



AXS Brands

Your Brand Connection Machine

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www.gbsgrowthpartners.com

January 2017



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** – professionals, deep distributor and retailer contacts
- **Personalized service** – small portfolio – 3 brand maximum per market
- **Accountability** – regular reporting, identify issues quickly – we own our results.



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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!



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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, Europa

- **Canada Pure**



- Market: New England and New York
- Key channels – Supermarkets, club, food service, convenience stores
- Key customers – Shop Rite, Costco, Stop & Shop, Preferred, Bayside

- **Trimino**



- Market: Texas and Florida
- Key channels – Supers, convenience stores, fitness/Health
- 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
 - Ongoing Account Management
- ✓ Consumer Based Approach
 - Identify 'early adopters' and develop plans to build loyal daily drinker base
 - Focus on retail throughput – the key to loyal consumers

**A Turnkey
Operation**

Results Matter!

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LIFETIME

THE HEALTHY WAY OF LIFE COMPANY™

