

United States Patent [19]
Touzani

[11] Patent Number: 4,492,313
[45] Date of Patent: Jan. 8, 1985



BURPLE drink
Millions sold for
Fun & Play



Burple! Ahhh Burple... I remember the accordion-like containers that the sweet beverage was packaged in, the pop and crackle of pushing and pulling the container and, who can forget the name? What a name!

We begged and pleaded with our mother to buy Burple just so we could say the name (and play with the bottle). I don't even really remember how it tasted, but it was the coolest drink around.

Author of this article: [Suggest an update](#)

 Michael Johnson



Twitchymeat · 2 years ago

Pretty sure this product could be brought back today, perhaps Baby Burple, and it would do well.

 6   



djToRMeNTeD · 2 years ago

this makes my 80s inner child so happy! thanks for sharing the memories! ❤️

 1   

one it was ok.
The only thing is that accordion plastic tube where all over the place after this came out, there was even a happy meal toy with those things in it.



Danny B · 7 years ago

It came and went pretty fast, seemed to be in the 87-89 time period if I am not mistaken. Pretty unremarkable as far as taste somewhere between koolaid and tang. We only got it one time in the big tube, and I remember a kid at school having the small tube in his lunch (filled with something else).

36 year HISTORY

CBA 1986 - 1990

Over 100 Million sold
in 2 years

Capri-Sun
Liquid Mix

Kool-Aid
Powder Mix

Pepsico.
Burger King

In trials:
Nestle
Carnation

Lipton
Ice Tea

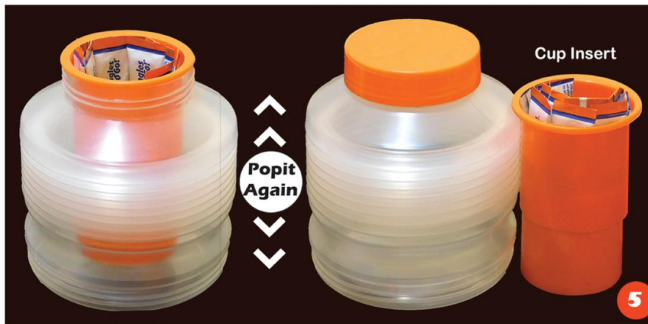


\$40,000,000 MIN. GUARANTEED ROYALTIES for 20 YEARS

POPITAGAIN LLC 2020-2040

NEW PATENTS 15 CLAIMS - 5 OPTIONS

REUSABLE CONCENTRATES EXPANDABLE CONTAINERS with ACCESSORIES



Snap-on Insert

WELL adjustable Cover

WELL Holder

Telescopic WELL and Lid

Stores 10 singles

Convenient Storage
between servings

20 YEARS: \$200 MILLION MIN. GUARANTEED ROYALTIES

(19) **United States**

(12) **Patent Application Publication**
Lee et al.

(10) **Pub. No.: US 2020/0391929 A1**

(43) **Pub. Date: Dec. 17, 2020**



Kool-Aid

THE ULTIMATE SPACE SAVER
FOR ALL CONCENTRATES

Double your
Market Share
in One PoP



Available at
amazon



1987 Capri-Sun
1989 Kool-Aid



TODAY!



Punch
in a
Blender

Inside Storage for optional zipbag:

- Fruit cocktail Mix for Punch,
- Puree for Smoothies
- Ice cubes, Sugar, etc ...



Kool-Aid never looked so **Koool!**
10 Kool-Aid Singles make 5 gallons

\$1.95

PopitAgain.com

PopitAgain ... and Again!

PopitAgain.com



POWDER MIX - LIQUIDS - TABLETS



All

concentrates



OUR MISSION: USING 75% LESS PLASTIC BOTTLES



Peter and Lilya Lee



PopitAgain ... and Again!

To use it 5 times,
Kool-Aid had to give away
a cup + 5 singles



TODAY!



CLEAR BASE

See-through Storage Options



PopitAgain.com

The Future Is here



EXPANDABLE BLENDERS FOR ALL CONCENTRATES

Available on **amazon**



ALL CONCENTRATES

- Powder drinks**
- Energy drinks**
- Milk-shakes**
- Protein-shakes**
- Cleaner tablets**



Makes 5+G

Bottle + Storage Under \$.50



PopitAgain.com

US and Int. Patents



THE STARBUCKS CHALLENGE

One Size Fits ALL

- 1 What if we had a cup that Expands to accomodate ALL sizes?
- 2 What if we had a cup that provides storage for a cap and for gifts?
- 3 What if we had a cup that Collapses to keep the whip cream on Top?

What if we could Fly?



Base Cup can store Gifts, Samples or Coupons
A good incentive to encourage return Customers



THE STARBUCKS CHALLENGE



REUSABLE CUPS WITH A TWIST!
One size fits ALL



PopitAgain ... and Again!

Popit1&3

- Foamy Chocolate milk drinks
- Smooth an creamy milkshakes
- Bananas mashed in seconds

EXPANDABLE
REUSABLE

- No mixing ball
- No mesh gr
- No blades & batteries

shakes



PopitAgain.com

The protein test!



Mashed bananas in seconds



PopitAgain ... and Again!

PERFECT BLENDER FOR ALL CONCENTRATED SHAKES, SMOOTHIES AND JUICES

RETAIL READY



MIX READY



REUSABLE
CUPS



EXPANDABLE
BLENDERS



Cap Removed

REFILLS



PopitAgain.com



**with
REFILLS**



MINI me ON-THE-GO

EXPANDABLE
REUSABLE

20 oz. BOTTLES



US & Int Pat.

PopitAgain.com

EXPANDABLE / REUSABLE BOTTLES



20 oz.



\$3.00



\$3.50

Energy tablets



Popitagain.com



Perfect for
Fruit drink Mix
Energy drinks

20 oz Bottle
EXPANDABLE
REUSABLE

Makes 1
Gallon



Cocktail Shaker



Fill it to the RIM
EXPANDABLE
REUSABLE
WASHABLE





- Expandable 20 oz. bottle*
- WELL Stores / keeps Concentrate dry between use
- Large Label area
- Bottle/cap cost: \$0.65
- Dim: D 3.5" x 4" (collapsed)
D 3.5" x 9" (Expanded)



Singles
Option



Squeeze bottle Option

EXPANDABLE-REUSABLE POPIT

PopitAgain.com

20 oz. expandable bottles*
(storage well + cap)
D 3.5" x 4.5" collapsed
D 3.5" x 9" expanded
Price: \$0.75
Quantities over 100,000

**Makes 12
16 oz servings**



20 oz. expandable bottles*
(cap with storage well)
D 3.5" x 4.5" collapsed
D 3.5" x 9" expanded
Price: \$0.65 (Royalties included)
Quantities over 100,000

**Makes 12
16 oz servings**



US & Int Pat.

PopitAgain ... and Again!

1/2 the SPACE
10 x the VOLUME



REFILLS + NOZZLE
ENCLOSED

Available on
amazon
PopitAgain.com

GOODBYE
SINGLE-USE



Each refill packet makes one 24oz spray bottle, so you can refill over and over again!

HOW IT WORKS

Transform plain tap water into powerful, non-toxic cleaner in minutes.



Add Water

Drop In cleaner

Ready To Clean



USES 75%
LESS PLASTIC*

- ✓ REFILL with water
- ✓ RELOAD the pod
- ✓ REUSE the bottle

*vs. Lysol Lemon All Purpose Cleaner 32oz



ALL CONCENTRATES

**Powder drinks
Energy drinks
Milk-shakes
Protein-shakes
Cleaner tablets**

...

**SAVE SPACE
SAVE the PLANET**

