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KEY MESSAGING

More About Bevi

- **“Let me start by telling you more about Bevi...”**

Bevi is a suite of machines that offer delicious, customizable, healthy hydration with sustainability at the core. Bevi eliminates the need for single-use bottles and cans, making the best beverages instantly available on tap & without waste, because you shouldn't have to choose between what's good for you and what's good for the environment!

- **“We have 2 different machine options to fit your space:”**

The Stand Up: the floor-standing unit is plug & play all within a 22” x 22” footprint.

The Counter Top: the counter top unit is a sleek & stylish compact unit that converts your counter top and bottom cabinet into a Bevi smart water cooler.

- **“Bevi was founded with sustainability at the core...”**

Learning years ago about the Pacific Garbage Patch really inspired our founders to think about the impact that single-use plastics have on our environment. Thinking through the positive consequences that eliminating single use plastic bottles would have on our world, Bevi was designed as a solution to reshape consumer behavior and impact long-term change.

- **“There are so many reasons why people love our product...”**

Besides being the eco-friendly option (the average Bevi machine displaces 35,000 disposable bottles and cans per year), it's more cost effective than the bottle / can alternative, saves your Office Manager time (no more restocking), and really promotes workplace wellness! In addition to all of this, Bevi has all natural, delicious flavors with functionality like caffeine.

- **“We're already hydrating some of the largest companies across the US and Canada...”**

We're in over 2,000 companies across the US and Canada including Google, Facebook, Netflix, Equinox, Salesforce, T-Mobile and more! Bevi even had a guest appearance in HBO's "Silicon Valley".



SILICON VALLEY



ON SUSTAINABILITY *(add custom stats based on your specific geographic market)*

- 1 Bevi machine eliminated an average of 30,000 bottles and cans per year.
- Powered by tap water, Bevi eliminates fossil fuel used in packaging and transporting bottled beverages
- 25% of employees agree that having a sustainability program at work is important to them.
- To date, Bevi has prevented over 90 million bottles and cans from entering the landfill.
- Bevi is the perfect way to launch or compliment “Go Green” initiatives in the workplace.

ON COST SAVINGS

- A 24 pack of our competitor LaCroix from Costco is \$8.99 plus \$3 for shipping. That is almost \$0.50 per can. On average, Bevi costs \$90/per 400 12-ounce pours meaning our cost per beverage (about 22 cents) is less than half of that it costs to stock LaCroix in an office.

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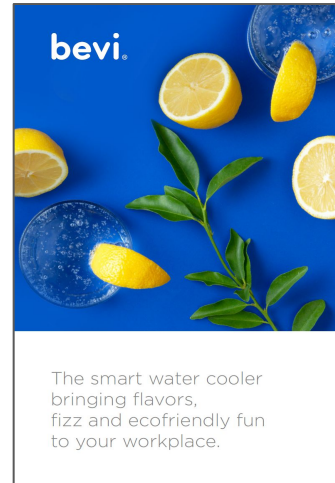
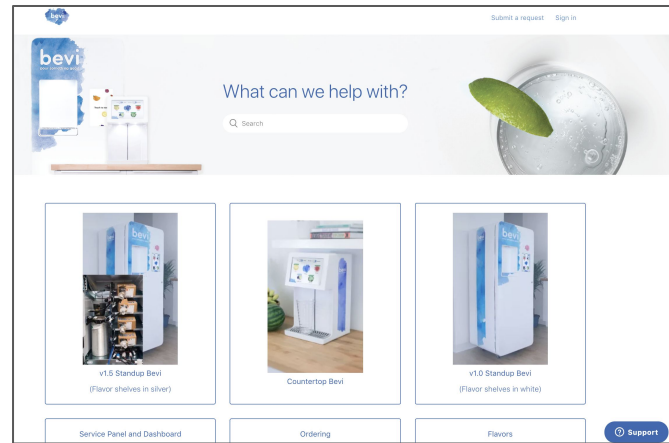
ONLINE RESOURCES

Partner Portal

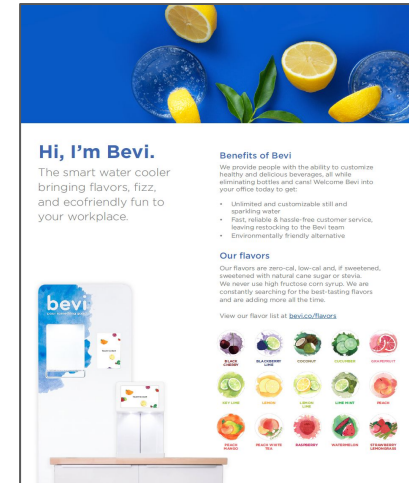
<https://partners.bevi.co/>

- Installation & Service Videos
- Troubleshooting Guides
- Installation Guides
- Service Panel Videos
- Ordering Guide
- Flavor Guide
- Product Video
- Marketing Collateral
- Bevi Logo
- FAQs

Join Bevi on our mission to reduce waste and champion sustainability. Think twice before printing and share electronically.



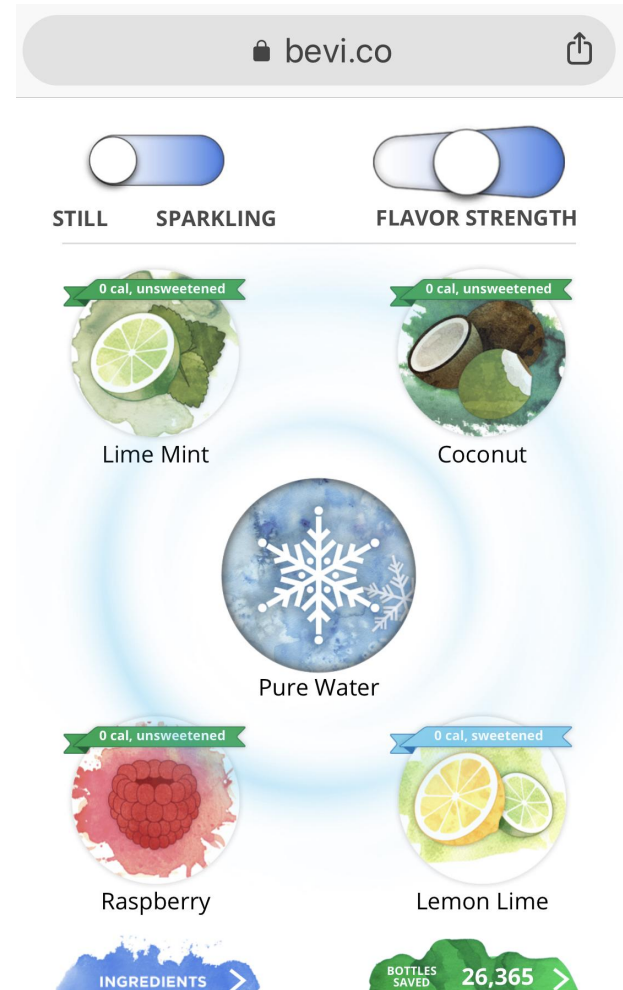
BROCHURE



1 PAGER

New UX Microsite

- www.bevi.co/touchdemo - Add app to your bookmarks!
- **Runs on ANY Android or iOS device** (10" screen recommended).
- **Requires an internet connection at all times.** WiFi or mobile hotspot are required for data connection.
- Use this **QR Code** to access the site directly and share with potential clients



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FLAVORS

Geographic Flavor Recommendations

- Flavors here are listed in the order in which they should be tasted
- Max number of flavors to be tasted = 8
 - 7 flavors are suggested below
 - 8th flavor is your choice
- NOTE: functionals and sweetened flavors should come at the end of the tasting as they will have the most carry-over on a taste-testers tongue



NORTHERN & WESTERN REGIONS

1. Lemon
2. Strawberry Lemongrass
3. Grapefruit
4. Coconut (allergen!)
5. Peach Mango
6. Peach White Tea + Caffeine
7. Blackberry Lime

SOUTHERN REGION

1. Lemon
2. Key Lime
3. Grapefruit
4. Peach Mango
5. Peach White Tea + Caffeine
6. Black Cherry
7. Blackberry Lime

Geographic Flavor Recommendations



GLOBAL

- Flavors here are listed in the order in which they should be tasted
- Max number of flavors to be tasted = 8
 - 7 flavors are suggested below
 - 8th flavor is your choice
- NOTE: functionals and sweetened flavors should come at the end of the tasting as they will have the most carry-over on a taste-testers tongue

1. Lemon
2. Strawberry Lemongrass
3. Cucumber
4. Coconut (allergen!)
5. Peach Mango
6. Peach White Tea + Caffeine
7. Blackberry Lime

Flavor Facts

- All Bevi flavors are made of natural ingredients. “Natural” when in context of flavors means that the flavor originated from a natural source and therefore no synthetic raw materials are a part of the formula.
- Bevi flavors never contain artificial ingredients.
- Bevi flavors do not contain juice.
- Bevi’s sweetened flavors are sweetened with either Stevia (0 calories) or with Sugar (containing calories). We never use any high fructose corn syrup in our flavors.
- Bevi flavors are always sodium free.
- All Bevi flavors are Kosher certified.
- Bevi flavors are vegan and therefore contain no animal, dairy, egg or honey products.
- All Bevi flavors are gluten free and are also non-GMO.
- Preservatives often get a bad rap but they’re important to ensuring beverage consistency. Bevi is transitioning away from traditional preservatives toward a natural preservative. We’re going to continue to be at the forefront of clean-label developments!
- Unopened, Bevi flavors have a one-year shelf life.
- Bevi flavors were developed with our end-users in mind and all of our development will continue to be focused with this lens! We’re excited to show you what we’re up to behind the scenes.
- Bevi flavor boxes are made of recycled materials and are also recyclable!



LEMON LIME
0 Cal, Sweetened



WATERMELON
0 Cal, Unsweetened



BLACK CHERRY
Low Cal, Sweetened

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SUGGESTED TASTING EVENT FLOW

PRE-TASTING

Week Before

- Send communication to your point of contact to remind them of the tasting, ensure key decision makers/influencers are in attendance and get them excited for the event
- Check your inventory of supplies, including napkins & cups

Day Before

- Make sure ice packs are frozen and bottles are clean
- Gather, clean and prepare materials

Day Of

- Fill bottle samples as close to departure time as possible
- Double check materials: [Partner Tasting Kit Checklist](#)
- Send reminder message to your point of contact

ARRIVAL & SET-UP

- Arrive 15 minutes before scheduled tasting time to set-up
- Set up Stand Up & Counter Top machine replicas
- Position all 8 of the glass sample bottles, flavor label facing outward (toward tasting group) with cups & napkins
- Launch [UX Microsite](#) on mobile device



TASTING: THE USER EXPERIENCE

- Demonstrate the touchscreen functionality using the [UX Microsite](#) for everyone to see
- Pass mobile device around to allow the participants to engage with the technology
- Ask where they see their Bevi being installed in their office and then put the machine replica in that place
- Take pictures of the event and where the machine may go in the office and include in your follow-up communication

TASTING: THE FLAVORS

- Pour samples of one flavor at a time and serve immediately. Start with lightest flavor followed by stronger flavors.
- With every flavor, share the [Flavor Facts](#)
- See our electronic [Bevi Brochure](#) for breakdown of the relevant talking points & ingredients

CONCLUSION & CLEAN UP

- Thank everyone for participating in the tasting
- Collect any feedback about the product to share with the decision makers
- Before packing up and leaving, ensure you have cleaned up (cleaned any surfaces)
- **RECYCLE** any materials from the tasting (ie: using paper cups to make it easier for all offices to recycle)
- Discuss next steps with decision makers





POST-TASTING

- Send a “Thank You” email to your host or point of contact
- Follow up on any deliverables (ie: photos of Bevi placement, product feedback)
- Close the sale

NEED HELP?

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**THANK YOU
FOR YOUR PARTNERSHIP!**

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