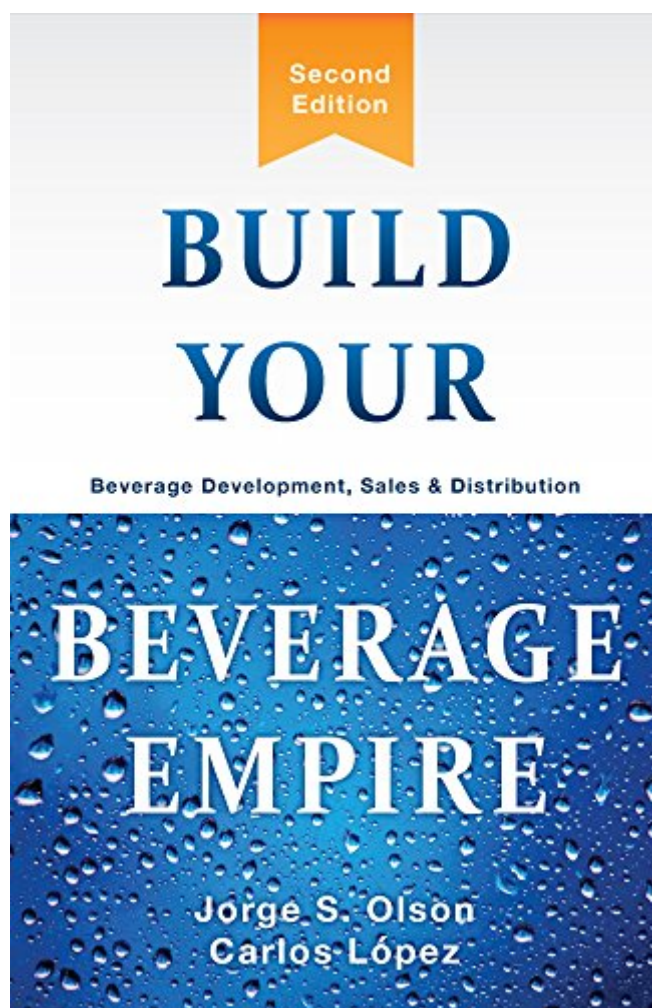


The book was found

Build Your Beverage Empire: Beverage Development, Sales And Distribution



Synopsis

Beverage Development + Beverage Marketing + Sales and Distribution

HACK THE BEVERAGE INDUSTRY Are You Ready to Disrupt the Beverage Industry? This brand new second edition is jam-packed with never before seen marketing techniques to reach retailers, consumers, wholesalers, & distributors. Yes, you will see the blueprint and step-by-step guide on how to develop and sell beverages. You will also discover cutting edge ideas and techniques to disrupt the beverage industry and separate yourself from the competition. Discover the best kept secret in beverages: never shown before marketing techniques to reach consumers, wholesalers, distributors and retailers that you can use to completely disrupt the beverage industry. Tackle the most common beverage industry topics: • Beverage Development • Beverage Marketing • Beverage Distribution • Beverage Formulation • Beverage Packaging • Beverage Sales • Beverage Distribution

The first edition of the book became and stayed as a best seller for 300 weeks. It was written for new beverage industry entrepreneurs in mind. However it was quickly adopted by the entire beverage industry as the standard for innovation, marketing, beverage development, sales and distribution. The book quickly became required reading in large beverage companies and used in universities for graduate and undergraduate programs.

What's New In The Second Edition?

- How to use Social Media to Grow Your Beverage
- Start with Direct Marketing
- Even Before Production
- Growth Hacks, Short-Cuts and Money Saving Strategies
- How to Compete With the Big Boys
- And Stay Under the Radar

The second edition of the book is still aimed at new beverage industry entrepreneurs, however it also incorporates new and innovative branding and beverage marketing strategies that even the most veteran beverage executives will appreciate.

Three Major Parts to a Beverage Empire:

1. Part One goes over the beverage industry and gives you the CEO overview so you can quickly cut your learning curve. Page 232.
2. Part Two is a step-by-step guide on beverage development including formulation and production. Page 953.
3. Part Three is dedicated to marketing, sales and distribution to distributors, retailers and consumers. Page 149.

The book focuses on development and growth of beverage companies. You will discover all the standards companies like Coca-Cola, Budweiser, Red-Bull and other companies follow for their beverage sales and distribution as well as new never seen strategies that allow the new

beverage comer to compete in the marketplace filled with Fortune companies. 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
- Don't compete with the big boys on their turf. How to disrupt the beverage industry with new beverage marketing strategies.
- Why beverage distributors will not return your call and how to grow without them

Authors are Jorge S. Olson and Carlos Lopez. Beverage Industry experts and serial entrepreneurs that have developed more than 1,000 consumer packaged goods and worked in over 100 beverage projects. Jorge Olson mentors beverage executives and entrepreneurs from all over the world. Be sure to get the Beverage Industry Domination program at: www.BuildYourBeverageEmpire.com

Book Information

File Size: 4806 KB

Print Length: 287 pages

Simultaneous Device Usage: Unlimited

Publisher: Cube 17, Inc.; 2nd Edition edition (April 15, 2016)

Publication Date: April 15, 2016

Sold by: Â Digital Services LLC

Language: English

ASIN: B01C1NT1R6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #506,463 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #44

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Customer Reviews

Great read a few spelling typos that need correction in the 2nd additional but overall informative and a great read!

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