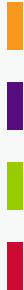


QuickTime™ and a
decompressor
are needed to see this picture.

DRY Soda Co.
UW Resource Night

DRY
SODA CO.

THE MODERN
ALTERNATIVE



ABOUT DRY

WHAT IS DRY? THE MODERN SODA

The next evolution in CSD

- All-natural, low calorie alternative - *45-70 calories*
- Beverage innovator - *unique flavors, four ingredients*
- Versatile lifestyle soda - *multi-use and occasion*
 - Everyday refreshment
 - Pair with a meal
 - Mix into a cocktail
- Style inspiration - *12 packaging design awards*

all-natural made with only four ingredients



*award-winning
packaging design*

**DRY
DESIGN**

DESIGN INTENT

Seattle-based Turnstyle designed DRY's brand identity, bottle and packaging, creating a sophisticated design language which is intentionally minimalist, yet fresh and inviting. The simple label, silk-screened onto clear bottles, reduces product information down to its essence, allowing the purity of the product to show through. The founder's signature connotes a sense of craft behind each flavor's recipe.

AWARDS

05.07 Gold, The Seattle Show
04.07 New 2007 Design Annual
03.07 STEP Design 100
02.07 Wallpaper Design Awards
included in the "Best Kitchen" section
01.07 2007 AIGA Annual Design Competition 27
Published in 300, AIGA Year in Design
11.06 Communication Arts Design Annual 47
07.06 PRINT Magazine Regional Design Annual

*unique, one-of-a-
kind flavors*



*sweetened with
pure cane sugar*

NUTRITION FACTS: SERVING SIZE 1 BOT
70, TOTAL FAT 0g (0% DV), SODIUM 0g (0% DV)
PROTEIN 0g (0% DV), PERCENT DAILY VALUES
INGREDIENTS: PURIFIED CARBONATED W/
PHOSPHORIC ACID.

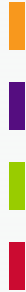
©2005 DRY SODA CO. / VISIT WWW.DRYSODA.C

CT-DE-IA-MA-ME-NY-OR-VT 5¢, MI 10¢
CA CASH REFUND

*four ingredients / 45-70
calories per bottle*

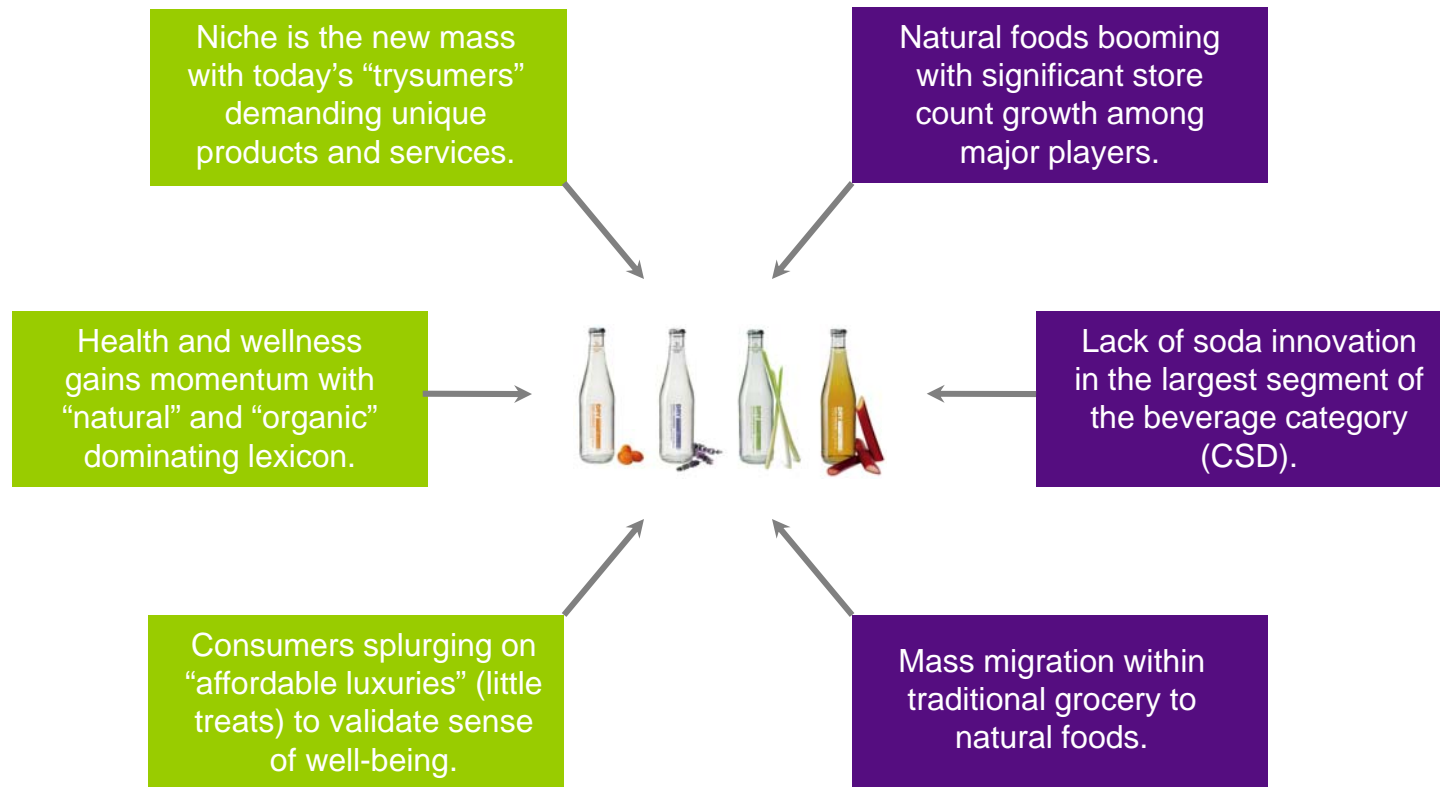
DRY
SODA CO.

THE MODERN
ALTERNATIVE



MARKET OPPORTUNITY

CONVERGING TRENDS CREATE MARKET OPPORTUNITY



SOURCE: Nielsen Consumer and Market Trends Report, trendwatching.com Top 5 Consumer Trends 2007/2008

CONVERGING
TRENDS CREATE
OPPORTUNITY
today's consumers

SOURCE: Nielsen Consumer & Market Trends
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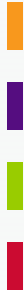
Health and wellness gains
Momentum with “natural” and
“organic” dominating lexicon.



Obesity issue (soda sales tax)
Focuses on creating less sweet
and lower calorie soda options.
F&B manufacturers being
asked to reduce caloric
footprint.

DRY
SODA CO.

THE MODERN
ALTERNATIVE



DRY CONSUMER

DRY TARGET - CONSUMER

Jane and John DRY



Demographics

- Adults 25-54
- Average+ Household Income
- Some College+
- Home Owners
- Likely to be Married (with children)

Psychographics

- Satisfaction Seekers
- Social/Entertainers
- Health Savvy (balance “good for you” with indulgence)
- Early Majority - front end of trends
- Connectors

DRY TARGET - CONSUMER

Jessica DRY



Demographics

- Adults 18-29
- Lower Household Income (higher % spent on objects of interest - fashion, music, etc.)
- Some College+
- Rent vs. Own a Home
- Likely to be Single
- Urban Dwellers

Psychographics

- Trend Seekers
- Brand Badgers
- Health Savvy
- Social

DRY TARGET - CONSUMER

*Joe and Annie DRY
(with daughter Jennifer)*



Demographics

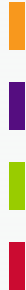
- Adults 25-54
- Middle to Upper-Middle Class
- Mix of Single and Dual-Earner HHs
- Some College+
- Suburban Home Owners
- Married (with children)

Psychographics

- Work to Play (enjoy time off)
- Family-Centric
- Community-Oriented (neighbor/
school/club affiliations)
- Enjoy BBQ, Multi-Cultural Foods
- Slightly Ahead of Mainstream

DRY
SODA CO.

THE MODERN
ALTERNATIVE



DRY BRANDING STRATEGY

DRY BRAND STRATEGY

Celebrate your everyday. Elevate your every occasion.

PRODUCT

It's An Event

- Premium/Luxury Experience
- Flavor Innovation
- Culinary = Pairing
- Design Focus
- Compare with Champagne

DISTRIBUTION

Select & Limit

- Distribute to High-End Accounts Only
- Partner with Channel Leaders

PRICING

Premium Price

- DRY Always Most Expensive NA Drink
- Great Margins for Accounts

PROMOTION

Create "Buzz"

- Engage Early Adopters and Influencers
- Connect to Chefs
- Sample Creatively
- "Exclusive" Media
- Leverage Relative Associations

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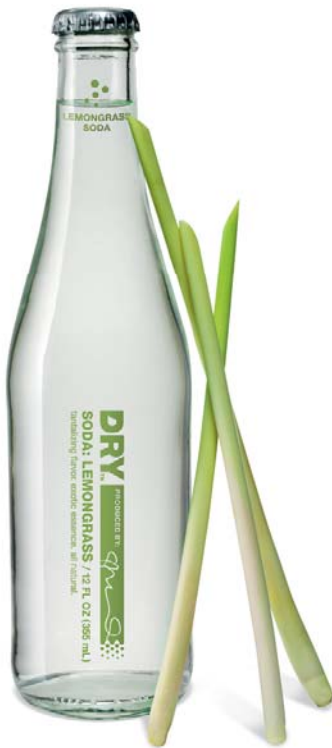
MODERN MEAL ACCOMPANIMENT

- Varied acidity and sweetness levels create a range of pairing possibilities
- Opportunity to serve DRY in flights similar to wine service
- Refined culinary flavors provide a true complement to the meal and elevate the dining experience



MODERN MIXER

- Unique flavors and low calorie content make DRY an excellent alternative to ordinary cocktails
- Signature cocktails currently carving their niche in the market
- Twist and pour a fast and easy mixing agent



DRY BRAND STRATEGY

Celebrate your everyday. Elevate your every occasion.

PRODUCT

It's An Event

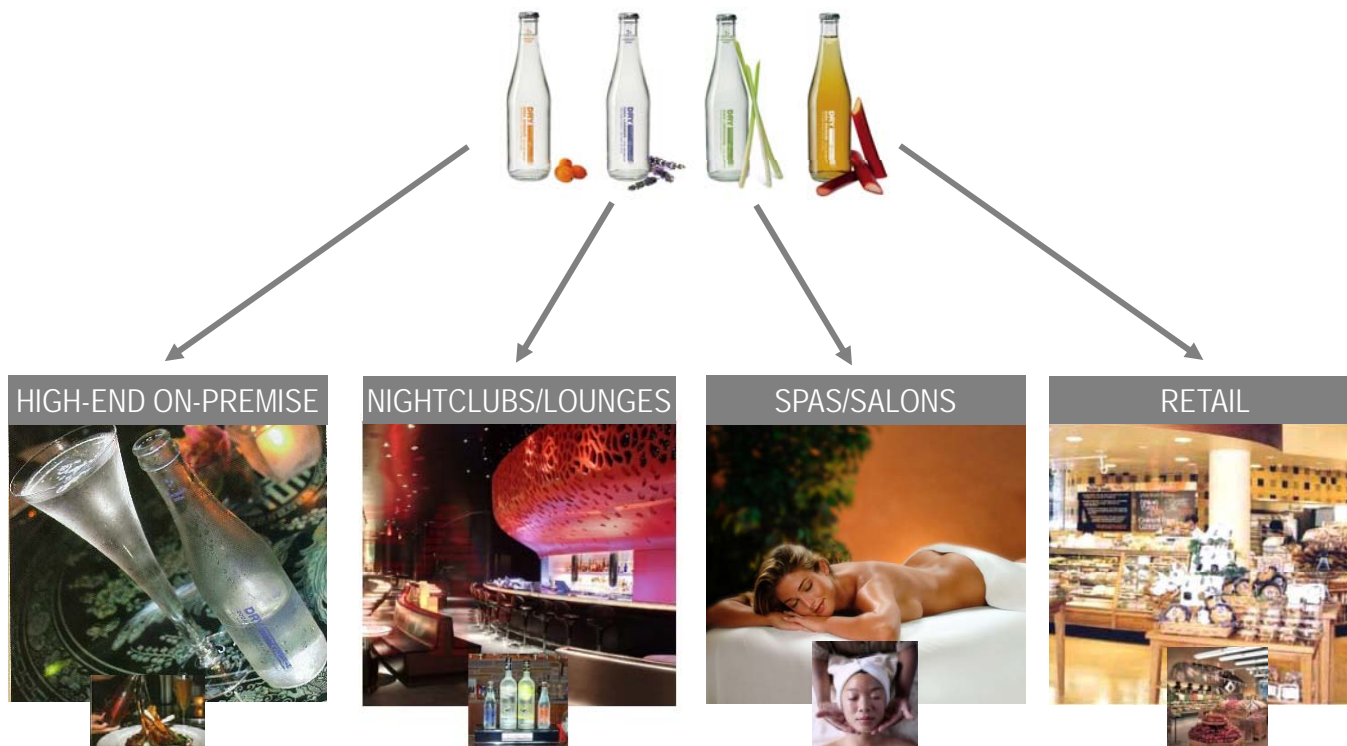
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DISTRIBUTION

Select & Limit

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DRY SALES CHANNELS



RALPH'S CURRENT SET



QuickTime™ and a
distributor
are needed to see this picture.

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DRY BRAND STRATEGY

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- Sample Creatively
- "Exclusive" Media
- Leverage Relative Associations



BRAND EQUITY & AWARENESS

- 20+ national publications / tv
- Product placements in films / catalogs

90+
Million
Impressions
(with more on the way)



HIGH-PROFILE EVENT PARTICIPATION

- Over 680,000 sampled
- Highly-targeted event selection: celebrity / food & wine / design
- Product placement - partnership Magnet Media



ONLINE/SOCIAL MEDIA PRESENCE

- Capitalizing on viral evangelism
- twitter / facebook / blogosphere



Vdog I had a @DRYSoda for the first time the other day & I'm in love. It's quite possibly the world's most perfect soda. Not too sweet. <3 that.

MamasHealth A 12-oz can of regular cola has about 8 teaspoons of added sugar. Don't want to give up your soda? Drink @DRYSoda instead.

AStrongFitness Trying to quit drinking soda? What if there was a healthier alternative? Follow @DRYSoda to learn more!



Janet Glover I have to admit... I'm completely addicted to Dry Soda! Especially the Lavender, which is my favorite! Thanks, Dry Soda!

Kelley Moore It should be carried everywhere!

James Grindle One of the best companies in Seattle's Pioneer Square. Dry should be a national treasure and put the cola wars to rest.



Ana Caban, Halh and Lifestyle Expert I am not much of a soda drinker. In fact, don't drink much more than water. However, I was recently introduced to DRY Soda. OMG! It's great! If you like a refreshing, natural beverage that's not too sweet this is the drink for you. . .

Alison Strong, Alison Strong Fitness **Healthy Soda: My New Love.** . . I found myself amazed by the light lavender taste, and just enough sweetness to satisfy a sugar craving. . . I recommend this "soda" to anyone that is currently trying to quit the unhealthy, calorie packed, high fructose corn syrup alternative. You get the carbonation and the sweet without the guilt.

[DRY RECOMMENDS](#) [NEWS](#) [CONTACT](#)

DRY.
SODA CO.

[ABOUT DRY](#)

[DRY LIVING](#)



[DRINK DRY](#)

[BUY DRY](#)

[FIND DRY](#)

THE MODERN ALTERNATIVE

REFINED FLAVOR / LIGHTLY SWEET / ALL NATURAL

-  KUMQUAT
-  LAVENDER
-  LEMONGRASS
-  RHUBARB



WILD OATS
MARKETPLACE

**BUY DRY
NATIONWIDE
AT WILD OATS.**

NEWS / EVENTS

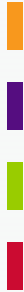
San Diego Bay Food & Wine Festival
November 14-18, 2008

DRY's participation in this event was a great success! Photos to come soon.

DRY Soda now available at California's largest beverage retailer

DRY
SODA CO.

THE MODERN
ALTERNATIVE



DRY
TODAY

DRY best in the dry soda category

THE SOLUTION IN CSD. . .

- Dry soda category creator
- Strong brand equity
- Only CSD to meet Willett Criteria
- Powerful brand accounts
- Regional proof-of-concept

DRY only CSD to fit Willett Criteria

Taste-testing dry sodas

“We tasted more than three dozen sodas to find the driest, most aperitif-worthy substitutes. . . **Sodas from the brand DRY Soda were the overall favorites** because of their delicate, floral flavor, vibrant bubbles and truly dry finish. the remaining sodas each had their strengths but were noticeably sweeter.”

*Los Angeles Times
September 17, 2008*

Less Sugar More Sales - Sugar content is dropping but sales of less sweet beverages are growing.

“Solving the obesity epidemic demands a wholesale adjustment of American palate with kids and adults alike learning to enjoy a lower level of sweetness. Dry soda falls within the Willett criteria of no more than 2 teaspoons of sugar per 8 oz serving.”

*Beverage Spectrum
September 30, 2009*

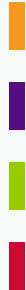
DRY GROWTH STRATEGY

- Brand equity provides halo / platform for local success
- Five local market success criteria defined as evaluation measures
- Large regional / national accounts provide value-add to accelerate growth



DRY
SODA CO.

THE MODERN
ALTERNATIVE



DRY LESSONS LEARNED

QUESTIONS

- What value do you provide?
- Who is your target consumer?
- What differentiates you?
- What is your brand?
- How do you support the brand?



LESSONS



- Sales and marketing **MUST** work hand in hand
- Don't sacrifice sales to marketing ideas
- Always listen to your customers - not just your marketing department
- This is a grey world - not black and white so **FIND THE BALANCE**
- Spend the money like it is yours

DRY Lifestyle Marketing

DRY.COUTURE



DRY Soda — the modern alternative in refreshment — contains only 50 – 70 calories per 12-ounce bottle, far fewer than traditional sodas. Unique and sophisticated, DRY is non-caffeinated, all-natural and lightly sweet, an ideal way to indulge without loading up on sugar.

DRY.COUTURE

SOPHISTICATED STYLE

Not just another soda in a bottle, DRY reflects a lifestyle — an eye for design, an appreciation of simplicity, an enjoyment of modern luxuries (both large and small), and the pursuit of perfection in entertaining. Available in four unique flavors — kumquat, lavender, lemongrass and rhubarb — DRY's lightly sweet profile and clean finish make it an ideal soda to pair with a great meal or a refreshing beverage to be enjoyed on its own. And for those who enjoy cocktails, DRY Soda also makes a distinct and sophisticated mixer.

Offer DRY to VIP shoppers or be one of the first to sell DRY in our limited-edition Founder's Flight 4-pack — perfect for sampling, meal pairing and creating cocktails, or as a non-alcoholic house warming gift.

DRY.ESCAPE



Elevate your guest's travel experience with DRY Soda — the modern alternative in refreshment. Unique and sophisticated, DRY is non-caffeinated, all-natural and lightly sweet, a luxury beverage for today's business or leisure traveler.

DRY.ESCAPE

TRAVEL IN LUXURY

Food lover and entrepreneur Sharelle Klaus believed there was a need for a sophisticated, less-sweet and all-natural beverage than what was currently on the market. Taking inspiration from her garden and the kitchen, she developed DRY Soda with today's modern consumer in mind. Available in four exquisite flavors — kumquat, lavender, lemongrass and rhubarb — DRY's lightly sweet profile and clean finish make it a uniquely versatile beverage, perfect for every luxury travel occasion.

OFFER DRY AS A:

- refreshing pre-trip or welcome beverage
- non-alcoholic meal accompaniment
- unique and exciting cocktail mixer
- relaxing "aromatherapy in a bottle" for downtime

DRY.DOMAIN



Not just another soda in a bottle, DRY reflects a lifestyle — an eye for design, an appreciation of simplicity, an enjoyment of modern luxuries (both large and small), and the pursuit of perfection in entertaining.

DRY.DOMAIN

DRESS IT UP WITH DRY

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DRY.OCCASION



DRY.OCCASION

CELEBRATE WITH DRY

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CELEBRATE WITH DRY

- Offer it as a sophisticated refresher.
- Pair it with a plated meal.
- Make a DRY toast.
- Suggest a DRY mixed drink.
- Create a DRY signature cocktail for your event.

Drink DRY and celebrate your everyday. Serve DRY and elevate your every occasion.