



# ***AXS Brands***

**Your Brand Connection Machine**

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**[www.gbsgrowthpartners.com](http://www.gbsgrowthpartners.com)**

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# GBS AXS Brands

## We provide total commercialization services

- **Turn key system** – we manage your local sales and marketing function.
- **We set clear goals and objectives** – by month, by key business indicator.
  - Volume, # of stores, volume throughput, revenue, expenses, net income.
- **Focus on creating traction!**
  - Customize channels and customers to your brand.
  - We execute your retail marketing activities – demos, promotions, etc.
- **Dedicated Personnel** – professions with deep distributor and retailer contacts
- **Personalized service** – small portfolio – 3 brand maximum
- **Accountability** – regular reporting, identify issues quickly – we own our results.

# GBS *AXS Brands*

## Our Markets –

- Texas (26 million people)
- Southern California (18 million people)
- NYC (19 million people)
- Chicago (6 million people)
- Florida (19 million people)
- New England (15 million people)
- Northern California (12 million people)

**....Total coverage: 115 million people!**



# GBS AXS Brands



## Some Of Our Brands –

### •Bolthouse Farms

- Market: Texas
- Key channels – K-12, food service, at work, colleges
- Key customers – Sysco, Core-Mark, U Texas, Apple Computer



### •Celsius

- Market: SoCal and Texas
- Key channels – fitness/health, at work, convenience and grocery stores, health clubs,
- Key customers – Quik Trip, RaceTrac, 24 Hour Fitness, Ralph's



### •TreTap

- Market: New England
- Key channels – C-stores, health/fitness, at work, grocery and convenience stores
- Key customers – Whole Foods,



### •Fulhum

- Market: Texas
- Key channels – natural grocery, food service, convenience stores
- Key customers - Gold's Gym, 7 Eleven, Sysco, Central Market, KeHe



## Our Deliverables (What You Get):

- ✓ Co-Developed Business Plan
  - Specific Goals
  - Clear Objectives
  - Economics
    - (Revenue, Expenses, Margin)
  - Monthly Reviews
  - Monthly Action Plans
- ✓ Focus on Building Traction
  - Custom Build Channel Plan to meet your target consumer
- ✓ Distribution
  - Identify Optimal Route to Market
  - Open Distributors
  - Ongoing Account Management
- ✓ Retail
  - Identify Target Retailers
  - Open Retail Accounts (SKU sell-in)
  - Ongoing Account Management
- ✓ Product Activation
  - POS, shelf tags, couponing sell-in
  - In-store demo approvals, scheduling and execution coordination
  - Event Marketing and Demos

**A Turnkey  
Operation**

**Results Matter!**

# GBS AXS Brands

## Our Team



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# GBS AXS Brands Key Markets





# GBS AXS Brands



# LIFETIME

THE HEALTHY WAY OF LIFE COMPANY™

