

THE FUTURE OF **FLAVOR**

Introducing the **customizable** drink revolution.



A photograph of a Starbucks coffee shop interior, showing several employees in green aprons and black hats working behind the counter. The counter is cluttered with coffee-making equipment, including a coffee machine and a cash register. In the foreground, there are baskets of pastries and a display of coffee packets. The background features shelves with Starbucks-branded coffee bags and a menu board. The overall scene is dimly lit, with the primary light source coming from the counter area.


DRINK HABITS HAVE CHANGED

* 87,000 WAYS.

*the number of flavor combinations Starbucks claims each of it's stores can make.



**CONSUMERS ARE
ACCUSTOMED TO
MADE TO ORDER
DRINK MIXES.**

A photograph of a vending machine filled with various drinks, including cans and bottles, with text overlaid. The machine is divided into two sections. The left section contains rows of cans, including energy drinks like Monster. The right section contains rows of bottled drinks, including muscle milk and other beverages. The text is centered over the machine.

**VENDED DRINKS, IN
CONTRAST, ARE A
TAKE IT OR LEAVE IT
PROPOSITION.**



**THE TIME HAS COME
FOR PRE-PACKAGED
DRINKS TO **EVOLVE.****



INNOVATION

A new kind of drink experience:

Flavor selection buttons dispense flavors into the primary drink. Select one or more flavors in any combination, or simply enjoy the primary drink as is.



Drink or pour

The drink is poured from the front side of the selector & dispenser. The apparatus remains locked in the PET bottle before use, during use, and after the bottle is disposed of.





GRAPHICS

Bottle graphics illustrate how to use this new drink packaging.

Simple instructions make product use a breeze.





INGREDIENTS

There are four flavorings and one primary drink within the packaging, creating the need for five Nutritional Facts statements.

The ingredients listing can be compiled into one paragraph.



Mocha	
Nutrition Facts	
Serving Size: .75 fl oz (22.1 ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 60	
% Daily Value*	
Total Fat 1.5g	2%
Sodium 0g	0%
Total Carbohydrate 4g	1%
Sugars 3g	
Protein 0g	0%
*Percent Daily Values are based on a 2,000 calorie diet.	

Caramel	
Nutrition Facts	
Serving Size: .75 fl oz (22.1 ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 54	
% Daily Value*	
Total Fat 1.5g	0%
Sodium 0g	0%
Total Carbohydrate 19g	6%
Sugars 19g	
Protein 0g	0%
*Percent Daily Values are based on a 2,000 calorie diet.	

Vanilla	
Nutrition Facts	
Serving Size: .75 fl oz (22.1 ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 54	
% Daily Value*	
Total Fat 1.5g	0%
Sodium 0g	0%
Total Carbohydrate 19g	6%
Sugars 19g	
Protein 0g	0%
*Percent Daily Values are based on a 2,000 calorie diet.	

Creamer	
Nutrition Facts	
Serving Size: .75 fl oz (22.1 ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 20	
% Daily Value*	
Total Fat 1g	2%
Sodium 0g	0%
Total Carbohydrate 0g	0%
Sugars 0g	
Protein 0g	0%
*Percent Daily Values are based on a 2,000 calorie diet.	

Coffee	
Nutrition Facts	
Serving Size: 9 fl oz (266 ml)	
Servings Per Container: 1	
Amount Per Serving	
Calories 3	
% Daily Value*	
Total Fat 1.5g	0%
Sodium 0g	0%
Total Carbohydrate 3g	1%
Sugars 3g	
Protein 1g	0%
*Percent Daily Values are based on a 2,000 calorie diet.	

Coffee Ingredients:
Coffee (water, coffee).

Flavoring Ingredients:
Water, Sugar, Coconut Oil, Cocoa, Sodium Caseinate (A Milk Derivative)**, Dipotassium Phosphate, Mono- and Diglycerides, Natural and Artificial Flavors, Carrageenan, Potassium Sorbate, Citric Acid.

Contains: A Milk Derivative.
**Not a source of lactose.

flavorizepackaging.com

12 fl oz (355 mL)

HOW IT WORKS



Flavorize Packaging has been designed specifically for the ready-to-drink space.



A mess-free, on-the-go experience.



The fun begins after removing the safety seal.

HOW IT WORKS (continued)



Remove the cap to reveal the flavor selector.



Add 1, 2, 3, or 4 flavors in any combination.



Recap and shake to mix.



The clear bottle allows you to see your flavor mix.



Enjoy a personalized ready-to-drink experience anywhere you happen to be.



EMPOWERMENT

Both drinks contain the same flavorings. Our packaging allows you to **add or avoid the flavorings you choose.**



Pre-mixed flavorings are consumed as-is:

- Plain Coffee**
- Mocha flavoring**
- Salted Caramel flavoring**
- Cream flavoring**
- Sugar**

Add or avoid flavorings by choice:

- Plain Coffee**
- Mocha flavoring**
- Caramel flavoring**
- Cream flavoring**
- Vanilla flavoring**



4 flavorings plus a primary drink allow you to mix **16 unique flavors** from a single bottle.

16 flavor combinations per bottle.
4 bottles = 64 flavor possibilities:



Actual convenience store ready-to-drink section.



MARKETPLACE

“This stuff would really move. It’s new, and fun. My younger customers will pick up on it first, then I’m sure it would graduate to wider acceptance.”

Minneapolis Independent
Convenience Store Owner

Subject FW: A question regarding your distribution services ...
From mikebeery@flavorizepackaging.com
To <mikebeery@flavorizepackaging.com>
Date 2019-01-03 06:23

Mike,

Very interesting brand, can you send more information and samples?

Thank you,

mikebeery@flavorizepackaging.com
General Manager
1806 Grand Fork Road Drive
Office: 317-375-8925
Fax: 317-375-8926
Cell: 317-706-2365

Distributors agree with store owners – **this product is interesting and compelling.**



FOCUS GROUPS



A dozen participants met in a conference room at Thomson Reuters Eagan MN campus and were asked to discuss their reaction to the above selection of iced coffee products.

Reaction to the Flavorize Packaging Concept:

- Mixing your own flavor combination, rather than choosing from the 4 individual flavors, seemed better.
- The novelty of the packaging made it something they wanted to try.
- You can decide what flavor you want your drink to be at a later time (decision procrastination).
- Wondered why no one has come up with packaging like this before. It seems like an obvious idea.
- The user instructions on the bottle are simple. It seems easy to use.



DRINK CONCEPTS

Iced Coffee:

Introduce flavors unavailable in the market today.



Iced Tea:

Give them all they need to enjoy tea their way.



Mineral Water:

Upgrade your water with energy, and healthy additives.



Energy:

Boost, hangover recovery, workout assistance.



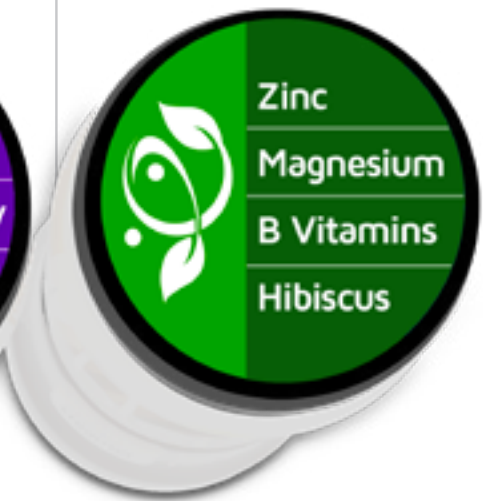
For Kids:

The addition of a mystery flavor will intrigue.



Wellness:

Immunity, detox, herbal meds, and supplements.





PATENTED TECH



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(19) **United States**

(12) **Patent Application Publication**
Beery

(10) **Pub. No.: US 2019/0322425 A1**

(43) **Pub. Date: Oct. 24, 2019**

(54) **IN-BOTTLE APPARATUS FOR ADDING FLAVORINGS TO PRE-PACKAGED DRINKS**

(52) **U.S. Cl.**
CPC *B65D 51/2878* (2013.01); *B65D 41/04* (2013.01); *A23V 2002/00* (2013.01); *A23L 2/56* (2013.01); *A47J 43/27* (2013.01); *B65D 81/3216* (2013.01)

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(21) Appl. No.: **15/935,510**

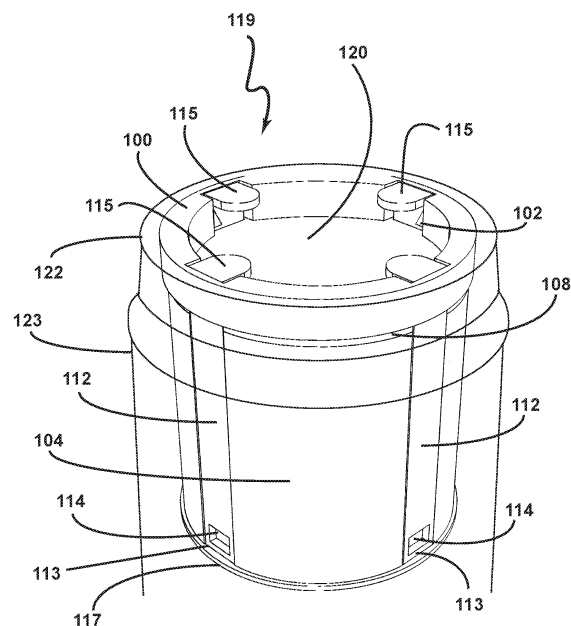
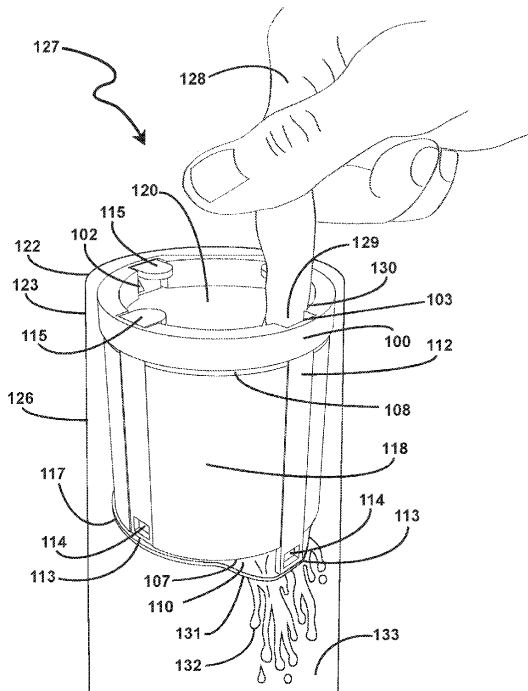
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B65D 81/32 (2006.01)
A23L 2/56 (2006.01)
A47J 43/27 (2006.01)

(57) **ABSTRACT**

The present invention comprises a novel in-bottle apparatus for adding flavorings to pre-packaged drinks. The apparatus, which is fully contained within a sealed drink bottle just below the bottle's lip, has a selector that allows the user to choose from a plurality of flavorings that can be released from a dispenser with the push of a button. The push button heads that make up the flavoring selector correspond to flavorings contained within the dispenser. Pushing one or more of the button heads dispenses flavoring into the primary drink contained within the drink bottle. The apparatus has a passageway on one side that allows the drink to be poured out of the bottle. The apparatus remains locked within the drink bottle's neck just below the bottle's lip before use, during use, while the drink is being consumed, and after the drink bottle is disposed of.





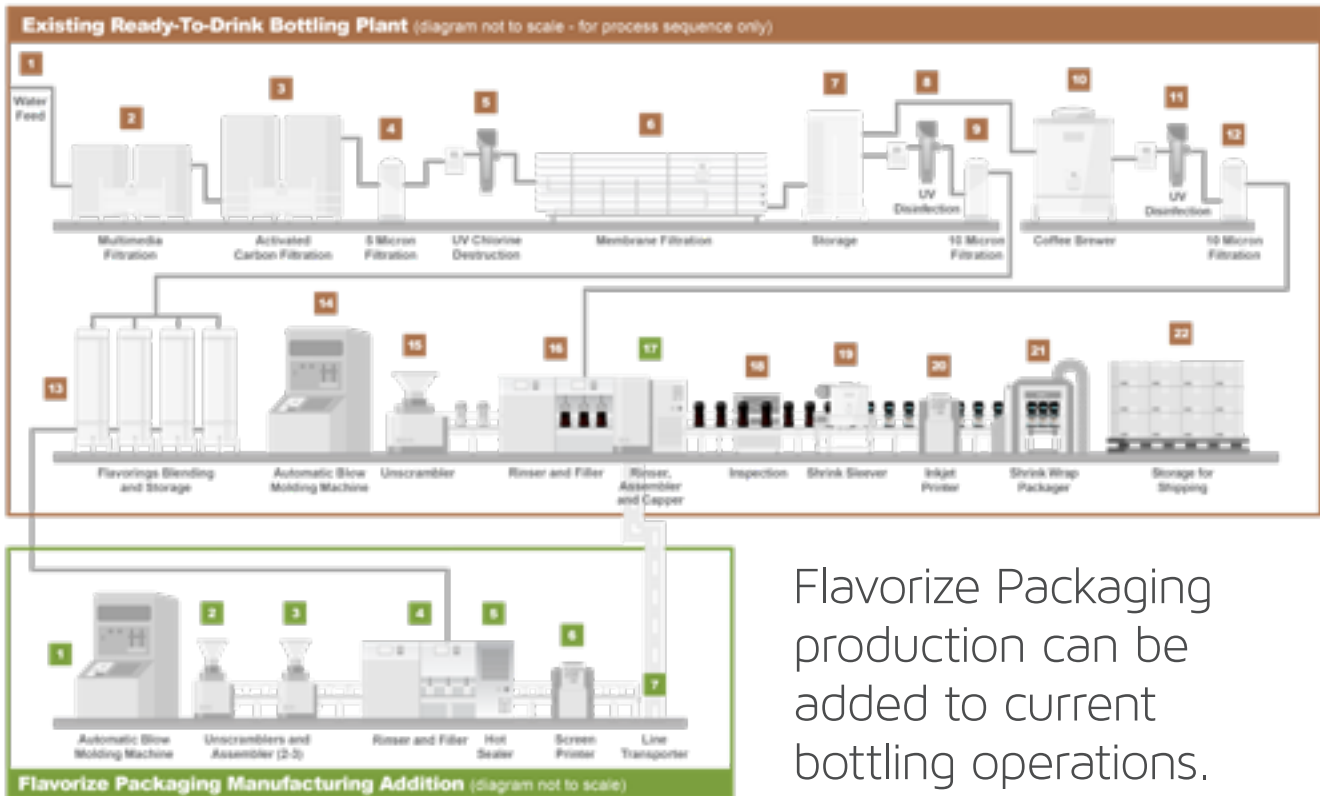
PATENTED TECH (continued)



- 1** Made of 2 parts: a dispenser, and button-arms (4 required) along with a sheet of hot seal.
- 2** After the 4 flavoring chambers are filled, a single sheet of hot seal is applied creating an airtight/watertight barrier.
- 3** Depressing a button (**A**) causes one corner of the hot seal to peel open (**B**), releasing a flavoring into the primary drink below. The other flavor chambers remain closed and sealed.



MANUFACTURING



Flavorize Packaging production can be added to current bottling operations.

PET Bottle	0.40
PET Selector & Dispenser + Arms	0.30
Caps & Liners	0.09
Shrink Sleeve	0.10
Cap Label	0.02
Flavorings	0.28
Primary Drink	0.13
Hot Seal	0.01
Screen Printing	0.02
Total Drink Cost	\$1.35

Component listing and hard costs per bottle (US Dollars). **30 cents** more per bottle compared to existing drink products on the market.

**Flavorize Packaging delivers customizable
ready-to-drink experiences.**

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