



Make ME
vitamins

www.makemedrinks.com

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This presentation will introduce you to **Make ME vitamins**, its founders, their vision and business strategy.

It will also outline Make ME's affiliation with the publicly traded company: **Premier Brands, Inc.**

Make ME vitamins

Make ME vitamins is a unique line of vitamin in powder format ready to be sold at the check-out counters and water refrigerator doors at retail locations.

Our first release is **Make ME C+**, a blend of vitamins and other components that your body desires in an innovative and exciting single serve mix stick with 1,000 milligrams of Vitamin C.



Market Overview

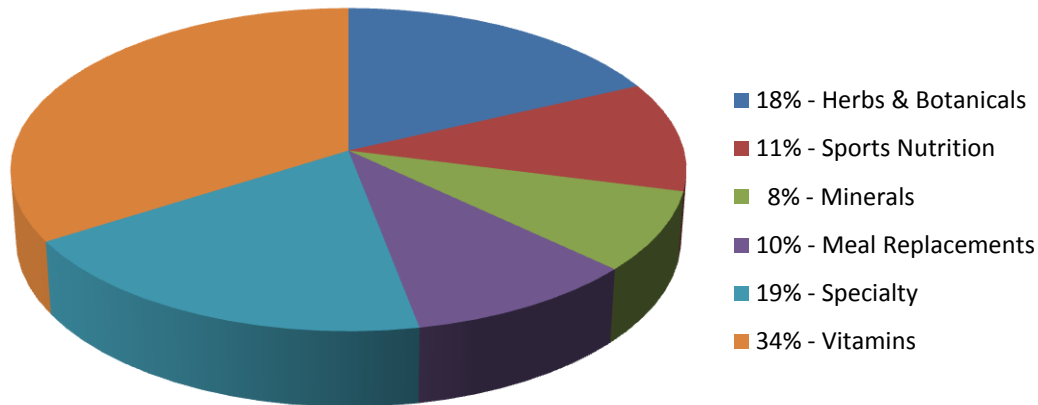
Make Me is targeting the Convenience Store channel – providing an impulse buy opportunity

Make Me taps into 4 major markets:

- \$641 billion drug, cosmetic & toiletry wholesaling
- The \$100 billion beverage industry
- \$28 billion supplement industry
- And the \$54 billion in convenience store sales

Supplement Market Overview

\$28.1 Billion U.S. Supplement Industry Sales by Product in 2010



In 2010, vitamin supplements accounted for \$9.55 Billion in consumer sales, 34% of the overall U.S. Supplement market.

Consumer Market Overview

- 65% of adult Americans self-identify as regular supplement users
- 72% of supplement users take multivitamins
- 34% are actively seeking new brands and delivery methods in an effort to save money

“Vitamin demand is one of the most stable categories in supplements, as opposed to “fad” supplements that have high volatility in demand.”



Premier Brands, Inc. is the exclusive master distributor for the Make ME vitamin line.

- Premier Brands, Inc. currently sells beverages and nutraceutical products in the USA and Mexico including brand name stores like 7-Eleven, Circle K, Valero, Walgreens, Arco AM/PM, Shell, and independent supermarkets and convenience stores through several wholesalers and distributors.
- One of the unique strategies adopted by the company is selling not just in mass retail but in convenience stores all over the country. This separates Premier Brands from most consumer goods manufacturing companies as they can't penetrate this uniquely distinct distribution channel.
- Premier Brands has a sales and marketing team that calls on 20,000 decision makers at distribution and retail companies every single month. It is a publicly traded company with their own marketing, sales, branding and operational teams.

Other Premier Brands, Inc. products are currently selling at...



DIRECT SALES & MARKETING CALL CENTER

- Wholesale sales call center
- Capacity of 2,500 calls daily
- Proprietary wholesale CRM system
- Support for sales campaigns
- Direct distributor soliciting
- Chain store manager contacting
- Direct order taking ability
- Shipping and logistics department



Positioning & Strategy

Changing The Rules!

- Make me is creating a “blue ocean” in the industry
- It won't compete face-to-face against vitamin companies
- It will sell to the untapped Convenience Store channel
- Make Me will sell as an impulse buy product
- Distributors and Wholesalers will carry the vitamins

1000mg
VITAMIN



Case Study Comparison

MakeME Vitamins' most similar competitor is
Emergen-C (made by Alacer)

Alacer:

- Began making Emergen-C in 1978
- By 2010 sold 500 million packets of vitamin drink mix yearly
- Net U.S. Sales for 2010 are estimated at \$150 million
- Was purchased by pharmaceutical giant Pfizer in February 2012

Emergen-C sells an estimated \$150M per year without tapping into the Convenience Store Market!

FOUNDERS:

Dominic Sohl is a new generation entrepreneur with visionary goals and is achieving success through radical new ideas. Dominic attended American High School in Switzerland and graduated with a business degree from Montreux in Switzerland. He is currently completing his post-graduate studies in Entrepreneurship in London.

Rosbeh Barialai is a young entrepreneur with sharp business acumen and an insatiable energy to work hard. Ross attended business school in Germany and brings a wealth of business experience from the shipping and brokerage industries to the table .

Jorge Olson has more than a decade of C-Level management experience and has launched more than 1,000 consumer goods products into top retail accounts all over the USA and Mexico. He is an author of two books, owned several consumer goods companies and advises many other companies as well as institutional investors. Jorge has provided project coordination, for projects involving companies such as Standard & Poor's, SAB Miller, Coca Cola, Fiji Water, Hansen's, Red Bull, Rockstar Energy, Dr. Pepper Snapple Group, Pepsi Bottling Group, and Vitamin Water, Southern Wine & Spirits, Frito-Lay, Emergen-C, 5-Hour Energy, and Hershey's.

Make ME

v i t a m i n s

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