



EVER WONDERED WHAT LOVE TASTES LIKE?™



Premium Floral-Inspired
Lemonades



- **Category:** Grocery – Refrigerated RTD Beverage, albeit Shelf Stable
- **Brand:** Deep Love. **Sub-Brands:** Deep Rose, Deep Elder, Deep Wald.
- **Attributes:** All-Natural, 50 Calories, Antioxidants, Sleek Design, Floral Aroma, Non-Alcoholic Alternative.
- **Pack:** 12 per Case. **Case Size:** 11”x8”x6”. **Weight:** 12.5lbs.
- **Production:** Salt Lake City, UT. Certified facility.
- **Standard Pallet:** 8 Layers, 17 per Layer. 136 Trays. 1730lbs.
- **Target Retail:** \$3.69 to \$3.99 **GM:** 40%+
- **Slotting:** 1 Case Free Fill per Store.
- **Promotion:** 15% off Invoice and/or 25% Off Shelve 3 times per year.
- **Shelf Life:** 24 Months.
- **Distribution:** UNFI Aurora, CO., Chex Finer Foods, Podfoods.co.



Current Retailors	# Stores
The Fresh Market	159
Whole Foods RM	34
Various specialty	+300

Ingredients: 50 Cal per bottle
 Purified Water
 Sugar (9g added sugar)
 Lemon Juice from Concentrate
 Natural Rose Extracts /
 Elder Extracts /
 Woodruff Type Flavor
 With other Natural Flavors
 Pectin
 Citric Acid
 Stevia Extract and Monk Fruit
 Extract for Sweeteners
 Fruit and Vegetable Juice for
 Color (Except Deep Wald – no
 added color)

Why should we bring in this product?

Affluent and sophisticated consumers are moving away from sodas and into trend-setting alternatives.

How it is different from what their store already sells?

Floral inspired beverages are one of the new trends. Deep Love fulfills that need and allows the retailer to stock a trend-setting beverage.

How will it suit our customer base?

Competing brands lack the exclusivity of Deep Love with its exceptional branding of LOVE combined with its unique taste, aroma and color.

Any additional key points to discuss?

“EVER WONDERED WHAT LOVE TASTES LIKE?”
 Deep Love is best positioned in the refrigerated section. In addition, stacking up Deep Love trays, with our slogan on the trays, in a high traffic area will naturally attract consumers to the product.

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