

Tropics Partners with Dot® to Capitalize on Dot's 21st Century Logistics Solutions For National Distribution of Ultra Premium Drink Mixes

FOR IMMEDIATE RELEASE

Delray Beach, Fl. - Sometimes, old-school is a good thing. We too love Throwback Thursday, 80s-themed parties, and Chuck Taylors. Unfortunately, old-school isn't so trendy when it comes to the science of efficient US national distribution.

Beverage Innovations, Inc. finalized its partnership for the Tropics® brand in January 2014 with the nation's first and largest food redistributor, Dot Foods. Sold in the food service industry for over 20 years, Tropics® is poised to amplify its reach through Dot Foods to provide its award-winning drink mixes to restaurant and bar operations, large and small, across the United States.

"Dot Foods is an expert in the science of efficient and innovative distribution. Our team is energized to join the next level of logistics systems. This is a huge opportunity for everyone in the industry from individual food service operators to large national chains and distributors across the country. In partnership with Dot, Tropics® is now available nationwide and is accessible through over 3,000 of Dot's distributors" says Sean Larkin, Vice President of Sales for Beverage Innovations.

"If you have a small restaurant or a national chain and you desire specialized solutions for your frozen drinks or craft cocktails that often don't warrant the required minimums for product turns in distribution, this is the solution. Additionally, the system efficiencies due to Dot's large volumes in distribution, greatly reduce product costs to operators", Larkin explains.

Dot Foods developed a system to eliminate the product volume requirements previously necessary for most distributors while lowering costs at the same time. Initially operating with a single/straight distribution line, Dot Foods allows Tropics to flow through multiple channels of redistribution.

"Partnering with a progressive company like Beverage Innovations in the ever growing beverage market is exciting and we look forward to creating a successful relationship with them," says Park Plank, Senior Business Development Manager at Dot Foods.

"The results speak for themselves. Within the first month of our cooperation with Dot we were able to secure contracts with several national chains to upgrade their cocktail programs to Tropics®", adds Marc Lange, Managing Partner at Beverage Innovations.

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 market 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 Dot Foods

Family-owned and operated for more than 50 years, Dot Foods is the nation's first and largest food redistributor. Dot Foods serves all 50 states and takes pride in developing innovative solutions for manufacturers, distributors and operators.

For more information please visit www.dotfoods.com

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