



Raw Juice

Information Document

Kevin Ge

Raw Beverages

6 Cherrywood Rd

Scarsdale, New York 10583

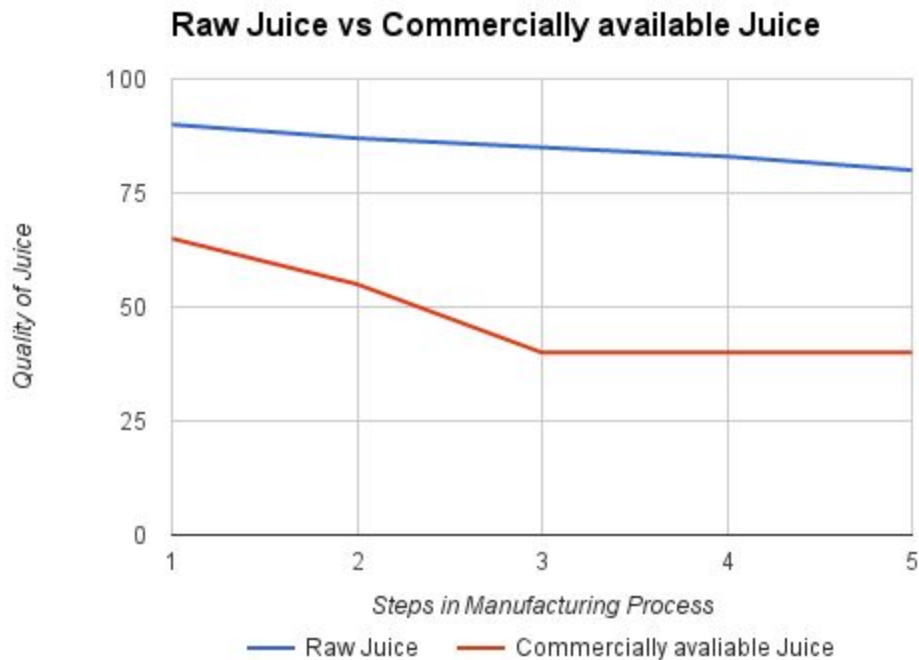


Why is Raw Juice Different

It's two-pronged

Firstly, the initial quality of grapes used in Raw Juice is higher than that used in mass market grape juices. So what makes a grape high quality? What makes it taste good? The juice: tannin ratio. The flavor of grape juice comes from the tannins (pulp, seeds, and skin) of the grape. Thus the less liquid per berry, the more flavorful the juice. Raw Beverages uses wine grapes, which have significantly less liquid per unit of tannin. Wine grapes are the primary reason why Raw Juice has a more concentrated flavor.

But that's not all. Raw Beverages maintains the high initial quality of our wine grape juice throughout the entire crafting process. We cold-press our grapes (cold-pressing is a process of extracting juice from fruit without the use of heat). Although this extracts less juice, what is extracted is only of the highest quality. That's why it takes so many grapes (2 ½ lbs to be specific) to make every bottle of Raw Juice. Commercial operators, however, hot press their grapes to extract as much juice as possible, leading them to both damage and extract the less than optimal quality juice. The biggest difference between commercial operators and Raw Beverages is, however, how Raw Beverages processes the juice. Commercial operators boil their juice to reduce its water content, turning juice into a syrup similar to that soda companies use. During the boiling process, heat is used, which destroys the aroma (yes grape juice has an aroma) and subtle flavors of the juice. They do this to ship and store the concentrate cheaply. Once an order comes in, commercial operators reconstitute it with tap water. Raw Juice, on the other hand, is flash pasteurized so that the aromas and subtle flavors of the juice stay intact. Because Raw Juice isn't from concentrate, every drop of liquid in Raw Juice is from the plant, not a tap. The chart below sums up the previous two paragraphs.



Step 1: Harvesting of Grapes - Raw Juice is scored higher because the Wine Grapes we use are of higher initial quality

Step 2: Pressing of Grapes - Commercially available grapes are hot pressed while Raw Juice's grapes are cold pressed

Step 3: Processing of Juice - Commercially available Grape Juice is turned into concentrate while Raw Juice is flash pasteurized.

Step 4: Bottling and Distribution - Both juices are bottled and sent to distribution

Step 5: Purchase - The consumer purchases the juice at this quality

Product Details

1. Raw Juice won Silver at the 2016 Florida State International Wine and Grape Juice Competition, an equivalent to a score of an 80-90 on the Parker Scale.
2. Raw Juice has
 - a. 2 ½ lbs of Cold Pressed Wine Grapes/ Bottle (The grapes were grown by a 6th generation grape growing family in the Finger Lakes)
 - b. No GMO's
 - c. No tap water - Raw Juice is Not From Concentrate
 - d. No Added Sugars, Flavors, or Colors
 - e. Bunches of Antioxidants
3. In addition, Raw Juice donates 10% of profits to charity, and satisfaction of the product is guaranteed, or the consumer gets his or her money back.

Logistical Details

1. Local
 - a. Shipped in quantities of 12 bottles/ case
 - b. Minimum order is 1 case
2. Regional
 - a. Shipped in quantities of 9 bottles/case
 - b. Minimum order quantity is 1 cases
 - c. Regional is defined as any store located more than a 20-minute drive away from zip 10583

Target consumer

1. Target consumers for Raw Juice are women who are 30 to 50 years old, have children and are married. They are middle to upper class, college educated and employed. Because of their family situation as well as their level of education, they are health-conscious and care what they and their families consume. Because of their financial situation, they can afford to procure slightly more expensive goods for them and their family. They are busy, so an easily consumable, portable, better-for-you beverage uniquely suits their needs, especially at home when time is constrained.

Technical Details

1. Height of the product is 13 inches
2. Diameter of the product is appx 1 7/8 inches
3. Brix (% of sugar by weight) between 18-20.5.
4. Acidity level at the time of harvest 0.8-1%. However, due to cold stabilization, actual acidity is lower.
5. The Diamond grapes were late harvest by ~2 weeks
6. Raw Juice was packaged in an FDA approved, HACCP certified facility.

Product Promotion

I. Social Media

A. Facebook

1. There will be a post on the Facebook accounts below to publicize the new agreement and promote the partnership
 - a) Personal Facebook Account
 - (1) ~500 friends in New York
 - (2) Audience has both ability and willingness to buy
 - (3) Link is here: <https://www.facebook.com/KEVIN.GE.100>
 - b) Raw Beverages Facebook Account
 - (1) ~140 people like the Raw Beverage's Facebook page
 - (2) Audience has both ability and willingness to buy
 - (3) Link is here:
https://www.facebook.com/rawbeverages/?fref=ts&ref=br_tf

B. Instagram

1. Like for Facebook, there will be a post for each one of the Instagram accounts below when a deal is arranged.
 - a) Personal Instagram Account
 - (1) ~250 followers

(2) Audience is primarily located in New York and has both ability and willingness to buy

b) Nomnewyork

(1) Foodie Instagram account

(2) Audience of ~2,500 mainly in the tri-state area

C. Snapchat

1. Photos of Raw Juice at select retail stores will be taken and put on the "Snap Stories" of the accounts below

a) Personal Snapchat Account

(1) ~130 views/ snap story

II. Tedx Edgemont School

A. Kevin Ge, the founder of Raw Beverages, gave a TED talk about the company and the product. His video is both on Ted.com and Youtube.com. This video and the promotion it brings is constant and will continue indefinitely.

B. The link is here: https://www.youtube.com/watch?v=o_7gWpoEBok

III. Tasting Booths

A. If Raw Juice is carried, Raw Beverages will conduct tasting booths to promote the product in-store.

B. Raw Beverages will provide Labor, Materials, and Juice

IV. Website Promotion

A. If Raw Juice is carried, Raw Beverages will add each particular retail store's name and address onto the raw-beverages.com.

B. Website address is here: raw-beverages.com

V. Word of Mouth

A. Raw Juice is widely known at Edgemont Jr/Sr High School (population ~840 students).

B. Raw Beverages / Raw Juice has also been featured in the school magazine, Campus.

Price/ Logistics

I. Price

- A. Wholesale: [REDACTED]
- B. Suggested retail: [REDACTED]
- C. Payment terms: Net 30 days

II. Logistics

- A. Self Distribution
 - 1. Delivery costs will be reset every quarter to account for fuel costs.
 - 2. Deliveries will be consolidated to achieve maximum synergies.
 - 3. Orders for the product need to come in at least 2 weeks in advance.
- B. Delivery Costs (for quarter ending Sep 31st) to the following locations:
[REDACTED]
- C. Note Raw Beverages bills shipping charges at cost, so if there are other, cheaper methods of distribution, let us know so we can achieve the lowest cost possible.

III. Termination Clause

- A. If a retail store wants to terminate their relationship with Raw Beverages, the store is not obligated to continue ordering and can cease a relationship at any time.
- B. Likewise, Raw Beverages is not obligated to refund or collect already delivered product. Once the product has been shipped, it is the responsibility of the store to pay for the product within 30 days of receipt, even if the store terminates their relationship with Raw Beverages before the 30 days are over.

IV. Miscellaneous

- A. Raw Juice is currently sold in 8 stores and online
- B. Kevin's contact information
 - 1. Cell
 - a) (914) 830-6955

2. Email

- a) Kevin_ge@raw-beverages.com
- b) Rawbeverages@gmail.com

3. Skype

- a) Kevin.Raw_Beverages

- C. Once in store Raw Beverages will give every employee an information sheet with key contact information and details about the product and the Raw Beverages story.

If you need any more information, feel free to call or email Kevin using the information listed above. Additional Photos of the product are attached below:



