



CASCADIA

STRATEGY • BRAND MANAGEMENT • SALES EXECUTION

GROW YOUR FOOD & BEVERAGE BUSINESS

**CASCADIA
MANAGING BRANDS**



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ABOUT THE COMPANY

There's nothing like an expert guide. As you take your brand forward, you'll come up against challenges that can seem overwhelming. That's where Cascadia comes in. Our leaders and staff provide expert guidance at every stage of brand development.

Just as important, we are not just advisors. We execute seamlessly on the ground.

Over 75 years of hands on C-Level experience in strategy, planning, sales, marketing, operations, logistics, research and development, commercialization, and production. Our partners have worked with or for some of the most successful food and beverage brands in the world. We won't let you make the mistakes we have made in the past, saving you time and thousands and thousands of dollars.

“**Cascadia** has been critical in our brand development. Understanding the landscape is critical, and having experts like them to understand everything from distribution, to buyer reviews, to trade spends, to broker networks and all things under the sales umbrella have been pivotal in our brand growth. We wouldn't have been able to set up our forthcoming growth if it wasn't for their leadership, guidance and network.”

-Andres Izquieta, Founder and President Chiki Chiki Boom Boom



**Expert Guidance That Helps You
Scale The Summit!**

★ Our Brand Experience

BEVERAGE



FOOD



WHY CASCADIA?



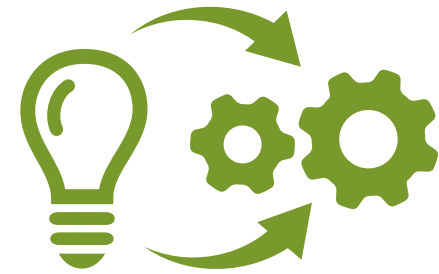
PROVEN RESULTS

A proven record of success building category leaders.



GUIDANCE

An expert guide to help you meet every challenge. Over 75+ years of large and small company experience



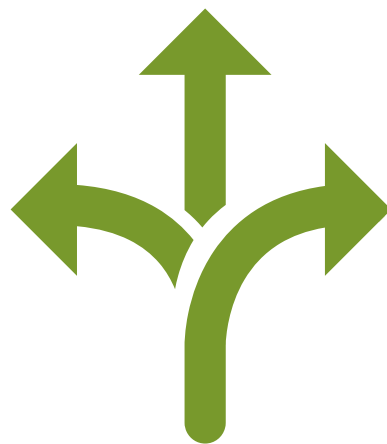
EXECUTION

Because the battle is won in the store and on the shelf. Results just don't happen. We make results happen!



COMMITMENT

We're "senior doers" who treat your business like our own.



FLEXIBILITY

Because circumstances change and you'll have to change with them.



TEAM

We work as one TEAM, inside Cascadia – and with you.



OUR SERVICES

Every brand is different. That's why we start by listening. After deeply understanding your specific needs, we develop a services package just right for you. There is no "cookie cutter" approaches. What worked for one brand may not work for another brand. That is why our strategy is developed exclusively based on your brand's opportunities and needs.

Brand Management

Strategy

**Sales Management
and Sales Execution**

Marketing

**Social Media Creation
and Administration**

**Amazon Creation
and Management**

Budget Planning and Preparation

Operations and Logistics



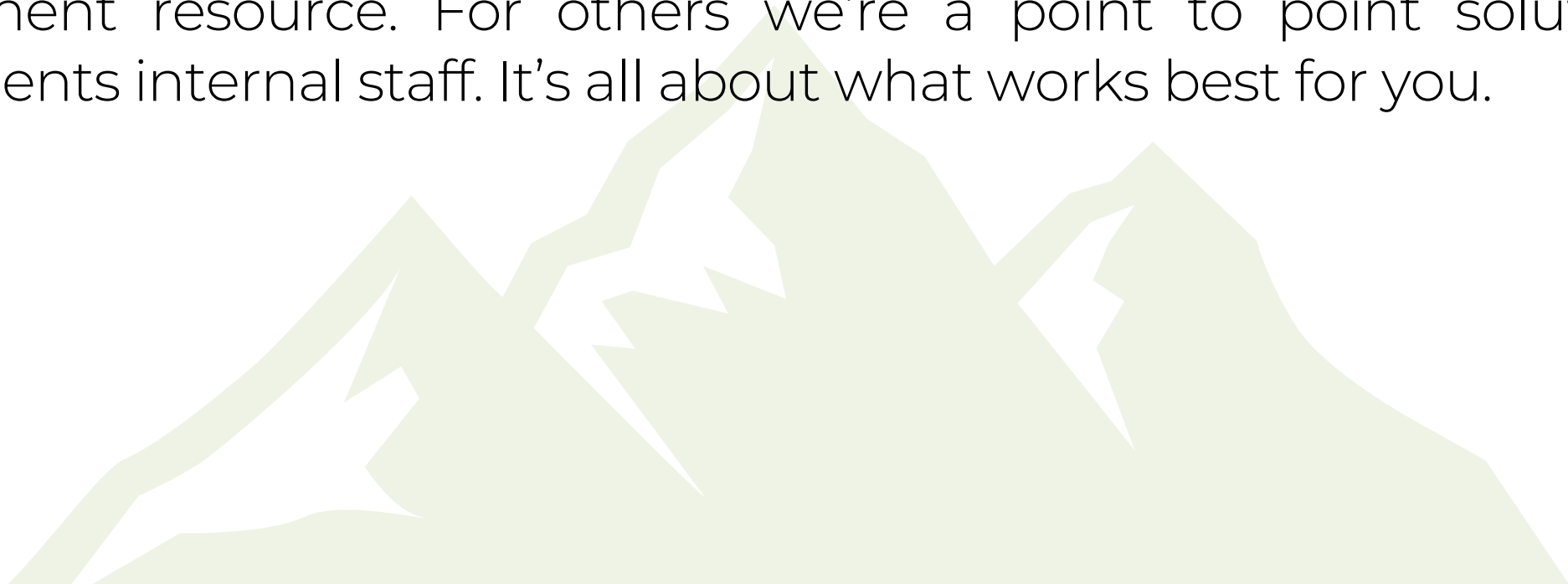


Expert Brand Management Services Across Key Functional Areas

You have a strong team but could use some help in key areas. Or perhaps you're just starting up and need assistance with many functions. We can help. We have proven expertise in every brand management area, including:

- **Strategic Planning**
- **Financial Planning**
- **Brand Development**
- **Business Plan Development**
- **Product Development**
- **Pricing Strategy**
- **Distribution Planning & Execution**
- **Sales Management & Execution**
- **Operations & Logistics**
- **Retailer Presentations**
- **Investor Presentations**
- **Brand Communication**

For some of our clients we “do it all,” serving as an outsourced brand management resource. For others we’re a point to point solution that complements internal staff. It’s all about what works best for you.



Brand Management is Not the Same as A Broker





STRATEGY

C-Level Strategic Insights That Set Your Brand Apart

Whom are you trying to reach?

What are you offering that will make lives easier, better, and more fulfilled?

How might you best get your product into the minds and hands of your target?

We've helped numerous CEOs and leadership teams develop concise, compelling answers to those critical strategic questions – and we can do the same for you.

Our recommendations reflect our careful consideration of:

Your strategic vision for your brand. Brand positioning, consumer acceptance, and distribution progress thus far.

Evaluation of the competitive frame and how your brand fits in.

Development of the optimal brand platform and proposition for consumers and the retail trade.

Pricing and margin history and strategy.

The ideal distribution strategy and phasing in view of the above, and your staff and financial resources.

Who are the right customers for you? Where does your target consumer shop? How do we target those accounts? And importantly, what is the cost of entry?





Sales & Distribution Customized For Your Brand

Approach: We set achievable sales goals and then recommend the right channels, territories, brokers, distributors, and retailers. We work with you to develop a budget and then oversee that budget, making ongoing improvements & recommendations.

Expertise: We deeply understand the trade buyer mindset. We have strong relationships with key buyers and distributors nationwide. Our proven expertise and relationships help your brand get on the shelf faster, for less money.

Accounts: We work with major chain accounts yet also understand how important specialty accounts can be for a developing brand.

We work with large stores as well as smaller, more prestigious stores that can help your brand make a statement. And we work closely with natural, specialty, and DSD distributors across the country.

Execution: We execute ruthlessly at street level, working closely with key accounts, brokers, retailers, and in many cases making the sales calls. This ensures your brand has consistent and easily visible placement on the retail shelf, where the battle is fought and won, and that you're first to know and take advantage of any promising retailer-specific merchandising or co-promotion opportunities.



SOCIAL MEDIA

I swore if I saw another client post a photo of their product with someone holding it in front of a famous statue I would jump off the Brooklyn bridge. While that might be an exaggeration, those types of social media posts only serve to hurt a brand and throw the brand off their message. Marketing is an art and a science, not hoping for blind luck.



If your marketing feels like you are in a casino you are doing it wrong.

That's why we started our social media department, to help clients think through the positioning of their brand and create and post content that is in line and always consistent with their brand positioning and distilled proposition.

How Do You Measure Up?


Followers			
Company	Twitter	Instagram	Facebook
Vitamin Water	141.000	73.800	3.705.973
Vita Coco	57.800	69.600	702.000
Zico	31.400	45.700	321.620
BAI	21.700	93.300	203.000
Body Armor	83.000	400.000	232.365
Califia	9.430	325.000	211.858
Ripple	6.086	76.700	59.000
Sambazon	10.900	109.000	203.255
Path Water	2.760	305.000	33.844
Super Coffee	3.232	109.000	59.426
Harmless Harvest	5.520	68.700	66.667
Lemon Perfect	2.555	47.800	4.211
Liquid Death	39.200	1.300.000	255.603
Olipop	3.096	185.000	15.062

Select Social Media Clients




Zhroom
Food & beverage
Hydration Immunity Mix
1000mg Organic Functional Mushroom Blend
Vital Antioxidants & Electroly... más
linktr.ee/drinkzhroom





Graasi
Community
Graasi is a Wellness Water Made with Organic Barley Grass Juice Powder and Fortified with Vitamin C, D and Zinc.
graasi.com/





SOLE
THE ENLIGHTENED ITALIAN
ENLIGHTENED ITALIANS CHOOSE SOLE
Italian Mineral Water
www.solewater.com





OBJECTIVES:

Amazon is not as easy as ABC. We use all sorts of techniques to register better with the Amazon algorithm including key words, the proper functionality of a brand and sku headers and descriptions, competitive analysis, advertising on Amazon, Social Media, and Google Ad Words

Amazon seems straight forward but it is not. You need to know some tricks of the trade succeed on Amazon

BOB SIPPER President

 @bobsipper



BOB SIPPER is a highly respected leader in the food and beverage industry, renowned for his extensive experience, profound insights, and exceptional achievements spanning three decades. As a recurring presenter at BevNet Live, he has earned recognition for his valuable contributions to industry knowledge and trends. Bob's strong professional relationships extend to leading national and regional brokers, influential distributors, and prominent players in supermarket chains and convenience stores.

With a remarkable career that spans over three decades, Bob has established himself as a trusted advisor and partner to industry stakeholders. His ability to foster meaningful connections, provide strategic guidance, and deliver impactful results has solidified his reputation as a go-to expert. Whether navigating the intricate landscape of the food and beverage industry or tailoring distribution channels, Bob's deep industry knowledge and understanding consistently drive success for his clients.

Beyond his transactional engagements, Bob's approach transcends conventional boundaries. He actively navigates the industry's complexities, leveraging his expertise to cultivate lasting relationships with key players. This strategic mindset allows him to offer valuable insights and guidance across various market segments, positioning his partners for sustained growth and success.

In addition to his exceptional industry acumen, Bob SIPPER has a breadth of experience running private and public companies. His leadership skills have been honed through executive positions, and he currently sits on the Board of Directors of several food, beverage, and supplement companies. This diverse background further enriches his professional repertoire, equipping him with a comprehensive understanding of business operations and governance.

Bob's standing as a reputable figure in the food and beverage industry is a testament to his extensive network and profound insights. His unwavering commitment to driving innovation, facilitating growth, and serving as a valuable resource to his partners continues to impact the industry significantly.

Bob is a Vermont Law School graduate with a strong legal background. He practiced law for ten years, specializing in litigation and business law. This unique combination of previous legal expertise and industry experience amplifies his ability to navigate complex landscapes and provide strategic guidance in the food and beverage sector.

Bob SIPPER's multifaceted background as a sales leader, expert witness, and board member underscores his exceptional skills and unwavering commitment to excellence. His extensive knowledge and experience make him a trusted advisor and a valuable asset to clients, companies, and the broader food and beverage industry.



BILL SIPPER

Managing Partner

 @billsipper

William "Bill" Sipper stands as a commanding presence within the global food and beverage industry, renowned for guiding brands from their genesis to heights of market leadership. His prestigious career encompasses high-ranking roles at beverage industry behemoths such as Evian, Nantucket Nectars, Fresh Samantha/Odwalla, Naked Juice, and Clearly Canadian.

Sipper's expertise, however, transcends the beverage sector. His proficiency has seen him champion the cause of numerous food and snack brands, contributing significantly to their market standing. He has a proven track record in the distribution and success of celebrated brands such as Dirty Potato Chips, Too Good Gourmet Cookies, and Poshi. Additionally, he has expertly handled the distribution of distinguished chocolate brands like Toblerone, Lindt, Droste, and Amedei Chocolates. His commendable success in elevating the distribution of Bonne Maman Preserves further highlights his broad skill set within the food and beverage industry.

A strategic thinker with an unwavering commitment to execution, Sipper's contributions have been instrumental in the prosperity of these esteemed brands. He excels in guiding brands through crucial transitions, such as sales or acquisitions, demonstrated by the seamless transition of Naked Juice to PepsiCo, Fresh Samantha/Odwalla to Coca Cola, and Nantucket Nectars to Ocean Spray.

Boasting substantial international experience across Asia, Europe, South America, and the Middle East, Sipper is the ideal consultant for international brands looking to carve out a niche in the US market and for US brands seeking to expand their global footprint.

Beyond his business endeavors, Sipper is dedicated to philanthropy, as illustrated by his leadership roles in initiatives like Robert Kennedy Jr.'s clean water charity, Tear of the Clouds, and The Walden Woods Project. He has also served as a board member for the National Osteoporosis Foundation.

Sipper's thought leadership has been acknowledged through his appearances on esteemed platforms such as Food Network's "Unwrapped" and PBS's "The Water Wars." As a distinguished speaker, he has shared his industry wisdom at prestigious platforms including Columbia University School of Business, The Bottled Water Congress in Torino, Italy, and the Pan Arab Congress on Osteoporosis in Tunisia, as well as at major US food and beverage events like BevNet Live and Nosh.

His insightful articles feature in leading trade publications, and his expert opinions are often sought by revered media outlets like The Wall Street Journal, Barron's, and the New York Times. Undeniably, Bill Sipper is a transformative figure within the food and beverage industry, ever ready to usher your brand into a realm of unprecedented success.



KRISTY DE LA VEGA

Partner

 @kristy...

Kristy De La Vega stands as a distinguished professional in operations and logistics management, demonstrating unparalleled expertise and accomplishment within the dynamic landscape of the food and beverage industry. As the accomplished spearhead of Amazon's business division, Kristy deftly directs key accounts and strategic distribution channels, cultivating enduring, impactful relationships with pivotal stakeholders. Her aptitude for devising and executing innovative operational strategies that enhance efficiency and promote peak performance is a testament to her leadership and strategic capabilities.

In her previous engagement with a premier preservation and maintenance company, Kristy played an instrumental role by expertly administering the day-to-day operations of 3-5 service crews. As the trusted liaison for company agents, she displayed exemplary communication and leadership attributes. Her meticulous management of client accounts forged a trustworthy operational landscape, promoting client contentment and loyalty.

Commanding a team of 15, Kristy excelled in the meticulous organization of schedules, thereby ensuring streamlined operational processes and optimal resource utilization. Her profound comprehension of financial operations manifested in her proficient handling of payroll, bank deposits, and oversight of purchasing activities, thereby securing the organization's financial integrity.

Her professional prowess also extends into human resources, where she executed talent acquisition interviews, delivered thoughtful performance appraisals, and championed staff development. Her adept use of QuickBooks facilitated efficient account reconciliations, contributing significantly to the organization's fiscal health. Kristy's capabilities in providing accurate estimates and managing invoicing operations further refined the financial procedures, thereby fostering the company's growth trajectory.

Moreover, Kristy has demonstrated exceptional ability to serve as the primary point of contact for external contractors and resources, further confirming her knack for cultivating and preserving robust professional relationships. Her substantial experience and transformative leadership approach make her an invaluable asset to any organization aspiring to secure a resilient operational leader with profound expertise in the food and beverage industry.





ADRIÁN CASTAÑO

Senior Designer



@adriancc95

Adrian Castaño is an esteemed Design Industry Leader for Consumer Products and serves as the Creative Marketing Director for Cascadia Managing Brands, a renowned food and beverage brand management firm based in Ramsey, NJ. With a passion for aesthetics and an impeccable eye for detail, Adrian plays a pivotal role in shaping the visual identity of Cascadia and its diverse portfolio of brands.

As the Creative Marketing Director, Adrian spearheads the graphic design initiatives for social media, ensuring that each brand under Cascadia's umbrella maintains a compelling and cohesive online presence. His keen understanding of consumer behavior and trends allows him to create visually captivating designs that resonate with target audiences, driving engagement and brand loyalty.

Adrian's expertise extends beyond social media, as he serves as a valuable graphics resource for both Cascadia's brands and the company itself. He leads and manages a talented team of graphic designers, empowering them to deliver exceptional work across various platforms, including Amazon, social media, photography, and website development. Under his guidance, this team executes branding and positioning assignments with precision and creativity, ensuring that each brand stands out in the competitive consumer products landscape.

With his wealth of experience and innovative mindset, Adrian consistently pushes the boundaries of design, elevating the standards for visual communication in the industry. He remains at the forefront of emerging design trends, constantly exploring new techniques and technologies to enhance the brand experiences he creates.

Adrian's collaborative approach and ability to seamlessly blend creativity with strategic thinking have earned him a reputation as a trusted advisor and an invaluable asset to Cascadia Managing Brands. His dedication to excellence and his commitment to delivering impactful designs have contributed significantly to the success of both the company and its portfolio of brands.

In summary, Adrian Castaño is a visionary Design Industry Leader for Consumer Products who has cemented his position as the Creative Marketing Director at Cascadia Managing Brands. With his exceptional graphic design skills, leadership acumen, and innovative mindset, Adrian continues to shape the visual landscape of the industry, driving the success and growth of Cascadia's brands while setting new benchmarks for design excellence.

★ CASE STUDY

CELSIUS.
LIVE FIT



- 1) It took 17 years to be succesful.
- 2) They raised an enourmous amount of money to be succesful.
- 3) Small companies don't have to spend like this but if they don't they need to be patient

Year	(Millions)
2021	\$ 314
2020	\$ 131
2019	\$ 75
2018	\$ 53
2017	\$ 36
2016	\$ 23
2015	\$ 17
2014	\$ 15
2013	\$ 11
2012	\$ 8
2010	\$ 8
2009	\$ 6

Takes to Make

Many people enter the food and beverage industry because they think it is easy, and unlike manufacturing a rocket ship, for example, there are few perceived barriers to entry. However, while not rocket science, brand owners must understand that **93%** of new consumer products fail, and there are very few overnight success stories.

It takes an average of eight sales call attempts to reach a prospect. **80%** of sales require five follow-up calls after the meeting. **44%** of sales reps give up after one follow-up.

30-50% of sales go to the vendor that responds first.

Brands take time to develop and build. Let’s take a quick look at how much some successful brands invested and how long it took them to succeed. Small, new brands **DO NOT** have to spend at these same levels, but they must recognize the amount of time it takes to build a brand.

Founded	Company	Total Raise (Million)	Estimated Sales	First Raise	#Employees
1999	Vitamin Water	\$677	\$ 1,000	\$ 12,000,000	250
2007	Vita Coco	\$414	\$ 380	\$ 7,000,000	281
2009	Zico	N/A	N/A	\$ 500,000	39
2009	BAI	\$330	\$ 231	\$ 250,000	163
2014	Body Armor	\$326	\$ 1,400	\$ 30,000,000	400
2014	Califia	\$287	\$ 128	\$ 50,000,000	223
2014	Ripple	\$221	\$ 40	\$ 14,000,000	85
2014	Sambazon	\$125	\$ 25	\$ 100,000	347
2015	Path Water	\$42			208
2015	Super Coffee	\$171	\$ 150	\$ 500,000	224
2015	Harmless Harvest	\$121	\$ 100	\$ 30,000	111
2017	Lemon Perfect	\$42	\$ 12	\$ 16,500,000	88
2017	Liquid Death	\$202	\$ 53	\$ 2,260,000	174
2017	Olipop	\$55	\$ 30		89



Here is What Previous Clients Have to Say About Cascadia Managing Brands

"Cascadia and Bob and Bill Sipper really know their stuff. They were very helpful to us at a very important time. Whether it's helping a new brand get started or a big established brand get that distribution they are looking to expand, Cascadia can really help with sales, Amazon, marketing and consulting."

-Kara Goldin, Founder and CEO HINT Water

"Cascadia is the perfect outsourced solution. The partners bring a unique set of capabilities that deliver substantial value and impact for brands looking to build or expand across multiple channels."

-Mark Rampolla, Founder & CEO, Zico

"Cascadia provided leadership, direction and customers. We partnered with Bill and Bob in our earliest days, a decision we would make again every time."

-Mark Majkrzak, Founder and CEO Rain Water.

I worked with the Sippers and Cascadia during the tenure of my appointment as CEO of Solé H2O, and I have found the entire team driven by extreme in-depth knowledge of the beverage universe, high skills and professionalism. One thing they don't lack at all, is the passion to pursue and achieve high hard goals. I would work with Bill and his entire team again and again.

-Luciano Del Pozzo, Former CEO and Current Chairman of the Board, Sole H2O

"The Sipper Brothers are iconic! They, like me, grew up in the biz, and are an A-Z partner no matter your need in all things beverage! We were friendly competitors/colleagues for many years, and now that I am retired from consulting, the industry couldn't be in better hands now!"

-James S Tonkin, Founder and President of Healthy Brand Builders

"The greatest predictor of future success is past success and the Cascadia principles have long records of proven success. I'm convinced that their expertise increases the odds for success for those companies with the foresight to seek their counsel and partnership."

-John Bello, Former Founder and CEO SOBE and current Chairman of the Board Reeds Ginger Brew Pepsico acquired SOBE for approximately \$370 million, 12x EBITDA in 2000.

Select US Customers



***Note:** Not every store is the right account, at specific parts of a brand's lifecycle, for every brand. Some retailers will never buy a particular brand. And quite often, the fastest, least expensive, and best way to the market is by utilizing independent distributors, independent retailers, and key accounts. Chain stores are expensive, and your timing is critical. Not every brand sells, especially in the early days of distribution, in traditional chain supermarkets or chain convenience stores.

That is why we developed our Four Stage Distribution Plan which is customized for each and every brand.,
"The two most powerful warriors are patience and time" -Leo Tolstoy

★ Too Good Gourmet

I was Director of Sales for The Clorox Company Bottled Water Operations when we purchased the regional bottled water brand Deer Park from Nestle Waters. At the time, Deer Park was exclusively a home and office delivery brand, and a bulk water brand at retail with 1 and 2 ½ gallon packages.

I have worked with the Sipper team dating back roughly 30 years when they operated the premier multi-branded beverage distribution organization in the metro New York market.

The Sippers helped us create, launch, and execute the introduction of Deer Park Spring Water “That’s Good Water!” in popular 12.0 oz. multi-packs, 1 liter, and 1 ½ liter PET packaging.

In 1990, Deer Park 0.5 liter water became the first “called out” branded food or beverage product sold in Yankee Stadium.

The Sippers insight, strategic expertise, marketplace, and trade knowledge definitely helped our sales & marketing team make informed decisions and minimize risk, while growing sales and distribution to well above plan results.

The Sipper team executed very well with not only the large chains, but exceedingly well in the up and down the street business, building sales from the ground up.

The professionalism, initiative, pro-active approach to selling, and foremost - results is why I decided to partner once again with Cascadia Food & Beverage on Too Good Gourmet cookies, as we look to expand the distribution footprint and class of trade penetration on our healthy, decadent, and seasonal cookie line up.

Working with the Sippers is a good business decision, and the entire team is personally a pleasure to partner with.

Thanks,
Ron



Ron Vogler
Executive Vice President - Sales

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