



GLOBAL BEVERAGE SOLUTIONS

BOFFOTM
BEVERAGE GROUP

BOFFO BEVERAGE GROUP is a full service beverage company providing turnkey solutions for beverage manufacturing, federal and state compliance, beverage development and formulation, brand development, raw goods identification and procurement, sales and wholesale distribution, chain distribution, importing and exporting. Our firm has the network and the experience to break your brand into the beverage industry, and into the hands of consumers. With experience in both manufacturing and sales, in the beverage industry, **WE ARE** a mixture and unique blend of knowledge and services that provide a base of support and direction for our clients' and their brands.

***“LET ME USE MY 18 YEARS OF EXPERIENCE TO MAKE
YOUR BEVERAGE EXPERIENCE TURNKEY.”***

A handwritten signature in black ink, appearing to read 'Brian Pearson', with a stylized, cursive script.

BRIAN PEARSON - CEO

PRODUCT DEVELOPMENT

CONCEPT AND FEASIBILITY

We collaborate with our clients to understand goals and strategies of their products and ideas. What is the ultimate price to the consumer? What is the desired proof and product category placement? Will this work? We use our experience and guidance to advise our clients on the realistic feasibility of their idea, along with the pros, cons, challenges and the potential upside their product will bring to the marketplace and end consumer.

BRAND IDENTITY

We coordinate your design concept while developing your brand name, packaging design, and logo. Together, these aspects create the identity of a brand in the market. Of distinct consideration will be the “story” if applicable. People connect through stories, and storytelling is an effective way to create and sell a brand image. The design is a very subjective process and we work closely with our clients to understand their business objectives and direction, all while questioning how we will compare and compete with other brands in similar or existing space.

BRAND NAME | EMOTIONAL IMAGE IDENTITY

DESIGN ELEMENTS THAT TAKE FORM TOGETHER TO CREATE THE OVERALL BRAND

LOGO IDENTIFIER | IDENTIFIER FOR A PRODUCT IN ITS SIMPLEST RECOGNIZABLE FORM

FINDING THE RIGHT PARTNER IS EVERYTHING.

FORMULATION

We work with multiple flavor development companies across the U.S. With 18 years of industry knowledge, we can quickly brief the development companies on our client's concepts, ideas, and goals, which assists to refine each formulation to their color, taste, texture, and functionality specifications. This allows us to secure a U.S. Federally approved formula that is shelf stable and ready for the market. Understanding the project at hand, our team works to match each product to the proper distillery or bottling facility.

GLASS

As the formulation is in process, we begin to source and identify all of the raw goods needed to bring clients' brands to life. We identify pricing for glass through different resources and glass suppliers. Determining the brand identity helps drive the direction and bottle choice. Along with the design of the bottle, other considerations will be noted, such as the overall weight of the bottle itself and the ability for consumers and bartenders to grab, hold, and pour the bottle effectively.

CLOSURES & CAPSULES

Within the beverage industry, there are multiple options when it comes to packaging types. Once the glass bottle, or other packaging, has been determined, we can select the type of closure or capsule that can be used. Natural Cork, ROPP- Stelvin, Swing Top, and T-Top, just to name a few, come in many designs, fit, and materials. In addition to choosing the closure type, most type of closures themselves can also be decorated and customized to further identify the clients brand.

DECORATION

In addition to supplying decoration options, we enhance our client's development experience by not looking past any detail. Custom cartons gives your product a complete finish.

Acid Etch | Raised Print | Organic Coating | Screen Print | Spray Frost | Window | Organic Metalized Coating

Paper | Metalized Film | Reverse Print | Lamination Embossing | Film | Texture | Varnishes | Coating

In addition to supplying decoration options, we enhance our client's development experience with extremely focused attention to detail. Once a product hits the shelves or bar back environment, it is vital that the packaging and overall decoration **STANDS OUT** and grabs the attention of the consumers.

BOTTLING & DISTILLING

Our firm coordinates the concept, formulation, procurement and logistics of the raw goods with the most receptive and geographically matched bottling company, distilling company, and rectifier to facilitate our clients' needs. We work directly with the manufacturer to insure a seamless transfer of performance and expectations, all while securing timely delivery of the finished product to the wholesale network, and ultimately the end consumer. We specialize in our ability and flexibility to strategically source the right size winery, brewery, distillery with the right size production run.

MARKETING SERVICES

EXPANDING YOUR REACH

Developing a comprehensive marketing strategy is critical to the success of your brand. In a large marketplace, execution is key. Our network of suppliers, producers, wholesalers, and retailers will get your product in the hands of consumers faster. We'll guide you through the process of creating programs and incentive options to excite wholesalers and the sales representatives that will execute client brand goals and objectives. Paralleling and further augmenting the wholesaler's efforts, BOFFO'S communication center targets both on and off premise retail accounts in addition to end consumers. Direct and ongoing telemarketing, targeted email campaigns, and social engagement force and push forward brand awareness.

WEBSITE DEVELOPMENT & SOCIAL MEDIA

A strong online presence is crucial for today's beverage brands. Engaging with the consumer in a social setting creates loyalty. We take the time to develop, organize, and monitor your website and social media objectives.

Our firm can create social media profiles and websites from the ground up. We can manage your online presence or help manage existing websites. We can custom fit your needs in the digital space. We not only design and manage these assets for clients, we create and advise on the best use of marketing budget by creating social campaigns specific to client criteria. These campaigns are highly targeted and specifically tailors to a brand's demographic and geographical regions of product or flavor availability.

--TAKE A MOMENT AND VISIT US TODAY: WWW.BOFFOBRANDS.COM

CALL CENTER SERVICES

DIRECT TO RETAIL SALES

Let **BOFFO** help you and your brands create more shelf and bar back space in your local market. Our professionals make direct contact with both the on and off premise market accounts to notify decision makers of new product launches, pricing programs and promotional offers. Our informational sales approach often leads to products on the counter next to registers and also creates additional shelf space in the off premise market for your company or brand. Many times owners voluntarily create programs and cocktail promotions in the on premise locations. We have turned the tables. Our staff is continuously contacting thousands of establishments daily, which means we have you covered. Many markets have accounts that are geographically outstretched, so let **BOFFO'S** professional team be your voice to the **25,000** on and off premise accounts in our database.

HAVING TROUBLE GETTING YOUR PRODUCTS TO THE MARKET?

DO YOU HAVE RETAILERS WANTING TO SELL YOUR PRODUCT, BUT NO CLEAN PATH TO REACH THEM?

LET US HELP WITH OUR PROVEN SUPPLIER DIRECT TO RETAILER SALES.

BOFFO is a premier alcohol beverage marketing company, specializing in direct to retail sales. Most wholesalers have too many brands to generate enough focus on your brand to create the market penetration that will make your brand succeed. That's where we step in. Our professional sales team communicates directly with retailers both on and off premise announcing the arrival of your brand to their local marketplace. In addition, we assist in the fulfillment of marketing items such as T-Shirts and Point of Sale items that fall in compliance with individual state laws. **BOFFO** opens 100's of accounts per week for our clients. Give us a call today at **419.855.6080** and let us open your next accounts.

COMPLIANCE MANAGEMENT

PAPER SUPPORT

Compliance and collection is a complicated, time consuming, and costly process. BOFFO holds the required permits so that clients don't have to spend valuable time entrenched in minutiae. For many brands this process is a large barrier to marketplace entry. We oversee and manage permits at the Federal and State level from basic permits to COLA preparation required for Federal label and formulation approval. We can timely report and file all of the requirements for your so that you can move forward in bringing your brand to consumers. Products ship from a licensed supplier to a licensed wholesaler. In addition to permits, some states require quarterly or even monthly time consuming and tedious reporting, even when product is not shipped into the state in that month. Failing to timely report and file can result in brand revocation and penalty fees. Imagine having all of these reports filed and taken care of, so you can focus on what's important: your brand.

LOGISTICS AND WAREHOUSING

CONVIENIENT | EFFICIENT | EFFECTIVE

BOFFO offers licensed storage for alcoholic beverages, holding both Federal and State permits. Conveniently located, our facility makes us a strategic partner for your storage needs. We provide shipping solutions for both raw and finished goods with multiple vendors, giving you the best pricing and options for all of your freight requirements. New brands and craft producers have logistical challenges as most wholesalers welcome new micro brands, but cannot overcome the logistical challenges of ordering sensible amounts for their geographical areas. The more craft and micro brands in one area allows our wholesale network to mix and match cases and brands to shipping enough to overcome this challenge. In addition, we offer our clients competitive storage rates for both short and long term solutions. **BOFFO** arranges transportation for both simple local shipments and complex international freight. Our team arranges, tracks, and confirms timely delivery. We work with our network to provide the best possible solution. Whether your

product requires air freight, shipment overseas, or simply the best domestic shipping rates, our clients know they can rely on the safe delivery of their product.

WE HAVE EVERYTHING YOU NEED UNDER ONE ROOF.

FEDERAL BASIC PERMIT & COLA PREP?

We oversee and manage any Federal Formula and Label Approval.

WWW.TTB.GOV

But, what about COST ACCOUNTING & an expert BUSINESS PLAN?

We develop projected costs of goods sold, statement of cash flows, and projected sales. As far as the business plan goes, in-depth consultation is given for Market Analysis, Entry to Market, and Strategies for your brand.

Who handles the SALES & MARKETING?

We help our clients construct and develop comprehensive marketing strategies and then execute those strategies through suppliers, producers, wholesalers, retailers, and consumers across the United States.



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