

# INTRODUCING FROM

# TOWER BEVERAGE



(12) 12-PACKS OF SLIM CANS

## SPARKLING WATER

BLACKBERRY  
RASPBERRY  
STRAWBERRY  
WATERMELON  
LIME  
CRANBERRY

## CRAFT SODAS

BERRY  
GINGER  
CHERRY/LIME  
LEMON  
ORANGE  
PEAR

PROMO HATS, PROMO T-SHIRT'S, WINDOW SIGNS,  
DANGLER SIGNS AND POLE HUGGER SIGNS COUPONS  
& MEDIA SUPPORT PROVIDED BY THE COMPANY

# TOWERBEVERAGE.COM

TowerBeverage.com • 1 World Trade Center 85th Floor • New York, NY 10007 • 347-254-1080



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## 1.0 Executive Summary

[Tower Beverage USA, LLC](#). will sell to distributors and wholesalers on the national level for an all-new sparkling water and craft soda beverage.

The business team and strategy lead the way with a vision and focus on quality, value, filling an existing consumer void and social/community responsibility. Our products will succeed in capturing the attention of consumers across America. This exciting new product and alliance with the Bob Woodruff Foundation will offer a very attractive and profitable business situation for distributors and retailers, as well as offering 10% of net sales from all beverages to the Bob Woodruff Foundation.

This plan outlines the company, products, market focus, action plan and financial data.



## 1.1 Objectives

1. To develop superior distribution channels and market the best tasting sparkling water and craft soda in America in order to capture a significant share of the new-age drink market.
2. To sell and set up 400+ new distributors and create wholesale product reorders within the first five years in order to yield an excess of 49.5 million dollars.
3. Utilize distributors to support long term growth through retail sales, wholesale clubs, food service and vending operations.
4. To be an active and vocal member of the community providing 10% of net profits to veterans, first responders, caregivers and their families.

## 1.2 Mission

The Tower Beverage company is the supplier of superior quality sparkling waters and craft soda beverages made with more natural flavor and pure cane sugar. [NVE Pharmaceuticals](#) has helped formulate a proprietary formula with natural ingredients, health appeal and discriminating taste in mind. Our goal is to become the premier supplier of new age and carbonated soft drinks in the USA.

The company is committed to establishing itself as an active leader and member of the communities we serve and to impact customers lives in more ways than simply selling our products. The company donates 10% of net profits to our fallen heroes, veterans, first responders, caregivers and their families. These funds are allocated to the Bob Woodruff Foundation for disbursement at the time our products are [packaged and produced](#) at NVE Pharmaceuticals in Andover, NJ.

## 1.3 Keys to Success

To succeed in this business, we must:

- Sell products that are the highest quality, taste and consumer appeal.
- Provide exceptional customer satisfaction
- Continue to build solid and reliable distributor networks
- Be an active and visible supporter of high-profile patriotic philanthropic interests and gain general public recognition.





## 2.0 Company Summary

[Tower Beverage USA, LLC](#) has partnered with [NVE Pharmaceuticals](#) to help develop our proprietary formulas for the sparkling waters and craft sodas pre-packaged drinks. [NVE Pharmaceuticals](#) also provides the processing and packaging services. The company will sell sparkling waters and craft sodas through vast networks of distributors throughout the USA.

## 2.1 Company Ownership

[Tower Beverage USA, LLC](#) is a Limited Liability Corporation. It is registered in the State of New York in 1999 and based at 1 World Trade Center, 85<sup>th</sup> FL New York, NY 10007. The company's majority shareholder is Bill Richards Chief Executive Officer of [Tower Beverage USA, LLC](#).

## 2.2 Summary

The company has secured four outstanding well-established successful organizations, to achieve its business objectives. [NVE Pharmaceuticals](#), our processors, [J.B Hunt](#) our logistics and transportation providers, [Bob Woodruff Foundation](#), our charitable cause and [EMPKT®](#) our public relations firm.

The company has officially introduced a line of sparkling waters and craft sodas made with natural flavor and pure cane sugar in the first quarter of 2020. The initial target market is currently the entire USA.

Start-up costs has been financed solely through owner investment capital and profits from initial distributor wholesale agreements throughout nine states.

## 2.3 Company Locations and Facilities

The company's corporate headquarters is located on the 85<sup>th</sup> floor at 1 World Trade Center New York, NY 10007.



### 3.0 Products

Tower Beverage USA, LLC's initial product line has been developed in conjunction with NVE Pharmaceuticals. The Tower Beverage drinks are currently being packaged in an attractive and most desirable 12oz slim aluminum can which requires no refrigeration during shipping or storage. The product has over 730 days of shelf life from the time it is produced.

### 3.1 Product Description

Tower Beverage USA, LLC's has introduced two different product lines. Craft Sodas made with natural flavor and pure cane sugar. Flavors include; Berry, Orange, Ginger, Pear, Lemon and Cherry-Lime, and Sparkling Waters made with more natural flavor than the current competition which include: Black Berry, Strawberry, Watermelon, Raspberry, Lime and Cranberry. Future products will include a variety of additional delicious flavors such as Birch Beer, Cream and Black Cherry Craft Sodas as well as Pink Grapefruit, Pomegranate and Passion fruit Sparkling Waters.

### 3.2 Competitive Comparison

Tower Beverage has several advantages over its leading competitors.

1. Excellent Taste and competitive price. Today's consumers perceive such new age drinks as healthy, good-for-you products.
2. Two-year shelf life facilitates lower cost for shipping and storage for distributors, retail vendors and customers.
3. Ten percent of company's net profit from beverage sales will be donated to the Bob Woodruff Foundation. The general public sees tremendous benefit from consuming delicious products and donating to a worthwhile, charitable cause. Public exposure and association with celebrities patriotic philanthropic interests will also support product brand recognition in the public eye.

### 3.3 Sales Literature

Tower Beverage USA will use a well-orchestrated advertising sales program to get the word out to potential Tower Beverage USA consumers. Full-color brochures and take ones will be developed and distributed nationwide to assist retailers. The company will also be represented at key industry and trade shows by our own professional sales representatives.



### 3.4 Sourcing

Sourcing is critical for any new enterprise, especially in the beverage sales industry. [Tower Beverage USA](#) has identified several key business partners to collaborate with fulfilling our business objectives.

1. [NVE Pharmaceuticals](#) our processor and co-packager and privately held company with state-of-the-art production capabilities able to produce three million cans per month.
2. [J.B Hunt Transport Services, Inc.](#), a Fortune 500 company and one of the largest transportation logistics companies in North America.
3. [Bob Woodruff Foundation](#) which stands ready to support our fallen heroes, veterans, first responders, caregivers and their families.

### 3.5 Future Products

Future expansion plans include a product line, which includes additional flavors and product categories, such as new age health beverages fortified with vitamins, minerals and herbal ingredients such as flavored spring water.

## 4.0 Market Analysis Summary

### Sparkling Water

“Growing Demand for Zero Calorie Carbonated Drinks. Owing to busy lifestyles, ready-to-drink (RTD) beverages have become popular amongst consumers. The growing demand for clean-label, gluten-free, low-calorie and low-carb products, has led to the elevation of the low-calorie RTD carbonated beverages market in the food industry. The growth in the overall functional beverage market and increasing health consciousness amongst consumers has fueled the growth of the low-calorie RTD carbonated beverages market.

The market is expected to reach a value of approximately USD 412.5 Bn by 2023, expanding at a compound annual growth rate (CAGR) of 2.8% during the 2018-2023 period.

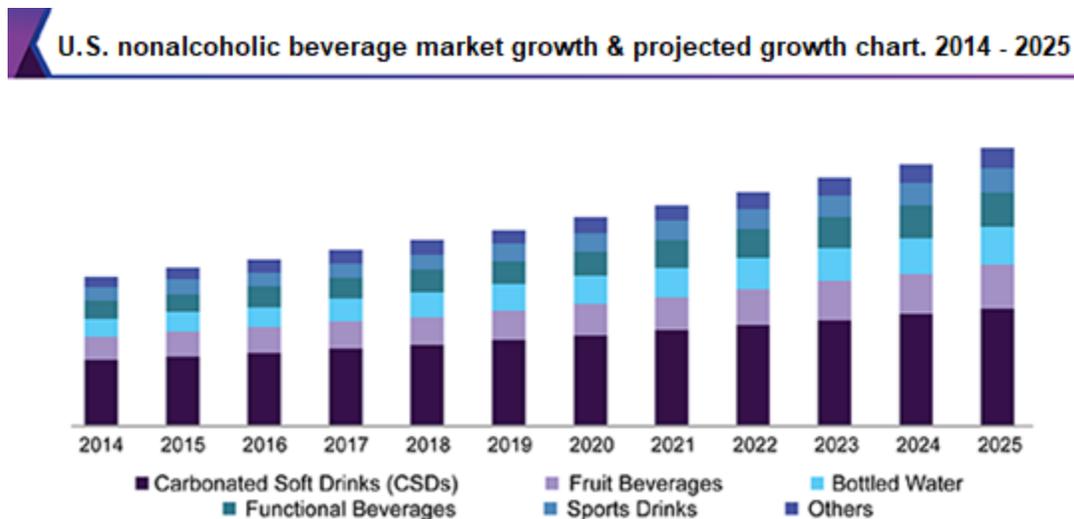
Among the various sales channels for carbonated soft drinks, the hypermarkets, supermarkets, and general merchandisers segment dominated the market with a 40% share in 2018. However, it is expected to lose some ground to channels like food service and drinking establishments, convenience stores and gas stations, as well as online grocery shopping portals. The rising demand for high value, naturally made soft drinks in exotic flavors, is expected to drive the inclusion of such premium drinks in the menus of restaurants across the world.”

(America News Hour)

## Craft Soda - CSDs

The global non-alcoholic beverage market size was valued at USD 171.8 billion in 2015. The market is anticipated to grow at an estimated CAGR of 5.8% in coming years. Owing to factors such as rising disposable income, population growth, and changing lifestyle. Increasing concerns regarding obesity and health awareness are expected to trigger the growth of functional beverage and bottled water product segment, while at the same time limit the demand for carbonated drinks,

(Grandview Research)



### 4.1 Target Market Segment Strategy

We believe our products will have broad appeal to all beverage drinkers, especially the new age, health-conscious, pre-packaged beverage drinkers.

#### 4.1.1 Market Needs

There are two important underlying needs that our product will serve.

1. There is a real need for a more natural flavored, cold sparkling waters and craft sodas made with pure cane sugar to serve to the health-conscious consumer who has not had a suitable similar portable product offering of 12 different flavors.
2. Retailers need a competitive and more profitable alternative to Coke & Pepsi to broaden their product offerings in this high-profit category. The current products on the market do not have maximized profits going to the retailer and they don't have the consistent variety and brand of delicious flavors that consumers demand.

## 4.1.2 Market Growth

“At 5.8% CAGR, **Craft Soda** Market Size Set to Register 840 million USD in 2024. The Craft Soda market stands tall as one of the most proactive industry verticals, as claimed by a new research report. With traditional colas and other soft drinks under attack by nutritionists, craft soft drinks — also known as artisanal, specialty or small-batch soda — are capturing share by hyping premium and natural ingredients, creative flavors, limited runs, unusual packaging or their local roots. Americans have demonstrated heightened demand **Sparkling Beverages** this year. Over the past 12 months ended July 28, 2018, sales of sparkling water across all Nielsen tracked channels reached \$2.2 billion. In fact, within the past four years, the sparkling water category grew 54%. Furthermore, the opportunity with this fizzy drink exists globally.”

(Nielsen)

## 4.2 Industry Analysis

Consumers are increasingly focused on finding shortcuts to address their desired needs. When this comes to beverage choices, the greater a brands ability to fulfill these needs, the greater the chances for disrupting the status quo. Today’s consumers have simple but often conflicting needs. They want to:

- Support a good cause, but don’t want to put in too much effort in doing so.
- Want to invest in high-quality products but need to see the benefits of paying more.
- Be healthy, but don’t want to put in time to be well.
- Have preferred options, but these options must be available when and where they are.
- Want to try new products, but they aren’t loyal to any particular brand.

### 4.2.1 Strategy and Implementation

Tower Beverage USA, LLC will use a strategy of developing a network of 400+ regional Master Distributors that will function in select areas of responsibility and will initially service independent grocery stores, c-stores and mom and pop operations. Established grocery distributors and wholesalers will be active in supplying large national chains and big box stores.



## 5.1 Sales Strategy

The key to our success will be the identification of a network of distributors. The Company's long-term success will be supported by the development of regional master distributors who will oversee operations throughout the United States, in defined market areas of responsibility, and, eventually, overseas.

### 5.1.1 Marketing Programs

#### Current Focus:

Pitching for local and national media coverage around the launch of the new Tower Beverage sparkling waters and craft sodas. Also seeking more opportunities for sponsoring high-profile events that will provide wide exposure for the brand. Continuing to blast out press releases on donations to the [Bob Woodruff Foundation](#) for additional media attention.

Securing local, national and international press coverage in mainstream print, broadcast and online media outlets, including People, Us Weekly, Wall St Journal, Fox News, CBS, ABC, NBC, and Huffington Post; business media outlets such as Business Week, BevNet, INC. and Entrepreneur; as well as numerous TV and radio shows across the US, including Sirius XM Radio, Cumulus stations, iHeart stations and local non-comm stations. Other programs which will include planning and buying print and digital advertising, creating collateral marketing materials for our distributor's websites, and maintaining attention to detail and the big picture.



**At EMPKT® our mission is to make a positive impact on the world around us.**

**We aim to work with organizations and professionals whose talent and brands CREATE amazing things that improve our health, our minds, our hearts and our environment, NOW and in the FUTURE.**

**We TRANSFORM brands into more powerful and impactful ones.**

**We KIN-NECT® these brands with favorable consumers to RAISE awareness, DRIVE engagement and ADVANCE momentum!**

**Let's KIN-NECT® and together let's make an EMPKT!!**

### 5.3 Strategic Alliances

The company has secured four outstanding, well-established successful organizations, to achieve its business objectives.

➤ [Bob Woodruff Foundation](#)

The Bob Woodruff Foundation (BWF) was founded in 2006 after reporter Bob Woodruff was hit by a roadside bomb while covering the war in Iraq. Since then, the Bob Woodruff Foundation has led an enduring call to action for people to stand up for heroes and meet the emerging and long-term needs of today's veterans. To date, BWF has invested more than \$70 million to Find, Fund and Shape™ programs that have empowered impacted veterans, service members and their family members nationally.

➤ [Rick Martinez – Brand Ambassador - Retired NYPD](#)

Rick has dedicated his entire life to the service of others. From the military to law enforcement. As a NYC Police Officer, he served as a member of the elite Emergency Service Unit. Rick's unit suffered 14 losses on September 11, 2001. Rick was also on the security detail that escorted Bob Woodruff from Teterboro Airport to a NYC hospital after returning from overseas with a serious brain injury. Bob Woodruff was co-anchor of ABC World News Tonight. In January 2006, Woodruff was critically wounded by a roadside bomb in Iraq.

➤ [NVE Pharmaceuticals](#)

At NVE Pharmaceuticals we see our clients as being our most valuable resource. This guiding perspective has served us well over the years and is the centerpiece of our formula for success. We have established a reputation for reliability, on-time delivery, quality products and friendly, efficient service. NVE Pharmaceuticals takes pride in our ability to meet every aspect of our client's needs.

➤ [J.B. Hunt Transport Services, Inc.](#)

J.B. Hunt Transport Services, Inc., a Fortune 500 company and one of the largest transportation logistics companies in North America, provides safe and reliable transportation services to a diverse group of customers throughout the continental United States, Canada and Mexico. Utilizing an integrated, multimodal approach, we provide capacity-oriented solutions centered on delivering customer value and industry-leading service.



## 6.0 Management Summary

### **Bill Richards, Chief Executive Officer**

Since 1998 Bill has been a proven leader and entrepreneur guiding large and small manufacturing companies into expanded markets. As an authority in search engine optimization for DSD distributorship opportunities, Bill continues to expose new products to large DSD distributor networks.

Coupled with an eye for branding, Bill leads DSD distributors to realize their revenue potential. Presently Bill is focused on the multi-billion-dollar beverage industry, having Tower Beverage USA poised as the next household name in soft drinks, offering prime market positions to qualified distributors.

### **Marc Ceruto, President**

Marc is founder of the Premier Snack Co.<sup>TM</sup> a full line national DSD distributor network featuring 28 distinct well-established brands. Marc transformed a single DSD distribution route with \$200k in sales into a \$250 million, multi-national Master DSD distributorship of Fortune 500 producers of baked consumer packaged goods.

Marc's expertise is building and expanding profitable DSD distributor enterprises. His ability to see the big picture while simultaneously focusing on small details is key in moving our DSD distributors with 100 account commitments into the bigger picture, involving all big box stores and 40 other national chains throughout the entire USA.

### **Dan Steimle, Vice President**

Dan has over 40 years' experience in the DSD distribution business with major brands. For 12 years, Dan owned Wayne Beverage, Inc. one of the largest Coca-Cola DSD distributorships in the north eastern United States, with over 30 million cases sold throughout his career.

Dan works directly with our team and places all corporate retail account leads generated from the internet directly into our DSD distributor network. Dan works directly with all DSD distributors with 100 account commitments guiding them personally into the big box stores and 40 other national chains, fueling the growth and expansion of their 100 account DSD distribution routes.



**TOWER BEVERAGE USA, LLC.**  
**1-3 YEAR RE-ORDER SALES PROJECTIONS**

#OF DISTRIBUTORS BY MONTH	PALLETS SOLD BY MONTH	GROSS SALES BY MONTH	COST OF GOODS SOLD BY MONTH	GROSS PROFIT
MONTH 1 4	24	\$29,952.00	\$23,362.56	\$6,589.44
MONTH 2 8	48	\$59,904.00	\$46,725.12	\$13,178.88
MONTH 3 12	72	\$89,856.00	\$70,087.68	\$19,768.32
MONTH 4 16	96	\$119,808.00	\$93,450.24	\$26,757.76
MONTH 5 20	120	\$149,760.00	\$116,812.80	\$32,947.20
MONTH 6 24	144	\$179,712.00	\$140,175.36	\$39,536.64
MONTH 7 28	168	\$209,664.00	\$163,537.92	\$46,126.08
MONTH 8 32	192	\$239,616.00	\$186,900.48	\$52,715.52
MONTH 9 36	216	\$269,568.00	\$210,263.04	\$59,304.96
MONTH 10 40	240	\$299,520.00	\$233,625.60	\$65,894.40
MONTH 11 44	264	\$329,472.00	\$256,988.16	\$72,483.84
MONTH 12 48	288	\$359,424.00	\$280,350.72	\$79,073.28
MONTH 13 55	330	\$411,840.00	\$321,235.20	\$90,604.80
MONTH 14 61	366	\$456,768.00	\$356,279.04	\$100,488.96
MONTH 15 67	402	\$501,696.00	\$391,322.88	\$110,373.12
MONTH 16 73	438	\$546,624.00	\$426,366.72	\$120,257.28
MONTH 17 79	474	\$591,552.00	\$461,410.56	\$130,141.44
MONTH 18 85	510	\$636,480.00	\$496,454.40	\$140,025.60
MONTH 19 91	546	\$681,408.00	\$531,498.24	\$149,909.76
MONTH 20 97	582	\$726,336.00	\$566,542.08	\$159,793.92
MONTH 21 103	618	\$771,264.00	\$601,585.92	\$169,678.08
MONTH 22 109	654	\$816,192.00	\$636,629.76	\$179,562.24
MONTH 23 115	690	\$861,120.00	\$671,673.60	\$189,446.40
MONTH 24 121	726	\$906,048.00	\$706,717.44	\$199,330.56
Price increase				
MONTH 25 129	774	\$1,062,547.20	\$753,442.56	\$309,104.64
MONTH 26 137	822	\$1,128,441.60	\$800,167.68	\$328,273.92
MONTH 27 145	870	\$1,194,336.00	\$846,892.80	\$347,443.20
MONTH 28 153	918	\$1,260,230.40	\$893,617.92	\$366,612.48
MONTH 29 161	966	\$1,326,124.80	\$940,343.04	\$385,781.76
MONTH 30 169	1014	\$1,392,019.20	\$987,068.16	\$404,951.04
MONTH 31 177	1062	\$1,457,913.60	\$1,033,793.28	\$424,120.32
MONTH 32 185	1110	\$1,523,808.00	\$1,080,518.40	\$443,289.60
MONTH 33 193	1158	\$1,589,702.40	\$1,127,243.52	\$462,458.88
MONTH 34 201	1206	\$1,655,596.80	\$1,173,968.64	\$481,628.16
MONTH 35 209	1254	\$1,721,491.20	\$1,220,693.76	\$500,797.44
MONTH 36 217	1302	\$1,787,385.60	\$1,267,418.88	\$519,966.72



**TOWER BEVERAGE USA, LLC.**  
**3-5 YEAR RE-ORDER SALES PROJECTIONS**

#OF DISTRIBUTORS BY MONTH	PALLETS SOLD BY MONTH	GROSS SALES BY MONTH	COST OF GOODS SOLD BY MONTH	GROSS PROFIT
MONTH 37 225	1800	\$2,471,040.00	\$1,752,192.00	\$718,848.00
MONTH 38 233	1864	\$2,558,899.20	\$1,814,492.16	\$744,407.04
MONTH 39 241	1928	\$2,646,758.40	\$1,876,792.32	\$769,966.08
MONTH 40 249	1992	\$2,734,617.60	\$1,939,092.48	\$795,525.12
MONTH 41 257	2056	\$2,822,476.80	\$2,001,392.64	\$821,084.16
MONTH 42 265	2120	\$2,910,336.00	\$2,063,692.80	\$846,643.20
MONTH 43 273	2184	\$2,998,195.20	\$2,125,992.96	\$872,202.24
MONTH 44 281	2248	\$3,086,054.40	\$2,188,293.12	\$897,761.28
MONTH 45 289	2312	\$3,173,913.60	\$2,250,593.28	\$923,320.32
MONTH 46 297	2376	\$3,261,772.80	\$2,312,893.44	\$948,879.36
MONTH 47 305	2440	\$3,349,632.00	\$2,375,193.60	\$974,438.40
MONTH 48 313	2504	\$3,437,491.20	\$2,437,493.76	\$999,997.44
MONTH 49 321	2568	\$3,525,350.40	\$2,499,793.92	\$1,025,556.48
MONTH 50 329	2632	\$3,613,209.60	\$2,562,094.08	\$1,051,115.52
MONTH 50 337	2696	\$3,701,068.80	\$2,624,394.24	\$1,076,674.56
MONTH 52 345	2760	\$3,788,928.00	\$2,686,694.40	\$1,102,233.60
MONTH 53 353	2824	\$3,876,787.20	\$2,748,994.56	\$1,127,792.64
MONTH 54 361	2888	\$3,964,646.40	\$2,811,294.72	\$1,153,351.68
MONTH 55 369	2952	\$4,052,505.60	\$2,873,594.88	\$1,178,910.72
MONTH 56 377	3016	\$4,140,364.80	\$2,935,895.04	\$1,204,469.76
MONTH 57 385	3080	\$4,228,224.00	\$2,998,195.20	\$1,230,028.80
MONTH 58 393	3144	\$4,316,083.20	\$3,060,495.36	\$1,255,587.84
MONTH 59 401	3208	\$4,403,942.40	\$3,122,795.52	\$1,281,146.88
MONTH 60 409	3272	\$4,491,801.60	\$3,185,095.68	\$1,306,705.92
<b>Total</b>		<b><u>\$110,897,280</u></b>	<b><u>\$79,362,616.32</u></b>	<b><u>\$31,535,063.68</u></b>

**10% RESERVE: \$3,153,506.36**

**ASSUMPTIONS**

1. There will be a price increase of \$0.05 cents per can to distributors at the end of 2<sup>nd</sup> year
2. There will be an increase monthly in the numbers of new distributors in years 3-5
3. Reserve of 10% reflects contributions to the [Bob Woodruff Foundation](#)