

Beverage Innovations Partners with Traderock for Market Expansion

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Delray Beach, FL – Beverage Innovations announced today their partnership with brand management company Traderock Corporation. The two companies are aiming to expand the Tropics ultra premium drink mixes in Latin America and the Caribbean markets.

“We are excited to work with such a dynamic and creative company to catapult their brands into an additional 11 countries. These are countries in the Caribbean and Latin America that require long standing business relationships, strong distributor support for a brand launch as well as support programs and people with specific skill sets. That is what Traderock brings to the table. If you combine these factors along with a proven track record, a solid brand, competitive pricing and a strong hands-on management team, as it is the case for Beverage Innovations, the result will be long term success.” says Jose R. Llop, Managing Principal of Traderock. Llop also joins Beverages Innovations as the Vice President of Global Business Development, bringing 20 years of experience in International Management in the Bakery, Foodservice, On-premise and Retail segments to the team.

James Day, Managing Partner at Beverage Innovations says the partnership is “poised to elevate Tropics to the next level in the Caribbean, Central and South America as well as other markets outside of the United States, such as Australia where Traderock has also developed a successful distribution network.”

Tropics® is an all-natural base for craft cocktails, frozen daiquiris, smoothies, shakes and culinary masterpieces. Each Tropics flavor is created from the highest quality fruits and ingredients sourced from the leading growing regions around the globe. Tropics is dedicated to “Serve the Extraordinary” and accordingly there is a tremendous demand in countries with a high level of tourism and entertainment offerings.

“At Beverage Innovations we believe in focusing your energy and resources on what you can do best. We are experts in making truly the best drink mixes. Traderock’s expertise is the frozen distribution in the Caribbean, Central and South America, managing several of the leading brands in their category. I am confident that together we are a winning team from start to finish.” Day adds.

Beverage Innovations ensures continued product value and increased profits for their customers worldwide. Currently, the company is represented in more than 40 countries with Tropics being the market leader of natural mixes for craft cocktails, frozen beverages and culinary creations in several of those markets.

About Beverage Innovations

Beverage Innovations delivers beverage solutions. Our team of experienced experts is committed to developing and advancing the industry based on our dynamic resource pool and passion for challenging the global market. We strive to provide value and increased profits to our customers worldwide. Innovation and development of beverage programs across a broad spectrum of categories and markets positions Beverage Innovations as a leading resource to the beverage industry internationally. The

company's brands include Tropics® ultra premium drink mixes and Venga® functional infusions, all of which are made with the highest quality ingredients.

For more information please visit www.beverage-innovations.com.

About Traderock

Traderock Corporation is a brand and business development company dedicated to export management and consulting in the Food and Beverage industry. With over 20 years of experience, Traderock continually impresses distributors and customers by offering the highest level of service for the Americas and the Caribbean. For more information please visit <http://www.traderock.net/> .

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