

# *Innovators Dig Deep*



BEVERAGE  
MARKETING  
CORPORATION

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# Improvement in performance and taste driving success of new brands

*Beverage Trends*  
*2023*

**Performance Against Promise Driving Success**

Health  
Wellness

Functionality

Great Taste



Exciting Flavors

Convenience

- **Better Tasting**
- **Convenient Format**

- **Real Functionality**
- **H&W Benefits**

# Health and Wellness Categories Driving Growth in Beverages

- H&W 
  - No / Low Calories
  - Better for you
- Functionality 
  - Physiological benefits
  - Targeted Need
- Energy Drinks 
  - Real Performance
  - Healthier extensions
- RTD Coffee 
  - Energy/convenience
  - Perceived health benefits
- AAB 
  - Convenience
  - Authentic Flavors/Cocktails

# Macro trends having impact on volume and economics of beverage businesses

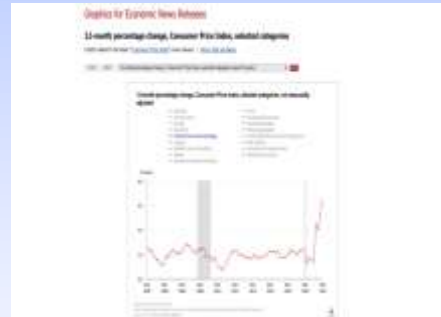
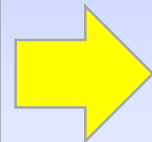
## *Macro Beverage Trends – 2022*

Health & Wellness



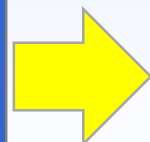
- Consumers are seeking:
  - Better for you products
  - Clean label, natural ingredients and benefits
  - Social / environmental causes

Inflation



- At 40 year high
  - Per caps contracting
  - Interest rates beginning to impact economy
  - Trading up slowing

Trading Up



- Market reality as consumers:
  - Pay more for perceived better products
  - Innovation drives new offerings and interest

## *Common Attributes of Successful New Brands*

- **Products** on target with macro trends in market
- **Culture** is nimble and quick to react to opportunities
- **Highly focused** organization with heavy influence from founder(s)
  - Tap into resources opportunistically to support business
- **Packaging** that reinforces brand positioning, functionality and unique value add
- **Premium pricing** driven by/reinforces value-added benefit of proposition (real or perceived functionality)
- **Distribution** is initially highly targeted and fairly limited utilizing hybrid approach to market before hitting scale to transition to more mainstream

PLEZI





**THE BEST**  
ENERGY DRINKS FOR 2021,  
ACCORDING TO DIETICIANS

**BEST: ZOA ZERO SUGAR**

✓ Expert-Recommended





**PLEZi Nutrition, LLC.**



Our  
MISSION

Healthier Snacks  
and Beverages for  
Kids

Less Sugar

More Fiber

Great Taste

No artificial  
Sweeteners



Plezi reduces sugar by 20 to 35 grams vs.  
what most kids drink



41g Sugar  
12oz can



28g Sugar  
8oz bottle



35g Sugar  
8oz bottle



6g Sugar  
8oz bottle





# More Fiber for your Children? Yes!

“...fiber is an important nutrient that most children are not getting enough of each day...”  
*AAP Press Publication Update Jan 2022; [www.pedhealth.net](http://www.pedhealth.net)*

Stanford School of Medicine



Stanford  
MEDICINE

High-fiber diets are beneficial, but only 5% of Americans consume the recommended amount of total fiber per day

“...(We) encourage people to aim for whole food sources of fiber first, potentially because of the other phenolic compounds that come along ... And then **if you realize that that's not doing enough for you, potentially considering adding a supplement would make sense.**”

*Cell Host & Microbe, April 27, 2022*



“...If your child doesn't get a lot of fiber in his or her diet, adding a fiber supplement might help.”

[www.mayoclinic.org/](http://www.mayoclinic.org/) *Clinic Staff Publication*

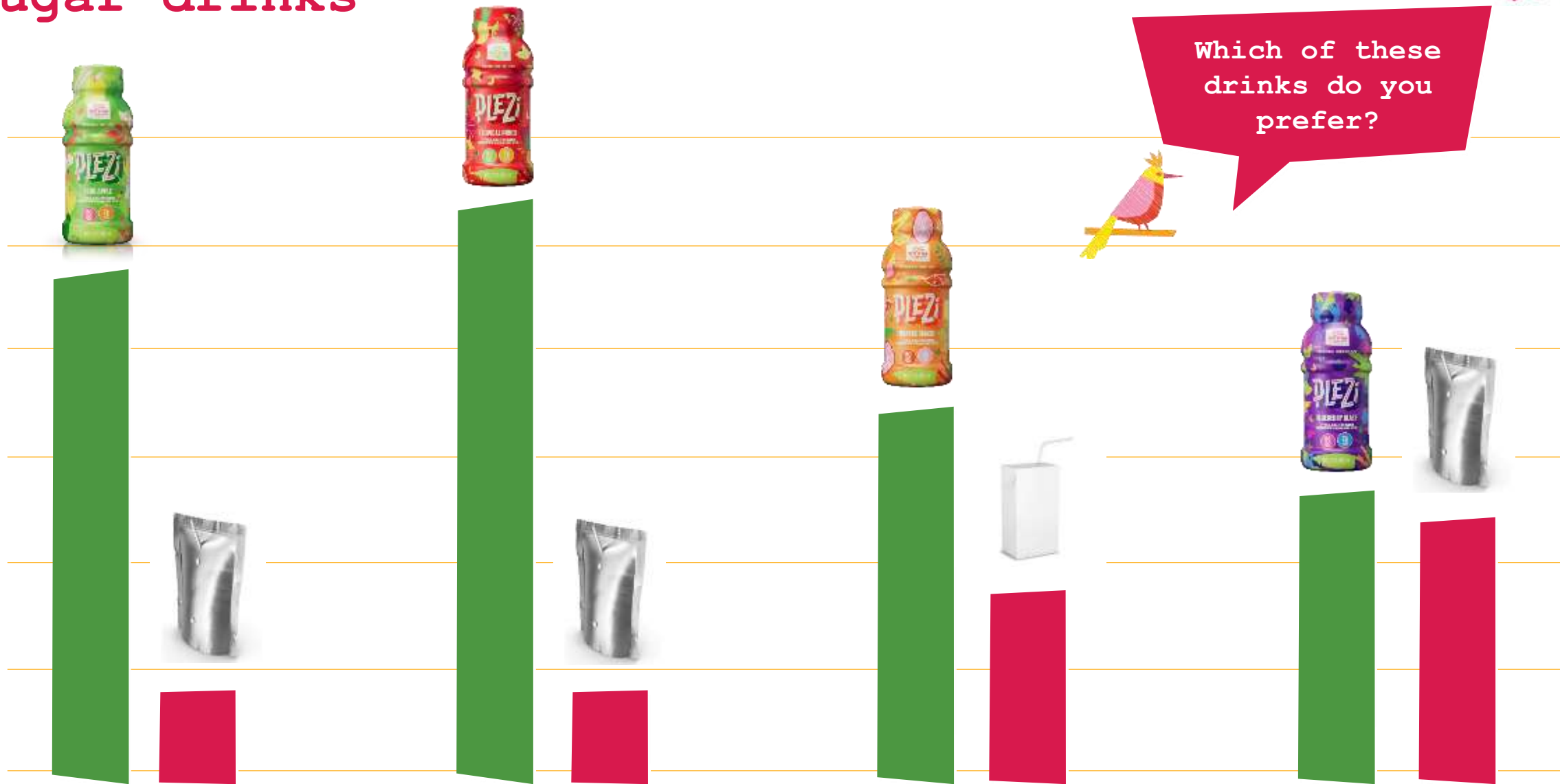


8 oz PLEZI  
2.2 grams Fiber



½ Apple  
1.8 grams Fiber

# Plezi wins on taste versus leading kid's low sugar drinks



vs Leading Apple Drink vs Leading Fruit Punch vs Leading Orange Drink vs Leading 100% Juice

Innovation: Better taste but less sweet!



PLEZI

Sweetened Milk

Juice Drinks



Water

Dairy Milk

100% Juices

Sodas

# Snacks are coming!





**PLEZi Nutrition, LLC.**