



# Build Your Beverage Empire: Beverage Development, Marketing and Sales

*By Jorge S. Olson, Carlos Lopez*

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## **Build Your Beverage Empire: Beverage Development, Marketing and Sales**

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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.

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### Editorial Review

From the Author

The Beverage Industry can be a lot of fun and very exciting. You can use your creative side in beverage development as well as your business experience and knowledge in beverage sales and distribution. The BIG problem is there is not a lot of information out there for new entrepreneurs or even for existing executives.

This is what I quickly realized when I jumped into the industry as a beverage distributor many years ago. Since then I've worked in every aspect of the beverage industry, but one thing has not changed; there is not a lot of information out there for people starting out. This is why I wrote this book; for all the new beverage entrepreneurs joining us now and in the future.

In writing the book I spoke with more than 300 new beverage entrepreneurs as well as many distributors and executives from small and large beverage brands. They contributed the most to the book as they asked me hundreds of questions about the industry, how to get started, how to sell and much more. Everything was discussed, from beverage development to branding and even expanding outside of the country. All those questions and the answers make this book. Thank you to all that contributed. If you have questions that are not covered in this book I will add them in the next edition. Just contact me and send me your questions.

From the Back Cover

### "The Beverage Industry Bible"

Learn to develop and sell your beverages including new age beverages, alcoholic and non alcoholic beverages like energy drinks, soda, tea, water, vodka, tequila, beer or any other type of beverage.

This is a step by step guide that teaches you how to develop and brand your beverage, reach your perfect target market and sell it using wholesalers, distributors, convenience stores and supermarkets.

**This book is a must read for anyone in the beverage industry** from executives to sales people, 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.

Discover every single sales and distribution channel & how to penetrate it with your beverages

Learn from the authors, Carlos Lopez and Jorge Olson, and the national experts on beverage development, branding, sales, distribution & marketing.

[BuildYourBeverageEmpire.com](http://BuildYourBeverageEmpire.com)

About the Author

Jorge Olson is a beverage entrepreneur and consultant, considered the foremost expert in the Beverage Industry in the country. He's sought after by new beverage entrepreneurs, beverage industry executives and investors such as hedge funds and investment banks for his beverage industry analysis.

He has worked in every aspect of the beverage industry from beverage development to beverage marketing to beverage sales and distribution; he has more than 80,000 subscribers to his newsletters and has done hundreds of beverage projects from Coca Cola to 5 Hour Energy, SAB Miller and a multitude of start-ups. He also owns several beverage businesses in the USA and even in Mexico.

Jorge lives in San Diego, California with his "extended family" and when he is not with his family he spends his time between the beverage industry and writing. He has several other books published and is working on several books.

## **Users Review**

### **From reader reviews:**

#### **Lea Severino:**

Typically the book Build Your Beverage Empire: Beverage Development, Marketing and Sales will bring someone to the new experience of reading any book. The author style to explain the idea is very unique. If you try to find new book to study, this book very ideal to you. The book Build Your Beverage Empire: Beverage Development, Marketing and Sales is much recommended to you to read. You can also get the e-book in the official web site, so you can easier to read the book.

#### **Thomas Jones:**

People live in this new time of lifestyle always aim to and must have the spare time or they will get great deal of stress from both lifestyle and work. So , when we ask do people have time, we will say absolutely sure. People is human not really a robot. Then we consult again, what kind of activity do you have when the spare time coming to you actually of course your answer may unlimited right. Then do you ever try this one, reading publications. It can be your alternative with spending your spare time, typically the book you have read is usually Build Your Beverage Empire: Beverage Development, Marketing and Sales.

#### **Marie Brenneman:**

Build Your Beverage Empire: Beverage Development, Marketing and Sales can be one of your starter books that are good idea. All of us recommend that straight away because this book has good vocabulary that may increase your knowledge in vocabulary, easy to understand, bit entertaining however delivering the information. The author giving his/her effort to place every word into joy arrangement in writing Build Your Beverage Empire: Beverage Development, Marketing and Sales although doesn't forget the main position, giving the reader the hottest in addition to based confirm resource details that maybe you can be one among it. This great information may drawn you into completely new stage of crucial thinking.

#### **Maria Blanco:**

Is it you actually who having spare time and then spend it whole day by means of watching television programs or just lying down on the bed? Do you need something totally new? This Build Your Beverage Empire: Beverage Development, Marketing and Sales can be the respond to, oh how comes? It's a book you

know. You are consequently out of date, spending your free time by reading in this brand new era is common not a nerd activity. So what these textbooks have than the others?

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