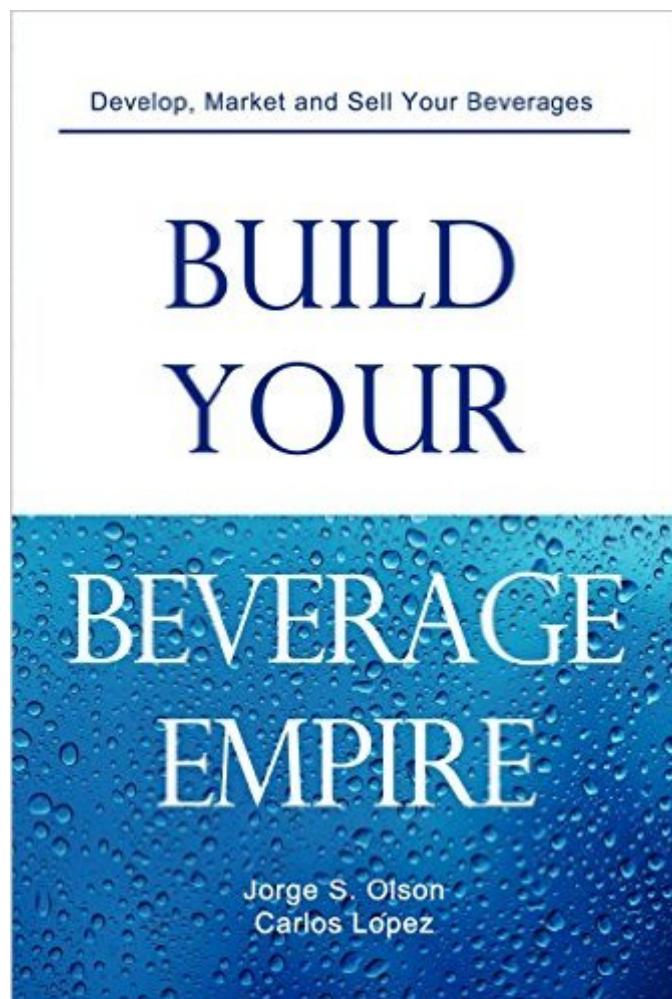


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# Build Your Beverage Empire



## **Synopsis**

From Beverage Development to beverage marketing, sales and distribution, this book covers in detail how to start and grow a beverage business. This Beverage Industry Book is divided into three parts: 1. The Beverage Industry = learn the opportunities and niches within the beverage industry. 2. Beverage Development = what is the cost of beverage formulation? What is the cost of beverage development? How about production? This is all covered here. 3. Beverage Marketing, Sales and Distribution = Learn how to reach consumers, distributors and retailers with your beverage. Some of the strategies you'll learn from the book are:

- \* Beverage development on a bootstrap budget
- \* The "real cost" of beverage development and production
- \* The top mistakes made by new beverage entrepreneurs that cost them over \$200,000 - and how to avoid them
- \* Beverage marketing to distributors, retailers and consumers
- \* Don't compete with the big boys on their turf. How to disrupt the beverage industry with new marketing strategies.
- \* Why beverage distributors will not return your call and how to grow with or without them
- \* Social media for beverage marketing, what works and what doesn't
- \* These are some of the many questions this beverage industry book tackles complete with examples, case studies and step-by-step techniques to develop, market and sell your beverages.
- \* From beverage development to beverage sales and distribution, strategy and marketing of your beverages in the USA and out. Learn to develop and sell your beverages including
- \* Functional beverages
- \* Alcoholic beverages
- \* Ready to drink
- \* Energy drinks and shots
- \* RTD tea
- \* High end water
- \* Vodka
- \* Tequila
- \* Beer

This is a step by step guide teaching you how to develop and brand your beverage, reach your perfect target market and sell it using:

- \* Wholesalers
- \* Distributors
- \* Convenience Stores
- \* Supermarkets
- \* On Premise Accounts

Discover every single beverage sales and distribution channel and how to penetrate it with your beverages. While reading the book you will prepare spectacular distributor programs to support all type of accounts, get see through in stores and have customers for life.

This beverage industry book is a must read for anyone in the beverage industry from executives to sales people, beverage marketing managers, brand managers, merchandisers as well as production specialists. After finishing the book you will be an expert in every segment of the beverage business; from developing a brand in the drawing board to reaching your target market correctly, writing your business plan and executing it with sales and distribution.

Learn from the authors, Carlos Lopez and Jorge Olson, considered experts in beverage branding, sales and marketing.

## **Book Information**

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## Customer Reviews

About 3/5th of this book is about what it is going to tell you in later chapters. The book is loaded with phrases like, "We'll discuss \_\_\_\_\_ in the next chapter in more depth" or "Another topic that we'll delve into in a later chapter." It's basically a get rich quick book. You can become rich by investing in the drink business, and it's so easy, you don't have to know a thing. All you have to do is hire me and my beverage consulting business and you'll make millions. To prove this, the author gives you "case studies" of normal guys who started beverage companies and sold them for millions or billions of dollars, as if anyone can do this. The content of the book as well as the steps and info you need to start a beverage company are left purposely vague, either so you'll hire the authors company as a consultant or because the author simply doesn't know what he's talking about. I feel this book is a waste of time and money. Potential entrepreneurs can find more detailed and helpful info online. And if you need assurance that the author is a fake, take a look at his photo here on . The winking, finger pistol firing pose may have inspired confidence in the 80s dude but it's kind of laughable now and doesn't exactly inspire confidence.

Like one other reviewer said here, this book is purely self-promotional. It's light on content, has spelling and grammatical errors and uses a lot of redundant text (fillers). For example, every chapter begins with "you will learn how to ...", then goes light on details and ends with "you now have learned that ...". But we never learn much. To add insult to injury, I hired Jorge after reading the book, in a desperate attempt to see if maybe he could help me out with my beverage. Turns out,

he's just the same in real life as he is in the book: all talk, no action, no insight, no help.

I never write reviews. I make an exception here because this book is terrible. Brad Smith's review is SPOT ON! Even the passages he quotes from the book are WORD FOR WORD. The entire book spends pages and pages telling you everything you will learn LATER in the book--- and when you get to the second half of the book, it reminds you of everything you JUST READ, which was just the author telling you what you're GOING TO READ! I'm not exaggerating. I'm not being histrionic. The book is a gigantic exercise in temperance. And worse, it reads as if it's written by a fourth grader writing a book report the night before. If you remove the fluff, self-promotion, and incoherence, the book is twenty pages long. Even that's too generous. Please don't buy this book. Save your money.

There seems to be a lot of self promotion about their "consulting services" which is OK but at least give me some nuts and bolts information that I can use. I'm new to the industry and some info is pretty basic. I am half way through the book and have not gotten that much useful info, but at the same time some of the info was good. They don't give the name of formula development companies, distributors, bottle manufactures, creative designers or warehouses. Also on the website they get you to sign-up for a newsletter by falsely promising a FREE Video and other stuff: "Learn How to Reach 2,000 Beverage Distributors With Your Products In Only 30 Days! - See This FREE Video Simply subscribe to our newsletter and receive an email explaining this incredible sales program that targets 2,000 beverage distributors for your products in only 30 days" Below is what I got: "Thank you for subscribing to our newsletter. We have regular scheduled Webinars and Teleseminars. You will get an email whenever one is scheduled. The topics of these are: -Sales and distribution -Selling more using brokers -Open more stores -Reach 200,000 c-stores -Connect with hundreds of Beverage Distributors -In-Store Marketing -Beverage Development -Trends and New Products -Venture Capital -Much More Remember we offer 3 basic services: -Beverage Development -Sales and Distribution -Consulting & Mentoring"

I bought this book because there was a lack of information on the beverage industry, but I found this book to contain too few ideas and was always just leading up to "the next thing" without delivering much actionable information. He also has a blog out there, but I find it is a lot of "marketing talk", he hyps a lot of things up and doesn't bring clarity to the beverage industry for first timers. If you want to learn about the beverage industry, you're better off spending 50 bucks on joining up at BeverageSchool (dot) com. They have many insiders and consultants delivering up real actionable

information and clarity about what it really takes. For example one of the guys (can't think of his name at the moment), he says normally it will take at least \$20k to startup, though he seen some people really bootstrap it for \$10k or a little less, but it's very rare. It's that kind of info that I need to know. Also I learned that sampling is the most effective for marketing strategy, even more so than celebrity endorsement, it has 40% conversion rate. Anyways, that's just my 2 cents of what I found to be the most helpful available online. Back to the book, I would've just gave the book one star, but I figured it did offer some information and wasn't completely drivel. But I wouldn't waste your time.

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