

PopitAgain™

EXPANDABLE BOTTLE WITH REFILLS



POPITAGAIN LLC

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www.PopitAgain.com

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EXECUTIVE SUMMARY

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

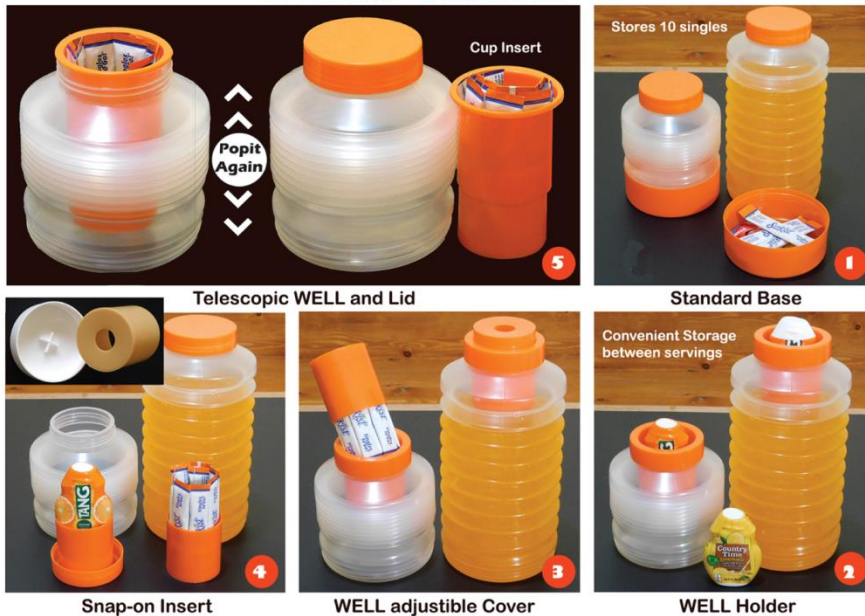


\$40,000,000 MIN. GUARANTEED ROYALTIES for 20 YEARS

POPITAGAIN LLC
2020-2040

NEW PATENTS
15 CLAIMS - 5 OPTIONS

REUSABLE CONCENTRATES
EXPANDABLE CONTAINERS
with ACCESSORIES



20 YEARS: \$200 MILLION MIN. GUARANTEED ROYALTIES

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Popitagain LLC (hereafter, referred to as 'the company') offers an exciting business opportunity for investors looking for promising avenues to grow their wealth. The business plan provides the structure and focuses to help prospective investors to measure the viability and success of the project in terms of profitability and returns on investment, in the short and long term.

The founders of Popitagain LLC include experienced corporate professionals and entrepreneurs, Peter Lee and William Touzani. PopitagainLTD was registered in 2019 and conducted 2 years of R/D on the products. Popitagain LLC is registered in the state of Texas in 2021, and will be the company headquarters for the US, Canada, Mexico and the rest of the American continent.

The background of the company goes back to 1985 when co-founder William Touzani invented and patented a collapsible bottle that he licensed to various multi-national companies. The Collapsible bottles technology was licensed to well-known brands including Capri-Sun in the US and Germany, Pepsico and Kool-Aid of General Foods.

In 1987 and 1988, the COLLAPSIBLE bottles were produced at a rate of 1 MILLION units per week as more molds were constructed.

Over 100 Million bottles were produced and sold in little more than one year.

While consumers –mostly children- were thrilled with this new and entertaining container, the licensees were not. The bottles proved to be too costly and profit margins were at a minimum. The reason been, Consumers were instructed to dispose of the bottle after a single use, hoping that they would buy new ones.

Since there was simply no means for the bottle to store or supply additional mix, instead, consumers decided to hold on to the bottles and get their concentrate mix packets directly from the stores.

Fast forward to 2019, Peter Lee of the UK, decided to team-up with William Touzani from the US, who is the original inventor of the collapsible bottles. They decided to duplicate the success of 30 years earlier and make an EXPANDABLE container that is totally dedicated to concentrates. *This time however, the bottle would have to be REUSABLE, and also provide a means to STORE separately, refill packages for future use.*

By re-using an expandable bottle, its cost would be reduced by half each time it's used. For example, if an expandable bottle contains 5 single packets, then it would be used 5 times, bringing the combined average cost of the bottle down by 80%.

As an example, a typical ½ Gallon(64oz) bottle from HDPE or PP with closure, would cost 35c. An equivalent expandable bottle of the same size with storage accessories would cost 50c. If the expandable bottle is reused 5 times, then the cost of the bottle per single use would be less than 10c.

In addition, the bottle's refills would offer pre-packaged concentrate mix packets that are probably familiar to the consumer. Those single packets would already include the barrier properties required for the recommended shelf-life.

As a result of making the EXPANDABLE bottles REUSABLE with refills, NEW patents had to be filed. The claimed new technologies would include new methods and means for combining container expandability with external or internal storage compartments.

Popitagain LLC is owned by Peter Lee and William Touzani focuses on the North-American Market. In contrast, Popitagain LTD - also owned by Peter Lee and William, is instead dedicated to the European market, the Asian and African markets. The standard of measurement in those countries is the metric system where consumers are accustomed to Liters, Half- liters and 2 Liters sizes. A whole new set of molds would therefore be required for Europe.

An initial financial, market analysis and viability of the business indicate outstanding

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promise and results.

We invite investors in the US market to play a part in establishing the company that will use subcontractors or licensees for the manufacturing of our patented containers.

With dynamic strategies and a vast network of expertise, we will work intensively with stakeholders and licensees to identify, integrate, and advance new business opportunities in all 50 US states, Canada and Mexico.

To expand the business operations in the USA, Popitagain LLC would require \$1,000,000 in the form of equity and loans.

All the resources of the company will be allocated with prudence and care to ensure sustainable business operations in North-America. The pursuit and achievement of our mission will result in outstanding customer satisfaction, high satisfaction for our licensees, and long-term sustainable growth for our investors.



1. BUSINESS HISTORY

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 accordian-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! ❤️

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

👍 1 🗨️

 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).

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William Touzani was granted a US patent in 1985 for a collapsible bottle he had invented. In 1986, the US Patent was licensed to a new company, CB of America (CBA) that was 80% owned by Touzani, and 20% by investors. After 12 months of R/D and \$500,000 expenses, CBA licensed the product to several multi-national companies like Kool-Aid and Capri-Sun.

Between 1987 and 1988, over 20 Mold sets were produced, over 1 Million bottles were produced per week and over 100 Million bottles were sold in just a few months.

Touzani, later started the company “ CB International” in 1988, in order to license the technology outside of the USA.

In 1990, CBA and CBI were dissolved due to sudden and unavoidable circumstances within the company’s management. As a result, all issued licenses were subsequently terminated.

About three decades later, Peter Lee of the UK, contacted William Touzani in Houston, TX. and decided to revive the same products from 35 years earlier. The NEW products would be for a New generation of customers on the GO, to be reusable and includes REFILLS;

- REUSABLE, in order to make it cost efficient.
- Loaded with pre-packaged packets to allow for MULTIPLE use.

The logical decision to make the container multi-use instead of disposable, led the two partners to take the following 3 steps:

1- The creation of 2 distinct companies;

- Popitagain LTD for selling internationally and
- Popitagain LLC for selling in North American.

The 2 markets are different as they require a totally different set of measuring standards (Liters vs Ounces) for the expandable containers.

2- The filing of additional patents for new technologies associating collapsible

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bottles with storage solutions, in both the USA and the European countries.

- 3- Finally, the allocation of \$200.000 into the projects for extensive R/D and Market research. During this period, many of the molds were constructed, tested, redesigned and retested in a time consuming and expensive process of experimentation.

NEW PROSPECTS



BREAKTHROUGHS



NEW DISCOVERIES



2. BUSINESS OVERVIEW

United States

Patent Application Publication (10) Pub. No.: US 2020/0391929 A1

Lee et al.

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



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The end goal of Popitagain LLC is to implement a new strategy for the Expandable bottles of 30 years ago. The bottles would have to be cost effective, space –savers , and mostly hassle free for a generation of customers on-the-go.

The strategy of Popitagain LLC therefore must include the followings options:

1. Selling at Retail as a Lure to Licensees

Popitagain LLC will develop and sell pre-packaged powder mix, tablets and liquid concentrate packets in several consumer categories. The packets also known as “Singles”, would be stored in an EXPANDABLE/REUSABLE container referred to as “Popit” containers. The concentrate products will preferably be packed and labeled in their original and familiar packaging.

Fruit flavored drink mix pre-packed in Expandable containers, along with a dairy concentrated mixes, milkshakes, protein or energy drinks, would be introduced online first, and made available at retail shortly thereafter.

The strategy for retail sale will be a means to introduce NEW products to the market in order to tempt multi-nationals to follow suit.

Ultimately, the LICENSING of its patented technologies and know-how will be similar to the strategy adopted by co-inventor William Touzani over 30 years ago.

In its first introduction at the Interbev 86 Tradeshow in Anaheim, Ca, the beverage industry was shocked and fascinated by the prospects of an expandable container for concentrates. Thousands of bottles were given away as executives of major companies lined up for samples.

For its first international tradeshow, Touzani developed and introduced an expandable bottle containing a powdered drink mix and called it “Pop&Shake”. This product was displayed during the Interbev86 trade-show in Anaheim, CA, and was so innovative at the time, that in just a few months, this concept was licensed to several multi-national companies.

Pop&Shake was also retailed through a distributor in over 1000 Alpha&Beta

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Supermarkets in the country. This product was later discontinued when Kool-Aid demanded it, as a pre-condition for entering into a Licensing agreement.

Similarly, future retail products introduced by Popitagain LLC, shall ideally be withdrawn from the market place as soon as they proved their objectives.

2. Selling on Amazon and on the Company's Website

Popitagain containers with and without concentrate products shall be offered for sale on the company website: www.Popitagain.com. This website is dynamic in nature as it's updated on the fly by YouTube.

Empty Popitagain containers including all accessories and attachments and referred to as "Universal Kits" are presently been sold by Amazon.co.uk in Europe

<https://www.amazon.co.uk/dp/B092PS4GJZ>

ADVERTISING **GOOGLE ADS** **AMAZON ADS**

Popit1
Popit-Mixer
Popit-Shaker
Popit-Jack

Popit2
Popit-Ready

Popit3
Popit-Insert
Popit-Ideas

PopitAgain[®] ... and Again ... and Again

First Drink Concentrates
Packaged in Expandable
Bottles Developed by
Kool-Aid[®] in the USA &
CapriSun[®] in Germany

ABOUT US
SINCE 1986
CONTACT US

Available on
amazon

POPITAGAIN and Again EXPANDABLE 2 liter bottles. ONE SET includes 2 BOTTLES and accessories. 10 items in all. The ideal BLENDER for all your MIXED drinks, SHAKES, PROTEINS, SMOOTHIES ...

Brand: popitagain
★ ★ ★ ★ ★ 1 rating
Price: £14.75

Pay £14.75 £0.00: get a £20 Amazon Gift Card on approval for the Amazon Classic Mastercard. Terms apply.
Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. Details
Colour Name: Beige

Click to see more videos

£14.75 £14.75 £14.75 £14.75

Making the products available for purchase online, would generate some income, and save the company thousands of dollars in shipping samples to potential

customers. It would also provide a way for companies to conduct research and testing discreetly, before contacting the company for licensing opportunities. No NDAs are necessary.

3. Licensing of Popitagain Bottles

The primary focus of the business is to license the Expandable container technology for different applications and different segments of the consumer products. In the first 3 years of operation, the company intends to license dozens of new, food and non-food products as protected by letter patents.

The licensing agreements are usually for the 20 year duration of the Patent's validity, and should generate royalties worth millions of dollars. There is also substantial know-how that is very hard to duplicate, and would strongly discourage infringements.

In its first year of operation, the company would invest a minimum of \$100,000 simultaneously in several molds and injection molds. The company would use the molds for its pilot programs and for helping licensees getting started, as they await their own molds to be completed .

The company would invest in at least 2 standard sizes; the 1 Quart and the 2 Quart bottles. The containers would require at least 8 accessories needed to provide secondary storage compartments for the individual packet mixes. The packets would be supplied by contracted third parties or by established brand name manufacturers.

Total revenues to Popitagain LLC from the sales of its own products, whether generated from online and e-commerce sites, or retail outlets, should exceed \$2 million dollars.

Potential licensees and consumer alike would appreciate E-commerce sites for quick consumer feedbacks regarding the product's acceptance and its costs. Such information may be crucial to companies before entering into a licensing agreement

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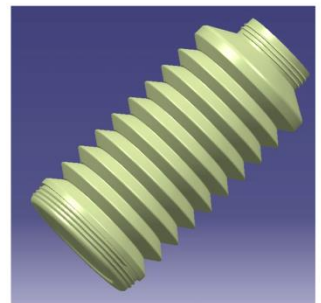
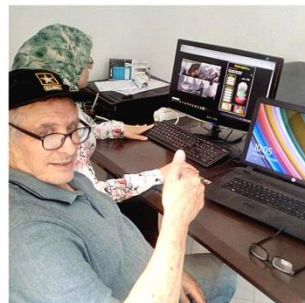
. Online sales data can easily replace expensive and time consuming regional pilot tests, and quickly lead to licensing agreements .

In the second year of operation, more new products can be added resulting in more sales and more licensees coming on board. The company anticipates selling 50 million units, with royalties and profits exceeding \$20 Million.

During the second year of operation, the company expects to enter into several more licensing agreements with national and multinational companies.

During the third and subsequent years, the company should have secured several exclusive and non- exclusive licensing agreements. The merits of the products would have been well established by now. Licensing agreements should easily guarantee a minimum income of \$200 Million for the 20 years duration of the Patent.

Revenue from royalties under the licensing of the company's patents, from its third year of operation onwards, should exceed \$20 Million per year. This amount would require the combined royalties from a minimum of 30 different products.



3. BUSINESS ACTION PLAN BASED ON MARKET ANALYSIS

EVOLUTION FOR REVOLUTION
ALL-IN-ONE PopitAgain™
and Again containers



1988
2.5 gallons

TODAY!



**PoP'n
SHAKE**

CLEAR BASE
See-through Storage Options



**EXPANDABLE
REUSABLE
CONCENTRATES**

PopitAgain.com

Most concentrate mixes available in the market today come in single pouches. The packet requires an additional container to dilute it, shake it and serve it. The all popular Sticks of powder mix, are designed specifically for the small water bottles. Because they're designed for a narrow mouth opening, those bottles don't allow for ice or fruits to be inserted.

The "Popit" bottles on the other hand, are more practical as they include a storage space for additional pouches to be stashed for a later use. They also come with a wide mouth opening that allows for fruits or ice to be added.

POPITAGAIN vs BOTTLED WATER

- Single serve packets designed for narrow-neck bottles
- No way to add Ice or Fruits
- Unuseable for Milkshakes or Protein Mixes
- Flat sidewall provides no Agitation

PopitAgain bottles provide:
- 50% Cost savings per Ounce
- 80% Storage space savings

Average cost of PopitAgain
Bottles 1-2 Liters is \$0.50
including accessories



The cost of the expandable bottles is merely 20% more than the cost of the same size conventional bottle. However, the expandable bottles can be reused 5 or more times, therefore reducing the total cost of the expandable bottles for each use by 80%.

The consumer in the other hand should equally appreciate the benefits of storage space savings of their favorite concentrates. The convenience of serving their drinks in the same container that stores remaining concentrate packages is also very

practical.

The reusable containers will also play a vital role in reducing ocean and soil pollution. One of the major reasons for introducing reusable containers is to replace single-use plastic containers that contribute unnecessarily to environmental pollution. The demand for reusable containers in general, has increased remarkably due to the increasing concern about pollution created by single-use bottles.

Conscious brands with a strong value proposition for customers are the brands of the future. A recent study showed that 87% of millennial "believe that companies should address urgent social and environmental issues." ¹With a rise in environmental pollution due to single use plastic containers and concerns about ecology, the demand for our reusable products is expected to be high.

The industry should equally appreciate the savings the Popit containers can provide in storage, transport and retail shelving. In addition, reducing water in all concentrates results in over 90% weight reduction



¹ Millennials and their Impact on Sustainability - S U M A S <https://sumas.ch/millennials-and-sustainability/>

4. BUSINESS GOALS AND OBJECTIVES



PopitAgain.com



concentrates



4.1. Mission

Our only mission is to introduce, educate and promote the only packaging available in the world, that is perfectly suited for concentrated products. A container that is EXPANDABLE on demand and able to accommodate mixing for a Ready-To-Serve deluted drink.

4.2. Vision

With its patents and know-how, the Company has a vision to become the industry leader in the field of consumer concentrates, through the best business management practices and satisfying our licensees expectations.

4.3. Values

- **CONTRIBUTION** – We aspire to contribute our collective knowledge, skills, and experience in managing the business to offer benefits to our licensees, investors, employees, customers, our country, and to our planet.
- **COOPERATION** – We desire cooperation that creates harmony with our Licensees and their customers to work together for common, mutual benefits.
- **INTEGRITY** – Sticking to the terms of the licensed agreements. Doing what we say we will do and always exceeding expectations. Remaining strictly faithful in business dealings and the use of resources managed - prioritizing trust in everything we do.
- **COMMUNITY FOCUSED** – Building a community that promotes human capital development, utilizing technologies to educate and build a community in which everyone thrives.

4.4. Goals and Objectives

We have set goals and objectives for core functions of the company as mentioned below.

The Company's goals as an Establishment include:

- To build a brand name and reputation for the business, and be known to the industry for providing superior technical support, protecting and defending company IP rights against infringements.
- To grow a steady customer base through effective marketing and product selections. Eg. you cannot sell a particular design for a sport drink that resembles a product sold as a toilet cleaner.

The Company's Financial goals include:

- To stay out of debt
- Make a profit from year 1 onwards

The Company's Marketing goals include:

- Attending and exhibiting at trade-shows dedicated to the beverage industry. Constantly researching and keeping updated on market trends so as to effectively license the company's technologies and molds to the right target market.
- Marketing at the right time in the right way by introducing new product applications.
- Using the best and most cost-effective digital advertising methods that gain maximum brand awareness. Since our customers are primarily our licensees, trade-shows remain our main place of exposure and contacts.

The Company's goals as a **Licensor** of a new technology would be

- To provide a developmental and motivating working atmosphere to our licensees. Most employees would have to learn new ways to handle a container that requires COLLAPSING shortly following manufacturing.
- To monitor employees health and physical abilities as they handle this dynamic and unstable new product.
- To provide a good wage structure.

- To reward performance and achievement
- To provide employee career development opportunities



4.5. Keys to Success

Creates value

The opportunity should create great value for our licensees and their customers, by filling a major unmet need for which they are willing to pay a premium, but expect substantial rewards. Licenses should be issued for specific applications and products , as not to overlap or infringe on other licensee's rights.

Significant Profit Potential

The opportunity offers significant profit potential to investors, enough to meet the risk/reward expectations. We have the Patent protections and hard to acquire know-how, that will allow us to achieve high revenues and profitability for at least 2 decades to come.

A Good Fit

The opportunity represents a good fit with the capabilities of the founders and the management team - that is something they have the experience and skills to pursue. The exact same project was successfully implemented years earlier.

Durability

The opportunity is durable in the sense that the opportunity for profits will persist over a, i.e. it is not based on a momentary fad or needs that will quickly disappear. The company's patent provide a 20 period of exclusivity over the new technologies. The company's Patents and knowhow should legally protect the company and its licensees from any infringements or misuse.

4.6. Goals and Objectives

Our objectives are mainly to create consumer and industry awareness of the benefits, practicalities and attractiveness of our products. This can be accomplished through trade-shows, advertising, or simply launching our own finished products at retail and/or e-commerce sites.

4.7. Competitive Analysis

No competition for our business exists, as there's no existing container available in the market that can provide and perform 2 important functions:

- A container that stores multiple concentrate packages, to be opened and used on-the-go as needed

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- Provide instant expandability of the host container to a much larger size in order to reconstitute and serve the desired beverage.

The Company has a number of advantages over the manufacturers of concentrate mixes, in that it owns the technology that would give it the edge against one another. The company will leverage to succeed in the target market:

- Experienced owner and management team with direct industry background
- Owner's connections, resources, and familiarity in the industry and market
- Continuously growing brand and reputation will compound the business' success
- Targeted advertising and marketing efforts
- Positive reviews and word of mouth
- Strategic partnerships
- Economies of scale
- Focus on high quality relationship with clients
- Variety of potential future product & service lines that we can offer and expand into

A differentiation strategy requires the development of a product or service that offers unique attributes valued by customers and also that customers perceive the services to be better than or different from the products or services of the competition.

The value added by the uniqueness of the offering may allow us to attract demand for our products. To succeed using in a differentiation strategy we will focus on establishing the following strengths.

- Strong sales team with the ability to successfully communicate the perceived strengths of the offering.
- Corporate reputation for quality and innovation

To pursue a differentiation strategy, we need to stay agile with the processes. Otherwise, we risk attack on several fronts by competitors pursuing Focus Differentiation strategies in niche market segments. We have to select a strategy that results in achievement of the following goals.

- Reduce or manage buyer/customer power.
- Come out on top of the competitive rivalry.
- Reduce the threat of substitution.
- Reduce the threat of new entry through innovative differentiation strategies.

4.8. Market Research

Concentrated Soft Drink Mix Market

What If Your Next Beverage Wasn't A Liquid?

We've come to think about beverages primarily in liquid form, but creating a ready-to-drink beverage is not the only way to get your product into the hands of consumers. While powdered drinks are not novel, a recent wave of innovation in formulation and packaging is sparking the imaginations of both new and established beverage brands.

EXPLORING BETTER-FOR-YOU POWDERED BEVERAGES

Popular powdered beverages of the past, like Tang and Kool-Aid, contained mostly sugar and/or maltodextrin as fillers. Today's powdered beverage consumer is more likely to seek a higher level of nutritional value and health claims. Beverage formulators are creating more efficient and nutrient-dense powders by substituting natural ingredients, such as gum acacia that can be used as a prebiotic fiber in

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place of sugar. Clean, functional powdered beverages are emerging for every segment of the population.



Multi-level marketing (MLM) companies and sports nutrition brands have been pushing powdered drinks and supplements into the mainstream for the past several years. Fueled by developments in powdered protein, amino acids, digestive enzymes, and other ingredients, the global dietary supplement market continued to expand. By 2019, the global dietary supplements market was estimated at \$167.8 Billion.

In response to the increased acceptance of powdered supplements, the beverage industry is embracing powdered formats to deliver dry functional beverages with wellness benefits similar to those contained in ready-to-drink products.

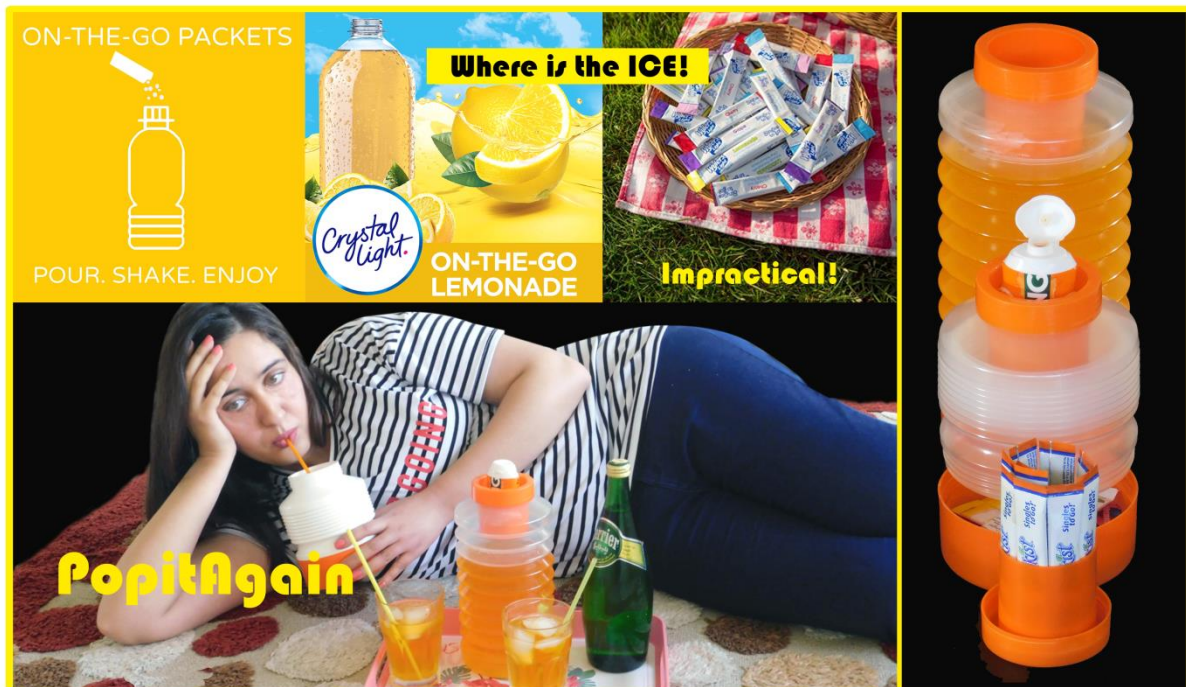
In addition to the convenience for consumers, dry mixes offer benefits for beverage brands and the environment.

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- **Less Packaging Waste.** With the increased pressure to reduce plastic single-use bottles, powdered beverages provide an advantage over bottled ready-to-drink beverages.
- **Longer Shelf Life.** Beverage mixes also tend to have longer shelf lives. Nutrients in a powdered form degrade more slowly than those within a liquid.
- **Easier to Ship and Store.** Powdered beverages typically take up less shelf space than RTD beverages. With the uptick in e-commerce, the relative simplicity and low cost of shipping powdered beverages also weigh in their favor.
- **Convenient and Portable.** Sachets and other light and moisture-resistant packaging options make it easier than ever to transport and protect powdered drinks throughout their journey to the customer. According to a CDC report, water is the most popular non-alcoholic beverage in the U.S., accounting for 51.2% of the nation's total non-alcoholic beverage consumption between 2015 and 2018. Coffee is the second most popular non-alcoholic beverage, accounting for 14.9% of non-alcoholic drink consumption.
- Behind water and coffee, non-alcoholic beverage consumption consists of 10.2% sweetened beverage consumption, 8.7% tea consumption, 5.6% fruit beverage consumption, 5.5% milk consumption, and 3.8% diet beverage consumption.
- Revenue in the Non-Carbonated Soft Drinks segment amounts to US\$334,687m in 2021. The market is expected to grow annually by 6.30% (CAGR 2021-2026).
- In global comparison, most revenue is generated in the United States (US\$83,099m in 2021).
- In relation to total population figures, per person revenues of US\$44.54 are generated in 2021.

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- In the Non-Carbonated Soft Drinks segment, volume is expected to amount to 158,496.0ML by 2026. The Non-Carbonated Soft Drinks segment is expected to show a volume growth of 2.7% in 2022.
- The average volume per person in the Non-Carbonated Soft Drinks segment is expected to amount to 18.85 L in 2021.



Dairy Market – Chocolate milk/Milkshakes

The chocolate milk market is fragmented, comprising of regional/local players and international competitors. The market is dominated by players like Arla Foods, Danone, and Nestle SA. The leading players in the chocolate milk market enjoy a dominant presence globally. Other key players, such as the Hershey Company, Saputo Inc., and Muller, are focusing on social media platforms and online distribution channels for the online marketing and branding of their products to attract more customers. Thus, they are collaborating with the entertainment and

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sports industries to inculcate a healthy milk-drinking habit, especially among children.

The global packaged milkshakes market size was valued at USD 238.6 million in 2018 and is expected to expand at a CAGR of 6.3% over the forecast period. An increase in the number of health-conscious consumers and their hectic life schedules are the key factors driving the market. Demand for a packaged milkshake is expected to propel in the forecast period as it contains proteins, vitamins, and other trace elements and is consumable on the go.



Apart from increasing health consciousness among the consumers, the advertisements and brand personification also play an important role in fueling the market growth. Manufacturers are coming up with interactive advertisements with famous sportspersons to show that the packaged milkshake is healthy and thus impelling the market growth. Preference for these milkshakes is increasing among young consumers as it is handy and can be used while doing any activity. The growing working population and trend of traveling to places are also expected to increase the demand for a packaged milkshake.

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Energy Drink Market

Global energy drink sales reached \$57.4 billion in 2020. The industry is expected to grow by a compound annual growth rate (CAGR) by 7% between 2020 and 2025. This growth is attributed to rising incomes and an increase in sports activities and urbanization. A greater network of channels through which these drinks are sold, including supermarkets, convenience stores, and e-commerce sites, is expected to help fuel sales growth in this industry.²

The energy drinks industry is comprised of beverages such as energy drinks, energy

²Research and Markets. "[Energy Drinks Market - Forecast \(2020 - 2025\)](#)." Accessed November 27, 2021.

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shots, and energy drink mixes. Energy drinks are beverages that promise to give the consumer an extra stamina or energy boost. They are typically high in caffeine and contain additional ingredients including taurine, guarana, and B vitamins. Energy shots are a more concentrated form of energy drink and contain a larger amount of the primary ingredient, caffeine. Energy drink mixes as the third subcategory come packaged as powder and may be mixed with water or juice.



The trend in North America is now moving toward better nutrition, detailed labeling, and quality of food. Heavy spending on appealing advertisements by leading MNCs in the food and beverages industry, combined with the availability of newer soft drink varieties, will help boost sales of concentrates. Several manufacturers are also adhering to good manufacturing practices (GMP) to formulate healthy concentrated.

ENERGY DRINK MIX POWDER MARKET DYNAMIC: THE KIDS AND TEENAGERS GROUP

SEGMENT GETS MORE ATTRACTED TOWARDS THE FEATURE OF ENERGY DRINK MIX POWDER

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WHICH INCLUDES FLAVOR VARIANT, ATTRACTIVE PACKAGING, AND SMOOTH TEXTURE, AND IS EXPECTED TO DRIVE THE GLOBAL ENERGY DRINK MIX POWDER MARKET IN THE FORECAST PERIOD.



Moreover, launches of new products in the market such as low calorie or sugar-free energy drink mix powder are expected to gain more traction of health-conscious consumers and fuel the growth of energy drink mix powder market in the forecast period.

New strategy adopted by companies for promotion of their product through integrating their product with athletes or advertising their product over online media is also supporting the growth of the global energy drink mix powder market.

Sales of energy drinks have increased consistently in the United States in recent years. The U.S. energy drink market is mainly dominated by key players such as Monster Beverage Corp, Red Bull North America Inc, and Rockstar Inc., based on sales figures. Red Bull generated U.S. sales worth over three billion U.S. dollars with its energy drink that "gives you wings". Monster Energy reported nearly identical sales in the same year

Although energy drinks have experienced consistent sales growth in the United

States, they still account for a relatively small fraction of non-alcoholic beverage consumption. Convenience stores are particularly dependent on this portion of consumption as nearly a third of packaged beverage sales are of energy drinks. Within the convenience channel, Red Bull was again the leading brand, accounting for 2.2 billion dollars in sales in 2020.

Non-Food Concentrates Market

The non-food concentrates market includes laundry detergents, household cleaners, dishwashing detergent, and cleaning solutions.

By form, liquid detergents dominate the regional industry, in contrast to the trend in the global industry in which powder form make up the largest segment.

On the basis of application, the household sector dominates the regional industry driven by the increasing residential laundry care demand. Amidst the difficulties of the COVID-19 pandemic, household cleaning products have seen a drastic surge in demand globally, primarily due to increased consumer concerns about health and hygiene. Consumers have been cleaning more to keep them safe from the deadly virus and due to being at home more.



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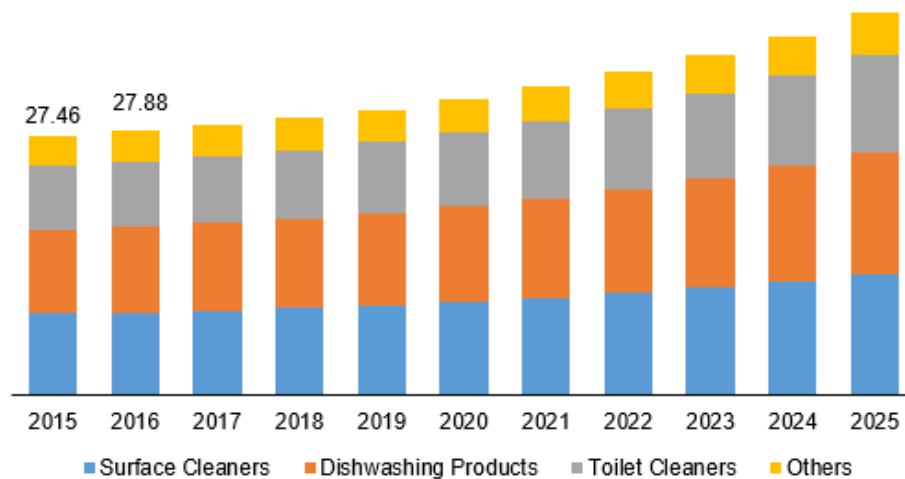
Patents Pending

PopitAgain.com

Key Market Players

- The Procter & Gamble Company
- Henkel AG & Company, KGaA
- Church & Dwight Co., Inc
- S. C. Johnson & Son, Inc.
- Seventh Generation, Inc.
- Alticor Inc.
- The Clorox Company
- USA Detergents Manufacturing Inc.

Global household cleaners market revenue, by product type, 2015 - 2025 (USD Billion)



The industry in North America is also being aided by the increasing innovations taking place with the industry. The growing demand for organic and sustainable products is also providing further impetus for the industry growth. Liquid forms of the product are being preferred as they are soluble, even in cold water, thus, saving energy, and produce less waste when used. A healthy distribution network along with growing hygiene-awareness is also driving the growth of the industry in the region. Moreover, the rising environmental issues are playing a major role in the increasing demand for green and natural products. People are willing to pay more

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money for natural and organic cleaning products to save the environment.

The market size in North America is also expected to experience a rapid growth rate owing to the inflated demand from the hospitality industry. The growing demand for disinfection and sanitation products due to COVID-19 outbreak has increased the consumption of the industrial and institutional cleaning chemicals.



The market size in North America is also expected to experience a rapid growth rate

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owing to the inflated demand from the hospitality industry. The growing demand for disinfection and sanitation products due to COVID-19 outbreak has increased the consumption of the industrial and institutional cleaning chemicals.

In today's world, the market for household cleaning products faces challenges in retaining consumer loyalty and product differentiation. Consumers are often attracted to new and innovative products. Thus, loyalty towards a single product or brand is hard. Due to changing consumer behaviors, it becomes very difficult for the small, medium scaled manufacturers to cope with the changing trends. Thus, such factors together limit the growth of the market.

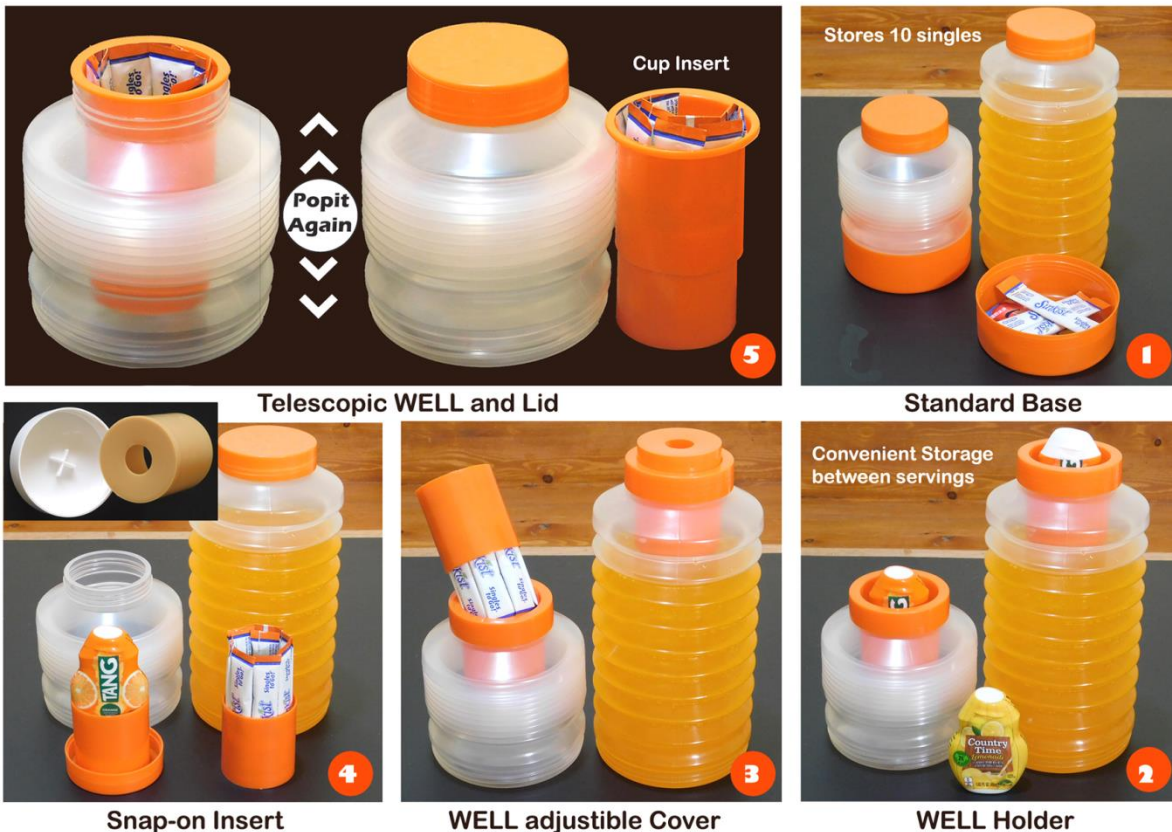
At JAWS Cleaners, we saw this as an opportunity to improve upon a mundane product. We were the first company to package concentrated cleaning products in a convenient cartridge designed for use in a refillable bottle. Simply fill the JAWS bottle with water, insert a concentrated refill pod, and make a new bottle of cleaner you can help reduce the need for single-use plastic containers and save some money in the process.



5. BUSINESS PROMOTIONAL STRATEGIES



Online and Retail Marketing Options



5.1. Product Positioning

Popitagain LLC will introduce new products over the first 3 years, in order to influence and inform potential licensees. The company's team of sub-contracted experts will focus on delivering high-quality health concentrate products with legacy processes and quality operation processes. This can be managed by implementing six sigma quality control solutions to ensure effective delivery of services at a price that is affordable for the target market.

5.2. Promotion and Advertising

The Company will launch aggressive sales and marketing strategies, including public relations, newspaper and TV advertising, as well as Internet-based/Web 2.0 techniques such as social media marketing and network ad campaigns. We do not just intend to market and sell our products, but to inform the target market about the various benefits of our expandable and reusable bottle, enabling us to establish a reputable corporate image.

The primary objective of our marketing plan is to help us maximize visibility of our products, gain market share, and create a unique brand identity. The plan will enable us to recognize and take action on any trends and consumer preferences that other companies have overlooked, and to develop and expand our select group of loyal customers now and well into the future.

Our sales and marketing strategies will change continuously based on its needs, and market trends. The company's initial strategy will be to expand its customer base through responsible and efficient advertising. We will use the following tools to achieve market penetration.

- Advertise in classified newspapers, radio, television, Facebook & other social media.
- Develop and maintain the company's website.

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- Posters at local community centers.
- Advert stands at business events, seminars and conferences.
- Use personal social contacts to provide WOM (word of mouth) advertising.
- Advertising online on classified websites.
- Using referral perks to gain referrals from friends, employees and customers.
- Maintaining good relationships with our customers.

We will look to register the Company yellow pages and other business directories. A thought will be given to featuring adverts on high traffic websites such as Google, YouTube and Facebook.

5.2.1. Steps to Achieving the Sales Target

Our marketing strategy for achieving the sales target goals will consist of five major points:

- Establish an extensive public relations campaign
- Recruit well-trained, enthusiastic staff
- Provide high-quality customer service
- Create a library of tools/reference materials for clients
- Offer competitive pricing on all products

Step 1: The first step to achieving our goals is to hire competent public relations staff. This will be the key to producing state-of-the art publicity materials and determine where these materials should be placed for optimum visibility.

Step 2: The second step will be to provide training to our marketing staff. The individuals will go through an extensive training program to ensure that they know the varied benefits of our unique expendable and reusable bottle. The present staff is passionate about their work and we intend to maintain their enthusiasm through constant professional development and skill training. This will ensure sustainability

of our culture and operations.

Step 3: The third step to build a web of customers who are attracted to it through recommendations. To achieve this, the company will keep its services professional and products affordable, while promoting referrals from repeat customers. The initial strategy will be to expand its customer base through responsible and efficient advertising.

With dynamic strategies and a vast network of expertise, we will work intensively to identify, integrate and advance new business opportunities. We strive to help businesses to navigate the complexities of both established and emerging markets through our extensive experience and knowledge of local rules and statutory requirements.

Also, we want to have school children tour our facility to inspire, expose and challenge them to take up some of the professions in our industry. This will have a beneficial impact on improving brand awareness and creating a positive image.

The company's production team will support the value proposition that we offer to our target customers by focusing on delivering high quality health drinks with legacy processing and quality operational process. This can be managed by implementing quality control solutions to ensure cost-effective production.

5.2.2. Online Marketing Strategy

Online advertising has made significant breakthroughs in marketing metrics and effectiveness. They can now target specific demographics and can be measured with precision so advertisers only pay for direct results, rather than with print ads where it's hard to tell exactly how many people are reached.

Web advertising will be utilized to maximize exposure and more effectively reach the target markets. These online advertising efforts can utilize the audience's past browser history and stored cookies, which can allow our Company to specifically target potential clients in the local areas who search for related terms such as

hydroponic systems, hydroponics, local produce, etc. It is important to ensure that the website marketing strategy is aligned with the social media sites and the website to fully capture each and every lead and maximize conversion.

Social media presence would be a paramount aspect of the overall web marketing strategy (e.g. Facebook, Yelp, Instagram, Twitter) to further naturally and organically spread the reputation of the business with little to no costs.

We will focus on business-to-consumer marketing strategy combining traditional approaches with latest digital promotional methods of internet marketing using SEO, content marketing, and digital advertising. The main objective of our marketing plan is to penetrate the market and capture shares from both established competitors and newly emerging ones.

The marketing plan will focus on recognizing and acting on any trends and consumer preferences that our competitors have overlooked, and to develop and expand our own select group of loyal customers now and in the future.

The Company will use a RACE digital marketing planning framework to design a digital marketing strategy for marketing our services. RACE digital marketing planning framework is used to design a marketing strategy that can:

- R – Reach – Improve the Company’s reach to the prospects and customers.
- A – Act – Improve interaction with the customers.
- C – Convert – Convert visitors into qualified leads.
- E – Engage – Keep the customers’ engaged over time.

Targeted email marketing campaign will be designed for different customer groups.

Targeted emails to customers – Emails will be sent to customers to influence them to invest Popitagain products and technologies using our services.

VIP email marketing campaign for ‘high wealth customers’ – This will include special promotions, offers, and discounts offered by the company.

Targeted emails for ‘average wealth customers’ – This group includes average wealth individuals. Emails will include some informative content and benefits offered to the customers.

Emails for ‘corporate investors’ – Customized emails will be sent to corporate investors. Generic emails containing informative content and facilities offered by the company will be sent to these customers.

Social media campaigns on websites such as Facebook, Twitter, and YouTube will be generic for all the customers. The campaign will be designed with an objective of improving customers’ interaction with the Company.

Facebook – The Facebook campaign will introduce our online to the visitors. Features of the app will be highlighted, and efforts will be directed to respond to all customers’ queries in a timely manner.

Twitter –Tweets will include links to our online services and also YouTube social media account.

YouTube – How-to videos, clips of specialist training classes, videos of users’ experiences, and app video demos and tutorials are already published on our YouTube channel.

Instagram - Infographic images, videos, and pictures will be posted on Instagram channel using trendy and relevant hashtags.

Social media campaigns - Action Items and Key Metrics

	Facebook	Twitter	YouTube	Instagram

Action Items	Sponsored ads and posts.	Utilize promoted tweets and pinned tweets, set up Twitter lead generation cards	Get customers and trainers involved in video production, create video reviews	Market the brand through trending hashtags
Key Metrics	Number of posts per day, page follows, likes, user engagement	Number of tweets, followers, retweets, mentions	Views, shares, referral traffic, page ranking on key terms	Likes, shares, followers, comments, image analytics

5.2.3. Online Marketing Summary

The Company will ensure that all of its social media pages are set up properly to maximize exposure (Facebook, Instagram, Yelp, etc.). This will ensure that customers have the most up to date information regarding the business' location, hours, and contact information as well as additional ways to contact the company or purchase products as well as updates to where we might be selling, such as convenience stores and online.

We will also have a professional website designed, with funds allocated from the start-up capital. The website will not need to be extremely complex or complicated, but will be designed professionally and provide users with information on products and services offered, pricing, and allow them to schedule or contact the business directly through the website. This will contribute to the businesses overall exposure, branding, and perception of professionalism as well as improving convenience for the customer and establishing online sales channels to further increase reach. We will ensure it has a strong online presence and run advertisement utilizing all social

networks available.

AN OVERVIEW OF OUR PROMOTIONAL ACTIVITIES

Strategies	Benefit to Stakeholders	Tactics
Activity Education	Help people become aware about the benefits of REUSABLE expandable bottles	<ul style="list-style-type: none"> • Sponsored studies • Workshops • Webinars • YouTube educational series video
Relationship Building	Opportunity to connect with other customers	<ul style="list-style-type: none"> • Create partnerships with local schools and businesses to promote our products • Organize events to connect with target market • Sponsor and promote sporting activities
Sponsorships	Brand awareness	<ul style="list-style-type: none"> • Sponsor local athletes, teams, and groups
Customer Loyalty	Build customer trust and loyalty	<ul style="list-style-type: none"> • Discounts on services • Quality products at affordable costs
Banners	Promote our services to the target market	<ul style="list-style-type: none"> • Hang promotional banners in supermarkets and other places that receive a lot of traffic to promote

		awareness about our product
Post Cards	Awareness of our services	<ul style="list-style-type: none"> • Send postcards to individuals on our mailing list to promote products and build loyalty
Blogs	Promote our services to target market online	<ul style="list-style-type: none"> • Website integrated blogs to inform the target market and also for our website's search engine optimization
e-Newsletters	Create trust among target market	<ul style="list-style-type: none"> • Create monthly newsletter highlighting events and on-going
Social Media	Engage with the community	<ul style="list-style-type: none"> • Blogs & photos about the outdoor activities to various social media platforms: Pinterest, Facebook, Twitter, and Instagram
Website	Provide Comprehensive Information about our products, Trademarks and Patents	<ul style="list-style-type: none"> • Company Overview • Blog • Calendar of Events • Contact information

6. FINANCIAL PLANNING

MOLDS FOR HIRE/Leasing

1Q/32oz
1 Set of 4 cavities

with Threads w/out Threads

\$30,000 for 4 cavities
30,000 units/day
\$0.40/bottle

1/2G-64oz
1 Set of 4 cavities

with Threads w/out Threads

\$40,000
30,000 units/day
\$0.50/bottle

32oz + 64oz

bases

\$30,000 for 8 cavities
100,000 units/day
\$0.15/Caps

1Q + 2 Acc.:
 $30,000 \times (0.40 + 0.15) = \$16,500$
 $\$16,500 \times 365 = \$6,022,500/\text{year}$
Royalty (20%) = \$1,204,500/year

2Q + 2 Acc.:
 $30,000 \times (0.50 + 0.15) = \$19,500$
 $\$19,500 \times 365 = \$7,117,500/\text{year}$
Royalty (20%) = \$1,423,500/year

Molds costs of 6-8 sets
120- \$140,000

Disposable bottle royalty: 10%
Reusable bottle royalty: 20%
 Leased molds: additional 20% of UNIT cost

2 Liters Price List

a, b, c, d (3 items): **\$0.75**
 e (2 items): **\$0.65**

6.1. Summary of Financial Policies

Startup Expenses and Assets

Popitagain LLC and Popitagain LTD have already spent the following:

- Intellectual property expenses related to the US and EPT countries: \$15,000
- Website creation: \$4,000
- Documentations and brochures: \$10,000
- Video library including over 60 videos: \$40,000
- One cavity 2 liters bottle mold production: \$20,000
- 2 Injection molds for 4 different accessories: \$30,000

Comprising: 1 insert, 2 closures and one base.

- Product inventory: 15.000 units. Units include a bottle and 4 accessories: \$20,000
- Travel related expenses: car rentals, food and lodging: \$40,000
- **TOTAL investment up-till-date is: \$179,000**

Use of Funds Obtained

Popitagain LLC is asking for an additional \$1,000,000 in the form of a loan, a 20% equity ownership, or a combination of both.

The money is to be used as follows, in order for the company to sustain itself, and provide the needs and help that its potential customers expect.

First Year Expenses

a. Office

Company offices will be located in Houston, Texas. The property should include a reception area, 2 separate rooms for office and meetings, and a small warehouse for

storage. The rental/lease costs should be about \$2,000/month or \$24,000/year.

b. Staffing

Company permanent employees include:

- The 2 partners: 2 x \$40,000/year. Total \$80,000/year
*The Partners are managers and primary sales people of the company.
- One additional full time sales person: \$40,000/year
- One full time secretary and receptionist: \$25,000/year.
- Two full time assistants: 2 x \$20,000/year = \$40,000/year

c. Vehicle

One leased utility vehicle: \$5,000

d. Marketing Expenses

- Marketing and travel expenses: \$30,000/year
- Marketing and Trade-shows: \$100,000
- Sample Products and shipping: \$5,000
- Print, Multimedia materials and Advertising: \$25,000

e. Misc. Expenses

Miscellaneous office related expenses: \$5,000/year

f. Intellectual Property Rights

Additional expenses to finalize existing and additional company Patent protections and Trademarks: \$15,000

g. New Molds

Popitagain LLC needs to invest in Production molds for at least 2 US standard sizes: The Half Gallon family size (64oz.) and the one Quart size (32oz.).

- **64oz. size bottle** requires a set of 4 Cavity mold.
 - One mold includes 2 cavities for each arm of the Blow-molding machine. These molds can be leased to customers to test-out the market, and get a head-start while their own proprietary molds are still been manufactured. This volume should be sufficient to distribute the intended product, in a large enough region or state to introduce new products.
 - Costs of the 4 cavity Bottle molds is estimated at **\$40,000**
 - Costs of 4 Injection molds of 4 cavities each, for the 3 attachments or accessories (1 Base Cup + 1 regular cap + 1Cap with a Well + Insert cup) is **\$50,000**.
 - The production volume is for a 24/7 providing an estimated 30.000 complete units with accessories perday.

Leasing the molds to licensees should bring an average royalty of \$0.15/bottle. The leasing fees should be equal to the royalties.

TOTAL costs for the 64oz. bottle molds and accessories is: \$90,000

- **32oz. bottles** and accessories require smaller mold sizes and cost slightly less than the 64z. molds.

TOTAL costs for the 32oz. bottle molds and accessories is: \$70,000

h. Inventory

An inventory of 20.000 units is recommended for each of the sizes. Cost: **\$30,000**

i. New products introduction

The introduction of 3 or 4 new products to sell online and through distributors. Cost: **\$100.000**

TOTAL FIRST YEAR EXPENSES ESTIMATES ARE: \$684,000

Second & Third Year Expenses

a. Office

Company offices will be located in Houston, Texas. The property should include a reception area, 2 separate rooms for office and meetings, and a small warehouse for storage. The rental/lease costs should be about \$2,000/month or \$24,000/year.

b. Staffing

Company permanent employees include:

- The 2 partners: 2 x \$40,000/year. Total \$80,000/year
*The Partners are the managers and primary sales people of the company.
- One full time secretary and receptionist: \$30,000/year.
- Two full time assistant: 2 x \$25,000 = \$50,000/year
- One full time sales person: \$40,000/year

c. Marketing Expenses

- Marketing and travel expenses: \$30,000/year
- Marketing and Trade-shows: \$100,000/year
- Sample Products and shipping: \$5,000/year
- Print, Multimedia materials and Advertising: \$25,000/year

d. Intellectual Property Rights

Additional expenses to finalize existing and additional company Patent protections and Trademarks: \$15,000

e. New Products Introductions

The introduction of 3 or 4 new products to sell online and through distributors. Cost: \$100,000

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TOTAL SECOND & THIRD YEAR EXPENSES ESTIMATES ARE: \$499,000

Income Projection

The incomes projection is based on molds that the company plans to own and lease when needed. Our customers will typically have their own molds and pay for royalties ONLY.



6.2. Projcted profit and Loss Statement

<u>3 Years Projected P&L</u>	Year 1 2 MOLD SETS*	Year 2 10 MOLD SETS**	Year 3 20 MOLD SETS
*Year 1 starts when company molds manufacturing is completeted.			
**10 Mold SETS corresponds to 10 different products.			
Income (Mold leasing charges not included)			
Reusable Bottle Royalty (2Q) in US\$	2,847,000	14,235,000	28,470,000
Reusable Bottle Royalty (1Q)	2,409,000	12,045,000	24,090,000
Total Income	5,256,000	26,280,000	52,560,000
Expenses			
Mold Costs	160,000	-	-
Office rent	24,000	24,000	24,000
Staff Salaries	185,000	200,000	200,000
Vehicles leased	5,000	5,000	5,000
Marketing Expenses	160,000	160,000	160,000
Inventory	30,000	-	-
Intellectual Property Rights	15,000	15,000	15,000
New Products Introduction	100,000	100,000	100,000
Miscellaneous Expenses	5,000	5,000	5,000
Total Expenses	684,000	499,000	499,000
Net Profit	4,572,000	25,781,000	52,061,000

6.3. Projected Balance Sheet

3 Years Projected Balance Sheet	Year 1	Year 2	Year 3
Non-Current Assets			
Net Non-Current Assets	-	-	-
Current Assets			
Cash on Hand & Bank	9,572,000	35,353,000	87,414,000
Total Assets	9,572,000	35,353,000	87,414,000
Liabilities and Capital			
Liabilities	0	0	0
Capital	1,000,000	5,572,000	35,353,000
Add/Less Profit(Loss)	4,572,000	25,781,000	52,061,000
Net Liabilities and Capital	5,572,000	35,353,000	87,414,000

6.4. Cash Flow Analysis

Inflows			
Sales Revenues	5,256,000	26,280,000	52,560,000
Total Inflows	5,256,000	26,280,000	52,560,000
Less Outflows			
Mold Costs	160,000	-	-
Office rent	24,000	24,000	24,000
Staff Salaries	185,000	200,000	200,000
Vehicles leased	5,000	5,000	5,000
Marketing Expenses	100,000	100,000	100,000
Inventory	30,000	-	-
Intellectual Property Rights	15,000	15,000	15,000
New Products Introduction	100,000	100,000	100,000
Miscellaneous Expenses	5,000	-	-
Total Outflows	684,000	449,000	449,000
Net Cash Flow	4,572,000	25,781,000	52,061,000
Opening Balance	1,000,000	9,572,000	35,353,000
Closing Balance	9,572,000	35,353,000	87,414,000

7. MANAGEMENT SUMMARY

Peter Lee

Peter Lee is the CEO and visionary of the company. In 2019, Peter learned of the Kool-Aid and Capri-Sun expandable bottles of the 1980's and could not understand why they vanished from the Market place.

Peter decided to contact the original inventor - William Touzani, in Houston, Texas and deliberate the matter.

Peter Lee has a proven record in entrepreneurship and new business ventures.

He founded a number of international ventures such as:

- UAV Motorsport Ltd, which provides live HD UAV Broadcast services to Formula One.
- Atari Spzo.o, a Telecommunication company that generated over \$50 Million in its first year of Trading.



- A partnership with Mango, Poland's largest Model agency, and Kriss X a High-end Custom Haute Couture Lingerie label.

- Peter co-founded the Ice Factor incorporating the world's largest Ice climbing wall. He received a \$3 Million development grant from the EU and opened by her Majesty the Queen II on July 5, 2005 www.icefactor.com

In 2021, Peter moved to Dubai, UAE, to develop a property Investments partnership with EMAAR Properties - the UAE's largest real estate developer and the name behind mega projects like Skyscraper BurjKhalifa and Dubai Mall, the world's largest.

Peter is married and has 6 children. He studied Electrical, mechanical and pneumatic Engineering and started his career in the Royal Air Force. He is also a veteran of the Gulf war.

William Touzani

William Touzani is Popitagain Llc Vice president and Technical Director. He is an electrical engineer by trade having over 100 patents to his name.

Touzani was born in Morocco and spent his teenage years shuffling from Casablanca and Paris. As a world class swimmer, he competed around the world before receiving a swimming scholarship at La Salle College in Philadelphia. He later found employment with Honeywell, GE, Picker Int. and Siemens in Germany.

William Touzani was the original inventor of the Collapsible bottle in 1985, and subsequent inventions dealing with “Stress relief hinges in bellows”.

Some inventions became the world standard in bellow designs, in both consumer and industrial applications.

In 1986, Touzani was issued his first utility patent, which he licensed to General Food's Kool-Aid, to Germany's Capri-Sun, and to other multinationals.

From 1991 to 1995, he lived in the Netherlands where he managed an advertising agency in Amsterdam.

He later worked for the US government and retired in 2016.



8. CONTACT DETAILS

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