



# EVER WONDERED WHAT LOVE TASTES LIKE?™



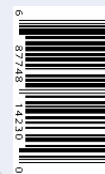
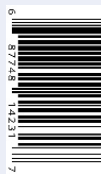
MADE IN USA



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:** \$3.79 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	+400

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

Contact Name: DJ Rasseh: President-Founder  
Email: [dj@drinkdeeplove.com](mailto:dj@drinkdeeplove.com)  
Phone: 408-847-2795

### 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.