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On Time for Summer, BeyondBrands Bolsters Its Beverage Vertical

*Three Beverage Veterans Join Conscious Brand Agency and Four Partner Brands
Featured at BevNET Live NYC Sponsorship*

NEW YORK (June 5, 2018) – BeyondBrands, the innovative collaborative leading the way in developing, commercializing, and marketing conscious businesses, has strengthened its beverage vertical with key team additions and new partner brands coming to market in time for BevNET Live Summer 2018 in NYC.



From Left: Veronica Park, Beth Wilson-Parentice, Mark O'Donnell

Each new team member brings unique beverage experience into this group of skilled professionals offering full suite of service to clients that value quality, transparency, authenticity, and social responsibility.

Veronica Park brings over 25 years of growing the Starbucks brand nationally and internationally to her BeyondBrands role as General Manager. Veronica will help cultivate strategic partnerships and improve the efficiency and productivity of next generation conscious brands.

Another power woman to join the beverage vertical team is Beth Wilson-Parentice. Beth will use her experience as the Mixologist & Founder of SIPP Sparkling Organics to serve BeyondBrands as an entrepreneur mentor and advisor to the next generation of better-for-you brands.

Mark O'Donnell also joins the BeyondBrands team with a Chief Financial Officer role. As a founding partner in fresh pressed juice brand, LizzieJays, Mark has nearly a decade of hands on beverage experience and is excited to lend his technology and finance knowledge to provide operational support to BeyondBrands clients.

“We’re super excited to add this strong mix of perspective and talent to our teamwork-driven agency, especially as we continue to gain momentum and bring numerous innovative brands to market,” says BeyondBrands Founder, Eric Schnell.

Partner Brands Showcased at BevNET Live Summer 2018

In order to bring about the positive growth in healthier and more purpose driven brands they want to see in the beverage business, BeyondBrands is also delighted to announce four partner brands showcasing at BevNET Live Summer 2018.



Mingle Sparkling Mocktails creates an uplifting, low-calorie premium beverage experience that includes everyone in life’s celebrations, whether or not they drink alcohol.

"The BeyondBrands team has provided me with expertise and access to resources that saved me loads of time and money, enabling me to launch Mingle Mocktails with as solid and successful brand," says Laura Taylor, Founder Mingle Mocktails.

Stop & Sip the Roses! Petal is unique rose water-based beverage with no sugar, no caffeine, and plenty of sparkles. Organic certified and crafted with the finest botanical blends.

Shares Candice Crane, Petal Founder, “It is a privilege to introduce Petal to the BevNET community in June which happens to be rose appreciation month. I invite consumers to join us in the rose revolution, radiate their inner rebel and taste the power of Petal.”

Inspired by ancient herbal remedies and a desire to offer people an ability to connect with themselves and each other in more meaningful ways, California-based Mood33 is a first to market cannabis-infused sparkling tonic.

"It's been a privilege to bring this new line of better-for-you beverages to the legal cannabis marketplace in California, after years of hard work and repositioning with our amazing team of company partners and brand collaborators," says Michael Christopher, Co-Founder Mood33.



KiiTO is a plant powered superfuel beverage with superior mind and body benefits. With a category leading plant protein to sugar ration (20g:1g), KiiTO will lead the RTD protein revolution with one of the cleanest ingredient profiles in the category.

“We worked hard with BeyondBrands this past year to develop the KiiTO brand, which is truly unique and eye catching. Our team is very excited to reveal KiiTO at BevNET Live,” say KiiTO Co-Founders, Grant Tungate & Kendall Dreyer.

BeyondBrands has partnered with each of these company’s founders over the past year to support these new businesses with everything from formulation, branding and design right through to sales and distribution management. All four brands will be sampling at BevNET Live Summer 2018, June 6 – 7 in New York City and will rollout in time for the summer 2018 season.

“We love co-creating new ways to approach healthy beverage category with our brand Founder partners,” adds Suzanne McKenzie, BeyondBrands Co-Founder and Creative Director. “We are beyond excited to have Mingle, Petal, Mood33 and KiiTO refreshing and innovating the beverage market in ways that promote a healthier body and world.”

About BeyondBrands

BeyondBrands is a team of highly experienced veterans who have led some of the most successful brands in the natural products world and beyond. Our Conscious Collective seeks to build profitable businesses that benefit people and the planet. We love what we do, and the people and brands we work with. Find us at beyondbrands.org.

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