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

DRY Soda Co.

*UW Resource Night*
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

sweetened with pure cane sugar

unique, one-of-a-kind flavors

four ingredients / 45-70 calories per bottle
MARKET OPPORTUNITY
CONVERGING TRENDS CREATE MARKET OPPORTUNITY

Niche is the new mass with today’s “trysumers” demanding unique products and services.

Natural foods booming with significant store count growth among major players.

Health and wellness gains momentum with “natural” and “organic” dominating lexicon.

Lack of soda innovation in the largest segment of the beverage category (CSD).

Consumers splurging on “affordable luxuries” (little treats) to validate sense of well-being.

Mass migration within traditional grocery to natural foods.

CONVERGING TRENDS CREATE OPPORTUNITY

today’s consumers

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 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
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

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DRY SALES CHANNELS

- HIGH-END ON-PREMISE
- NIGHTCLUBS/LOUNGES
- SPAS/SALONS
- RETAIL
RALPH’S CURRENT SET

THE MODERN ALTERNATIVE
DRY BRAND STRATEGY

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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.

Mama2Health 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, Holth 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. . .

Allison Strong, Allison Strong Fitness Healthy Sodas: 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.
THE MODERN ALTERNATIVE

KUMQUAT
LAVENDER
LEMONGRASS
RHUBARB

NEWS / EVENTS
San Diego Bay Food & Wine Festival
November 14-16, 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 TODAY
THE SOLUTION
IN CSD. . .

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

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
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**

* SOPHISTICATED STYLE

Not just another style of water, DRY is a refined alternative - where design, an appreciation of simplicity, and a commitment to personal hydration intersect. DRY is dedicated to creating the ultimate in chic travel and relaxation accessories. Quality craftsmanship and thoughtful design are at the forefront of the DRY ethos.

**DRY.ESCAPE**

* TRAVEL IN LUXURY

Feast your eyes on DRY. Escape - the ultimate luxury water bottle. Its sleek design and premium materials make it the perfect companion for any journey. Whether you're heading to the beach, the gym, or simply need to stay hydrated on the go, DRY. Escape is the perfect accessory for any discerning traveler.

**DRY.DOMAIN**

* DRY IT'S ALL WITH DRY

Not just another water in a bottle, DRY is a lifestyle - an ethos for design, an appreciation of simplicity, and a commitment to creating products that embody elegance and sophistication.

**DRY.OCCASION**

* CELEBRATE WITH DRY

Whether it's a sophisticated cocktail or a simple glass of water, DRY celebrates every occasion. From a relaxed evening in to a formal event, DRY is the perfect choice to elevate your experience.

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