

# KLASS<sup>®</sup>



ONE PAGER

AGUAS FRESCAS

A solution for your

restaurant!

MAKES 5 GALLONS

NATURAL FLAVORS

JUST ADD WATER



Easy to Prepare

Yields

20%

more than syrup concentrates!

Best price per quart

BOOST YOUR SALES WITH THE TRADITIONAL MEXICAN FLAVOR

## Market needs

### What we want to solve

- New beverage offering.  
**No more carbonated.**
- Natural and/or freshly squeezed is expensive and difficult to standardize.

### Why it is hard to solve for restaurants

- Need easy to prepare, naturally flavored and big profit products.

## Our solution

### Aguas Frescas

- Most **traditional beverage in Mexico.**
- Made with fruits and other exotic flavors.

### Klass Aguas Frescas is the solution!

- Authentic and natural flavors.
- **Proven formulas**, 20+ years in US market.
- **For all targets**, success story with BBQ chain in Houston, TX.

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AGUAS FRESCAS

Why Klass?

#1

Hispanic brand for water modifiers in retail

## Success Story = replicate!

## 16 Operating locations

### Key success factors

- 1 Counter Display
- 2 Correct flavor offering
- 3 Correct Price/Benefit Equation
- 4 Natural fruit topping

### Big sales and great profit!

#### Profit per cup:

Consider 35% ice

Sales Price = \$3.50



=

\$3.05

#### Profit per pack



= 27



x \$3.05 =

\$82.35

#### Cups sold



=

354 K

#### Annual sales of Klass

=

\$1.2 M

#### An. revenues of Klass

=

\$1.0 M

#### % of revenues / sales

=

87%

