

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®.



BEVERAGE WORLD BEVSTAR AWARDS 2010

SILVER WINNER
▼ **Sprite Green**
▼ With the CSD category increasingly under attack as one of the causes of the obesity epidemic, any new beverage that can deliver zero calories, great taste and a healthy proposition to boot is a winner in our book. Launched at the end of 2008, our Silver winning CSD is Sprite Green from The Coca-Cola Co. The company says it was the first reduced calorie beverage in the US made with Truvia natural sweetener. It was also the first of what Coke expects will be many new, naturally sweetened, reduced, low and zero calorie beverages sweetened with Truvia in the future. Developed jointly by Cargill and The Coca-Cola Company, the sweetener uses rebaudioside A, which comes from the best tasting part of the stevia leaf. Harvested at the peak of sweetness, stevia leaves are dried and steeped in water, much like tea. This extract is then further refined and purified. One of the main problems consumers have with low calorie CSDs is the artificial sweetener, so one that boasts a natural sweetener has a good chance of success. Sprite Green has 50 calories per 8.5 ounce serving and 4 percent lemon juice. Coke says it was created to appeal to active young adults and is packaged in aluminum bottles.

GOLD WINNER
▶▶▶ **Mr. Q Cumber**
You wouldn't believe it judging by the name, but trust us - this is one tasty and thirst-quenching soft drink. The company says "Mr. Q. Cumber" is America's first "all natural crisp and refreshing drink that tastes like you just bit into a ice cold cucumber." The drink, now available in an upscale 7-ounce bottle, just recently signed with KeHe Distributors, one of America's largest food and beverage distributors, which will allow it to expand its reach into retailers across the US. It has also been featured on popular programs such as *The View* and *The Today Show* and can be found in restaurants, sushi bars, tanning salons, fitness workout centers, major supermarkets and independent all natural food stores. Since it is all natural with cane sugar and pasteurized, the company says it also has become popular with vegetarians. One surprise, says a company spokesperson, has been the success with the ethnic market. It turns out people from Mexico, Jamaica and other countries usually make a cucumber water drink every morning in their household. Having a carbonated RTD version has been a hit with them.

BRONZE WINNER
◀◀◀ **RootJack**
Our bronze winner in the CSD category is RootJack - an orange flavored root beer with vanilla, guarana and a full daily dose of vitamin C. Dubbed the "Pirate Energy Drink" by its creator, Voodoo Elixirs, Inc. (Ocala, Ind.), the brand is part of a co-op marketing deal with a video game development team for the game *Pirates: Vikings & Knights II*. As part of the deal, the game's logo appears on RootJack bottles and on the brand's website and RootJack appears on the game's website as well as in the game. Regarding the unusual co-marketing video game deal, the company says, "Our company started up in the middle of the recession in one of the hardest hit areas of the country. This required us to be creative with what little money was available."

26 JULY 2010 BEVERAGE WORLD

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TRADE SHOW DOMINANCE

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

Highlights from the 2013 Nightclub & Bar Show - Drink Spirits

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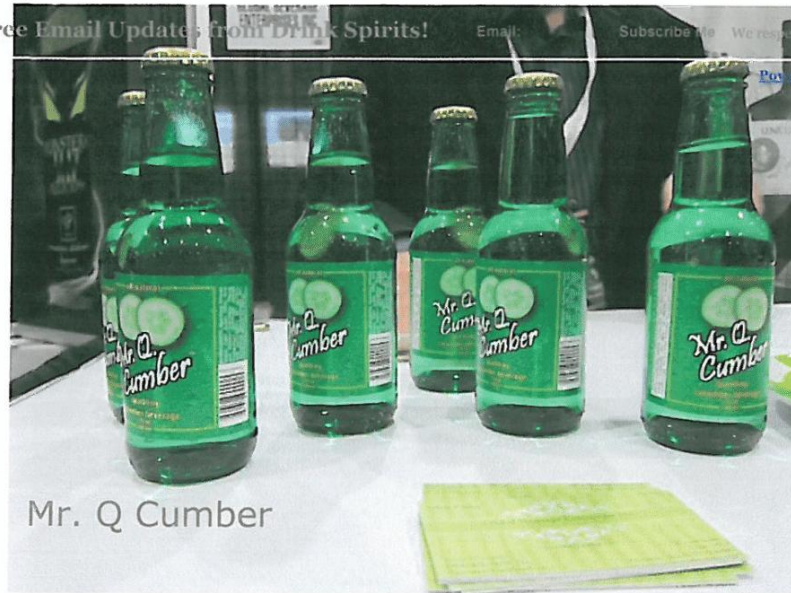
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Mr. Q Cumber

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

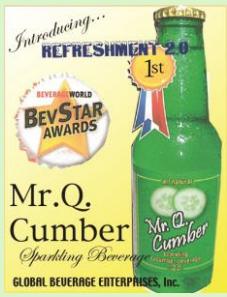


Mr. Q Cumber™ wasn't limited to one channel—
it worked everywhere it appeared.

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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