



Build Your Beverage Empire

Jorge S. Olson, Carlos Lopez

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How much does beverage development costs?

What is the best way to get beverage sales and distribution?

Do I spend my trade beverage marketing in trade shows or direct marketing?

These are some of the many questions this beverage industry book tackles complete with examples, case studies and step-by-step techniques to develop, market and sell your beverages.

From beverage development to beverage sales and distribution, strategy and marketing of your beverages in the USA and out. Learn to develop and sell your beverages including

- Functional beverages
- Alcoholic beverages
- Ready to drink
- Energy drinks and shots
- RTD tea
- High end water
- Vodka
- Tequila
- Beer

This is a step by step guide teaching you how to develop and brand your beverage, reach your perfect target market and sell it using wholesalers, distributors, convenience stores and supermarkets. Discover every single beverage sales and distribution channel and how to penetrate it with your beverages. While reading the book you will prepare spectacular distributor programs to support all type of accounts, get see through in stores and have customers for life.

This beverage book is a must read for anyone in the beverage industry from executives to sales people, marketing managers, brand managers, merchandisers as well as production specialists. After finishing the book you will be an expert in every segment of the beverage business; from developing a brand in the drawing board to reaching your target market correctly, writing your business plan and executing it with sales and distribution. Learn from the authors, Carlos Lopez and Jorge Olson, considered experts in beverage branding, sales and marketing and featured in local and national print and television media.

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