand recently reintroduced IZZE esque, a reduced-calorie sparkler with less juice than the brand's flagship line. The final product boasts just 50 calories per 12 oz. bottle, 40 calories less than the 90 found in IZZE Fortified. Its glass bottle keeps it out of schools, but as with the original IZZE esque, the company had other consumers in mind. In a written response, IZZE said the product targets "people who live healthy, active lifestyles or anyone who is looking for a light, crisp natural beverage" – in other words, the same consumers the company has always targeted.

On the other end of the category, more indulgent sparkling juices may be gaining ground as an alternative to both sodas and alcoholic beverages. Chris Reed, founder and CEO of Reed's Inc., said his company recently launched a brand called California Juices that has "taken off like a rocket."

"The future in my eyes is not... cheap, watered down, stripped juice," he said. Instead, he expects more robust juices, like those you get in Italian sodas, to thrive.

He already sees it happening, he said. After acquiring Sonoma Sparkler in October, his company started packaging private label juices for grocery chains. Along the way, he said, he has run into Galvanina's sparkling juices in every major super market chain around the country.

Kristen Walker, a senior analyst at Mintel, sees a different twist in sparkling juice's future. She's been noticing a trend toward "hybrid" beverages that include juice as part of a sparkling concoction which may also include teas, botanicals or herbal extracts. For example, three of Jones Soda Co.'s GABA flavors included 12 percent juice, and Vuka combines sparkling juice with traditional energy ingredients including natural caffeine.

No matter what form they come in, it appears that sparkling juices may be getting ready to don their mortar boards and get into the real world.



▲ "Hybrid" beverages that include juice as part of a sparkling concoction, such as Jones Soda Co.'s GABA and Vuka, are gaining in popularity.



**The Mamosi Beverage Company.** In 2009, Mamosi arrived at grocers, Costcos, and liquor retailers in Texas.

**Hiball.** Hiball's new Sparkling Energy Juice is available in six Whole Foods regions: Pacific Northwest, Northern California, Southern Pacific, South, North Atlantic and Rocky Mountain. The new line has also been authorized at Fred Meyer, and Hiball added Amazon.com as its premier online retailer.

**PepsiCo.** IZZE Beverage Company announced that it has launched its newly reformulated, low-calorie IZZE esque. The line has been reformulated with 25 percent pure fruit juice and sparkling water. Every 12 oz. bottle has 50 calories and 11 grams of sugar.

**4U2U Brands.** Fruit 66 announced placement at Publix Super Markets, Inc. and Gordon Food Service, North America's largest family-owned foodservice distributor.

**Envy Foods.** Envy Foods announced that Envy Juice has added placement at markets across the country.



**New Horizon Beverage Group.** New Horizon Beverage Group launched Frunae Vitamin Spritzer. The all-natural sparkling juice is comprised of 70 percent pure fruit juice and a splash of sparkling water. Frunae is available online at [www.frunae.com](http://www.frunae.com) and in select outlets in the Mid-Atlantic and Texas. Frunae comes in five flavors: Kiwi Strawberry, Pomegranate Apple, Orange Pineapple, Blackberry Citrus and Peach Mango.

**The Switch.** The Switch has rolled out 4-packs to Kroger, Hannaford, Tops A&P and Stew Leonards.

**Vuka LLC.** Vuka LLC announced the launch of a new line of four sparkling and juice-based energy drinks – Awaken, Think, Workout, and Renew.

**Fizzy Lizzy.** Fizzy Lizzy has obtained kosher certification from the Orthodox Union ("OU"). The company also reformulated Northern Lights Cranberry and Pacific Raspberry Lemon. The new formulations reduce the per-bottle calorie-count from 150 to 80, and reduced the per-bottle sugar content from 29 to 19 grams.



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**Peterlin Brothers Co., Inc.**  
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**Schilling Distributing Co., Inc.**  
LaFayette LA

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Brunswick GA

**Southern Eagle Sales & Service**  
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\* Roaring Lion, Red Bull, Coke, & Pepsi are registered trademarks of RLED, LLC, Red Bull GmbH, The Coca-Cola Company & PepsiCo respectively.



# CARBONATED ENERGY DRINKS

## 28 Black



**Calidris 28 US, Inc.**  
PRODUCTS: 28 Black, 28 White  
  
PACKAGING: Can, 8.45 oz. Can  
  
ATTRIBUTES: Sugar-Free, All Natural, Fully Recyclable

## 420 Purple Dank



**420 Inc.**  
PRODUCTS: 420 Purple Dank  
  
PACKAGING: 8.4 oz. Can

## AMP Energy



**PepsiCo**  
PRODUCTS: Original, Sugar-Free, Elevate, Traction, Relaunch, Lightning, Sugar-Free Lightning, Green Tea, AMP Energy Juice (Orange & Mixed Berry), AMP Energy Gum  
  
PACKAGING: 16 oz. Can, 24 oz. Can, 12 (Juice) oz. PET  
  
ATTRIBUTES: Sugar-Free

## Beaver Buzz



**Double D Beverage Co.**  
PRODUCTS: Citrus, Berry, Green Tea, Core, Green Melon, Pink  
  
PACKAGING: 12 oz. Can, 16 oz. Can

## Big RedJak



**Big Red, Inc**  
PRODUCTS: Premium, Low Carb  
  
PACKAGING: 16 oz. Can

## Bite Me Energy Drink



**Bite Me Energy Drink, Inc.**  
PRODUCTS: Original, Sugar-Free  
  
PACKAGING: 16 oz. Can  
  
ATTRIBUTES: Sugar-Free, Fat/Calorie Burning

## Celsius



**Celsius**  
PRODUCTS: Celsius Orange, Celsius Wild Berry, Celsius Cola, Celsius Ginger Ale, Celsius Lemon Lime  
  
PACKAGING: 12 oz. Can  
  
ATTRIBUTES: Sugar-Free, Fat/Calorie Burning

## CL-ONE



**CL-ONE Corporation**  
PRODUCTS: CL-ONE Regular, CL-ONE Sugar-Free  
  
PACKAGING: 8.3 oz. Can, 16 oz. Can  
  
ATTRIBUTES: Sugar-Free, Fully Recyclable

## CoMotion - Extended Energy



**Monarch Beverages**  
PRODUCTS: CoMotion Dragonfruit  
  
PACKAGING: 8.4 oz. Can  
  
ATTRIBUTES: Fully Recyclable

## CRUNK!!! Energy Drink



**Crunk, LLC**  
PRODUCTS: Original Pomegranate, Low Carb Sugar-Free, Citrus, Grape-Acai, Mango-Peach, Original Pomegranate 8.3, Citrus 8.3, Grape 8.3  
  
PACKAGING: 16 oz. Can, 8.3 oz. Can  
  
ATTRIBUTES: Sugar-Free, All Natural

## Cuba Herbal Energy Juice



**Cuba Beverage Company**  
PRODUCTS: Pomegranate Cranberry, Passionfruit Orange, Wild Berry  
  
PACKAGING: 12 oz. Can  
  
ATTRIBUTES: All Natural

## Dience



### Deep South Brokers

PRODUCTS: Dience

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning, All Natural

## Ex Slim Energy



### Ex Drinks, LLC

PRODUCTS: Ex Slim Energy

PACKAGING: 8.4 oz. Can

ATTRIBUTES: Sugar-Free

## Her Energy Drink



### HER Energy

PRODUCTS: Pink Lemonade  
Regular, Pink Lemonade  
Sugar-Free

PACKAGING: 8.4 oz. Can

ATTRIBUTES: Sugar-Free

## DNA Energy Drink



### DNA Beverage Corp.

PRODUCTS: Citrus, Lemon  
Lime, Sugar-Free Citrus

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## G Pure Energy



### Big Red, Inc.

PRODUCTS: Lulo Lime, Orange  
Blossom

PACKAGING: 200 mL Glass

## Hiball Energy



### Hiball Inc.

PRODUCTS: Hiball Sparkling  
Energy Water, Hiball Sparkling  
Energy Juice

PACKAGING: 10 oz. Glass

ATTRIBUTES: Sugar-Free, All  
Natural, Fully Recyclable

## Dopamine Energy Drink / Mixer



### Lounge Beverages LLC

PRODUCTS: Regular, Sugar-Free

PACKAGING: 8.4 oz. Can

ATTRIBUTES: USDA Organic,  
Sugar-Free, All Natural

## Go Fast Energy Drink



### Go Fast Sports and Beverage, Co.

PRODUCTS: Go Fast Regular,  
Go Fast Light, Go Fast Energy  
Tea, Go Fast Coconut Energy, Go  
Fast Core Fast, Go Fast Z17

PACKAGING: 8.4 oz. Can,  
11.9 oz. Can, 16 oz. Can

## Ironclad Energy + Hydration



### Shadow Beverages

PRODUCTS: Ironclad Energy +  
Hydration Goji Berry, Ironclad  
Energy + Hydration Triple  
Citrus, Ironclad Energy +  
Hydration Sugar-Free Black  
and Blue

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free,  
Fully Recyclable

## Ex Pure Energy



### Ex Drinks, LLC

PRODUCTS: Ex Pure Energy

PACKAGING: 8.4 oz. Can

ATTRIBUTES: All Natural

## Go Juice



### The DSD Network, Inc.

PRODUCTS: Go Juice Energy

PACKAGING: 16 oz. Can

## Kronik Energy, Blue Citrus



### KroniCo, LLC.

PRODUCTS: Blue Citrus, Blue  
Citrus Low-Carb

PACKAGING: 16 oz. Can



# UNRELENTING ENERGY SUPPLEMENT



The Kronik Energy® lineup features three delicious flavors, including “BLUE CITRUS” (Kronik® original), “VENGEANCE” (traditional energy), and “ENTOURAGE” (juice inspired). Each flavor contains Kronik’s® “Top-Tier” blend of energy ingredients and is available in either Regular (sugared) or Low-Carb (sugar free) versions. All Low-Carb varieties include additional herbal supplements designed to help boost metabolism and curb hunger.

## Kronik Energy, VENGEANCE



**KroniCo, LLC.**  
PRODUCTS: VENGEANCE,  
VENGEANCE Low-Carb

PACKAGING: 16 oz. Can

## NERD Focus & Energy



**NERD Beverage Corp.**  
PRODUCTS: Regular, Zero  
Calorie

PACKAGING: 12 oz. Can

ATTRIBUTES: Sugar-Free

## PLASMA Energy FUSION



**D-Plasma Corp**  
PRODUCTS: PLASMA  
Energy FUSION

PACKAGING: 16 oz. Can

## Liquid Lightning Energy Drink



**Liquid Lightning**  
PRODUCTS: Regular,  
Sugar-Free, Beyond Grape,  
Beyond Orange, Fruit Punch  
(Sugar-Free), Pomegranate  
(Sugar-Free)

PACKAGING: 8.4 oz. Can,  
16 oz. Can, 12 oz. Can

ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning

## No Fear



**PepsiCo**  
PRODUCTS: Original, Sugar-  
Free, Motherload

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## PLASMA Energy Low Carb



**D-Plasma Corp**  
PRODUCTS: PLASMA  
Energy Low Carb

PACKAGING: 16 oz. Can

## Monster Energy



**Monster Beverage Company**  
PRODUCTS: Monster Energy,  
Lo-Carb, Khaos, M-80, MIXXD,  
Assault, Heavy Metal, Import,  
DUB

PACKAGING: 8 oz. Can, 16 oz.  
Can, 18.6 oz. Can, 24 oz. Can,  
32 oz. Can

ATTRIBUTES: Fully Recyclable

## NX Energy Drink



**Futuristic Brands, LLC**  
PRODUCTS: Spead Freak, Lean  
and Mean, Hot Fuel

PACKAGING: 24 oz. PET,  
16.9 oz. Can

ATTRIBUTES: Sugar-Free

## Potencia Energy



**BeBevCo**  
PRODUCTS: Potencia  
Energy Drink

PACKAGING: 16 oz. Can

## Monster Nitrous



**Monster Beverage Company**  
PRODUCTS: Anti-Gravity,  
Super Dry, Killer B

PACKAGING: 12 oz. Can

ATTRIBUTES: Fully Recyclable

## Opta Energy



**Sunopta**  
PRODUCTS: Opta Energy  
Berry Fusion, Opta Energy  
Passionate Orange

PACKAGING: 12 oz. Can

ATTRIBUTES: USDA Organic,  
All Natural

## Reaktor Energy Drink



**Monarch Beverages**  
PRODUCTS: Reaktor  
Energy Drink

PACKAGING: 500 mL PET

ATTRIBUTES: Fully Recyclable

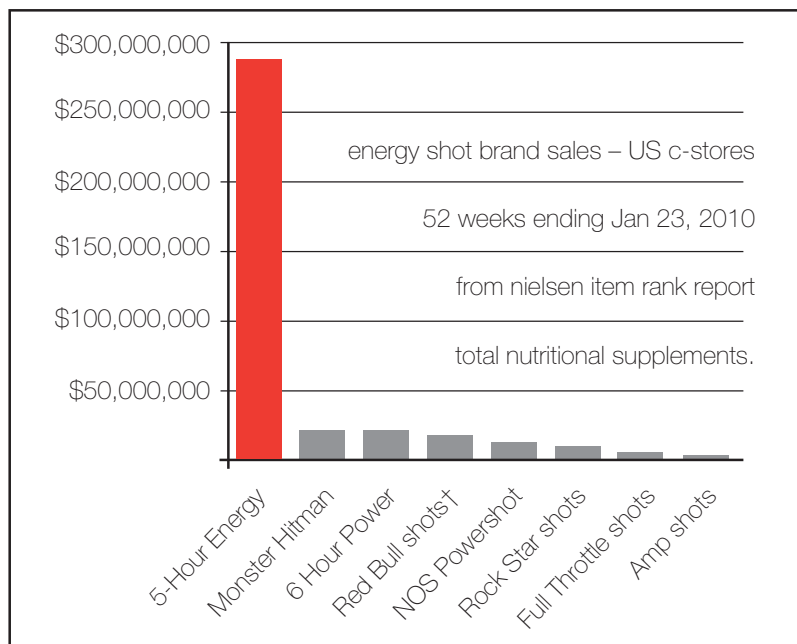


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## Red Bull Energy Drink



### Red Bull North America

PRODUCTS: Red Bull Energy Drink

PACKAGING: 8.4 oz. Can, 12 oz. Can, 16 oz. Can, 19.2 oz. Can

ATTRIBUTES: All Natural, Fully Recyclable

## Roaring Lion Energy Drink



### Roaring Lion Energy Drink

PRODUCTS: Regular, Sugar-Free

PACKAGING: 3 gal. TetraPak, 12 oz. Can, 16.9 oz. PET

ATTRIBUTES: Sugar-Free

## Sin Vitality Energy Drink



### Next Generation Beverage Co., LLC

PRODUCTS: Sin Vitality Energy Drink, Sin Free Vitality Energy Drink

PACKAGING: 8.4 oz. Can

## Red Bull Sugarfree



### Red Bull North America

PRODUCTS: Red Bull Sugarfree

PACKAGING: 8.4 oz. Can, 12 oz. Can, 16 oz. Can, 19.2 oz. Can

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Rush! Energy



### Monarch Beverages

PRODUCTS: Rush! Energy, Rush! Energy Sugar-Free

PACKAGING: 16 oz. Can, 8.4 oz. Can

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Spider Energy Drink



### The Masters of Beverages, LLC

PRODUCTS: Spider Energy (Original), Lighter Spider (Sugar-Free)

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## Re-Fuel Energy Drink



### Multi-Flow Industries

PRODUCTS: Regular, Sugar-Free

PACKAGING: 3 Gal BIB

## Sambazon Amazon Energy



### Sambazon

PRODUCTS: Original, Diet, Jungle Love

PACKAGING: 12 oz.

ATTRIBUTES: USDA Organic, All Natural, Fully Recyclable

## SPIKE Hardcore Energy



### SPIKE LLC

PRODUCTS: Original, Orange Gold, Lemon Slice

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## Rip It Energy Fuel



### National Beverage Corp.

PRODUCTS: Power, Power Sugar-Free, Citrus X, Citrus X Sugar-Free, Lime Wrecker, A'tomic Pom, G Force, Gin-Zing-Er, Sting-er-Mo

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## Sex Drive Energy Drink



### Sex Drive Energy Drink

PRODUCTS: Original Flavor Sex Drive, Sugar-Free Sex Drive, Sex Drive Xtreme

PACKAGING: 250 mL Can

ATTRIBUTES: Fair Trade, Sugar-Free, All Natural

## Steaz Energy



### Steaz

PRODUCTS: Steaz Energy Berry, Steaz Energy Orange, Steaz Energy Diet

PACKAGING: 12 oz. Can

ATTRIBUTES: USDA Organic, Fair Trade, All Natural, Fully Recyclable



## Talon Energy



### Fluid Motion Beverage Inc.

PRODUCTS: Talon Original, Talon Original Sugar-Free, Talon Blood Punch, Talon Blood Punch - Sugar-Free, Talon Energy Cola, Talon Sharp Shot Energy Shot

PACKAGING: 16 oz. Can, 3 oz. PET

## Vuka Energy Drinks



### Vuka LLC

PRODUCTS: Think, Workout, Renew, Awaken (Non-Carbonated)

PACKAGING: 16 oz. bottle

ATTRIBUTES: All Natural

## Xenergy



### Xyience

PRODUCTS: Xenergy Premium: Cran-Razz, Mango Guava, Blu Pom, Cherry Lime, Xenergy Xtreme: Cherry Rush, Citrus Slam, Lemon Blast, Shot: Xyience Xshot

PACKAGING: 16 oz. Can, 3 oz. PET

ATTRIBUTES: Sugar-Free

## Turbo Energy Drink Bag in Box



### Turbo Energy Drink

PRODUCTS: Regular Turbo Energy Drink, Non Permeable / Regular Turbo Energy Drink, Diet Turbo Energy Drink

PACKAGING: 3 gal. BIB, 1 gal. BIB

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Wave Energy Drink



### Wave Energy Drink

PRODUCTS: Wave Energy Drink Regular, Wave Energy Drink Sugar-Free

PACKAGING: 16 oz. Can

ATTRIBUTES: All Natural

## XL Energy Drink



### XL Energy Drink Corp.

PRODUCTS: XL Energy Drink, XL Sugar-Free, XL Cranberry

PACKAGING: 8.4 oz. Can, 16.9 oz. Can

ATTRIBUTES: Sugar-Free

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## X-Presso Monster



**Monster Beverage Company**  
PRODUCTS: Hammer

PACKAGING: 8 oz. Can

ATTRIBUTES: Fully Recyclable

## XS Energy Drink



### XS Energy

PRODUCTS: Cranberry-Grape Blast, Wild Berry Blast, Citrus Blast, Tropical Blast, Cherry Blast, Electric Lemon Blast, Black Cherry Cola Blast, Root Beer Blast, Caffeine-Free Cranberry-Grape Blast

PACKAGING: 8.4 oz. Can, 12 oz. Can, 2.5 oz. Can, 4-1 L

ATTRIBUTES: Sugar-Free

## ZUN



### ZUN

PRODUCTS: ZUN ENERGY

PACKAGING: 12 oz. PET

# NON-CARBONATED ENERGY DRINKS

## ACUTEfruit



### Monarch Beverages

PRODUCTS: ACUTEfruit Orange Passionfruit, ACUTEfruit Strawberry Guava, ACUTEfruit Mixed Berry Kiwi, ACUTEfruit Tangerine Apple

PACKAGING: 15.5 oz. Can

ATTRIBUTES: All Natural, Fully Recyclable

## Adina Natural Highs



### Adina for Life, Inc.

PRODUCTS: Adina Natural Highs Mocha Madness, Adina Natural Highs Vanilla Nut Case, Adina Natural Highs Hazelnut Hookup, Adina Natural Highs Caramel Kick, Adina Natural Highs Double Xpresso

PACKAGING: 8 fl oz. Can

ATTRIBUTES: USDA Organic, Fair Trade, All Natural, Fully Recyclable

## Blutonium



### Folsom Distributing Company

PRODUCTS: Original Unconventional Energy, Cran-175, Lemon-8, Triple Berry, NoCarb Orange, Waterberry

PACKAGING: 12 oz. Glass

## Celsius



### Celsius Inc.

PRODUCTS: Celsius Green Tea Raspberry Acai, Celsius Green Tea Peach Mango

PACKAGING: 12 oz. Can

ATTRIBUTES: Sugar-Free, Fat/Calorie Burning

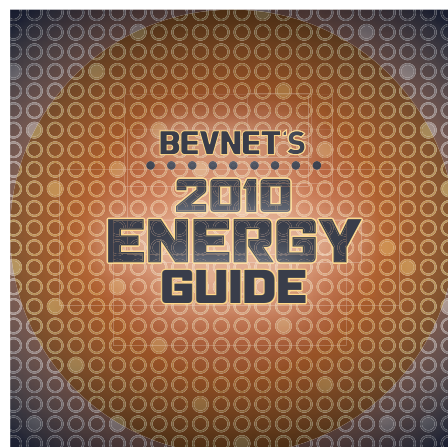
## e<sup>2</sup> Energy x Espresso



### Imbibe

PRODUCTS: Mocha, Vanilla, Coffee

PACKAGING: 16 oz. Can, 2 oz. PET



## anti-ageing Water



### Anti-Ageing North America, LLC

PRODUCTS: Lemon-Lime Energy

PACKAGING: 20 oz. PET

ATTRIBUTES: All Natural

## Endorush



### Bio-Engineered Supplements & Nutrition, Inc.

PRODUCTS: Endorush - 2 serving Fruit Punch, Endorush - 2 serving Grape, Endorush - 2 serving Tropical Fusion, Endorush - 2 serving Blue Raspberry

PACKAGING: 16 oz. PET

ATTRIBUTES: Sugar-Free



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## Engage Energy Drink



### NutriVation Inc.

PRODUCTS: Engage Original Berry, Engage Blue Raspberry, Engage Peach Mango

PACKAGING: 10 oz. bottle

ATTRIBUTES: Sugar-Free, Fat/Calorie Burning

## Java Monster



### Monster Beverage Company

PRODUCTS: Loca Moca, Originale, Mean Bean, Nut Up, Lo-Ball, Irish Blend, Russian, Chai Hai

PACKAGING: 15 oz. Can

ATTRIBUTES: Fully Recyclable

## Red Stuff



### Funktional Beverages

PRODUCTS: Triple Berry, Grape, Wild Super Fruit

PACKAGING: 8 oz. PET

ATTRIBUTES: Sugar-Free, Fat/Calorie Burning

## FRS Healthy Energy



### The FRS Company

PRODUCTS: Low Cal Citrus Pomegranate Can, Low Cal Wild Berry Can, Low Cal Peach Mango Can, Low Cal Orange Can, Apricot Nectarine Can, Low Cal Orange Concentrate, Low Cal Peach Mango Concentrate

PACKAGING: 11.5 oz. Can, 32 oz. PET

## Krank'd 7-In-1 Body Fuel



### NRS-Nutrition Resource Services, Inc.

PRODUCTS: Peach Tea, Fruit Punch, Orange, Grape

PACKAGING: 16.9 oz. PET

## Speed Stack



### ABB

PRODUCTS: Speed Stack Fruit Punch, Speed Stack Grape, Speed Stack Lemon Lime

PACKAGING: 18 oz. PET

ATTRIBUTES: Sugar-Free, Fully Recyclable

## H 10 O Energy



### H 10 O Beverage Co. LLC

PRODUCTS: H 10 O Tropical Energy For Women, H 10 O Orange Energy For Men

PACKAGING: 15.9 oz. PET

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Phat Phruit



### Amazing Beverages, Inc.

PRODUCTS: Peach Mango, Pineapple Orange, Tropical Punch, Grape Strawberry, Raspberry Lime, Cherry Lemonade

PACKAGING: 16 oz. Glass

ATTRIBUTES: Fully Recyclable

## Tight RTD



### SAN Corporation

PRODUCTS: TIGHT RTD

PACKAGING: 8 oz. Can

ATTRIBUTES: Fat/Calorie Burning

## Inko's White Tea Energy



### Inko's White Tea

PRODUCTS: Inko's White Tea Energy

PACKAGING: 15.5 oz. Can

ATTRIBUTES: All Natural

## Powerball Energized Juice



### Johnny Fountain Beverage Innovators, LLC

PRODUCTS: Cranberry, Orange, Acai

PACKAGING: 8 oz. Can

## Whynatte Latte



### Whynatte Enterprises, LLC

PRODUCTS: Coffee Latte

PACKAGING: 8 oz. Can



## ZIMBI Aerodynamic Nutrition



### ZIMBI

PRODUCTS: Tropical Wolfberry, Acai Raspberry, Pomegranate Punch, Apple Yumberry

PACKAGING: 10.5 oz. PET

ATTRIBUTES: All Natural, Fully Recyclable

## STRESS RELIEVERS/ RELAXATION DRINKS

## Balance Relax



### Balance Water Company

PRODUCTS: Balance Relax

PACKAGING: 1 L PET, 500 mL PET

ATTRIBUTES: USDA Organic, Fair Trade, Sugar-Free, All Natural, Fully Recyclable

## BEVNET'S 2010 ENERGY GUIDE

## Amsterdam's Liquid RelaxX



### Alternative Beverage Innovations, LLC

PRODUCTS: Regular

PACKAGING: 2 oz. PET

## Blue Lotus Lifestyle Beverage



### Blue Lotus Lifestyle Beverage

PRODUCTS: Regular Blue Lotus Lifestyle Beverage, Diet Blue Lotus Lifestyle Beverage

PACKAGING: 2 gal. BIB, 1 gal. BIB

ATTRIBUTES: Sugar-Free, Aphrodisiac/Love Drink, Fully Recyclable

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## Dream Water



### Sarpes Beverages

PRODUCTS: Lullaby Lemon (shot), Snoozeberry (shot), Lullaby Lemon (drink), I Dream of Kiwi and Plum (drink)

PACKAGING: 2.5 oz. PET, 8 oz. PET

## Lean Slow Motion Potion



### Dewmar International BMC, Inc.

PRODUCTS: Purp, Easta Pink, Yella

PACKAGING: 16 oz. Can

## Purple Stuff Relaxation Shots



### Funktional Beverages

PRODUCTS: Purple Stuff Shots

PACKAGING: 3 oz. PET

ATTRIBUTES: Sugar-Free

## Ex Chill



### Ex Drinks, LLC

PRODUCTS: Ex Chill

PACKAGING: 8.4 oz. Can

ATTRIBUTES: All Natural

## Mellow Day



### Mellow Beverage Co.

PRODUCTS: Coconut Banana, Pomegranate, Melon Agave, Peach Mango, Cane Mint Lime

PACKAGING: 16 oz. PET

ATTRIBUTES: All Natural

## RelaxZen



### Peaceful Remedies, LLC

PRODUCTS: Day, Night, Day Flight, Night Flight, Sport

PACKAGING: 3 oz. PET

ATTRIBUTES: Sugar-Free

## KOMA Unwind



### BeBevCo

PRODUCTS: KOMA Unwind, Sugarfree KOMA Unwind

PACKAGING: 12 oz. Can

ATTRIBUTES: Sugar-Free

## Mellow Night



### Mellow Beverage Co.

PRODUCTS: Citrus Vanilla, Honeydew Mint, Drangonfruit, Peach Mango, Cane Mint Lime

PACKAGING: 8 oz. PET

## Serenity Zen Beverage



### Next Generation Beverage Co., LLC

PRODUCTS: Regular

PACKAGING: 8.4 oz. Can

ATTRIBUTES: Sugar-Free

## KOMA Unwind



### BeBevCo

PRODUCTS: KOMA Unwind 5 hour relaxation shot

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## Purple Stuff



### Funktional Beverages

PRODUCTS: Classic Grape, Lemon-Lime, Berry Calming, Lean Apple

PACKAGING: 16 oz. Can

ATTRIBUTES: Sugar-Free

## Tranquila Relaxation Shots



### Vitila Brands LLC

PRODUCTS: Tranquila Original, Tranquila PM

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free





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## UCHILL



**ULIVE, LLC**  
PRODUCTS: UCHILL

PACKAGING: 2 oz. PET

## Charge Super Shot



**Labrada Nutrition**  
PRODUCTS: Charge! Super Shot

PACKAGING: 2.5 oz.

ATTRIBUTES: Sugar-Free

## Everlast E-drenaline



**Everlast Sports Nutrition**  
PRODUCTS: Berry Rush

PACKAGING: 2 oz. PET

# ENERGY SHOTS

## Cougar



**Cougar Limited 21**  
PRODUCTS: Cougar Regular, Cougar Double Shot

PACKAGING: 2.5 oz. PET

## Go Fast Energy Shot



**Go Fast Sports and Beverage, Co.**  
PRODUCTS: Go Fast Energy Shot

PACKAGING: 2 oz. PET

## 5-Hour Energy



**Living Essentials**  
PRODUCTS: Berry (Original), Decaf, Extra Strength, Grape, Lemon-Lime, Orange, Pomegranate

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## DynaPep Energy MicroShot



**DynaPep**  
PRODUCTS: DynaPep Energy Original, DynaPep Energy Mint

PACKAGING: 4 mL

ATTRIBUTES: Fair Trade, Sugar-Free, Fat/Calorie Burning

## Guayaki Organic Energy Shots



**Guayaki Yerba Mate**  
PRODUCTS: Guayaki Organic Energy Shot - Lemon, Guayaki Organic Energy Shot - Lime, Guayaki Organic Energy Shot - Chocolate Raspberry

PACKAGING: 2 oz. Glass

ATTRIBUTES: USDA Organic, Fair Trade, All Natural

## AMMO Energy Shot



**AmmoCo, INC.**  
PRODUCTS: AMMO Energy Shot Purple Dragon Low Carb, AMMO Energy Shot Purple Dragon Sugar-Free, AMMO Energy Shot After Dark Low Carb, AMMO Energy Shot Extreme Sport Low Carb, AMMO Energy Shot Full Force Low Carb, AMMO Energy Shot Cafe Cubano Max Strength

PACKAGING: 1 oz. PET

## Energy Catalyst



**Motovate, Inc.**  
PRODUCTS: Energy Catalyst

PACKAGING: 4x6.8 mL PET

ATTRIBUTES: Sugar-Free, All Natural, Fully Recyclable, Fair Trade

## Hardcore Energize Bullet



**iSatori Technologies**  
PRODUCTS: Black Rush, Blue Rage, Orange Mayhem

PACKAGING: 3 oz. PET

ATTRIBUTES: Sugar-Free



## HIJINKS: The Energy Mixer



**HIJINKS Energy, LLC**  
PRODUCTS: HIJINKS: The Energy Mixer

PACKAGING: 1.1 oz. PET

## Mini Thin Rush



**DBI Distribution**  
PRODUCTS: Mini Thin Rush Energy Shots, Xtreme Energy Rush Shot, Top Gun Sexual Stimulant Shot, 357 Magnum Energy Shot

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## Monster Hitman Energy Shooter



**Monster Beverage Company**  
PRODUCTS: Hitman, Sniper, LoBo

PACKAGING: 3 oz. PET

## Kudu Energy



**Kudu Energy**  
PRODUCTS: Berry Blend

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Modjo Life Energy Shot



**Cellutions LLC**  
PRODUCTS: Island Punch, Grape Pomegranate

PACKAGING: 2.5 oz. PET

ATTRIBUTES: All Natural

## N.O. - Xplode Igniter Shot



**Bio-Engineered Supplements & Nutrition, Inc.**  
PRODUCTS: N.O. - Xplode Igniter Shot Blue Raz

PACKAGING: 4 oz. PET

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## NEX4 Açaí Energy Shot



### Acai Roots

PRODUCTS: Açaí Energy Shot

PACKAGING: 2 oz. PET,  
32 oz. PET

ATTRIBUTES: Fair Trade, All  
Natural, Fully Recyclable

## Red Bull Sugarfree Energy Shot



### Red Bull North America

PRODUCTS: Red Bull Sugarfree  
Energy Shot

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free,  
Fully Recyclable

## SPIKE Double Shot



### SPIKE LLC

PRODUCTS: Original, Orange  
Gold, Lemon Slice

PACKAGING: 4.26 oz. PET

ATTRIBUTES: Sugar-Free

## ON GO Energy



### ON GO Energy

PRODUCTS: ON GO Energy  
Berry Blast, ON GO Energy  
Mandarin Orange, ON GO  
Energy Lemon Lime

PACKAGING: 2 oz. PET

## Red Stuff Energy Shots



### Funktional Beverages

PRODUCTS: Berry Awakening

PACKAGING: 3 oz. PET

ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning

## Stacker2 6 Hour Power



### NVE Pharmaceuticals

PRODUCTS: Very Berry, Lemon  
Lime, Grape, Orange, Punch,  
Watermelon, Extra Strength  
Grape, Extra Strength Acai  
Pomegranate

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## Potencia Energy



### BeBevCo

PRODUCTS: Potencia  
Energy Shot

PACKAGING: 2 oz. PET

## Sebastiano's Booster Shots



### FSI Beverage Systems LLC

PRODUCTS: Energy, Balance,  
Alert, Immune

PACKAGING: 1.1 L PET,  
2.5 gal. TetraPak

ATTRIBUTES: Sugar-Free

## Stacker2 Xtra Energy Shot



### NVE Pharmaceuticals

PRODUCTS: Grape,  
Very Berry, Orange

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## Red Bull Energy Shot



### Red Bull North America

PRODUCTS: Red Bull Energy  
Shot

PACKAGING: 2 oz. PET

ATTRIBUTES: Fully Recyclable

## Shotz Energy



### Shotz Nutrition LLC

PRODUCTS: 5 Calories, Sugar-  
Free, Zero Carbohydrates, B6 &  
B12 Vitamins, Hours of Energy,  
Enhanced Focus, No Crash or  
Jitters, Gluten Free, Safe for  
Vegetarians

PACKAGING: 2 oz. PET

ATTRIBUTES: Sugar-Free

## Steaz Energy Shot



### Steaz

PRODUCTS: Steaz Energy Shot

PACKAGING: 2.5 oz. PET

ATTRIBUTES: USDA Organic,  
Fair Trade, All Natural



# Nutra Resveratrol anti-ageing Water

The World's Most Functional Beverage



**Nutra Resveratrol™ anti-ageing™** waters are the most functional, best-tasting enhanced beverages in the world.

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The Ingredients in our patented formula have been clinically proven to promote DNA repair and regulate genes known to enhance life span.

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Our **anti-ageing™** beverages also contain DMAE which

helps tighten and firm the skin and reduce fine lines and wrinkles.

Lemon-Lime ENERGY and Orange-Mango SPORT promote muscle repair, prevent muscle fatigue and are 40% more hydrating than sports drinks and regular water.

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[www.anti-ageingwater.com](http://www.anti-ageingwater.com)

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## Tomic Energy Shot



**TOMIC Inc.**  
PRODUCTS: Fruit Flavor  
  
PACKAGING: 2.5 oz. PET  
  
ATTRIBUTES: Sugar-Free

## White Horn



**White Horn Beverage**  
PRODUCTS: Anti-Aging  
Energy Shot  
  
PACKAGING: 3 oz. PET  
  
ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning

## VitalShot



**Big World Beverages**  
PRODUCTS: Energy Shot Berry  
Flavor, Relax Shot, Stimulate  
Sexual Functional Shot, Joint  
Functional Shot, Reduce Weight  
Control Shot, Hangover Relief  
Functional Shot  
  
PACKAGING: 2 oz. PET  
  
ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning, Aphrodisiac/  
Love Drink

## XO Energy Shot



**XO Energy  
Beverage Corp.**  
PRODUCTS: XO Energy Shot  
  
PACKAGING: 6 oz. PET



# TABLET, POWDER, & OTHER ENERGY

## Celsius, Stick Packets



**Celsius**  
PRODUCTS: Celsius On-the-Go  
Stick Packets Berry Flavored  
  
PACKAGING: 2 oz.  
  
ATTRIBUTES: Sugar-Free, Fat/  
Calorie Burning

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## CRUNK!!! Energy Stix



**Crunk, LLC**  
PRODUCTS: CRUNK ENERGY  
STIX - Orange Flavored  
Powder Shot  
  
PACKAGING: .22 oz.

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**SIN VITALITY DRINK**  
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## FRS Healthy Energy



**The FRS Company**  
PRODUCTS: Low Cal Wild  
Berry Powdered Drink Mix, Low  
Cal Orange Powdered Drink  
Mix, Pomegranate Blueberry  
30-count Chews, Orange  
30-count Chews, Pineapple  
Mango 30-count Chews  
  
PACKAGING: 2.2 (box) oz.  
30-count chews (bag)



## Go Fast Energy Gum



### Go Fast Gum Company

PRODUCTS: Go Fast Lemon-Lime, Go Fast Coffee, Go Fast Adrenaline

PACKAGING: 5 piece/pack

## Krank'd 7-In-1 Body Fuel



### NRS-Nutrition Resource Services, Inc.

PRODUCTS: Fruit Punch, Orange, Lemonade, Lemon Lime

PACKAGING: 23.1 oz. PET

## Red Bull Cola



### Red Bull North America

PRODUCTS: Red Bull Cola

PACKAGING: 8.4 oz. Can, 12 oz. Can

ATTRIBUTES: All Natural, Fully Recyclable

## Kidz Zazz



### Zizzazz

PRODUCTS: Cherry, Blue Raspberry, Kiwi Strawberry, Green Apple, Berry Berry

PACKAGING: 0.35 oz.

## Modjo Synergy



### Cellutions LLC

PRODUCTS: Natural Hangover Prevention Formula

PACKAGING: 2 tab pouch

ATTRIBUTES: All Natural

## Spot On Energy



### Enceutical Corp/Spot On Energy

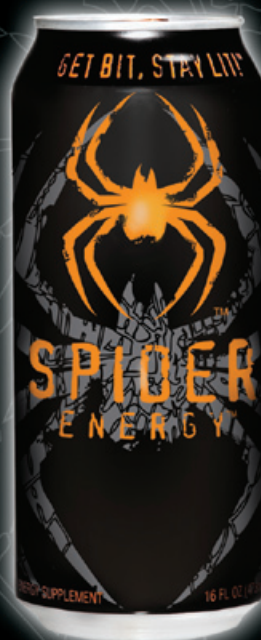
PRODUCTS: Spot On Energy

PACKAGING: 12 pc clip strip, 12 pack, 24 pack, 12 pack box, 24 pack box

ATTRIBUTES: Sugar-Free

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## Super C Energy



### Solis Brands, Inc.

PRODUCTS: Super C Energy, Super C Recovery, Super C Sleep, Super C Immunity, Super C Slender, Super C Sport, Super C Bone & Joint

PACKAGING: .11oz powder oz.

ATTRIBUTES: Sugar-Free, Fat/Calorie Burning, All Natural, Fully Recyclable

## Vitamin Cold Rush



### The Nectar Soda Co.

PRODUCTS: Vitamin Cold Rush

PACKAGING: 5 gallon BIB

## Zizzazz Explosive Energy Mix



### Zizzazz

PRODUCTS: Pom Mango, Cherry Lime, Tangerine, Lemon Raspberry

PACKAGING: 0.25 oz.

## VitalAid



### Franco's Cocktail Mixes

PRODUCTS: Pomegranate, Mojito, Pineapple, Multi-Pack Box, Low Calorie Pomegranate, Low Calorie Mojito, Low Calorie Pineapple, Low Calorie Multi-Pack Box

PACKAGING: 6 single stick box, 21 single stick box

ATTRIBUTES: Sugar-Free, Fully Recyclable

## Zipfizz Energy Drink Mix



### Zipfizz

PRODUCTS: Citrus, Berry, Orange, Pink Lemonade, Grape

PACKAGING:

ATTRIBUTES: Sugar-Free, All Natural

## Zizzazz Explosive Workout Mix



### Zizzazz

PRODUCTS: Orange, Lemon Lime, Grape, Mixed Berry

PACKAGING: 0.35 oz.



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# SUPPLIERS & SERVICES

## A.M. Todd Ingredients | Flavors - Mooreganics

As part of the privately-owned A.M. Todd Group, the Ingredients | Flavors - Mooreganics a creator and manufacturer of mint oils, flavorings offering. Natural and Certified Organic flavors, which are USDA Organic NOP, IFOAM certified flavors available in any form. Isolates - Natural Distillates and Extracts which are physically separated/extracted from the named source and considered "clean label". Certified USDA NOP Organic, IFOAM and Fair Trade'



## Alliance Labeling Inc.

Alliance Labeling is a leading service provider of Container Decorating and Contract Packing. Our facility runs 24 hours a day; we follow GMP are HACCP compliant and have an NHP site license. Our capabilities include Shrink Sleeve and Pressure Sensitive Labeling, Print Register Bundling, Variety Packing, End-Load Carton Packing and Fulfillment Services.



## Axiom Foods

Axiom Foods is the world's first, largest and most innovative source for the beverage industry's allergen-free, Whole Grain Brown Rice ingredients. Our outstanding technology and quality control goes into syrups, sugar solids, protein concentrates/isolates, milks, honey, minerals and absorption aids. Our Oryza rice syrup solids can aid in electrolyte absorption.



## Big Red, Inc.

With over 70 years of beverage industry experience, Big Red, Inc. provides concentrate, bag-in-box and energy shot manufacturing for branded and private label products.



## Agilex Flavors & Fragrances, Inc.

Although the name Agilex may be new, we have a rich history & proven track record of supporting our customers' entrepreneurial spirit. Agilex Flavors welcomes the opportunity to work with a wide range of beverage manufacturers, with a full complement of flavors for energy, carbonated, nutritional, still and alcoholic beverage applications.



## Aseptic Solutions USA

Aseptic Solutions USA is the industry leader in Aseptic Beverage Manufacturing. With a State of the Art facility we pride ourselves in our Co-Packaging capabilities. We fill 2-3 oz shots, 6 oz and all the way up to 128 oz bottles. Filling your needs since 2004, we offer exceptional quality, best customer service, and the highest yields in the industry.



## Big World Beverages

Worldwide business source for premium quality, innovative functional beverages, including energy and other functional beverages, functional shots and unique new beverages and delivery systems.



## Allen Flavors, Inc.

Beyond ingredient supplies Allen Flavors offers complete Beverage Development and Formulation Services. We also provide pre and post production support technically and in every facet of design and production. We have been delivering our concept to marketplace product development and services to hundreds of entrepreneurs and multinational companies alike since 1991. From raw material selection to finished product, our expertise is with you.



## ATC Group - Refrigeration Solutions

ATC Group offers a wide variety of refrigerated coolers to the beverage industry throughout North America. Our line of Counter Top Coolers, Refrigerated Barrels, Glass Door Upright Coolers, and Open Air Coolers are ideal for generating brand awareness for your brand, merchandising your product and driving impulse sales.



## Bioenergy Life Science, Inc.

Bioenergy Life Science, Inc. is an integrated life science company whose core technology is D-ribose. D-ribose is vital for the cellular synthesis of ATP (adenosine triphosphate). Bioenergy RIBOSE, widely used in foods and nutraceuticals/supplements for energy enhancement, accelerates energy recovery in muscles, reduces fatigue and improves exercise performance over time.





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Aseptic Solutions USA

**#1**  
**The Aseptic Beverage Co-Packer**

## Blue Beverage Group

Brand new, state of the art 200,000 sq.ft beverage plant offering co-packing for milk/protein based beverages. Now offering for store brand/private label a premium line of high quality, shelf stable RTD iced coffees - from traditional lattes to energy infused, coffees in a wide variety of flavors. in numerous sizes in glass and beverage cans.



## Blue Pacific Flavors

Blue Pacific Flavors is a leading innovator of natural and organic-compliant fruit flavors with a heritage of authenticity in true-to-fruit flavors through its hortRealfruit™ line that delivers world-class flavor solutions for a wide range of food and beverage applications, including functional and wellness products.



## Cargill, Inc.

Cargill helps customers capitalize on the growing demand for energy beverages by offering unique ingredient solutions, like Cargill's Xtend sucromalt. As a slowly digested sweetener syrup, sucromalt provides balanced energy (i.e. more constant availability of glucose without the highs and lows in blood sugar) when compared to other sweetener syrups.



## Century Foods International

Century Foods is a single source food and beverage engineering and manufacturing partner for both branded and private label products. Whether you want to manufacture or improve an existing product, or develop a new product—we offer the resources and experience that will facilitate your success.



## Chemi Nutra

Chemi Nutra is a recognized world leader in specialty ingredients for dietary supplements and functional beverages. SerinAid Disperse PS and AlphaSize A-GPC are natural, efficacious nutrients that can help maintain and improve mental performance, boost exercise performance, and positively impact healthy aging.



## Closure Systems International

Closure Systems International, Inc. (CSI) is recognized as a global leader in closure design, manufacturing, and high speed application systems. In addition to quality closures and capping equipment, CSI provides unparalleled customer and technical services globally.



## Consult-Us LLC

Consult-Us LLC is a contract product development company with experience developing beverages across all NAB and AB categories.



## Creative Refrigeration Devices

CRD is a dynamic design, engineering and mfg. Co., specializing in unique design solutions for the competitive and crowded marketplace of refrigerated consumer products. We will spotlight your products against all others while reinforcing brand recognition, incremental sales and consumer excitement.



## DSM Nutritional Products

DSM Nutritional Products is the world's premier ingredient supplier to food and beverage producers providing a solid platform for technological innovation and new product development. Utilizing its extensive resources, DSM Nutritional Products keeps its customers ahead of the ever-changing marketplace, anticipating customer needs as nutritional trends develop and customer demands evolve.



## DWS Printing Associates

DWS is a complete One-Stop-Shop for all your label and packaging needs, including Cut-&-Stack and P/S labels as well as in-house graphic design capabilities. Family owned and operated for 4 generations, DWS provides personal service, outstanding quality and unique product diversity...all under one roof. Since 1865.



## Ethical Naturals, Inc.

Premium Beverage Extracts. ORAC-15,000: Patent Pending Defined Antioxidant Power 80% Polyphenols. Standardized Fruit Blend (SFB): 9 Different Exotic Fruits and Berries, ORAC value 7,500, 40% Polyphenols. AlphaWave Calming Ingredients: Calming Blends with Super Purified L-Theanine and Calming Herbs. All Ingredients: Pesticide Free, Adulterant Free, Non-GMO, Non-Irradiated, Full Potency Actives.



## Finlay Tea Solutions US Inc.

From leaf to cup our tea knowledge and technical expertise can assist you in the development of innovative beverages. Our upstanding reputation is based upon over 100 years in this business. We take pride in our product expertise, attributable to our loyal and knowledgeable workforce and an ongoing investment in research and development. Look no further for your product development needs than Finlays. In addition to offering the benefits of our complete vertical integration Finlays has the most diverse product portfolio of tea extracts in the world.





### Flavor Systems International, Inc.

FSI is a manufacturer of custom flavorings for the beverage industry. Please contact our sales team for energy drink flavors, masking flavors and proprietary blends for your beverage.



### Fry Fabrications

Fry Fabrications is the ultimate source for metal fabricated and portable bars/drink carts, bottle service sets, steel tables all which can be branded with your logo. Our full service fabrication shop is well equipped to handle any order big or small - or whatever your imagination can provide!



### Hammer Packaging

Hammer Packaging, established in 1912, headquartered in Rochester, NY, is a privately-held multi-color packaging printer with expertise in sheet-fed offset, web offset and flexography. Hammer uses leading-edge technology and ISO 9001:2000 practices to produce high-quality printed labels and package decoration for the global beverage, food, horticulture and household products industries. Core products produced include cut & stack labels, in-mold labels, shrink sleeve labels, roll-on shrink-on labels, roll-fed labels and pressure sensitive labels.



### Fort Dearborn Company

Fort Dearborn Company is the leading provider of decorative prime labels for the beverage industry. We offer multiple label technologies, including cut & stack, pressure sensitive, shrink sleeve and roll-fed labels.



### Glanbia Nutritionals Customized Solutions

Glanbia Nutritionals Customized Solutions produces custom nutritional premixes of the highest quality for the food and beverage, human health, and personal care industries. We have built a reputation on service and quality with our line of Vitamins, Amino Acids, Minerals and Specialty Ingredients. Contact Glanbia Nutritionals Customized Solutions for your Nutrient and Fortification needs.



### Healthy Brand Builders

HealthyBrandBuilders is seasoned consultancy, ready to assist in providing full array of advisory services to entrepreneurs, small to large beverage companies alike, from launch to shelf! Capital formation-production-branding-packaging-sales-marketing-distribution... we do it all!



### Fortitech Custom Nutrient Premixes

Fortitech Inc., essentially the founder and pioneer of the nutrient premix industry, consistently leads the way in the field of fortification and has helped manufacturers introduce or improve over 30,000 products offering health and wellness benefits to consumers worldwide. Fortitech has the expertise to fortify virtually any product.



### Grain Processing Corporation

MALTRIN® carbohydrates are superior flavor carriers, bulking agents and dispersants for any type of instant beverage mix. They are low in osmolality making them ideal carbohydrate sources for sports drinks and infant formulas. MALTRIN carbohydrates improve mouthfeel, moderate sweetness and provide clarity in both dry mix and aseptically processed beverages.



### IFP, Inc. (Innovative Food Processors)

IFP, Inc. develops, commercializes, and manufactures powder products that provide benefits beyond basic nutrition. We specialize in functional beverages, sports/ nutrition supplements and medical foods containing high value ingredients such as fibers and prebiotics, anti-oxidants, probiotics, natural sweeteners, vitamins and minerals and amino acids. Customized processing services include leading-edge agglomeration and micro-encapsulation technologies. We also offer versatile packaging solutions.



### FrieslandCampina Domo

FrieslandCampina Domo, a division of the Ingredients Business Group of Royal FrieslandCampina, produces high-quality ingredients and proteins from dairy, as well as protein hydrolysates from other sources. These are sold into the sports nutrition, beverage, food and infant foods markets. FrieslandCampina Domo's headquarters for the Americas is in Paramus, NJ.



### GraphicPak Corporation

GraphicPak offers sustainable point of purchase and industrial packaging made using eco-materials. Our designs and green manufacturing processes enable your product to penetrate the increasing consumer demand for earth friendly packaging. Whether you are a start-up or a national company, contact us for information on how we can help you.



### Imbibe

Imbibe creates and supplies flavors, beverage concentrates and ready-to-drink finished products. Over 46 years, Imbibe has developed our expertise in flavor chemistry, application development, brand creation, production, and quality assurance. At Imbibe we are dedicated to making every sip enjoyable and every drink remarkable - From Flavor to Finish.



#### JK Sucralose Inc.

JK Sucralose Inc. is a leading worldwide Sucralose Manufacturer. We have service and warehouse in the United States to ensure on time delivery for all our customers. Our current capacity is 300MT and will increase to 800 MT in year 2012. We guarantee the quality and service.



#### Market Beverage Group, Inc.

Market Beverage Group is your source for private label beverages. We are structured to make the ordering process easy and affordable. Our minimums take into consideration that not every brand needs thousands of cases to be a success. We can supply your entire Private Label beverage portfolio.



#### Nordon/Cooler Solutions

Nordon/CSI stocks a full array of glass door merchandisers for the beverage industry. We lead the category, as a one stop point of contact for purchasing coolers and POS, marketing campaigns, distribution, and service of your brand and life-cycle support of our products. We are proven partners for success.



#### Karlville Development

Karlville Development is a worldwide leading supplier of shrink sleeve converting and application machinery, as well as handle and tape application machinery. At our Technology Centers in France and Miami, we offer comprehensive testing on the latest sleeving and taping systems.



#### Martin Bauer, Inc.

Expertise in Teas, Extracts & Botanicals. The Martin Bauer Group is a global leader in the manufacture and sales of botanical ingredients for the food, beverage and supplement industries. Our high quality products include herbal raw materials, leaf teas, herbal extracts, tea extracts & flavors and active phytopharmaceutical ingredients.



#### NVE Pharmaceuticals

Manufacturers and Co-Packers of liquids, tablets, capsules and powders. NVE houses 4 liquid shot filling lines which can produce 30 million bottles per month, with the flexibility to run from 1.5 oz to 10 oz bottles in a wide range of shapes & sizes. NVE's carbonated cold fill beverage canning facility is capable of filling 800 cans per minute. NVE has much more to offer, and is conveniently located in Andover, NJ.



#### Kyowa Hakko U.S.A., Inc.

Kyowa Hakko USA offers over 50 amino acids and related compounds: D-Amino acids, branch-chain amino acids, as well as nucleic acids, bio-products and fine chemicals. Kyowa Hakko is the maker of branded ingredients including Cognizin Citicoline, Hydratend Hyaluronic Acid, Lumistor L-Hydroxyproline, Setria Glutathione, Kyowa CoQ10 as well as Sustamine L-Alanyl-L-Glutamine.



#### Matsutani America, Inc.: Fibersol-2

Fibersol-2, Digestion Resistant Maltodextrin, is a source of fiber (90% soluble fiber) with beneficial physiological properties supported by many clinical studies. It increases fiber content and nutritional value of virtually any food without adding taste. It's rapid dispersion, high solubility and stability under most processing conditions makes it easy to incorporate into any formulation.



#### Performance Packaging of Nevada LLC

Performance Packaging is a leading global supplier of: FLEXIBLE PACKAGING: Roll stock, Spouted Pouches, Straw Insert Pouches, and custom shaped pouches. Shrink sleeves precut or on rolls. Printed shrink polyolefin for multipacks. LABELS: Pressure sensitive, paper, laminated, foil, embossed. MACHINERY: Spout Pouch filling, Straw Pouch & VFFS machines.



#### Lonza Inc.

Lonza is a leading supplier of Carnipure™ L-Carnitine, the energy nutrient. Carnipure™ tartrate and Carnipure™ crystalline are self-affirmed GRAS, heat stable, highly water soluble and form colorless solutions. FiberAid™ prebiotic offers superior benefits for gastrointestinal health, excellent digestive tolerance and technological properties; ResistAid™ is an all natural multifunctional product produced from Larch trees which helps support healthy immune function and has antioxidant capacity.



#### Monarch Custom Beverages

Turn Key Private Label Beverage Solutions, including formulation, packaging, warehousing, transportation and distribution. We source all raw materials, manage the production and transportation of finished product.



#### Pharmachem / Alix Technologies, Inc.

Alix Technologies, a subsidiary of Pharmachem Laboratories, is a manufacturer of turnkey functional beverages. We co-pack your RTD beverages, syrups, slurries and high viscosity liquid products. We Hot Fill (HTST) and Cold Fill (batch pasteurized) plastic and glass bottles from 2 ounce to 1 liter. Give us a shot!







1885



1972



1996



1997



2004



2009

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888.484.8452 | [sales@vitilabrand.com](mailto:sales@vitilabrand.com) | [www.tranquila.com](http://www.tranquila.com)

### Pharmachem Laboratories

Pharmachem manufactures and supplies:

Amino acids

Botanical extracts

Vitamins & minerals

Specialty ingredients

Premix & fortifications

Instantized ingredients

Certified Organic Ingredients We service our customers as a toll processor, contract manufacturer, ingredient supplier and finished product vendor.



### ProCore Laboratories

ProCore Labs is a leader in manufacturing services to the beverage, nutraceutical, cosmeceutical, and personal care industries. Our customers enjoy increased profitability, shorter to market lead times, and other competitive advantages. Our experienced chemists and Dallas Texas plant are fully equipped to adhere to cGMP and OTC pharmaceutical compliances.



### Stauber Performance Ingredients, Inc.

CREATIVE PRODUCT

TYPES:-Juices-Health

Drinks-Protein Drinks-

Smoothies-Flavored

Waters-Desserts-Vegetable

Products-Fruit Products-

-Supplements and

many more CREATIVE CAPABILITIES:-Innovating

Ingredients-Concept Development-Research-

Product Formulation-Manufacturing Trends-Product

Documentation-Packaging Trends-Promotional

Strategies-Label Design-Sourcing



### POSTER PRINTING SERVICE

Specailizing in printing posters, signage, banners and point of purchase displays for the beverage industry. From concept to distribution to stores nationwide. Low

Prices and super fast turnaround is guaranteed. Full color printing of brochures, catalogs, postcards and all large format printing items. Paper, Vinyl, Static Cling Decals in vibrant color. Custom die cutting is available to make your product stand out in the marketplace. Displays, Ceiling Hangers, Banner Stands and much more.



### Proforma 360

Proforma 360 specializes in supplying products to the action sports industry and can help you reach your key market by branding the equipment they use. Through custom branded snowboards, skateboards, wakeboards, and surfboards, your logo will become part of the action sports lifestyle. Call today before discounted summer pricing ends.



### TandemRain Innovations

TandemRain Innovations is the exclusive distributor of ActivMSM, the only GRAS-designated methylsulfonylmethane (MSM) product available. ActivMSM is available for use in foods, beverages and cosmetics.



### Premium Ingredients International

Premium Ingredients International is your one stop provider for Beverage

Ingredient Solutions. We

are the largest importer

of Vitamin C, B Vitamins

and Amino Acids. Our core

range also includes: Sweeteners, Flavors, Proteins,

Antioxidants, Caffeine, Preservatives, and Vitamin

and Energy drink blends.



### Racks Incorporated

Manufacturer of Point of Purchase Displays. We make all different types of racks: counter, shot, floor, in-aisle, power wing, suction cup, magnetic, etc. Please call me today and we will develop a custom point of purchase display solution for your company. We will also make you a free sample to prove our commitment to your marketing effort.



### The NutraSweet Company

The NutraSweet Company, headquartered in Chicago, stands alone in its ability to provide customers with a full value portfolio including superior quality products, unrivaled technical, R & D and regulatory support, competitive pricing and an experienced management team. The NutraSweet Company is the leading global manufacturer of great tasting zero-calorie sweeteners: aspartame, neotame, & TwinSweet.



### Prism Visual Software, Inc

ServQuest and MiniMate are

Prism's total desktop and

mobile routing solutions

for the beverage industry.

The solution manages

routes, controls inventory,

generates orders and

invoices at the site, captures signatures, and prints on

a mobile Bluetooth printer. MiniMate manages

all pricing calculations, deals, promotions, volume

discounts, and more.



### SG Beverage Solutions, Inc.

SG Beverage Solutions is a leader in product development, creative design, manufacturing and distribution of Refrigerated Merchandisers & Specialty Coolers. State-of-the-art production facilities, both in the USA and abroad, insure that every step of our product development and manufacturing processes result in superior quality; our number one priority. With both east coast and west coast distribution facilities, SG Beverage Solutions can provide both timely service and competitive prices, all while maintaining Superior Quality and unmatched Customer Support.



### The Wright Group

The Wright Group's Super-

Coat microencapsulated

nutrients, SuperBlend

custom premixes and

O3 Complete omega-3

ingredient products deliver

superior performance, ap-

plication flexibility and stability in a variety of

functional food and beverage products.





## Vegetable Juice Concentrates

Vegetable Juices, Inc. has developed a unique line of vegetable juice concentrates for use in beverages. These products, the result of a proprietary technology four years in development, provide the beverage designer with new resources for adding natural nutrients to beverage systems.



## Virginia Dare -- Think of us as Flavor

Virginia Dare has developed a range of masking flavors to optimize the taste profile of fortified, functional and stevia sweetened beverages. Custom formulated for applications such as beverages and energy drinks, these ingredients effectively mask the bitter, licorice-like and astringent notes often associated with functional ingredients.



## WILD Flavors, Inc.

WILD Flavors delivers innovative flavor, color, and health ingredient systems to the beverage industry. From ideation through packaging, we can help you create your product from concept through product at the door.



## Xtreme Hydrobag Packaging Solutions LLC

Custom fitmented beverage Pouch supplier and co-pack high speed Hot Fill service provider for reclosable fitmented drink pouches. 100% pouch design, formulation mix and filling of pouch through retail packaging and ready for retailer.



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address 7684 St. Andrews Ave.  
San Diego, CA 92154

**RACKS INC.**  
POINT OF PURCHASE DISPLAYS

# COMPANY CONTACT INFORMATION

COMPANY NAME	CONTACT NAME	ADDRESS	CITY	STATE	ZIP CODE	PHONE NUMBER	WEB SITE
420 Inc.	Mike Dub	9107 Wilshire Blvd. #450	Beverly Hills	CA	90210	510-684-7553	www.420energydrinks.com
A.M. Todd Ingredients/Flavors	Chuck	1717 Douglas Ave	Kalamazoo,	MI	49007	269-216-2613	www.amtodd.com
ABB	Tim Weigard	700 N. Commerce St.	Aurora	IL	60504	630-236-6707	www.ABBperformance.com
Acai Roots	Rodrigo Correa	8385 Miramar Mall Suite	San Diego	CA	92121	866-401-2224	www.acairoots.com
Adina for Life, Inc	Bruce Burke	400 York Street	San Francisco	CA	94110	415-285-9300	www.adinaworld.com
Agilex Flavors & Fragrances	Dan	30322 Esperanza Way	Rancho Santa Margarita	CA	92688	949-635-1070	www.agilexfandf.com
Allen Flavors, Inc.	Joe Moran	23 Progress St.	Edison	NJ	08820	908-561-5995	www.allenflavors.com
Alliance Labeling Inc.	Dario Lopez	201 Speers Road	Oakville	ON	L6K 2E8	905-337-2501	www.alliancelabeling.com
Alternative Beverage Innovations, LLC	Eric Martin	6802 Paragon Place	Richmond	VA	23230	804-410-6099	www.Liquid RelaxX.com
Amazing Beverages, Inc	Elliott Hirsh	1921 Wharton Rd	Jenkintown	PA	19046	215-886-9356	www.phatphruit.com
AmmoCo, INC.		12605 SW 133 CT	Miami	FL	33186	786-629-6844	www.DrinkAmmo.com
Anti-Ageing North America, LLC.	Philip White	36101 Bob Hope Dr. E 5-215	Rancho Mirage	CA	92270	760-260-8082	www.anti-ageingwater.com
Aseptic Solutions USA	Ivan Loochkartt	484 Alcoa Circle	Corona	CA	92880	951-736-9230	www.asepticusa.com
ATC Group	Taylor Samuel	3235 Industry Drive	N Charleston	SC	29418	800-905-4768	www.atcgroup.net
Axiom Foods	David Janow	12100 Wilshire Blvd.	Los Angeles	CA	90025	310-264-2606	www.axiomfoods.com
Balance Water Company	Martin Chalk		New York	NY	10001	917-720-0144	
BeBevCo	Suzie Baker	125 F Trade Ct	Mooreville	NC	28117	704-322-7809	www.bebevco.com
Big Red, Inc	Mark Woodward	720 Jewell Drive	Waco	TX	76712	254-772-7791	www.bigred.com
Big Red, Inc	Brad DuLong	6500 River Place Boulevard	Austin	TX	78730	817-281-2874	www.gpureenergy.com
Big World Beverages	Ned Becker	PO Box 7864	Missoula	MT	59807	406-546-2858	www.bigworldbevs.com
Bio-Engineered Supplements & Nutrition, Inc.	Jason Burke	5901 Broken Sound Pkwy NW	Boca Raton	FL	33487	800-939-4071	www.bsnonline.net
Bioenergy Life Science, Inc.	Kathy Lund	13840 Johnson St NE	Minneapolis	MN	55304	303-734-0860	www.bioenergyribose.com
Bite Me Energy Drink, Inc	Mark Schneider	1124 S Main st	Corona	CA	92882	951-284-7177	www.BiteMeEnergyDrink.com
Blue Beverage Group Inc.	Avi Blau	152 Broadway	Haverstraw	NY	10927	845-947-9500	www.bluebeverage.com
Blue Lotus Lifestyle Beverage	Chris Hannemann	2440 Alki Ave SW	Seattle	WA	98116	206-938-0596	www.bluelotuslifestyle.com
Blue Pacific Flavors	Chris Long	1354 S. Marion Court	City of Industry	CA	91745	626-834-0099	www.bluepacificflavors.com
Calidris 28 US, Inc.	Michael Raunegger	300 Elliott Street, Suite C	Occoquan	VA	22125	703-490-1628	www.28Drinks.com
Cargill Inc.	Deborah Schulz	15407 McGinty Rd W	Wayzata	MN	55391	866-456-8872	www.cargill.com
Cellutions LLC	Scott Housefield	807 Shotgun Rd.	Sunrise	FL	33326	888-MODJO-4U	www.modjolife.com
Celsius Inc.	Sherri Lopes	140 NE 4th Ave	Delray Beach	FL	33483	866-423-5748	www.celsius.com
Century Foods	Kevin Meyer	400 Century Court	Sparta	WI	54656	800-269-1901	www.centuryfoods.com
Chemi Nutra	Blake Kraemer	4463 White Bear Pkwy	White Bear Lake	MN	55110	651-407-0400	www.cheminutra.com
CL-One Corporation	Dolly Skape	29582 Spotted Bull Lane	San Juan Capistrano	CA	92675	949-364-2895	www.cl-one.com
Closure Systems International	John Grainda	6625 Network Way	Indianapolis	IN	46278	317-390-5000	www.csiclosures.com
Consult-Us LLC	Deirdre Piggott	3620 Swenson Ave	St Charles	IL	60175	630-770-2639	www.consult-us.com
COUGAR Limited 21	Ryan Custer	PO Box 1067	Roanoke	TX	76262	800-611-7556	www.cougarenergydrink.com
Creative Refrigeration Devices	Tom Meehan	810 1st St. So.	Hopkins	MN	55343	800-666-1449	www.crdrefrigeration.com
Crunk, LLC	Tom Mahlke	1250 Northmeadow Parkway	Roswell	GA	30076	678-578-5320	www.crunkenergydrink.com
Cuba Beverage Company	Alex Procopio	PO Box 121089	San Diego	CA	92112	619-255-8958	www.cubabev.com
D-Plasma Corp	Todd W. Smith	13586 Essex Ct	Eden Prairie	MN	55347		www.drinkplasma.com





COMPANY NAME	CONTACT NAME	ADDRESS	CITY	STATE	ZIP CODE	PHONE NUMBER	WEB SITE
DBI Distribution	Laura King	9700 N. Michigan Rd.	Carmel	IN	46032	317-228-0000	www.dbidist.com
Deep South Brokers	Philip White	11233 Highway 80 East	Montgomery	AL	36117	334-301-4716	www.dience.com
Dewmar International BMC, Inc.		132 E. Northside Dr.	Clinton	MS	39056	877-747-5326	www.SlowMotionPotion.com
DNA BEVERAGE CORP	RALPH SABELLA	506 NW 77TH ST	BOCA RATON	FL	33487	954-970-3826	www.DNAEnergyDrink.com
Double D Beverage Co	Andrew Drayson	Unit 201 - 19138 - 26th Ave.	Surrey	BC	V3S3V7	604-536-4070	www.beaverbuzz.com
DSM Nutritional Products	Gary Howe	45 Waterview Blvd.	Parsippany	NJ	07054		www.pourontheprofits.com
DWS Printing Associates	Andy Staib	89 North Industry Court	Deer Park	NY	11729	631-667-6666	www.dwsprinting.com
DynaPep	Lisa Krinsky	131 N.W 13 th Street	Boca Raton	FL	33432	561-447-0082	www.DynaPep.com
Enceutical Corp/Spot On Energy	Robert Cooper	3706 Arapaho Road	Addison	TX	75001	866-380-0542	www.spotonenergy.com
Ethical Naturals, Inc.	Amy McKelvey	330 H Sir Francis Drake Blvd.	San Anselmo	CA	94903	415-459-4454	www.ethicalnaturals.com
Everlast Sports Nutrition	Kevin Coneys	53 West 36th Street	New York	NY	10018	888-600-1910	www.evernutrition.com
Ex Drinks, LLC.	Travis Arnesen	1879 Whitney Mesa Drive	Henderson	NV	89014	805-440-8347	www.ExDrinks.com
Finlay Tea Solutions	Marissa	23 Vreeland Road	Florham Park	NJ	07932	973-805-6100	www.finlayusa.com
Flavor Systems International, Inc.	Bob Bahoshy	9950 Commerce Park Dr	Cincinnati	OH	45246	513-870-4900	www.flavorsystems.com
Fluid Motion Beverage Inc.	Paul Tecker	160 N. Riverview Dr.	Anaheim Hills	CA	92808	800-951-9123	www.TalonEnergy.com
Folsom Distributing Company	Jim Folsom	250 Citrus Lane	Wood River	IL	62095	618-254-0427	www.drinkblutonium.com
Fort Dearborn Company	Gwen Chapdelaine	1530 Morse Avenue	Elk Grove Village	IL	60007	847-357-9500	www.fortdearborn.com
Fortitech, Inc.	David Borisenok	2105 Technology Drive	Schenectady	NY	12308	518-372-5155	www.fortitech.com
Franco's Cocktail Mixes	Sherry Halvorsen	121 SW 5th Ct	Pompano Beach	FL	33060	800-782-4508	www.vitalaidenergy.com
FrieslandCampina Domo	Lorraine Niba, PhD, MBA	61 South Paamus Road	Paramus	NJ	07652	201-655-7780	www.domo.nl
Fry Fabrications	Derek Kordower	2208 S. 15th Street	Phoenix	AZ	85034	602-454-0701	www.fryfab.com
FSI Beverage Systems. LLC	Jerry Caves	9950 Commerce Park Dr.	Cincinnati	OH	45246	513-646-5084	www.fsibeverage.com
Funktional Beverages	Tim Lucas	P.O. Box 12168	Spring	TX	77391	877-324-7657	www.MyPurpleStuff.com
Funktional Beverages	Tim Lucas	P.O. Box 12168	Spring	TX	77391	877-324-7657	www.MyRedStuff.com
Futuristic Brands, LLC	Bob Miller	144 North Rd. Suite 2100	Sudbury	MA	01776	781-728-3143	www.nxenergy.com
Glanbia Nutritionals Customized Solutions	Michael	5927 Geiger Court	Carlsbad	CA	92008	760-438-0089	www.glanbianutritionals.com
Go Fast Sports and Beverage, Co.	Halston Puchek	2600 W. 8th Ave.	Denver	CO	80204	303-893-1222	www.gofastsports.com
Grain Processing Corporation	Diana Rieke	1600 Oregon Street	Muscantine	IA	52761	563-264-4230	www.grainprocessing.com
GraphicPak Corporation	Jamie Antongiovanni	760 Vail Ave	Montebello	CA	90640	310-567-4752	www.graphicpak.com
Guayaki Yerba Mate		6784 Sebastopol Ave	Sebastopol	CA	95472	888-GUAYAKI	www.guayaki.com
H 10 O Beverage Co. LLC.	John Lawrence	500 North Rainbow Blvd.	Las Vegas	NV	89107	702-371-3498	www.h10o.com
Hammer Packaging	Lou Iovoli	PO Box 22678	Rochester	NY	14692	585-424-3880	www.hammerpackaging.com
HealthyBrandBuilders	James S Tonkin	7559 E. Woodshire Cove	Scottsdale	AZ	85258	480 596 6360	www.healthybrandbuilders.com
HER ENERGY	Byron Schreckengost	6533 Hollywood Blvd.	Los Angeles	CA	90038		
Hiball Inc.	Todd Berardi	1862 Union St.	San Francisco	CA	94123	415-420-4801	www.hiballer.com
HUINKS Energy, LLC	John Thomas		Newport Beach	CA	92660	949-293-6433	
IFP, inc.	Scott Sljan	2125 Airport Drive	Faribault	MN	55021	800-997-4437	www.ifpinc.biz
Imbibe	Arnold Thorstad	3201 Old Glenview Rd	Wilmette	IL	60660	847-324-4411	www.imbibeinc.com
Inko's White Tea	Alex Reist	435 E. 70th St.	New York	NY	10021	917-273-7594	www.healthywhitetea.com
iSatori Technologies	Brandon Frickey	15000 W 6th Ave	Golden	CO	80401	303-215-9174	www.isatoritech.com

## COMPANY CONTACT INFORMATION (continued)

COMPANY NAME	CONTACT NAME	ADDRESS	CITY	STATE	ZIP CODE	PHONE NUMBER	WEB SITE
JK Sucralose Inc.	Hugh Zhang		Edison	NJ	08837	732-512-0886	www.JKsucralose.com
Johnny Fountain Bev. Innovators	Steve Torres	210 West 29th St. 6th Fl	New York	NY	10001	374-416-0776	www.drinkpowerball.com
Karlville Development	Raul Matos	1111 Brickell Bay Drive	Miami	FL	33131	305-533-1051	www.karlville.com
KroniCo, LLC.	James Gabriele	2010 W. Parkside Lane	Phoenix	AZ	85027	623-580-9221	www.kronikenergy.com
Kudu Energy	Mike Kulik	7 Deer Run Drive	Wilmington	DE	19807	302-482-4550	www.KuduEnergy.com
Kyowa Hakko U.S.A., Inc.	Karen Todd	3941 Steamboat Ct	Ann Arbor	NY	48108	212-319-5353	www.kyowa-usa.com
Labrada Nutrition	Keith Lessmann	333 Northpark Central Dr.	Houston	TX	77073		
Liquid Lightning	Cindy Jin	223 Wanaque Avenue	Pompton Lakes	NJ	07442	973-831-8150	www.lleenergy.com
Living Essentials							www.5hourenergy.com
Lonza Inc.	Thomas Brancato	90 Boroline Road	Allendale	NJ	07401	800-365-8324	www.lonzanutrition.com
Lounge Beverages LLC.	David Serrano						www.dopamineenergydrink.com
Market Beverage Group, Inc.	Randall Roddy	20930 N. Tatum Blvd.	Phoenix	AZ	85050	877-312-1222	www.marketbev.com
Martin Bauer Inc.	Gary Vorsheim	300 Harmon Meadow Blvd.	Secaucus	NJ	07094	201-659-3100	www.martin-bauer-group.us
Matsutani America, Inc.	Yutaka Miyamoto	500 Park Blvd.	Itasca	IL	60143	630-250-8720	www.fibersol2.com
Mellow Beverage Co.	Joel MaHarry	Suite 512	Santa Monica	CA	90401	310-993-1334	www.mellowwater.com
Monarch Beverages	Tommy Little	1123 Zonolite Road NE	Atlanta	GA	30306	404-262-4040	www.monarchbeverages.com
Monarch Custom Beverages	Larry Williams	2205 Riverstone Blvd	Canton	GA	30114	815-441-7253	
Monster Beverage Company	Richard Hastings	550 Monica Circle	Corona	CA	92880	951-739-6441	www.monsterenergy.com
Motivate, Inc.	Adam Ozols					917-848-5410	www.catalystbrand.com
Multi-Flow Industries	Mark Stephens	1434 County Line Road	Huntingdon Valley	PA	19006	215-322-1800	www.multiflow.net
National Beverage Corp.	Mayra Gonzalez	8100 SW 10th St.	Ft. Lauderdale	FL	33324	954-581-0922	www.ripitenergyfuel.com
NERD Beverage Corp.	Anthony Dow	401 Isom Suite 430	San Antonio	TX	78216	210-296-7916	www.nerdbeverage.com
Next Generation Beverage Co., LLC	Rich Wilson	720 Monroe Street Suite	Hoboken	NJ	07030	201-239-0999	www.nextgenerationbeverage.com
Nordon/Cooler Solutions	Joe Moffett	1 Cabot Blvd. East	Langhorne	PA	19047	800-211-7745	www.nordoninc.com
Nutrition Resource Services, Inc.	Roxy Williams	3864 Courtney Street	Bethlehem	PA	18017	484-894-0665	www.krankd.com
Nutrition Resource Services, Inc.	Devin Dietterich	3864 Courtney Street	Bethlehem	PA	18017	800-487-2111	www.jbn.com
NutriVation Inc	Joey Aplington	800 NE Tenney Rd	Vancouver	WA	98685	866-9-Xtreme	
NVE Pharmaceuticals	Walter Orcutt	15 Whitehall Road	Andover	NJ	07821	973-786-7868	www.nveusa.com
NVE Pharmaceuticals		15 Whitehall Road	Andover	NJ	07821	973-786-7868	www.stacker2.com
ON GO Energy	Derrick George	330 East Maple Rd. #286	Birmingham	MI	48009	877-LIV-ONGO	www.ongoenergy.com
Peaceful Remedies, LLC	Nick West	621 Shrewsbury Ave	Shrewsbury	NJ	07702	877-448-2323	www.relaxzenshots.com
PepsiCo		700 Anderson Hill Rd	Purchase	NY	10577	914-253-2000	www.ampenergy.com
PepsiCo		700 Anderson Hill Rd	Purchase	NY	10577	914-253-2000	www.energy.nofear.com
Pharmachem	Gregory Drew	265 Harrison Avenue	Kearny	NJ	07032	201-719-7405	www.pharmachemlabs.com
Pharmachem / Alix Technologies	Gregory Drew	1270 Champion Circle,	Carrolton	TX	75006	201-719-7405	www.pharmachemlabs.com
Poster Printers, Inc.	Elliot Blitman	1940 Utica Avenue	Brooklyn	NY	11234	718-451-1790	www.theposterprinters.com
Premium Ingredients Int'l	Nicole Aurelio	285 E. Fullerton Ave.	Carol Stream	IL	60188	630-868-0395	www.premiumingredients.com
Prism Visual Software Inc.	Lynn Keating	1 Sagamore Hill Dr	Port Washington	NY	11050	516-944-5920	www.prismvs.com
ProCore Laboratories	Adam Schwinghammer	1025 S Belt Line Rd	Coppell	TX	75019	972-393-9400	www.procorelabs.com
Proforma 360	Brady Fox	P.O. Box 1052	Orem	UT	84059	888-330-6558	www.proforma360.com
Racks Inc.	William Schiffman	7684 St Andrews Avenue	San Diego	CA	92154	619-301-7971	www.racksinc.com
Red Bull North America		1740 Stewart St.	Santa Monica	CA	90404	310-393-4647	www.redbullusa.com



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## COMPANY CONTACT INFORMATION (continued)

COMPANY NAME	CONTACT NAME	ADDRESS	CITY	STATE	ZIP CODE	PHONE NUMBER	WEB SITE
Roaring Lion Enegy Drink	Joe Barlam	8000 Wheatland Ave.	Sun Valley	CA	91352	818-284-8200	www.roaringlionenergydrink.com
Sambazon	Kirsten Saladow	1160 Calle Cordillera	San Clemente	CA	92673	949-498-8618	www.sambazon.com
SAN Corporation	Diana Tubao	716 N Ventura Rd #431	Ventura Rd #431	CA	93030	805-988-0640	www.sann.net
Sarpes Beverages	David Lekach	P.O. Box 802714	Miami	FL	33280	305-792-7900	www.DrinkDreamWater.com
Sex Drive Energy Drink	Steve Utley	409 NW 10th Terrace	Hallandale Beach	FL	33009	954-457-7471	www.SexDriveEnergyDrink.com
SG Beverage Solutions Inc.	Tom Shuman	2801 NW 55th Court, 7W	Ft Lauderdale	FL	33309	800-882-6693	www.sgbeveragesolutions.com
Shadow Beverages	Sam Jones	1860 West University Drive	Tempe	AZ	85281	480-371-1100	www.ironcladenergy.com
Shotz Nutrition LLC	Patsy White	4535 Simonton Rd.	Dallas	TX	75244	972-661-5133	www.shotzenergy.com
Solis Brands, Inc.	Bruce Svetz	920 Britt Court	Altamonte Springs	FL	32701	321-207-7183	www.drinksuperc.com
SPIKE LLC.	Jason Mathison	1850 Reliable Dr	Colorado Springs	CO	80906	719-473-5500	www.GetSpiked.com
Stauber Performance Ingredients	Shirley Rozeboom	4120 North Palm Street	Fullerton,	CA	92835	888-441-4233	www.stauberusa.com
Steaz	Eric Schnell	18 S. State Street	Newtown	PA	18940	215-321-8330	www.steaz.com
Sunopta	Chad Hagen	335 Spreckels Dr	Aptos	CA	95003	831-685-6506	www.optaenergy.com
TandemRain Innovations		1000 West 8th St.	Vacouver	WA	98660	360-597-1600	www.tandemrain.com
The DSD Network, Inc.	Marco Moran	132 E. Northside Dr.	Clinton	MS	39056	318-791-3765	www.thedsdnetwork.com
The FRS Company	Simon Goode	101 Lincoln Centre Dr.	Foster City	CA	94404	650-227-0480	www.FRS.com
The Masters of Beverages, LLC	Pete Alagarin	P.O. Box 79378	Corona	CA	92883	951-582-9556	www.spiderenergy.com
The Nectar Soda Co.	Susan Dunham	P.O. Box 421	Baton Rouge	LA	70821	877-463-2928	www.vitamincoldrush.com
The NutraSweet Company		222 Merchandise Mart Plaza	Chicago	IL	60654	312-873-5000	www.neotame.com
The Wright Group	Natalie Gardiner	6428 Airport Road	Crowley	LA	70526	337-783-3096	www.thewrightgroup.net
TOMIC Inc.	Peter Taing	1220 N Ben Maddox Way	Visalia	CA	93292	877-496-3332	www.drinktomic.com
Turbo Energy Drink	Chris Hannemann	2440 Alki Ave SW	Seattle	WA	98116	206-938-0596	www.turbo-nrg.com
ULIVE, LLC	Tappan August		Richmond	VA	23226	804-263-6440	www.UChillOut.com
Vegetable Juices, Inc.	Barry Horne	7400 S Narragansett Ave.	Bedford Park	IL	60638	708-924-9500	www.vegetablejuices.com
Virginia Dare	Stephanie Lynch	882 Third Avenue	Brooklyn	NY	11232	718-788-1776	www.virginiadare.com
Vitila Brands LLC	Serge Karnegie	555 Broad Hollow Rd.	Melville	NY	11747	888-484-8452	www.tranquila.com
Vuka LLC		1338 S. Valencia St. Suite 100	Denver	CO	80247	720-535-1831	www.vuka.com
Wave Energy Drink	Stephanie Dawkins	736 Brawley School Road	Mooreville	NC	28117	800-636-2626	www.tastethewave.com
White Horn Beverage	Robert F. Scott	269 S. Beverly Drive, Ste. 318	Beverly Hills	CA	90212	310-413-8301	www.whitehornenergy.com
Whynatte Enterprises, LLC	Andy Wessels	650 Hamilton Ave SE	Atlanta	GA	30312	404-579-5996	www.whynatte.com
WILD Flavors, Inc.	Donna L. Hansee	1261 Pacific Avenue	Erlanger	KY	41018	859-342-3600	www.wildflavors.com
XL Energy Drink Corp		521 Fifth Ave, 28th FL	New York	NY	10175	212-594-3080	www.xl-energy.com
XO Energy Bevrage Corp.	Jo Amar		New York	NY	10018	212-575-7992	www.xoenergy.com
XS Energy	David Vanderveen	15233 NE 90th St.	Redmond	WA	98052		www.xsblast.com
Xtreme Hydrobag Packaging Solutions LLC	Gary LeRoy	350 Mile Crossing Blvd	Rochester	NY	14624	585-755-6248	www.xtremehydrobag.com
Xyience	Reuben Rios	1335 East Sunset Road	Las Vegas	NV	89119	702-343-7311	www.xyience.com
ZIMBI	Justin Yarro	510 E. Technology ave	Orem	UT	84097	801-705-4233	www.drinkzimbi.com
Zipfizz		18303 Bothell-Everett Hwy	Mill Creek	WA	98012	877-ZIP-FIZZ	www.zipfizz.com
Zizzazz	Carol Brown	5955 West Wigwam Ave	Las Vegas	NV	89139	866-949-9290	www.zizzazz.com
ZUN	Brian Stearns	4845 Pearl East Circle	Boulder	CO	80301	303-447-6881	www.zunenergy.com



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## St. Pauli Girl Names Spokesmodel to Second Term

Katarina Van Derham has been named the 2010 St. Pauli Girl spokesmodel, marking the first time that the same woman has served as the German barmaid icon for two consecutive years. St. Pauli Girl allowed fans to choose the official 2010 poster in an online vote at [www.stpauligirl.com](http://www.stpauligirl.com), where consumers can now get a copy of the winning poster.

In 2010, Van Derham will continue bringing the German barmaid icon to life on the St. Pauli Girl media tour. As part of her St. Pauli Girl duties, Van Derham underwent extensive beer education, including formal training with the Siebel Institute of Technology and World Brewing Academy.

To kick off her tour, Van Derham appeared in Los Angeles on Tuesday, Feb. 2, and in San Diego on Wednesday, Feb. 3, when she visited Camp Pendleton Marine Base.



## Bacardi Sponsors the Black Eyed Peas

Bacardi Rum announced it is the official spirit of The Black Eyed Peas' "The E.N.D. World Tour 2010." The tour kicked off in the U.S. at Philips Arena in Atlanta, Georgia and will extend across 32 North American dates before moving on to Europe, Asia, Australia, Central and South America.

Bacardi's participation in the tour includes consumer engage-

ments, community outreach, promotions and digital activations that will translate across the globe in each country that is part of "The E.N.D. World Tour 2010." In all city stops of the tour, members of the band will host an exclusive after party where the official BACARDI tour cocktail, the "Bacardi V.I.Pea," will be featured.

## Jim Beam Honors the Troops

Jim Beam Bourbon kicked off "Salute Soldiers with the Spirit of America," a program designed to welcome home the troops returning from duty, support those still on duty overseas, and give service members memorable experiences.

The program includes a contest in which consumers may nominate service members for a chance to win experiences at a high-profile sporting or music event.

Through June 21, friends and families of the troops can submit nominations of up to 250 words, in English, at [www.jimbeam.com](http://www.jimbeam.com) or the Jim Beam Facebook fan page describing why their military friend or family member deserves to be honored by Jim Beam.

The Grand Prize winners and their nominees will receive special treatment and exclusive access to one of the following events: the thoroughbred stakes race at Churchill Downs and a visit to the Jim Beam distillery; the final two days of a major golf championship at Pebble Beach; a home game for a professional baseball team on Chicago's South Side, or a Kid Rock concert and the opportunity to meet Kid Rock.

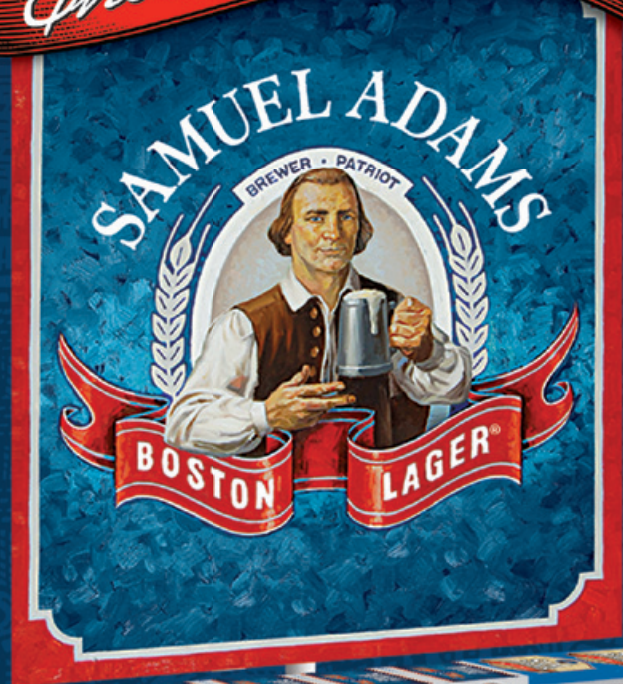
Jim Beam will continue its commitment to Operation Homefront, as well, with an initial donation this year of \$150,000 to the organization. Most recently Jim Beam distributed 50,000 cases of a commemorative Operation Homefront bottle to help raise awareness of the organization.



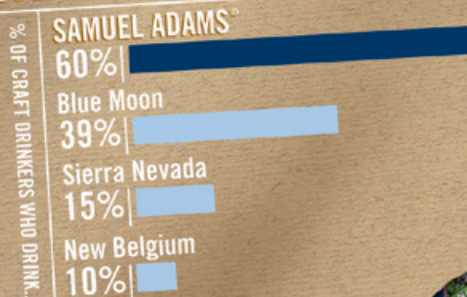


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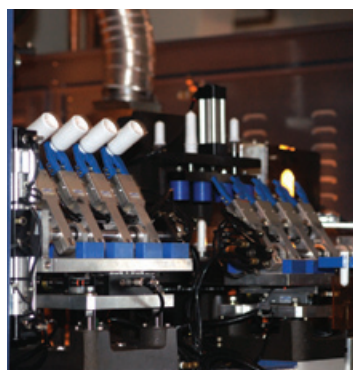


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