

Mr. Q. Cumber®



*Sparkling Beverage
and
Premium Mixer*

A Different
Kind of
Refreshment

BRAND ORIGIN STORY

Mr. Q Cumber® is the Brainchild of Jeffrey Kaplan, Founder and CEO of Global Beverages Enterprises, Inc. He created the formula in 2008 and introduced it to the World in 2010 at The Beverage World Tradeshow where it won 1ST Place, beating out Coca Cola's® Green Sprite®.



One of the nice things about this soda, or more correctly "sparkling beverage," is that it is all natural. No funky additives to worry about and no high fructose corn syrup. It is just sparkling water, cane sugar, citric acid, and cucumber extract. It is a relatively healthy change of pace. To what is the difference between soda and a sparkling beverage? It's all in the water. Soda is carbonated water while sparkling beverages use naturally sparkling water (like Perrier).



26 JULY 2010 BEVERAGE WORLD

BEVERAGEWORLD.COM

TRADE SHOW DOMINANCE

“Best Product by Far” - 2013 Nightclub & Bar Show

Screenshots from the 2013 Nightclub & Bar Show - Drink Spirits

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Mr. Q Cumber

By far, the **best product at the 2013 Nightclub & Bar Show** was **Mr. Q Cumber**, an absolutely perfect cucumber soft drink. Cucumber can be an awfully tricky element. With over 700 different varieties of cucumber, it's difficult to get a consistent and non bitter cucumber note. **Mr. Q Cumber** has captured one of the most delightful cucumber flavors we've ever had. It's balanced perfectly with the sweet elements and carbonation into a drink that couldn't be more ideal to mix with gin, especially Hendricks.

- Praised for:

- Balance
- Mixability
- Non-bitter cucumber execution (notoriously difficult to achieve)

“Absolutely perfect cucumber soft drink... ideal to mix with gin—especially Hendrick's.”

PROVEN MARKET VALIDATION



- Positioned alongside major national brands—and outperformed expectations

CONSUMER & MEDIA ENDORSEMENT



AHEAD OF ITS TIME CATEGORY CREATION (NOT JUST PARTICIPATION)

Mr. Q Cumber™ effectively created a sub-category:

- Botanical sodas before the boom
- Savory refreshment before wellness trends
- Cucumber as a *core flavor*, not an accent

Today's market is crowded with:

- Cucumber waters
- Botanical mixers
- Non-sweet refreshers

Mr. Q Cumber™ has the receipts to say:

“We were first—and we did it right.”

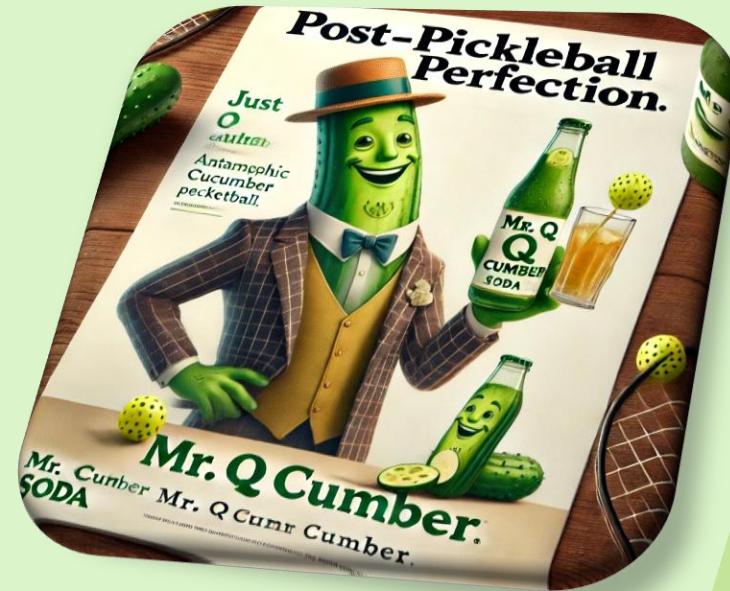
NATURAL PICKLEBALL CONNECTION



Mr. Q. Cumber™

A Deliciously Refreshing
Thirst-Quenching Libation

AFTER THE MATCH



Did we mention that it's
also a delicious MIXER!?

MASS APPEAL

RETAIL & ON-PREMISE PROOF

- Specialty soda retailers
- Food festivals & tasting events
- Bars & restaurants
- Cocktail blogs & mixology culture
- Natural / gourmet retail environments

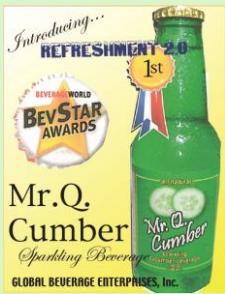


Mr. Q Cumber™ wasn't limited to one channel—
it worked everywhere it appeared.

POTENTIAL BRAND EXTENSION

READY TO DRINK COCKTAILS





Mr. Q. Cumber®

Mr. Q Cumber® is a *proven, award-winning, ahead-of-its-time beverage brand* ready to be reintroduced for a modern audience that is finally prepared to fully embrace it.

This is not a reboot.
This is a **resurgence—at the perfect moment.**



WHY THIS BRAND IS PERFECT FOR A LICENSE NOW

1. The Market Has Caught Up

What was once “different” is now **exactly what consumers want**:

- Botanical
- Clean
- Low-sugar / better-for-you adjacent
- Sophisticated refreshment

2. The Brand Has Maintained A Footprint With No Marketing

Basically, the Brand has been running on Auto-Pilot for the past 12 years

- Manufacturing, Bottling, Warehousing, and Shipping are all Outsourced

3. The Popularity of Pickleball Provides The Perfect Promotion Platform In Addition To The Usual Channels

QUALIFYING PREREQUISITE

PRIOR TO THE SIGNING OF A LICENSE AGREEMENT, LICENSEE NEEDS TO BE AWARE OF AND AGREE TO:

- This Product is Fully Registered and Being Used in Commerce Presently, As Such...
 1. There are Existing Distributors and Customers That are Part and Parcel to the Agreement
 2. There is Existing Inventory in both Ingredients and Ready To Ship Product
 3. There are Prior Arrangements with the Bottler, Including Storage of the Ingredients, Manufacturing Process, Bottling, Labeling, and Packaging, Storage Space for Ready to Ship Product and Shipping.
 4. Quality Control - Any Deviation From the Formulation or Manufacturing Process **MUST BE APPROVED**
 5. While Items 1 through 3 should be Considered as Pluses by Any Start-UP, They Also Represent an Expense That Any Potential Licensee **Must Be Prepared To Pay** Upon Signing The Agreement **IN ADDITION** to Any Agreed Upon Inception Fees, Legal and Closing Fees.
 6. An **ONGOING** Royalty will be Paid In **PERPETUITY** at an Agreed Upon Percentage on a Quarterly Basis
 7. Prior to **ANY** Talks or Negotiations, Brands Worth Repeating, LLC as acting Licensing Agency will Require **ANY INTERESTED PARTY** to Provide Financial Statements to Determine Eligibility.
 8. **SUBMIT** Financial Statements Along With Proof of Standing if a Corporation to Rich.Feleppa@BrandsWorthRepeating.com

CONTACT

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