

Business Summary

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1.0 Business Summary

Tower Beverage USA is currently placing our beverage displays in independent high traffic stores on behalf of our new Distributors Nationally. The business team and strategy lead the way with our vision and focus on quality service, value, and social/economic responsibility. Our products and great cause will continue grow and capture the attention of Media outlets and consumers throughout the USA.

This exciting new ground floor opportunity and charitable alliance with the Tunnel to Towers Foundation, the FDNY Foundation, and the Quell Foundation will offer a very attractive and profitable business situation for individuals seeking to become a Distributor, and controlling the distribution of our beverage lines within their own protected market area in writing. The company donates 15%+ to nonprofit organizations that support with competence our veterans, fallen heroes, first responders, their families, and children in need throughout the USA.

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



1.1 Objectives

- To develop superior distribution channels and market the best tasting sparkling water and craft soda in America, to capture a significant share of the new age sparkling water and craft soda drink market.
- Continue to sell Distributorships and supply product reorders within the first year, to yield an excess of 7.5 million dollars to be allocated toward “direct to consumer advertising”.
- To utilize Distributors to support long term growth through retail sales, wholesale clubs, food service and vending operations, as well as college universities and sporting events.
- To be an active and vocal member of the community providing 15%+ of net profits to Americas veterans, fallen heroes, first responders, families and children in need throughout the USA.

1.2 Mission

Tower Beverage USA is the manufacturer of our own superior quality sparkling water and craft soda beverage with pure cane sugar. We use natural ingredients for health appeal with discriminating taste in mind.

Our goal is to become a 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 throughout the USA, and to impact customers' lives in more ways beyond selling our products.

1.3 Keys to Success

To succeed in this business, we must:

- Sell products that are of the highest quality, taste and consumer appeal.
- Provide exceptional customer satisfaction.
- Build a solid and reliable network of Distributors.
- Stay active and be a visible supporter of high-profile philanthropic interests.





2.0 Company Summary

Tower Beverage USA is now offering Distributorships in primary areas of responsibility in writing for a limited time only. Call Bill Richards Today at 212-220-6674

2.1 Company Ownership

Tower Beverage USA is a sole owner LLC. It was registered in the State of New York on May 10th, 2019, and is based at 1 World Trade Center, 85th Fl New York, NY 10007. The company's sole owner is Bill Richards.

2.2 Start-up Summary

The company has secured outstanding brand alliances with well-established successful non-profit organizations to help achieve its business objectives. Tunnel to Towers Foundation, FDNY Foundation & The Quell Foundation.

The company is currently introducing a line of sparkling water and craft soda beverages, the initial target market is the entire USA.

Start-up cost has been financed through a combination of sole-owner investment, and profits from distributor agreements for primary areas of responsibility.

2.3 Company Locations and Facilities

Corporate Headquarters - The company's corporate headquarters is located on the 85th floor at 1 World Trade Center New York, NY 10007.

We operate in 6 state-of-the-art canning facilities from coast-to-coast, Tower Beverage is optimally positioned to support and supply our entire distributor network nationally.

3.0 Products

Tower Beverage USA product lines have been developed. The Tower Beverage USA soft drinks are currently being packaged in an attractive and most desirable 12oz/330ml sleek aluminum can. The product has 730 days of non-refrigerated shelf life from the time it is produced.

3.1 Product Description

Tower Beverage USA has introduced two different product lines. Craft Soda made with natural flavor and pure cane sugar. Flavors include Berry, Orange, Ginger, Pear, Lemon, and Cherrylime, and Sparkling Water made with natural flavor. Flavors 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.
3. 15%+ of the company's net profit is donated to our veterans, fallen heroes, first responders, their families, and children in need throughout the USA. The public sees tremendous benefit from consuming delicious products while donating to a worthwhile cause.
4. Public exposure and association with Tunnels to Towers Foundation, FDNY Foundation and The Quell Foundation. These are three high profile USA non-profit organizations.

3.3 Sales Literature

Tower Beverage USA will use a well-orchestrated advertising sales program to get the word out to potential Tower Beverage consumers.

Full-color brochures are being distributed nationwide to solicit and assist retailers.

The company will be represented at key beverage industry and trade shows by professional sales representatives and Distributors.

3.4 Brand/Product Alliance

Sourcing a new brand/product alliance is critical for any new enterprise, especially in the beverage sales industry. Tower Beverage has identified several key business alliances to collaborate with fulfilling our business objectives.

1. **Tunnel to Towers Foundation** – Since 9/11 The Tunnel to Towers Foundation has been helping America's heroes by providing mortgage-free homes to Gold Star and fallen first responder families with young children and by building specially-adapted smart homes for catastrophically injured veterans and first responders. T2T are also committed to eradicating veteran homelessness and helping America to Never Forget September 11, 2001.
2. **FDNY Foundation** – The FDNY Foundation provides funds for equipment, training, and education for FDNY Firefighters, EMT's and Paramedics to help them save lives and funds fire and safety outreach and education programs in communities throughout New York City.
3. **The Quell Foundation** – As Founder, President and CEO, Kevin Lynch created The Quell Foundation with a mission to reduce the number of suicides, overdoses, and the incarceration of people with a mental health illness.

3.5 Future Products

Future expansion plans include additional flavors and product categories, such as new age health beverages fortified with vitamins, minerals and herbal ingredients, spring water and energy drinks.

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 lowcalorie RTD carbonated beverages market.

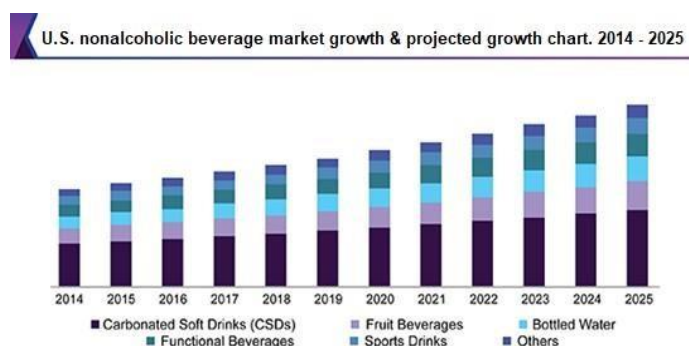
The market is expected to reach a value of approximately USD 412.5 Bn by 2023, expanding at a compound annual growth rate (CAGR) of 2.8% during the 2018-2023 period. Among the various sales channels for carbonated soft drinks, the hypermarkets, supermarkets, and general merchandisers segment dominated 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 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 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 prior 12 months ending July 28, 2020, sales of sparkling water across all Nielsen tracked channels reached \$2.8 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 brand's 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 purchase high-quality product, but need to see the benefit 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 brand.

4.2.1 Strategy and Implementation

Tower Beverage USA, LLC will use the strategy of developing a network of 400+ regional Distributors that will function in select areas of responsibility and will initially service independent grocery stores, c-stores and mom and pop operations. Our Distributors will also be active in supplying large national chains and big box stores, receiving 10% invasion fees on anything dropped shipped or billed by the company within their area of responsibility (anything they do not touch).



5.1 Market 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 distributors who will oversee operations throughout the United States, in defined market areas of responsibility, and, eventually, overseas.

5.1.1 Marketing Programs

Our focus is to parlay all current assets and experience into solid grass-roots campaigns on the national level that will allow the masses to discover *Tower Beverage* product lines within the 24 major media markets throughout the USA – and providing ways for consumers to share it with their friends.

A dedicated digital media and marketing staff develops all facets of the products we provide and presents it to the public in an organized, deliberate, and targeted campaign. We are also actively seeking a PR Firm, a team of international, national, and regional publicists (where applicable) to back our products we sell and promote.

To be aggressive in the pursuit of online, print, radio network and TV press opportunities, constant communication is an integral component to any ground floor beverage distribution campaign; Tower Beverage USA as a rule, will conduct campaigns with the professionalism, befitting *Tower Beverage* of high stature.



6.0 Management Summary

Rick Martinez, Brand Ambassador

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.

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.

Dan Steimle, 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.

Joseph Sullivan, Vice President

30 years Senior Sales and Management Executive primarily in the Beverage and Financial sector. Joe works directly with our Distributors to help them meet and/or exceed their business goals and objective. Joe specializes in relationship building, customer service and alternative distribution channels on behalf of our network. Joe is a forward-thinking business development strategist; he delivers bottom-line results to our Distributors.



7.0 Business Advisors

Robert Zito, Advisor

Robert is currently the Vice-Chair of the FDNY Foundation Board of Directors. Robert was the Executive Vice President of the New York Stock Exchange on 9/11, Mr. Zito established the NYSE Fallen Heroes Fund. The Fund was born of a longstanding tradition on the floor of the Exchange, in which members would pass a hat to collect money each time a firefighter or police officer was killed in the line of duty.

Kevin Lynch, Advisor

Kevin is the Founder, President, and CEO, of The Quell Foundation with a mission to reduce the number of suicides, overdoses, and the incarceration of people with a mental health illness. Kevin spent 17 years in health care on senior management teams, and 12 years in the military as a member of the elite United States Submarine Force. He earned a Master's Degree in Health Policy and Administration from The Pennsylvania State University, where he currently sits on the Alumni Society Executive Board. He earned his bachelor's degree in Business Administration from Lynn University, graduating with Summa Cum Laude honors.

Marc Goldman, Advisor

After selling his third-generation family business, Farmland Dairies in 1999, Marc has been active in a variety of initiatives in culture, business, real estate, and public policy, particularly oil independence. He has been associated with several major motion pictures and Broadway shows. He is involved with FIRST, which encourages students to participate in science and technology. He serves on the AISH International Advisory Board and a variety of other organizations.

Raymod Obsuth, Advisor

Ray was audit manager, tax partner, and general counsel for Rothstein & Kass, a leading professional services firm in the hedge fund industry. KPMG LLP and Rothstein Kass merged in 2014. KPMG LLP is one of the four largest audit and accounting firms in the world.



TOWER BEVERAGE USA, LLC. 2024-2029 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.

2024-2029 SALES PROJECTIONS (continued)

#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
Total		<u>\$110,897,280</u>	<u>\$79,362,616.32</u>	<u>\$31,535,063.68</u>

15% DONATIONS: \$4,730,259.54

10% RESERVE: \$3,153,506.36

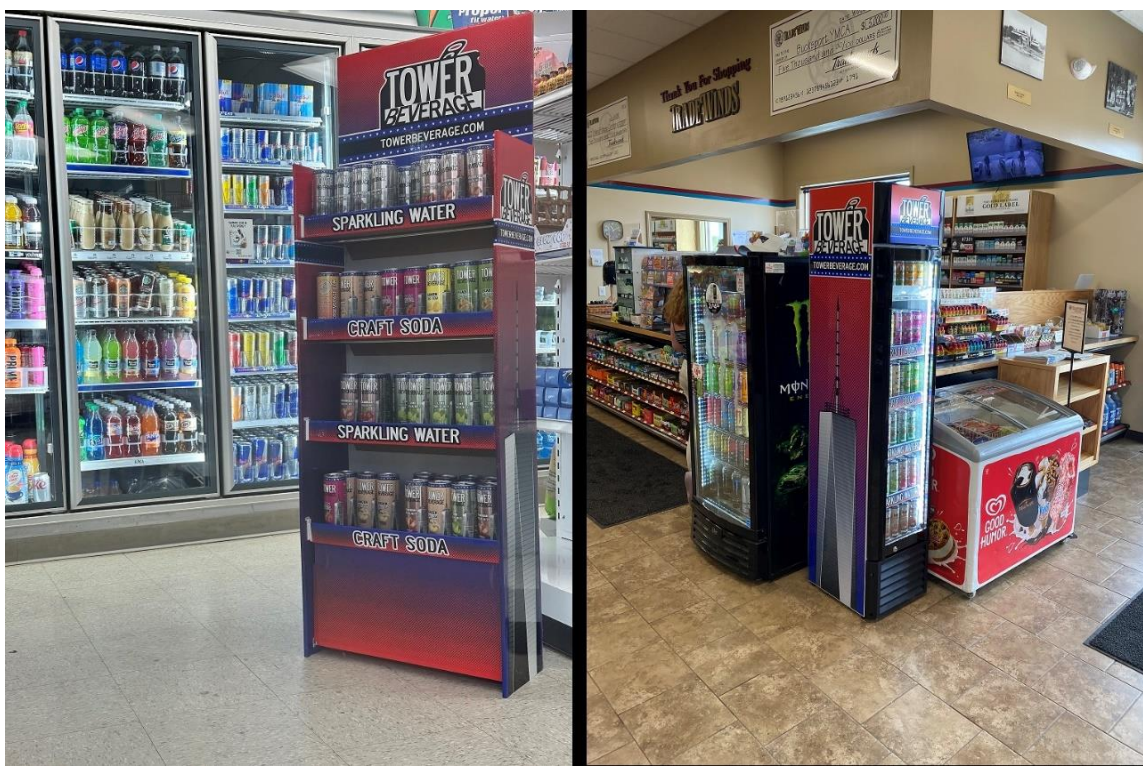
ASSUMPTIONS

1. Reserve of 15% reflects contributions to nonprofit organizations.
2. Reserve of 10% reflects company reserves.

Master Distributorship \$25,000.00

Purchase Includes: Master Distributor Agreement with up to 1 million in population

- ✦ 416 12 pack cases of evenly mixed craft soda (2 full pallets)
- ✦ 416 12 pack cases of evenly mixed sparkling water (2 full pallets)
- ✦ 8 Tower Beverage impulse display refrigerators
- ✦ 25 Tower Beverage floor displays for introduction
- ✦ 50 Tower Beverage 8" x 8" window signs (1 for each account)
- ✦ 50 Tower Beverage 4" x 4" front door decals
- ✦ 50 Tower Beverage promo t-shirts (1 for each account)
- ✦ 50 Tower Beverage promo hats (1 for each account)
- ✦ 500 Tower Beverage business cards



Master Statewide Distributorships Also Available!
Call Bill Richards (212) 220-6674



We establish your initial accounts

Our team comes to town and provides hands on training and support to place and acquire your initial accounts in busy high traffic independent convenience stores.

Tower Beverage single door upright display cooler features an Embraco compressor. A dynamic cooling system provides fast cooling and even inside temperature. The lighted canopy is ideal for advertising Tower Beverage and garnering impulse purchases near the checkout counters at every independent c-store within your market. Vertical LED interior lights completely illuminate the flavors of our sparkling waters and craft sodas for convenient grab-and-go.

Dimensions: 78" H X 23" W X 24" D

Capacity: 12.7 Cubic Feet

Temperature Range: 33-50°F (0-10°C)

Model: CS-360FB

24 cans on each shelf

Unit has wheels for easy placement



Re-order cost: \$1,200.00 Delivered

Purchase includes a full 1 year warranty on parts and Labor. An additional 2 year part-only warranty applies to the compressor.

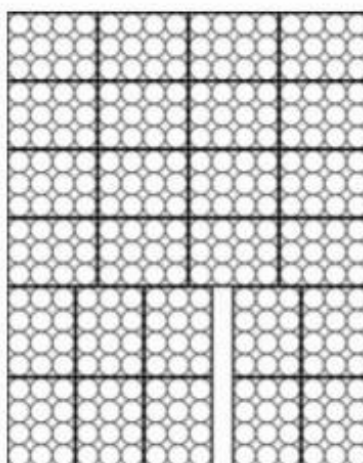


12oz SHIPPING & PRICING SPECIFICATIONS

CASE PACKAGE SIZE	TWELVE 12oz sleek cans
CASE DIMENSIONS	7" X 9.75" X 6.25"
CASE WEIGHT	10.2 lbs PER CASE
PALLET DIMENSIONS	48" x 40" x 56"
PALLET PATTERN	26 CASES PER LAYER x 8 LAYERS HIGH
PALLET QUANTITY	208 CASES
AVG. PALLET WEIGHT	2,172 lbs (Weight of Goods + Pallet)
PALLETS PER TRUCKLOAD	20 PALLETS (43,440lbs)
CASES PER TRUCKLOAD	4,160 CASES
CANS PER TRUCKLOAD	49,920 CANS
PALLETS PER 40' CONTAINER	20 PALLETS
CASES PER 40' CONTAINER	4,160 CASES
CANS PER 40' CONTAINER	49,920 CANS
PALLETS PER 20' CONTAINER	10 PALLETS
CASES PER 20' CONTAINER	2,080 CASES
CANS PER 20' CONTAINER	24,960 CANS

20 PALLETS OF PRODUCT IS THE MAXIMUM OVER THE ROAD WEIGHT LIMIT

40" X 48"
Layer
Configuration



2496 cans per pallet

Sparkling Water

Pallet Cost: \$1,547.52

Unit Cost: \$0.62

Wholesale: \$0.85

Retail: \$1.69 - \$1.89

Craft Soda:

Pallet Cost: \$1,747.20

Unit Cost: \$0.70

Wholesale: \$0.95

Retail: \$1.99 - \$2.19

Your Re-Order Cost is with Shipping Included!