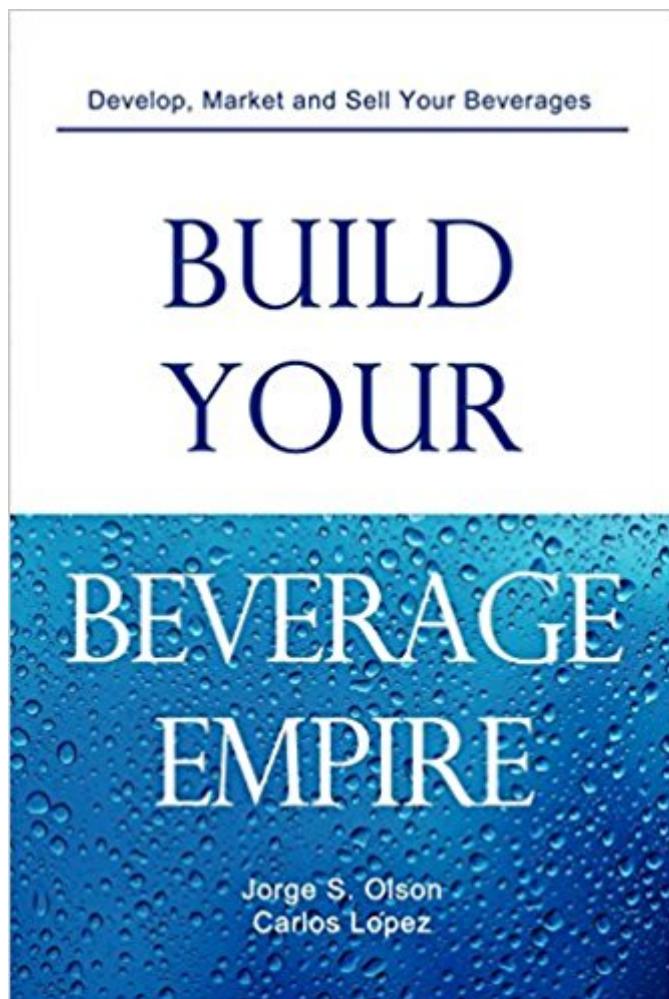


The book was found

Build Your Beverage Empire



Synopsis

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.

Book Information

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Customer Reviews

The Beverage Development, Beverage Marketing and Time Saving Guide! It's amazing how much time and money you need to research and start your beverage project. This book will cut that by 90%. It goes for beverage development, beverage sales, marketing or distributing. That should be your goal! 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.

"The Beverage Industry Bible" Â 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. Â 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. Â 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.Â 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. Â Discover every single sales and distribution channel & how to penetrate it with your beverages Â Learn from the authors, Carlos Lopez and Jorge Olson, founders of Liquid Brands Management, Inc. and the national experts on beverage branding, sales & marketing. Â Â BuildYourBeverageEmpire.com

I bought this book because there was a lack of information on the beverage industry, but I found this book to contain too few ideas and was always just leading up to "the next thing" without delivering much actionable information. He also has a blog out there, but I find it is a lot of "marketing talk", he hypes a lot of things up and doesn't bring clarity to the beverage industry for first timers. If you want to learn about the beverage industry, you're better off spending 50 bucks on joining up at BeverageSchool (dot) com. They have many insiders and consultants delivering up real actionable information and clarity about what it really takes. For example one of the guys (can't think of his name at the moment), he says normally it will take at least \$20k to startup, though he seen some people really bootstrap it for \$10k or a little less, but it's very rare. It's that kind of info that I need to know. Also I learned that sampling is the most effective for marketing strategy, even more so than celebrity endorsement, it has 40% conversion rate. Anyways, that's just my 2 cents of what I found to be the most helpful available online. Back to the book, I would've just gave the book one star, but I figured it did offer some information and wasn't completely drivel. But I wouldn't waste your time.

Great book for anyone who is playing with the idea of developing his or her own beverage and bringing it to market. This book is quite thorough although it is written to be a quick read and by necessity skims over some items, mentioning them but not going into more detail. The author has a consulting firm to help people navigate this industry and in some ways the book underscores the need to have an experienced partner or consultant in your corner. Having said that, the book is a

great introduction to the industry and everything involved. You will come away from the read having a great idea of what it takes to make your beverage venture a success. You will either be excited to get started or continue on your quest or you may decide it's more effort than you want to put forth. Either way, I think the book will have done its job.

I never write reviews. I make an exception here because this book is terrible. Brad Smith's review is SPOT ON! Even the passages he quotes from the book are WORD FOR WORD. The entire book spends pages and pages telling you everything you will learn LATER in the book--- and when you get to the second half of the book, it reminds you of everything you JUST READ, which was just the author telling you what you're GOING TO READ! I'm not exaggerating. I'm not being histrionic. The book is a gigantic exercise in temperance. And worse, it reads as if it's written by a fourth grader writing a book report the night before. If you remove the fluff, self-promotion, and incoherence, the book is twenty pages long. Even that's too generous. Please don't buy this book. Save your money.

Didn't teach me anything new or give me any actionable steps towards what to do to get closer to actually launching my product/business.

What a great book if you are in the beverage business. We give a copy to each of our new distributors and sales people. There are some new "Ninja type" things, but a lot of basic sales advice that most people are not doing. If we can get our distributors to read the whole book, we are way ahead of the game in training. We used pieces of the book to create our sales training. We were also lucky enough to hire Jorge to come in for some private training with our distributors and staff. Thanks Jorge and Carlos for writing a great book. Sincerely, Sandro Piancone Chief Mexpert Officer Mexico Sales Made Easy

The book gave an in depth route, direction or blueprint to any individual interested in bringing a product to the masses. It reiterate the fundamentals, such as avoiding the paralyzes by analysis rut. All your "ducks" do not have to be lined up to proceed. The biggest take away was really simple and obvious. It echoed a sentiment we all sometimes have to hear over and over; You don't have to see the entire staircase to take the first step...MLK.

Like one other reviewer said here, this book is purely self-promotional. It's light on content, has spelling and grammatical errors and uses a lot of redundant text (fillers). For example, every chapter

begins with "you will learn how to ...", then goes light on details and ends with "you now have learned that ...". But we never learn much. To add insult to injury, I hired Jorge after reading the book, in a desperate attempt to see if maybe he could help me out with my beverage. Turns out, he's just the same in real life as he is in the book: all talk, no action, no insight, no help.

Nice.

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