



# Company Overview

## Results Matter

February 2013



# We are GBS

- **The Premier Food and Beverage Industry Advisory Firm**
  - Highly selective client base
  - Partners vs. “consultants”
  - Fully integrate into client business
- **Proven Track Record of Success**
  - Founded in 2000
  - “The beginning” - BYB Brands – creating \$500m in value
- **Single Source Solution for Early Stage Companies**
  - **C-Level Advisory Services:**  
Strategy & Commercialization
  - **GBS Smash! Brands:**  
Commercialization Services
  - **Strategic Partnerships:**  
Full range of business needs – packaging, procurement, ‘disruptive’ marketing, social media.

# We are GBS

## ‘Old School’ Industry Knowledge

- Senior beverage & consumer products operating executives
- The Coca Cola Company, Dr Pepper, G. Heileman Brewing Company, HMS Host
- Deep industry contacts



## ‘New Skool’ Insights

- Founders & CEO’s of early stage companies
- BYB Brands, Honest Tea, Ceslus, Zico, Sweet Leaf
- Advisors for over ten years to entrepreneurs, start-ups, early and mid-sized companies, and industry ‘strategics’
- *Beverages...to foods...to supplements...’ out of the box’ ideas*



# We are GBS

**Our passion** – building brands and making them connect with consumers.

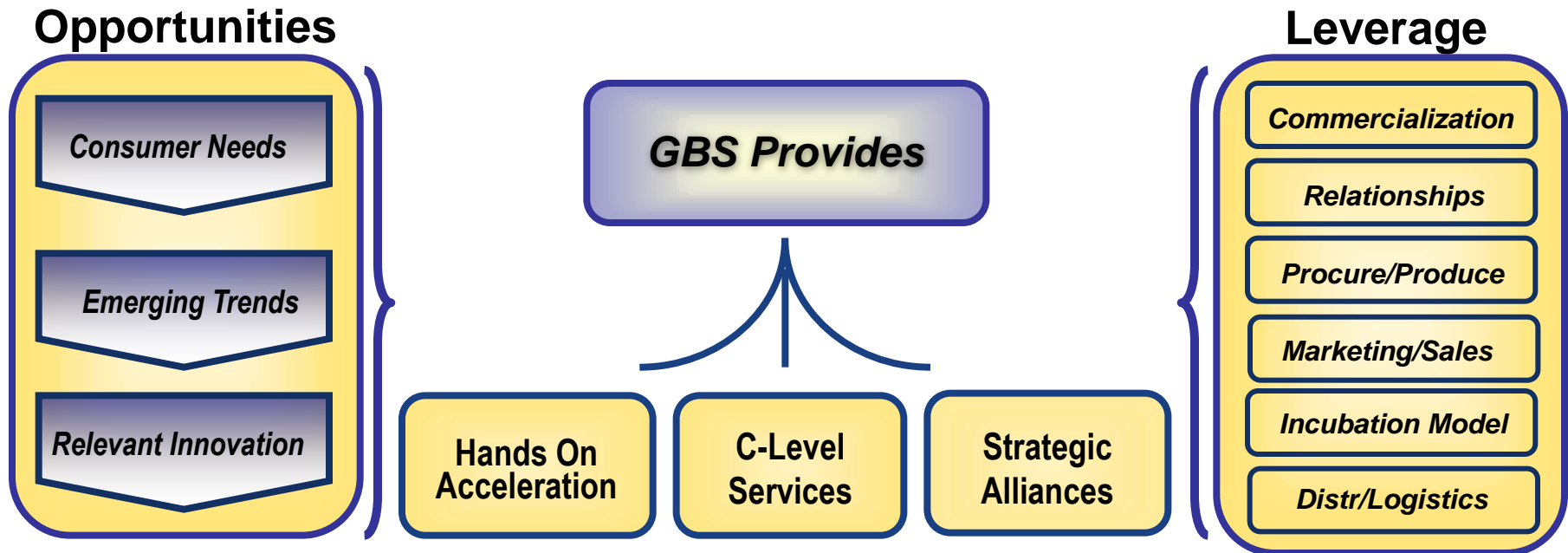
**Our relationships** – long term, our clients are our family.

**Our goal** – simple. Bring your dream to life.

**Our motto** – results matter!

# GBS - Operating Model

**We take brands to the next level**



## Our Criteria

- **Genuine**
- **Differentiated**
- **Commercially viable**
- **Capable Leadership**

## The Output

- **Higher success probability**
- **Stronger performance**
- **Faster learning**
- **Fewer, less costly mistakes**

# We are GBS



## Total Commercialization Services

*Turn key system – we manage your local sales and marketing function*

- *Identifying and securing the right distributor*
- *Build retail availability*
- *Co-develop business plan*
- *Focused on creating traction!*
- *Execute retail marketing activities*
- *Dedicated Personnel*
- *Accountability*

**A Turnkey  
Operation**

# We are GBS

## Strategic Partnerships

### Touch Mobilizing Shoppers

“State of the art” mobile marketing specialist



### Brand Action Team

Leading commercialization and marketing advisory in the beer, wine and spirits industry.



### Makai Marketing

Top 100 event marketing company – specialize in ‘disruptive’ consumer engagement.



### Zuckerman-Honickman

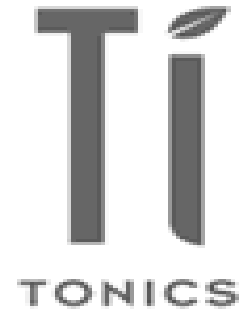
Packaging specialists - strategists



## Strategic Initiatives

### Ti Tonics

- Partnership with New Zealand based healthy drink company
- Uber anti-oxident tea
- Beta market – Durango, CO
- Target launch Q3 2013



### NextGen

- Formed North American company that has exclusive rights to sell patented pouch and technology world wide.
- Launching Q3 2012 - targeting wide range of consumer product companies (food, beverage, spirits, pharmaceutical)





# Who GBS has helped

## Early Stage Companies....



# Who GBS has helped

....Mid-Sized Companies to Industry Leaders



HONEST TEA



## BYB Brands

### **Formed BYB - Subsidiary of Coke Consolidated – Largest Coke Bottler in US**

- 5 Brand partnerships/acquisitions
- Tum-E Yummies, Cinnabon Coffee, Cha Dao Tea
- Leading new beverage company/incubator



### **GBS Leverage -**

- Developed Growth Strategy and Plan
- Achieved 80% US distribution coverage in 16 months for BYB Brands
- Introduced company to multiple new acquisitions, strategic partnerships

**BYB Today - \$100 million in revenue - an estimated \$500M market value**

## Rebootizer

# REBOOT<sup>TM</sup>

### Revolutionary Anti-oxidant product

- Proprietary formula, packaging – breakthrough product

### GBS Leverage –

- Developed commercialization plan – CCO function
- Built sales organization, distribution system in 14 months with planned US coverage
- Launched brand in 1/2012 - have brought on top retailers:
  - Duane Reade, Vitamin World, HEB, Harris Teeter, Whole Foods
- Launched regional/national “Direct to Consumer” Campaign
- Linked in top marketing agencies – Brand Action and Makai – breakthrough in-outlet and social media programs.



# We are GBS

**John Blackington** has over 30 years experience, both as the owner of his own company and as a senior executive for several leading food and beverage companies, including The Coca-Cola Company. He has helped jumpstart a number of successful new brands today in critical areas ranging from helping build sales and distribution systems, expanding retail availability, developing equity strategies and sourcing capital.

**Jack Brennan** is a seasoned global executive with over 27 years in the food and beverage industry working with large companies as well as entrepreneurial start-ups. His experience spans senior positions with The Coca-Cola Company, Host Marriot Services, and G. Heileman Brewing. Jack has strong knowledge in critical areas such as strategic planning, business development, marketing, sales, distribution, operations and financing. Jack was previously a Partner with Tattleaux Partners, a consulting firm advising clients in areas of strategic planning and financing strategies. He has also been CEO of several beverage companies.

**Gordon Hill** has over 30 years experience in the beverage industry, holding senior management positions at both The Coca-Cola Company and the Dr. Pepper Company. He is a specialist in establishing optimal routes to market via Direct, Direct Store Delivery, and Hybrid distribution systems. He has hands-on experience in distribution management, logistics, customer/channel contact development, marketing, customer relationship management, and market operational planning.

**Randy Smith** has over 15 years of sales, marketing and management success in the beverage industry. Randy has worked for Pepsi-Cola as well as for Solvi Brands LLC, owners of Crunk Energy. He has a proven track record designing and implementing successful sales and marketing strategies. Randy also has extensive experience helping brands gain distribution, in-store execution and creating sales traction. Randy is the General Manager of GBS Smash! Brands, Southern California.

**Dan Wilder** has over 25 years of sales, marketing and operational success in the beverage industry. He has worked with both globally recognized brands (Coca-Cola, Pepsi-Cola, Dasani Water, ROCKSTAR Energy) as well as with start up brands. Dan has extensive experience in getting brands into consumer hands and building brand loyalty. Dan is General Manager of GBS Smash! Brands, Texas.