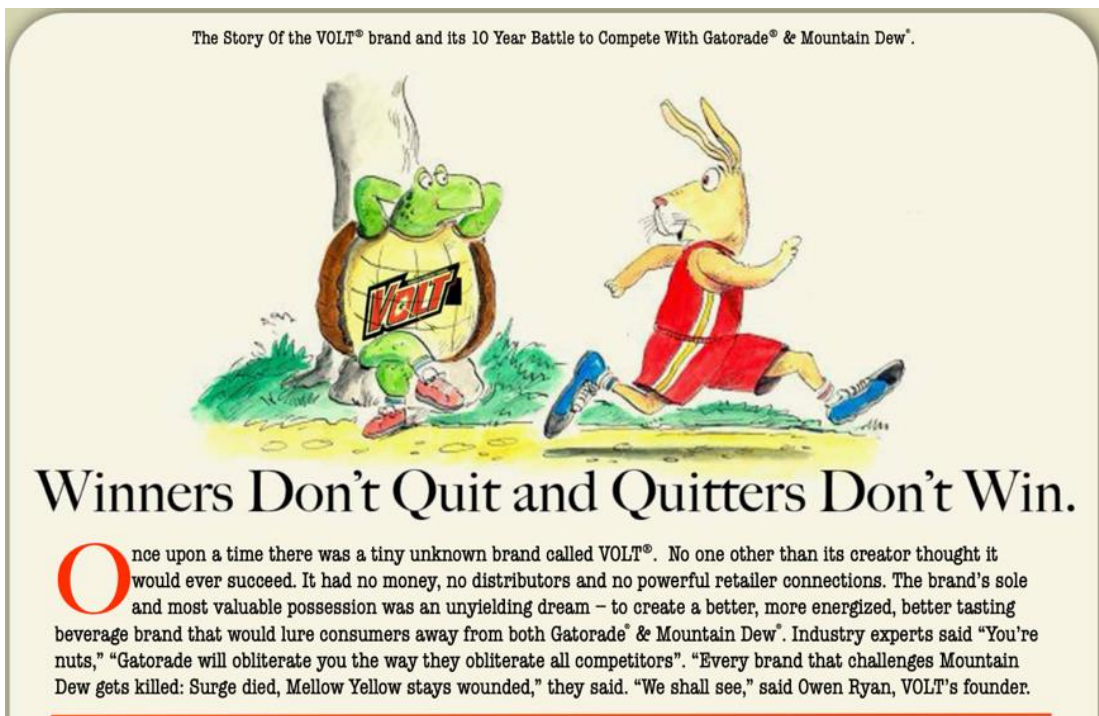


“The Incredible, Unstoppable, Never-Give-Up Story of VOLT®



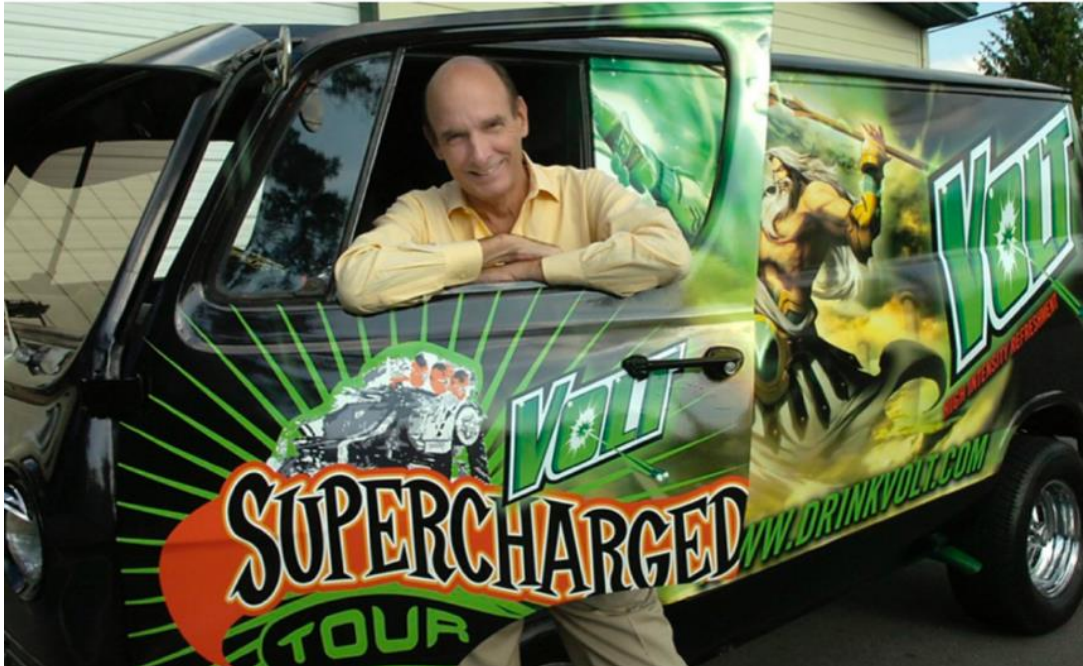
- **By Owen Ryan, Creator of the Volt® Beverage Brand.**

“Persistence, a will to win, and a constant stream of creativity!” -- Former President, Cadbury, North America.

“Giving up’ is just not in Owen’s DNA. Thinking differently and zigging while others zag, is!” -- Former CEO, Johnson & Johnson

“Good luck and bad luck. Powerful competitors and unexpected allies, plus hard work, determination and a good bit of prayer!”

- Owen Ryan, Founder and creator of the VOLT® beverage brand.



Owen Ryan in Charlotte, NC in 2010 www.VoltBeverage.com and www.TotallyLiquid.biz

<https://securerervercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Argggh-15-1.mp3>

A collage of marketing materials for VOLT. On the left, there are photos of VOLT cans with the text "Vitamin-fortified hydration" and "The Sport Called Life®". Below that, it says "Thanks North Carolina AAU for letting us join your 'team'." and shows more cans with flavors like "TROPICAL PUNCH", "RASPBERRY", and "ORANGE". At the bottom left, it says "STEP UP YOUR GAME" and "The Official Sports Drink Of North Carolina AAU Baseball". In the center, there are photos of a VOLT van wrap and a car wrap with the slogan "WHEN DEW DON'T DO IT". On the right, there is a large poster titled "LET THE GAMES BEGIN" featuring a baseball bat and a baseball, with the text "Electrolyte Enhanced. Vitamin Fortified. Anti-Oxidant Loaded. Taurine Energized." and "GAME READY" at the bottom. The website "WWW.DRINKVOLT.COM" is repeated throughout the collage.

As I first sat down to write this journal a few years back, the outcome of my battle with cancer was still unknown. The VOLT® beverage business which I had worked on for many years and invested a life savings worth of entrepreneurial energy into, was under serious attack from PepsiCo., Inc., one of the largest beverage companies on earth as that company's lawyers aggressively made charges against VOLT and demanded that our advertising be changed at once!



Gatorade's owner, PepsiCo, demanded we change this ad for our sports drink. We refused.

a

That unpleasant difficulty with PepsiCo would come to an end in fairly short order, concluding in a way that I was quite pleased about as I knew it could be used to VOLT's advantage in the future.

This happy feeling didn't last all that long, however, but it was sure nice while it lasted!

After the legal fight with PepsiCo ended, I found myself in Federal Court defending my trademark rights to the VOLT brand against a full-blown legal assault by The Coca-Cola Company aimed at canceling the VOLT® trademark and invalidating any ownership rights I had to the VOLT name. I had worked diligently and tirelessly over many years to obtain these rights, investing thousands of dollars in the process. Should Coca-Cola win, all of the hard work, along with all of the dreams I had for VOLT, would come to an end.

Eventually, a judge and jury sitting in a Federal Courthouse in Charlotte, North Carolina would decide my, and VOLT's fate in either a thumbs up or thumbs down decision. By comparison, this legal fight with The Coca-Cola Company made my dealings with the PepsiCo feel like a cake walk!

It would take three years before this case ended and the jury ruled in VOLT's favor. It would take another couple months before Coca-Cola's subsequent appeal actions (they had asked the judge to overturn the jury's decision in my and VOLT's favor, or, give them a

whole new trail starting from scratch) went nowhere

Everything about my business rested on the strength of the VOLT trademark so it was an extremely stressful time for our small company. Coca-Cola spent millions of dollars in this failed effort, certainly at least \$5 million dollars, and my lawyers told me it was likely much more. In any event, a lot of law firms collected a ton of legal fees

It goes without saying that I was in full agreement with the jury's decision in favor of VOLT, an unappealable decision which affirmed my ownership rights to the VOLT name. Plus, in its legal filings against me, The Coca-Cola Company had demanded that should they win, that the court hold me *personally* responsible for THEIR legal fees. *"They deserved to lose and it's a good thing they lost,"* I thought, looking up at the "IN GOD WE TRUST" sign directly above the judge's head.)



By that time, VOLT was in many hundreds of locations across North Carolina, Virginia, Florida, even in a handful of stores in New York City, and as far west as Illinois. VOLT had demonstrated its ability to gain traction with consumers and attract attention from large retailers. VOLT was also available in vending machines in some markets! But it wasn't always that way.

My wife and I moved to North Carolina from New York to launch the VOLT® brand, and for the first two or three months, we were in a total of exactly *zero* stores. Despite the fact that VOLT was under-capitalized and under-staffed when we arrived in Charlotte, we always had our eyes focused on progress and the future; a typical scrappy start-up, refusing to take "no" for an answer.



First Vending Machine in NC VOLT Beverages High Voltage B

Never give up, just keep trying! See 15-second video of VOLT's early progress at this link:
<https://www.youtube.com/watch?v=2GrmFMbxmlw>

Eventually, our persistence and the quality of our product combined with a strong brand name, paid off. Store by store, county by county, and eventually

state-by-state, VOLT® started to make progress.



In 2008, a clever cold-call letter that my wife and I dreamed up and mailed to Charlie Jenkins, the CEO of Publix Supermarkets, a leading grocery store chain with over 1,100 stores stretching from Florida to Maryland, resulted in my receiving an invitation to *“come on down and say hello.”*

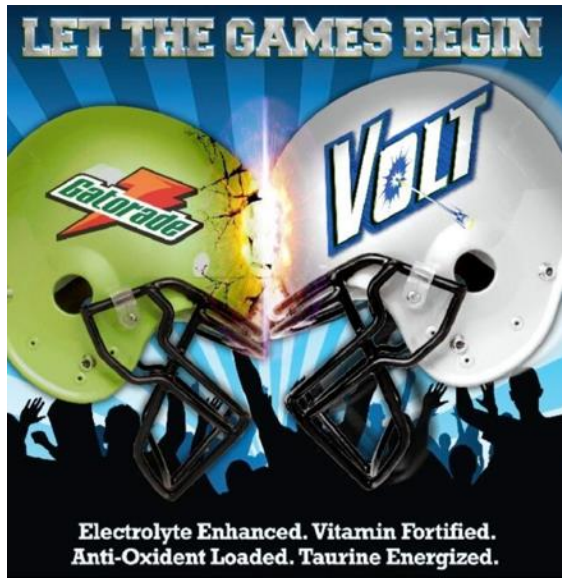
Before dawn the next morning, I gassed up my beat-up 2003 Toyota SUV (more about that later) and headed south on I-95, the city of Charlotte disappearing from view in my rearview mirror as I headed to Publix’s headquarters in Lakeland, Florida, 600 miles away. I arrived at Publix that afternoon and was quickly introduced to the buyers for both the Sports Drinks category, and the carbonated soda business. Between the two of them, these men made all of the buying decisions as to which beverage brands Publix would bring into its stores, or, choose to reject.

I felt like an altar boy from a small country church who suddenly found himself in front of the Pope. (Two “popes”, actually!) It was a really big day and a big opportunity for VOLT.

An hour later, I left that meeting elated! Publix wanted to put our products into all of their 1,124 stores and planned on *“featuring the VOLT® brand”* in all their store promotions, even though I made it clear that VOLT lacked the funds to pay for any such promotional expenses.

I was so excited and energized as I walked down the ramp and out of the Publix Headquarters that day, that I could have easily flown back to Charlotte on my own power! I sure didn’t need that old Toyota to carry me back home that day!

“What a wonderful company Publix is,” I thought as I walked out of their Headquarters building and headed for the parking lot. How lucky I was to have connected to Mr. Jenkins! How lucky I was that he had an open mind! How lucky that he had a sense of humor! How lucky it was that Mr. Jenkin’s secretary had not simply diverted our cold-call letter to someone in another department, someone further down the corporate food chain.



Keep this in mind in all you do: *“Luck plays an important role in everything!”* Good luck as well as its far less welcome cousin, Bad Luck.

Good Luck” is an element of one’s destiny that humans often attempt to take some credit for, while Bad Luck is invariably blamed on nature, or on some other force, usually human, and rarely, ourselves!

My own view, and who’s to say whether I’m correct in this observation, is that as humans we either attract or repel these opposing forces, by the degree of optimism or pessimism we allow into our lives!

In any event, this lucky series of events had all been set in motion by virtue of one simple and attention-getting promotion concept that my wife and I dreamed up earlier that week and

mailed to Mr. Jenkins. Maybe, an hour’s work was involved, start to finish.

Of course, we did not do all of this on our own. The execution of our concept required the involvement and highly cost-effective assistance of the United States Postal Service (\$3.82 worth of postage stamps) along with the fancy wrapping tissue and colorful gold ribbons that my wife purchased at a local Hallmark store, (\$3.49) which were then used to gift wrap the empty bottle of VOLT that we would soon place into an old, beat-up 15” by 10” manila envelope, with its special “surprise” inside. Next, using a sharpie marker borrowed from a helpful postal clerk, I carefully addressed the envelope, scribbling in Mr. Jenkins’ address at the Publix Headquarters in Lakeland, Florida. (Zip Code 33811).

That afternoon as I returned the sharpie to the postal worker who’d lent it to me and handed him the now adequately-stamped and fully addressed envelope, I said *“If this crazy idea of mine actually works, it will generate the highest ROI of any direct mail effort in marketing history!”* “What’s an ROI,” he inquired.¹

All of these thoughts and events raced through my mind that afternoon

¹ ROI is a marketing term meaning: “Return on Investment”

as the buyers from Publix informed me of their decision to bring the VOLT brand into their entire chain!

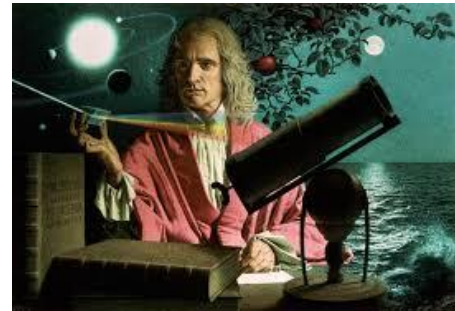


I remember it occurring to me as I held a bottle of VOLT in my hand that day, staring at VOLT's bold red logo, that the word "LUCK" and the word "VOLT" each had shared elements. Each was comprised of four letters. Each contained three consonants, each included a single vowel.

I don't know what caused me to fixate on this "letters" aspect at that moment, but as the two Publix buyers spoke to me, the idea of "luck" stayed with me, and stuck with me as I walked out of the building that day. I thought to myself, "VOLT could not be a luckier brand!" Holy cow was I excited!

That happy moment, which had occurred against all odds, was to be greatly enjoyed, but it was relatively short-lived. There was much work to be done. Essentially, tiny VOLT was equivalent to a fisherman in a tiny boat who had sailed off into an unknown ocean and somehow managed to hook

a giant whale! Still, I could not believe our good fortune. The laws of physics and motion, which most of us learn about, or at least HEAR about while in either Grade School or Middle School, tell us that Isaac Newton's Third Law of Motion states that "for every action there is an equal and opposite reaction."



Isaac Newton was probably not thinking about VOLT® Sports Drinks or VOLT® Carbonated Sodas when he discovered Law No. 3!

The "What goes up, must come down" concept as it pertains to Newton's Third Law would soon be memorably embedded in my brain, regarding VOLT.

This was because of a downright downbeat, and far less-than-friendly legal complaint a VOLT competitor would send to me a few weeks after that wonderfully upbeat experience with Publix. That competitor, of course would have had no way of knowing that the emotional "downer" of their notice rained heavily on the parade of sunny and bright feelings generated by the meetings in Lakeland! That firm was many times larger than VOLT, and one that was definitely not headquartered

in Lakeland, Florida, but rather in Purchase, New York: the world headquarters of the \$57 billion in sales Pepsi Cola Company!

I'd worked through many different strategies and future potential scenarios for VOLT before I launched the brand, but never once did it occur to me that PepsiCo, Inc., the owner of the \$7 billion dollar in sales Gatorade® brand with 85% share of the sports drink market; and, also the owner of Mountain Dew® soda (with \$8 billion in US sales) would take any notice whatsoever of VOLT at this early stage.

But, notice they did!



VOLT® with 3 employees had just been named “Official Sports Drink of AAU Baseball in NC” replacing Gatorade. PepsiCo had 200,000 employees at the time.

After VOLT was named the “*Official Sports Drink of AAU Baseball in North Carolina,*” replacing Gatorade, PepsiCo’s lawyers started sending me multiple Cease & Desist letters. In these letters PepsiCo charged that we were marketing VOLT in a way that

“represented *unfair competition to Gatorade®*” and demanding I change VOLT’s advertising. (I refused.) Instead, I wrote back asking: “*Are you guys sober when you write these letters?*,” telling them I had no intention of changing our ads.² At the time PepsiCo was informing me about their preposterous claim that VOLT’s advertising represented unfair competition to Gatorade, PepsiCo had over 200,000 employees. We had 3.

The multiple billions of dollars of Gatorade® sold in the US each year, represented only a fraction of PepsiCo’s \$57 billion in revenue that year. I hope PepsiCo’s ridiculous claim about VOLT being “unfair competition” comes true someday. In the interim, the two PepsiCo-owned brands that VOLT must do battle with for consumers’ attention and choice are overwhelming market leaders in the categories they compete in. By comparison, VOLT was the size of a gnat, or something even smaller.

Unless you’ve actually been through it, it’s hard to imagine the amount of stress, disruption and difficulty that legal letters from huge competitors and demands of this sort present to an entrepreneur just launching his or her business.

² See the “LET THE GAMES BEGIN” poster for our VOLT Sports Drinks, shown on Page 3.

Let's just say it's what the Japanese call "*a thousand-aspirin headache*".



"I don't see what you guys are so upset about, it's just a damn letter."

– 800-pound Gorilla.

Or, even to an owner of a well-established, but relatively small company. Especially when they're being sent by an angry 800-pound gorilla. Big companies fully realize the impact such Cease & Desist letters have on much smaller competitors. And I suspect that they are more than happy to drum up some far-etched legal pretext in order to deploy these legal letters as a marketing tool!

For a start-up that's just beginning to gain traction in the marketplace, Cease & Desist letters of this nature cause immediate harm, no matter what the outcome!

For one thing, they instantly distract a small company's resources

and attention away from selling product and managing accounts, and, they can run up significant unplanned-for legal fees. There are many other difficulties, as well. For example, litigation-threatening letters of this sort place a huge roadblock in front of any start-up's ability to raise much-needed capital from outside investors. (This is the real killer for so many small companies seeking to go up against embedded industry leaders (AKA "monopolies"). This is why the death rate for start-up ventures in America are so astronomically high! Only one in twenty succeed!

PepsiCo's threats and bullying letters caused immediate problems for VOLT. The moment these Cease and Desist letters arrived, the investors we'd worked so hard to line up over many months, headed for the hills and disappeared. They would not be returning.

Big companies fully realize the impact such Cease & Desist letters have. For, VOLT, I can tell you that PepsiCo's letter exploded like a bomb in the engine room of a submarine. (No exaggeration.)

"Never give up before the miracle"

To those just starting an entrepreneurial journey, I hope this story inspires you to never *“quit before the miracle,”* as friends of mine would point out when I saw them at Sunday meetings in a Church near where we lived in Charlotte. (By that time, we’d already “downsized” several times, adjusting to the stark, new realities of the economic challenges we faced.) It turns out, my friends were right about not *“quitting before the miracle,”* but I didn’t know it at the time.

“What can I do now”, I thought. “I’m finished. It’s over”
I was so totally wrong! It was actually just starting!

I hope you get helpful ideas from reading this, and maybe a bit of insight or guidance. I also hope you benefit from reading about VOLT’s David vs Goliath entrepreneurial history, and, how these intense and unexpected competitive, business, legal, and even medical challenges, forced me, often unwillingly and sometimes painfully to move away from what I now call the “old” Owen in order to discover a more collaborative approach and philosophy; to business and to life.

This allowed me a more open-minded and objective view of business possibilities and partnerships, unshackled from my prior history and experience. It was as if I had been given a new pair of glasses. I am thankful for the opportunity to have learned these lessons.

I certainly did not know it at the time but going through what I’ve been through has enriched my life in ways I could never have imagined on my own. This continues to this day.

Before going on to more of the “show and tell” entrepreneurial story of VOLT, with its various ups-and-downs, but always forward-moving progress, let me tell you about a quote I found on a very dark day two or three years ago when all seemed so hopeless, when I felt my last battle lost. With all the challenges I faced, it seemed impossible to get VOLT back to running at a profitable scale in NC, SC, Virginia and elsewhere! I knew that DTC (direct to consumer) cash sales at small stores and Farmer’s Markets ³ was not sustainable, even though it allowed me to gain valuable feedback from

³ Mostly in North and South Carolina.

consumers about VOLT and where the market was headed from the consumers' point of view. Change was needed at VOLT, and the quote below helped move me forward in a new way.

.....

Please keep the quote at the bottom of this page in mind, no matter where you

find yourself on life's journey, be it up, down, or anywhere in-between.

These words have been a blessing to me, and I hope that is what they become for you as well. I'm fairly certain they will be!

“WHEN DEW DON'T DO IT”™



VOLT “CITRUS SHOCK” CARBONATED SODAS.

(Click link!)

<https://seureservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Argggh-15-1.mp3>

AT VOLT, WE REALLY LOVE THIS QUOTE!

The quote below is from an African-American athlete, Arthur Ashe. (For those of you too young too know, in the 1970's he was the Tiger Woods of his generation - - except in tennis not golf! This simple quote is helped the VOLT team get back up and in the game after relentless legal attacks from competitors the quote says:

“Start where you are. Use what you have. Do what you can.” - Arthur Ashe

The life of an entrepreneur is full of ups and downs, sometime extreme! I cannot tell you how helpful this quote has been in my life. If you get as much value from these words as I did, than whatever you paid for this article or book, or whatever time you put into reading it (or, even if you were provided a free pamphlet at a VOLT® sales or promotional event at some fancy trade

show, or small country market, these words -- should you use them wisely, and follow them diligently -- will provide you with a “roadmap” and a dependable action plan, particularly in tough times. The time you spend thinking about them, acting on them, and using them wisely, will become the best investment of your life!

“Start where you are.”

I’ve never been the type to “retire,” so I’m grateful to find myself more fired up now than ever before. (For a highly-creative, life-long entrepreneur like me, and I’ve been at this for over 50 years, that’s saying a lot!) When things would get tough, Arthur Ashe’s quote was the kick in the butt I needed to get myself moving, but over the years, I’ve come to see it as more of a helpful, “guiding hand”

I’m happier and more focused today, and way more creative now than I’ve ever been! Plus, I’m eagerly interviewing younger business partner prospects who find interest in helping

build VOLT. Or, who sometimes in their MBA wisdom, see opportunities they feel I’m not young enough, wise enough or competent enough to recognize! (This certainly applies to **VOLT® Beverages**, but also to other brands and ventures in the TotallyLiquid™ portfolio, such as **Dream Garden®** herbal enhanced waters and specialty fruit sodas, **Fire Horse™** Energy Drinks and Sodas, **AntiOxidant Farms®** Granolas and Drinkable yogurts, or **Vitamin Purple®**, **Vitamin Orange®**, and **Vitamin Pink®** “functional” beverages.”

Instead of crying “*Woe is me*” and yearning and waiting for the needed funds that would miraculously flow in and allow me to go out and hire some high-priced head-hunter, I used Arthur Ashe’s quote to remind me to go back to ground zero. I would make a personal inventory. “How after having had multiple million-dollar consulting assignments, and several successful exit event with companies I had founded, how did this happen to me?”, “How, after having had million-dollar consulting assignments and, did I end up in my current, if only temporary, financially-challenged state?” I’m not a traditionally religious type, but I think God places before us challenges we need to meet, in order to grow emotionally and spiritually. (with the word “spiritually” meaning, “How to be of greater service to others.”) How, when, where, and in what form these challenges show up, we will never know.

I’m sure a more prudent or risk-averse entrepreneur would have socked away money for a rainy day or saved for retirement. Alas, I was not that person. A 7-figure sum I received for the sale of my fruit drink company allowed me to become totally debt-free, and still have a tidy sum in my pocket. But, ever the entrepreneur, I turned around and sunk that money into VOLT

and other ideas. Looking back, that financial decision was reckless, a total gamble. For this time, I was no longer making these high-risk/high reward career decisions as a single divorced guy with no kids, but as a married man with a wonderful wife and a very young daughter to support.

I used to tell people that I could never be a gambler. “*I was never one to bet on sports*” I’d say. Nor did I go to the track or ever call a bookie to place bets on race horses. The idea of rolling dice or playing blackjack at a casino has zero appeal to me. I’ve maybe bought 3 Lottery tickets in my life! However, I’m pretty certain that if there were such a thing as a slow-motion version of Gambler’s Anonymous exclusively for serial entrepreneurs, I’d certainly be a charter member!

Most entrepreneurs I have met find it a challenge and have a long history of not being fully able to “*take their hands off the wheel and let somebody else drive.*” For sure I have been guilty of this behavior. I think a hidden combination of ego, drive, fear-of-failure, false pride and embarrassment somehow got in the way of my simply asking others for help.

Or getting instructions or direction, when I needed them the most. So now when a new opportunity arises, I seek

the input of experienced business partners with the business and financial management skills I lack. I find this strengthens me and is a compliment to my own creative and marketing abilities. Now, it actually feels great to trust

others with the roadmap, and with the keys! It's a liberating experience for me to not be the driver on every journey! Plus, it gives me much more time to focus on the creative areas where my God-given talents are strongest!

“Use what you have...”



Energized Sports Drinks



High-Caffeine Carbonated Sodas

VOLT® Was Developed to Compete in Fast-Growing Multi-Billion Dollar Beverage Categories!

From the very beginning, the categories that VOLT® beverages sought to compete in were in extremely large multi-billion-dollar categories, showing good growth projections, but also completely and entirely dominated by one or two national brands! As a first step to take on such a formidable challenge, I repeatedly demonstrated in qualitative and quantitative research with consumers that the VOLT brand consistently generated much higher

than average purchase interest from consumers. Particularly from younger consumers of both Gatorade and Mountain Dew. These consumers sought a drink that, in the words of multiple focus group participants, was “not my old man’s Gatorade.” (and/or, “Mountain Dew.”)

The stores and food chains that sold these beverage brands to consumers were huge operations as well and exerted their own relentless power to

control a market segment, and, a brand's destiny. But these market stats and channels of trade were always evolving, always changing, if only slowly.

Next, I made a list of my "assets" as the *"Use what you have"* wording suggested. I no longer had a staff to crunch numbers for me, nor could I afford expensive consulting firms, but I did have a library card and a calculator, and one of the best research libraries in North Carolina was located within walking distance from my home.

It turns out there was a heck of a lot I could do, I just had to start "doing it" At that library, I was able to update my business plans and investor documents for VOLT, as well as my outdated sales presentation materials. With detailed and "current-tense" information in front of them, investors could now feel more confident that I had done what was needed to stay up-to-date – **ON MY OWN BUSINESS!**

This update allowed me to quickly get rid of old and out-dated charts and expired market information that I had lazily allowed to remain static in my old documents.

All I had to do to accomplish this, was *"Start where I am and use what I*

have." In essence, my old documents were a "house", the "house" that I had started VOLT in, but that house needed to be seriously remodeled. Using the simple "Do what you can" instruction, I took the various "hammers" and "saws" that my trips to the library, and various local entrepreneur Meet-Up groups so freely provided me. This was a start! Plus, it led me to consider different business models for VOLT that did not really exist at the time I first launched the business.

Now there were distribution partners and options that did not depend on traditional retail channels. For instance, Jeff Bezos's AMAZON.com, or the split *"retail stores plus DTC model"* used by entrepreneurs like Kara Goldin, the founder of the \$200 million HINT® brand of bottled water, a brand she started in the kitchen of her home in L.A.

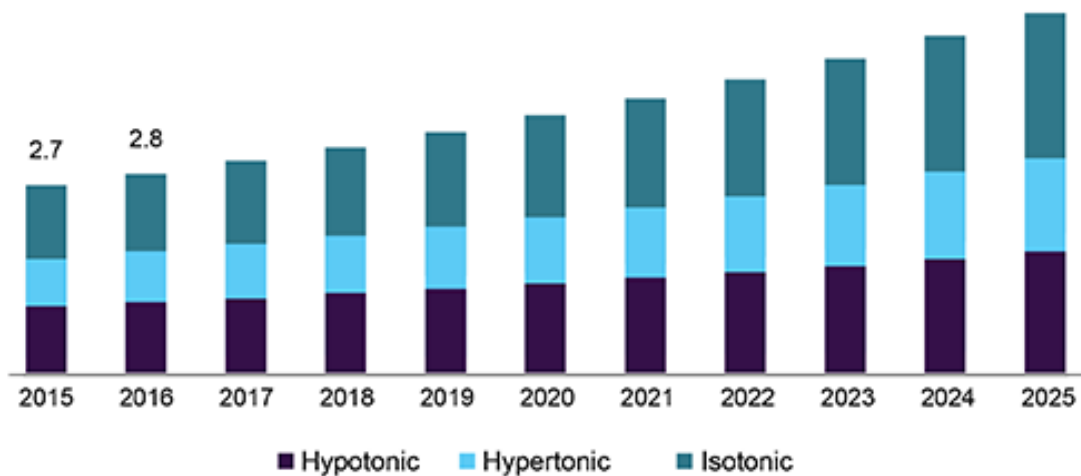
News reports say that "over 40% of HINT's business now comes from ecommerce sales!

With each new step, I was better prepared. I had started simply, from **where I was at**. I then **used what I had**, followed by I **"did what I could."** The "remodeling" process was starting to look pretty encouraging!

“Do what you can.”

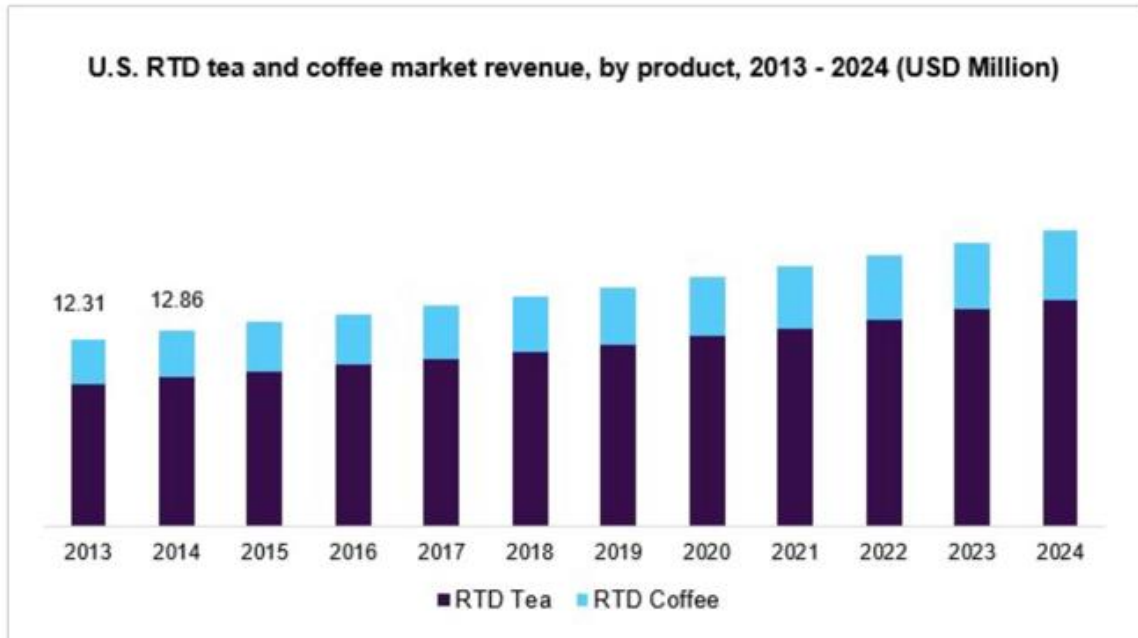
SOME MARKET TRENDS AND STATISTICS.

U.S. sports drink market size, by product, 2015 - 2025 (USD Billion)



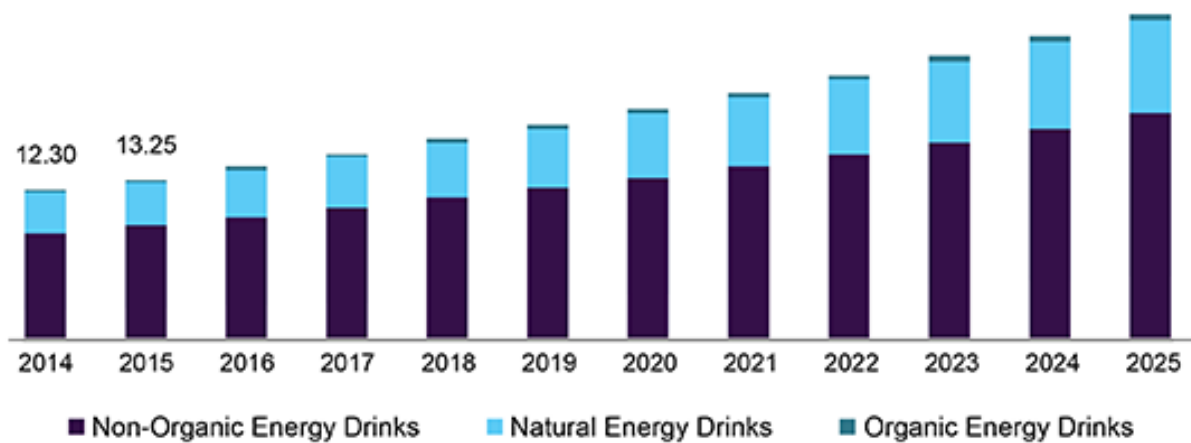
Source: www.grandviewresearch.com

Sports drinks keep growing, with healthier options & more energy-producing ingredients.



The Ready-to-Drink tea business keeps growing as consumers seek out its natural and “functional” health benefits. Maybe there’s an energized VOLT® tea in your future?

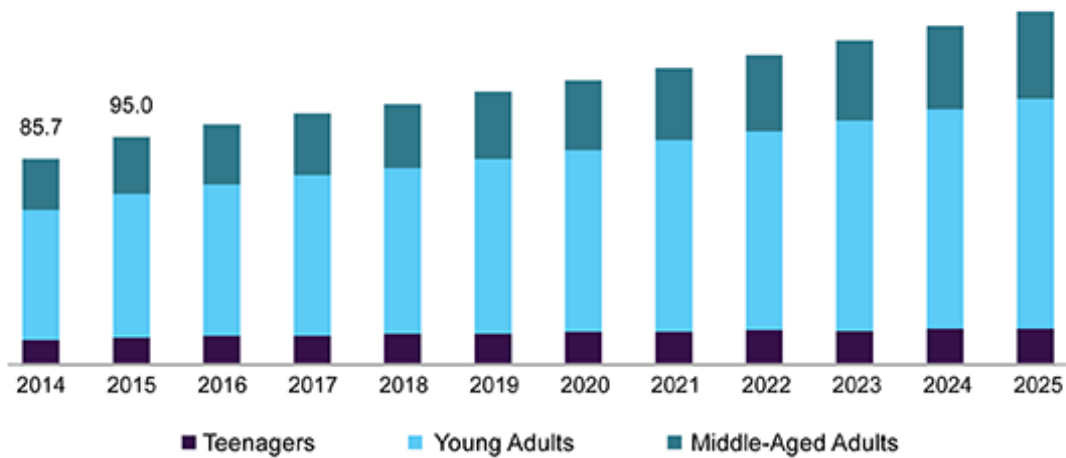
U.S. energy drinks market size, by product, 2014 - 2025 (USD Billion)



Source: www.grandviewresearch.com

The energy drink business is growing, driven by new flavors and “healthier” ingredients.

U.S. craft soda market revenue, by target consumer, 2014-2025 (USD Million)

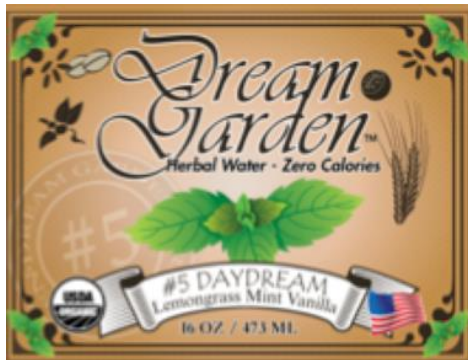


Carbonated Craft Sodas are growing with a strong following from younger consumers. (These are consumers bored with plain old bottled water and perceive these drink and specialty sodas to be healthier. While this would not be a category that the VOLT brand name was well-suited for, other brands I had developed seemed perfect for this segment.

VOLT® is part of a family of beverage brands.

Below are photos of our **DREAM GARDEN®** fruit sodas & **DREAM GARDEN®** Herbal-enhanced waters. The good news is that we already had small “opening orders” in-hand for this brand, from large distribution and retail companies in Asia. (My wife and I had previously presented VOLT and other brands as part of a USDA-sponsored trade show in Seoul ,Korea in 2015 and 2016, and in Shanghai (We later met with executives from those companies when they few over and visited us in Charlotte.)





AntiOxidant Farms® 100% Blueberry Concentrate. All-Natural. Organic. No Sugar or Water Added!

From the "oldest and most famous organic blueberry farm" in the Southeast United States!



Size: (295 mL) 10 OZ

Safety-sealed glass bottle

2 Year Shelf Life Guarantee

AntiOxidant Farms®
100% PURE ORGANIC BLUEBERRY JUICE CONCENTRATE

All Natural.
Dietary Supplement
10 FL. OZ (295 mL)

USDA ORGANIC

AntiOxidant Farms®
Helping Build a Better You™

PRODUCT OF USA.

Produced for AntiOxidant Farms by Byne Blueberry Farm, Waynesboro, GA
HEALTHIER FOODS FOR A HEALTHIER FUTURE ©2014 AntiOxidant Farms, Inc. owenryan@yahoo.com

Tea category applications for our trademarks.



AntiOxidant FARM S™

VITAMIN RED™

All Natural Low Fat
Fresh Strawberry



VOLT.® WHAT IT MEANS, AND WHY STRONG BRAND NAMES MATTER.



The VOLT® brand name was the very foundation upon which we planned to build our future. Even after the jury verdict in my and VOLT’s favor, even after Coke’s appeal efforts came up empty, it was still hard to feel exactly elated. I was exhausted, worn out emotionally and psychologically, and

with other things, such as my health, on my mind.

As I walked out of the courthouse after having defeated the Coca-Cola Company’s efforts to cancel the VOLT® trademark, I turned to one of my attorneys and asked: “If I won why do I feel so bad?” I was still in shell shock.

I walked out of court with my head held high and my integrity intact. But

my VOLT business which had just started to grow was now in disarray, as a result of the extreme “distraction” caused by the 3-year court battle. I also knew I was left financially flattened, personally, plus, my Board of Directors had seemingly abandoned their legal responsibility to see to it that VOLT remained properly capitalized, in order to take advantage of the growth opportunities. This responsibility was no longer front-of-mind once I had (quite reluctantly) and I would later realize,

quite stupidly, agreed to step down from the Board to focus on day-to-day business. (More about that later!)

To make everything much more challenging, I had to pay keen attention to dealing with the progressing cancer and other health challenges I faced (and, of course, the worries and extreme fatigue all of these things created.

At this juncture, I wasn’t sure if this was where the next chapter of the “VOLT Story” started, or where it would finally end?

“Start where you are. Use what you have. Do what you can”

Gatorade® and Mountain Dew® were the two brands that I’d developed VOLT® to compete against. When I first started out, everyone I talked to in the beverage business told me that this idea of mine was doomed. No one I spoke with was encouraging, except my wife who told me *“I know nothing about business”* as she looked me directly in the eye from inches away and said, *“but I believe in you.”* That was worth a million dollars! Much more, actually. Still is!

To a person, the beverage experts I spoke with said I was *“crazy as a loon,”* and *“out of my mind,”* or *“certifiably insane”* to think that I could go up against giants like Gatorade and

Mountain Dew. Up until recently (Body Armor® being the only exception) for over 5 decades every brand that had gone up against either of these giant brands, had failed.



David vs. Goliath.

(Beverage Industry Version.)

“I wouldn’t do it” cautioned a beverage executive I had known for years, who’d previously run the 7-Up Company. *“I tried that David vs Goliath thing once,”* he told me, *“It didn’t work.”*

I certainly realized that the odds against me, and VOLT succeeding were daunting, but just as certainly I knew the opportunity was strong for VOLT.

All the while, some other force within me was always pushing me forward. Relentlessly. It still is, and for that I will always have gratitude

After carefully researching my VOLT ideas with consumers in several states (something I am uniquely good at, and disciplined about) and getting really positive feedback, I had chosen North Carolina as the opening market for VOLT – for both the soda and sports drink versions simultaneously) because that state and the SE in general, had much higher per-capita consumption rates for these types of drinks. Besides, it was way too expensive to even think about launching a business like this in NYC. At the time I knew only two people in North Carolina, neither one of whom was in the beverage business.

My wife Myung Sook Kim who grew up in a remote farming village of 50 people, located high in the mountains of South Korea, knew not one soul in Charlotte. After living all but a year of her life in that small farming village, (e.g. no electricity or automobiles, until she was in high school) she'd come to America and landed at JFK airport in the summer of 2003 knowing no one in

America. Her fluency in English at the time consisted of only three words: *"Hello"*, *"OK"* and *"Thank you."* (I guess if one's going to know only three words of English before they arrive in the US, these three are a really great start!)

Her English has improved tremendously since then, but when I think back to that move from NYC with its multi-cultural vibe and a ton of Korean restaurants and compare it to the much slower pace and far less diverse environment of North Carolina, my wife was the brave one in our family! (In fact, she was and remains, far more courageous, curious and adventurous than I will ever be! I am indeed a lucky man.

With our four-month old daughter, Emma, in her mother's arms, we packed up our belongings and said good bye to New York, flagging a taxi after eating lunch at the Empire Diner on the corner of 22nd Street and 10th Avenue, around the corner from our apartment (where Will Smith and other actors had famously appeared in various scenes from the original Ghost Busters movie). We headed to LaGuardia airport to begin a new chapter in our lives, a chapter that would have a Southern accent, plus new and exciting business challenges every day! (Including some

“Ghost Busters-size” challenges of our own!

But, the “ghosts” we would encounter that were out to destroy us would turn out to be named “PepsiCo” and “The Coca-Cola Company.” (And, unfortunately, some former friends of mine, who, as Board Members called on to choose between integrity and greed, or courage and cowardice, sadly, chose the latter.



My wife Myung Sook Kim and Emma Kim Ryan, in Charlotte in 2014, sitting in the back seat of the 2003 Toyota Highlander, which served as the initial “delivery vehicle” for VOLT.

Upon arriving in North Carolina, my wife and I purchased a used 2003 Toyota SUV. We selected it only because when the back seats were folded down, I could squeeze nearly 80 cases of VOLT into that car, including the six cases that would invariably be stacked up next to me as I drove all over the Southeast knocking on doors and calling on distributors and retailers! (My wife, noted the car’s safety rating and the fact that we had an infant child, in making her decision!) When we

traded it in 6 years later, it had well over 300,000 miles on it!



CLICK BELOW TO PLAY:

<https://www.youtube.com/watch?v=nGmQaGzAuaU&sns=em>

I shot the very casual and impromptu video at the above link on my cellphone.

It tells the history of VOLT in five minutes or so, while also demonstrating why I will never ever be nominated for an Academy Award, for either Cinematography or my own on-camera performance!

My plan on arriving in North Carolina in 2006 was to lay the groundwork to launch the two versions of VOLT® which I’d carefully developed and researched with consumers over several years in cities across the US, always self-funding these efforts.

One was a sports drink created to compete with market-leader Gatorade, a \$7 billion+ brand with nearly 85% market share of the sports drink category.



The other product (also sold under the VOLT name) was a carbonated soda designed to take market share away from Mountain Dew®, the 4th largest selling soft drink in America, with more than \$8 billion in sales. VOLT was certainly small and inconsequential at first, but no one would ever accuse us of setting our goals too low!

VOLT® Citrus Shock Sodas.



"WHEN DEW DON'T DO IT"
CLICK BELOW FOR RADIO AD.

<https://secureservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Argggh-15-1.mp3>

"Hamster"



("Howdy! Just click the 2 links below!")

<https://secureservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Hamster-15-2.mp3>

"It's A Family Tradition"

<https://secureservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/volt-final-mix-rev.mp3>

At the top of this page is a label from VOLT® carbonated soda, a product with a great lemony-lime taste and just enough of an energy "kick" to it to gain interest from Mountain Dew drinkers thirsting for something different than *"their old man's soft drink*. We captured this attitude in radio ads used for Asheville North Carolina and Jacksonville, Florida markets!

Our Unorthodox Market Entry Plan.

VOLT entered the non-alcoholic beverage market with two very different beverage products with two

distinct target audiences. The first was a sports drink targeted to consumers in need of staying healthy and hydrated on hot summer days, or while engaged in intense physical activities.



VOLT SPORTS DRINKS.

Sports drinks also supply needed “functional” benefits, by providing ingredients such as extra potassium to help assist in muscle recovery after strenuous exercise on or off field !

The second VOLT product was a lemon-lime carbonated soda designed to compete in the “energized” segment of the soft drink business where brands like Mountain Dew® are strong.



VOLT Carbonated Sodas!

Since consumers in each of these categories are instantly able to differentiate sodas from sports drinks, (for example, immediately knowing

that the size and shape of the bottles themselves signify a totally different type of beverage product inside! With our brand, there is one important unifying element they each share, and that’s an instantly memorable brand name with a good deal of what marketing professors call “*strong embedded meaning*”. (We call it “*embedded magic!*”)

VOLT Soda and VOLT Sports Drinks:

I created separate tag lines and marketing messages for each product. Each line designed to not only further differentiate the VOLT products from one another, but also from either Mountain Dew carbonated soda... or, Gatorade Sports Drinks..

We knew from the start that we would never be able to “*out muscle*” Gatorade on the actual on-field sports department, and in the cash-driven world of celebrity endorsements, always available to the highest bidder, and in our mind, increasingly meaningless to many consumers.

VOLT GETS NOTICED. PEPSI COMPLAINS. OUR ADS CONTINUE.!

Video of a typical “Grass Roots” consumer endorsement for VOLT®



Testimonial for VOLT Sports Drinks versus Gatorade
Unlimited

<https://www.youtube.com/watch?v=IkEvm0rPo5I&app=desktop>

“However,” we thought to ourselves, “in the sport called life’, the real worl” where real people live and sweat and dream and get tired or stressed out, or run down or worn out, or just desire some extra energy. Or, maybe they need great-tasting hydration, or look for other kinds of helpful nutrients, or, just get thirsty for something new and different.

“This is an entirely different kind of ball game,” I thought. “It’s a world with a whole different set of ‘rules’. Plus, it’s not populated with famous NFL and NBA stars!And doesn’t rely on big budget TV ads. This is a world where a scrappy, underdog brand like VOLT could gain sustainable traction,” I thought. And we set out to do just that!



Our first vending machines!



When I arrived in North Carolina I put together a small team of people to help launch VOLT®. We did so against long odds, but soon started to get positive reception.

Sometimes I would cold call distributors and explain that we were new in town and “launching a new start-up to compete with Gatorade and Mountain Dew.” This generated an interesting range of responses from old-timers in the beverage business. I remember calling a distributor in Charleston, SC, who after some persistence on my part finally told me in his deep southern drawl that he’d meet with us, but “that’s only because I haven’t met with any crazy people in

quite some time now, and y'all boys must be nutty as a rabid raccoon to be goin' up against Big Blue" ('Big Blue' being a nick name for PepsiCo in the South.)

None-the-less VOLT® sports drink succeeded in signing up distributors and gaining traction in cities like Nashville, Asheville, and Jacksonville.

Gatorade has cheaper ingredients but more expensive celebrities as endorsers. VOLT has more expensive ingredients and some upcoming superstars of our own!

Thanks North Carolina AAU for letting us join your "team".



Then, after a year of persistent effort on my part, VOLT was named the "Official Sports Drink of AAU Baseball" in NC, replacing Gatorade®. This did not represent a lot of volume for us, but it sure was an energizing and much-needed "win," giving all of us hope that we were on the right track, plus an opportunity to puff up our chests and brag a bit!

The carbonated version of VOLT®, now recently launched in the Asheville NC area, was also starting to gain additional distribution in convenience stores and grocery outlets in small southern towns where Mountain Dew had been the dominant beverage brand and "King of The Hill" carbonated soda since practically forever!



Meanwhile, another beverage company that you may have heard of, headquartered in Atlanta 200 miles or so away from VOLT's cramped Charlotte headquarters (e.g. the basement of our modest 3-bedroom, 1 bath 1960's ranch house) had just launched a high-caffeine, carbonated soda brand of their own, called VAULT, also designed to compete with Mountain Dew®.

That company was The Coca-Cola-Company, and over the next two years it would spend over \$230 million in marketing dollars, only to eventually

throw in the towel and declare Vault “a failure” and start withdrawing it from the market, a little over two years after its initial launch.

Initially, the withdrawal of Coke’s Vault brand from the market was welcome news for us, but as the withdrawal of Vault progressed it started causing extreme difficulty for VOLT in key southern markets. This was because Coke had been dumping its remaining inventory of Vault onto store shelves all over the SE, and at ridiculously low prices. For example, a two-liter bottle of Vault (about 70 ounces) was selling for \$.57 cents, while at the convenience store across the street, a 20 OZ bottle of VOLT was selling for \$1.29.

After a while these in-store signs touting rock-bottom prices for a can or bottle of Vault, started to disappear, but for a while I started thinking about Coke’s finally dead, but still twitching, Vault® brand as a “Zombie,” the beverage world equivalent of Night of The Living Dead! It wasn’t a pretty thought, believe me! A dead brand still out to kill us!

While the death of Coca-Cola’s Vault slowed our growth considerably, it did not stop it. Our ads continued to run, although on a sharply reduced schedule.

One highly effective ad for our VOLT® Citrus Shock Carbonated Soda is at the link below. A northern Florida version is being tested at summer’s end 2021, in Saint Augustine and Jacksonville, with only minor modifications.

VOLT AD: “HAMSTER”



CLICK BELOW FOR AUDIO:

<https://secureservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Hamster-15-2.mp3>

Mountain Dew drinkers were super-loyal to their brand! Unfortunately for The Coca-Cola Company, these loyal Dew-drinkers shared the view that marketing execs at Coca-Cola would soon come to learn the hard way, namely, that their own oddly-named Vault soda was -- in the words of a 16-year old Dew drinker participating in one of our Florida focus groups – was “perceived as a loser’s brand right from the start.”

The good news was that VOLT® was starting to gain trial and traction from even the most die-hard Mountain Dew drinkers! Separately, during this time, The Coca-Cola Company filed its various legal papers in Federal Court in their failed and costly effort to cancel the VOLT® trademark. (Technically, this was a counter-suit against me, and separately papers were filed against my prior company.) Lawyers were certainly raking in big pay checks, but no one in our small office was expecting a big Christmas bonus that year!

To say that the VOLT® business with its 4 employees and slim bank account was under fire and in battle mode was an understatement.

Prior to this I had sent PepsiCo a copy of the Constitution, along with a letter explaining that America was a free country and our VOLT ads were protected by Freedom of Speech and we had no intention to change a word. I did suggest, however, that the following wording be added to the bottom of the poster PepsiCo was so upset about: *“only a moron would come to such an idiotic conclusion”*. My Board of Directors was unhappy with what they called the rude tone of my letter. But by the time they’d had several meetings discussing the matter, my letter was in the mail and bound for

PepsiCo’s headquarters.. I also arranged for a one-on-one taste test against Gatorade, to be conducted by a University and broadcast on the Internet. I sent invitations to PepsiCo’s top execs, but no one RSVP’d!!



We continued to grow, very slowly but steadily. We were getting noticed by consumers, and, separately, also getting some unwanted attention from competitors. In this regard, I’ll let the readers of this page come to their own conclusions about what our “LET THE GAMES BEGIN” poster (shown above) communicates, but the preposterous idea advanced by PepsiCo that consumers upon noticing our poster outside a convenience store would come to the inescapable conclusion that -- in the words of PepsiCo’s lawyers – *“Volt was actually a brand owned by Gatorade,”* is flat out nonsensical!

I’d also point out that these cease and desist legal letters from PepsiCo arrived only **AFTER** VOLT was named

the Official Sports drink of AAU baseball, replacing Gatorade.

Gatorade has cheaper ingredients but more expensive celebrities as endorsers. VOLT has more expensive ingredients and some upcoming superstars of our own!

Thanks North Carolina AAU for letting us join your "team".



Letters of this sort that Goliaths send to the Davids of the world, are just another weapon that large companies have in their inventory that are used to maintain their monopolistic power

They simply dig into their deep pockets and use their outside law firms and internal legal departments as "marketing tools" to stifle competition so that new competitors, new products and new ideas are kept out of the market. Result: consumers get fewer choices! Fewer options. Higher prices.



The irony is that many of these current-tense monopolies that now straddle every industry in America, were once started by enterprising and under-funded entrepreneurs with last names such as Ford, Kellogg's, Maytag, Hershey, Marriott and Hilton!



Someday, I would like to find an aggressive anti-trust lawyer who hates monopolies and bullies as much as I do, and then go out and gather evidence on all of the big dreams, hard work, new ideas and promising inventions from the hundreds, if not thousands, of small companies that have been totally crushed and left as commercial "road kill" by these types of legal tactics.

I'd ask him or her to file a class action lawsuit in this regard. This will not be an easy goal I am told, as anti-trust lawsuits of this sort are extremely expensive, and notoriously difficult-to-win. (Not unwinnable, just, difficult!)

“If your dream is a big dream, and if you want your life to work on the high level that you say you do, there's no way around doing the work it takes to get you there.”

-Joyce Chapman



From the side panel of VOLT's label.

(If any reader of this website can correctly guess, why I put the line and image, above, on the side label of our VOLT "Citrus Shock" Soda's, I'll put him or her and any three of their friends in an advertisement for VOLT, to be seen by millions!)

P.S. I'm serious!

The Story Of the VOLT® brand and its 10 Year Battle to Compete With Gatorade® & Mountain Dew®.



Winners Don't Quit and Quitters Don't Win.

Once upon a time there was a tiny unknown brand called VOLT®. No one other than its creator thought it would ever succeed. It had no money, no distributors and no powerful retailer connections. The brand's sole and most valuable possession was an unyielding dream – to create a better, more energized, better tasting beverage brand that would lure consumers away from both Gatorade® & Mountain Dew®. Industry experts said "You're nuts," "Gatorade will obliterate you the way they obliterate all competitors". "Every brand that challenges Mountain Dew gets killed: Surge died, Mellow Yellow stays wounded," they said. "We shall see," said Owen Ryan, VOLT's founder.

Regarding Mountain Dew, the same experts proclaimed: "Who are you to take on these Goliaths? You're a nobody". "Greater fools with more money than brains have perished attempting the goal you so foolishly pursue." Potential investors morphed into well-dressed cowards on discovering that even mighty Coke had previously failed to dent Dew's franchise. Others pointed to the beverage industry graveyard, saying, "Look! Here lies Surge, another Mountain Dew wannabe." But the dream and the VOLT brand refused to die or to be discouraged and thus grew stronger. Consumers responded. Investors wrote checks. One retailer at a time, one independent-minded distributor at a time, VOLT grew stronger, gaining consumer loyalty and retailer interest. Despite an army of deep-pocketed competitors that everyone had been sure would defeat it, VOLT® had survived for ten difficult years and done so against long odds.

Our tiny "unknown" brand has survived because it presents consumers, retailers and distributors with a battle tested idea – and two powerful and genuinely distinctive VOLT choices: VOLT® Citrus Shock sodas provide a fresher taste and more energizing ingredients to give Mountain Dew lovers the extra kick they crave. And the VOLT® High Performance Sports Drinks line is a simply a tougher, better-tasting, naturally-flavored re-hydration drink that gained strength, as consumers responded positively to a brand with more refreshing and energized ingredients than Gatorade contains. VOLT® sports drinks are fully electrolyte loaded compared to

Gatorade, plus VOLT is fortified with anti-oxidant vitamins lacking in that "Crocodile brand," a point which VOLT's radio and Internet ads make clear. VOLT started to replace Gatorade on athletic fields in the SE.



But PepsiCo charged tiny VOLT with "unfair competition" and demanded VOLT change it's outdoor advertising. VOLT refused! Our founder reminded PepsiCo "This is America, not Russia". Lawyers from Gatorade then promptly demanded to see VOLT's consumer taste test research, and we promptly told them (politely) to "take a long walk off a short pier", refusing to surrender a damn thing. Instead, we challenged Gatorade to a one-on-one University-supervised taste test to be broadcast live over the Internet. (VOLT has not heard back from the once tough-talking execs at Gatorade regarding this nine-month-old taste test challenge!) When the playing field is fair and not unfairly manipulated, VOLT grows stronger – a uniquely innovative and classically entrepreneurial American success story.

Separately – and precisely because this is America and not Russia – VOLT® was able to protect its rights and file a Federal lawsuit against our other competitor, The Coca-Cola Company. We did so in August of 2008 in order to protect our long-standing trademark ownership rights to the VOLT® name (since 1997) by filing a "confusingly similar" trademark infringement lawsuit against Coca-Cola Company's much more recent Mountain Dew competitor, Vault®.

In March of 2009, a jury will decide the outcome of this case. Just as consumers decide which brand to choose as they stand before a visio cooler in a C-store, a group of average citizens will hear the charges and decide once and for all whose trademarks rights will stand and whose will fail. Vault? Volt? Volt? Vault? I am happy to be an entrepreneur in a country where every C-store, and grocer can offer consumers new and different choices like VOLT®.

If you are an aggressive, independent-minded beverage distributor or retail buyer interested in adding VOLT to your beverage choices, call or email VOLT's founder, Owen Ryan at owenryan@yahoo.com. You can see and hear what consumers say about this "tiny little brand that never gave up and that never once believed it would not succeed" by visiting DrinkVolt.com. We thank our early VOLT® distributors and retailers for their courage and encouragement, their hustle, their support and their belief in VOLT®. We will not let you down. Dream on!

"WHEN DEW DON'T DO IT"
VOLT® "Citrus Shock" Soda!



VOLT® "FOR THE SPORT CALLED LIFE"
Anti-Oxidant-Enhanced Sports Drinks.

Now, back to VOLT's own start-up struggles, obstacles and progress:

The still-continuing (I hope, to this very day) rebellious, attention-getting creativity and sometimes “craziness” of the ads and word-of-mouth grassroots promotions we use to promote VOLT® have gained a bit of notoriety among both Mountain Dew and Gatorade drinkers. They were highly effective (and, cost-effective) at getting long-time Gatorade & Mountain Dew drinkers to give VOLT a try.



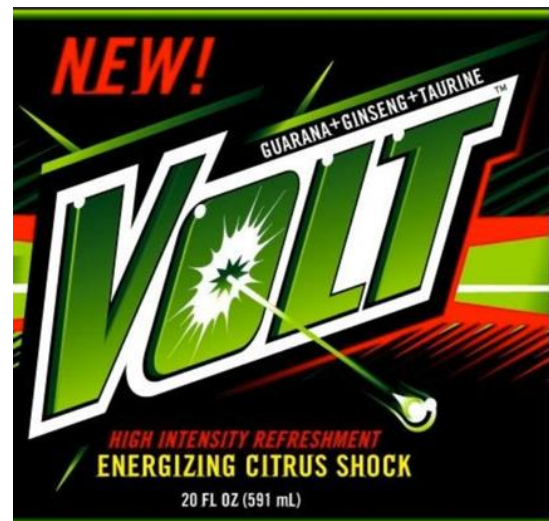
Even if only a small percentage of these first-time customers switched to VOLT (and we could see that this was already starting to happen, in particular among younger Mountain Dew consumers.) These younger consumers would often drink two, three, or even four Mountain Dews daily.

If this continued even at a tiny rate, I knew that VOLT would eventually prosper!

Of course, we had to also start to figure out how to lower our price at

retail, in order to get at least some of those customers (who were used to the “special offers” and promotional pricing from the major brands) to stick with our brand. We could never survive long-term with \$.99 cents a bottle pricing.

The radio ads for VOLT which had a very small budget, were starting to show outsized results, driving trial and bringing a small but now increasingly loyal following to VOLT®.



When stores that carried VOLT were out-of-stock on an item, I would sometimes get calls from a former Dew customer, who somehow managed to track me down in Charlotte, asking “Where can I buy VOLT?” In one case, I immediately got in my car and made the 2-and-a-half-hour drive to Asheville, arriving at the caller’s home with three free cases of VOLT. He had agreed to get a few of his skate-boarding friends

to join him that day, for an impromptu “focus group” that gave me hugely valuable insight as to what was attracting these loyal Mountain Dew users to shift to my tiny brand. “It’s precisely because you ARE tiny, man!” one kid said, “an upstart” The shy boy sitting next to me, who had yet to say a single word in the first 45 minutes of our conversation, piped in saying: “Plus, VOLT is a little rude and in-your-face, and has an over-the-top attitude. I like that!”



From the side panel of VOLT’s label.

No founder of any start-up or, any entrepreneur looking to take his or her company public, ever wants to deal with these words:

“You’ve been served”.

Sometimes these process servers, would appear in suit and tie, and sometimes more casually, in blue jeans and a tee-shirt, immediately handing me an envelope with my name on it, and saying “You’ve been served”.

Sometimes they also said, “Have a nice day” in a snarky way. The first time this happened was 30 years ago, in NYC.

“Anheuser-Busch Companies, Inc.

vs

Owen Ryan.



<https://www.nytimes.com/1989/07/10/business/the-media-business-the-march-of-the-party-animals.html>

Working with Jay Begler, in my view, the finest trademark lawyer, ever, we defeated Anheuser-Busch’s legal attack on our PARTY ANIMALS® trademark, and in an odd twist of fate, 2 months or so after the case ended, Anheuser-Busch ended up hiring me for several years as a marketing and new products advisor on Budweiser®.

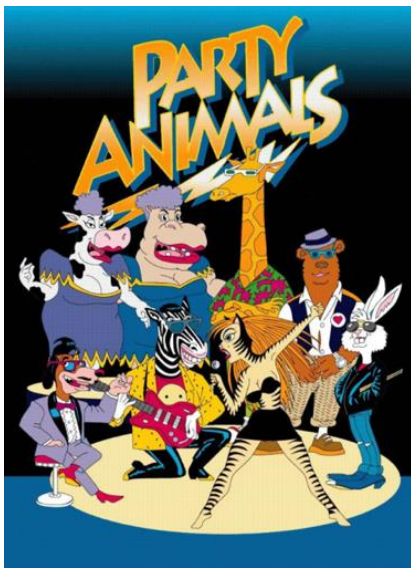
NEVER HOLD A GRUDGE!

I had spent two years thinking about this company as my “mortal enemy”, but now they had become a great client where I met new friends and worked on challenging projects, even creating potential Super Bowl ads. (Plus, the former head of Consumer Research and

product Innovation moved to North Carolina and is now a trusted advisor on the VOLT brand and close friend.

Another opportunity for friendship that I never followed up on, and now regret, was with Steve Jobs! (In this life, I guess we all have separate destinies, sometimes intertwined.)

I NEVER LIKED BULLIES.



When the \$8 Billion in Sales Anheuser-Busch Company filed papers at the Trademark Trial and Appeals Board in Washington, DC to block my PARTY ANIMALS® trademark, they had no idea they would lose, and I had no idea that they would end up hiring me as a consultant, or that Jay Begler would become my friend, and remain my trademark lawyer for over 30 years! See New York Times story at this link:
<https://www.nytimes.com/1989/07/10/business/the-media-business-the-march-of-the-party-animals.html>

My Meeting with Steve Jobs, Dealing with Health Issues, and Other Realities of Life!

Now, over 30 years later, my cancer diagnosis was heavy on my mind, and the weakness of my business and career options became clear. The realities I would now face, at the age of 68, in the very Darwinian and entrepreneurial world that I had survived in for so long, became clear. I was in trouble, knee deep in real trouble! What to do next?

A PERSONAL STORY

On top of these calamities sat a spirit-draining feeling, a not unfamiliar circumstance in my life, a kind of built-in depression which I had struggled with on and off since childhood. (I'd no awareness of any 'depression' in my life, and mostly thought I was fine. I'd describe myself to friends as a happy and carefree guy. I acted that way. and thought this an apt description, but unconsciously as I would later discover (slowly and painfully) I was shoving any accumulated worries, anxieties, insults, insecurities and fears I had collected since childhood, into deep obscurity.

I didn't have to deal with them or even know of their existence. I avoided pain mostly by work, work and more work. and sometimes by a bit of booze, and fun times out with friends. In the booze department, I was not one who stumbled clumsily out of bars late at night, or at midday, drunk as a skunk. Nor did I hide whiskey around the house, or indulge in any other such crazy behavior that a "real alcoholic" might occupy himself with. No way, I could be an alcoholic. Friends, and colleagues I worked with at the time on a daily basis said there was *"No way you could be an alcoholic, Owen. We've never even seen you drunk. You've never even missed a day of work!"* Years later, I told my ex-wife I was going to AA. She laughed. *"My 90-year old grandmother drinks more than you do,"* she said! *(I've now been sober in AA for almost 30 years!)*

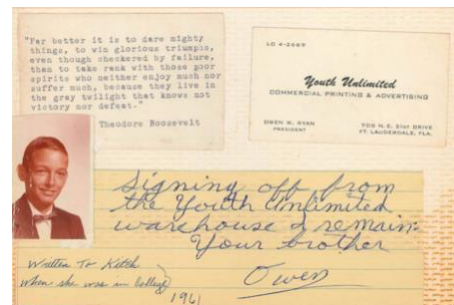
A Chance Meetings.

In the mid-80's, before AA, I was sitting outside a small café in Tiburon, California, drinking a cold beer while waiting for the ferry that would carry me back to my hotel in San Francisco. That day was eventful! I had what turned into a long and interesting

conversation with a stranger who approached me and said hello.

He then asked to join me and ordered tea, (as I switched from my Anchor beer to some cool-looking local soda). In that conversation, we shared that we were both entrepreneurs, and he informed me that struggles with depression were not foreign to him, as they were quite common, and, unusually quite well-hidden in entrepreneurial types of our nature. *"in particular, he told me, "in those who start their first ventures while still in their teens"* Later study on my part would reveal that this business of starting a business at an early age is a telling indicia of genuine and lasting entrepreneurial DNA) .

Alas, I learned this too late to keep my first business from having to close down one winter (only because I had homework to do and the nuns at my school were unforgiving in this regard, particularly with a 10-year old.)



(My first business. I was 11 when I wrote this note to my sister, "from my warehouse.")

And that stranger who had joined me and delivered this information on entrepreneurship and depression as we talked over tea on that spectacularly beautiful summer day, was Steve Jobs. An interesting guy, to say the least!

A decade or so younger than I was at the time, Steve explained that he had come over to introduce himself because he'd remembered seeing me interviewed on TV and verbatim told me a quote I'd mentioned. (That TV interview had actually taken place at least a year prior to that day in Tiburon!)

The interview with me was on The CBS Morning News, where I sat and talked with Phyllis George, a former Miss America who was well known at the time, at least to football fans, for the many pre-game sideline interviews she conducted with NFL stars, when she worked at CBS Sports. She was later moved to the news division and promoted to be the co-anchor of the CBS Morning News, a combo talk and news show which at the time was the consistent third place finisher in terms of ratings, behind GOOD MORNING AMERICA and the TODAY show.

None-the-less, K.T. Mc Clay, my truly excellent PR person at the time, managed to get me booked on the show, to talk about my latest start-up, General Comet Industries, a company I

had created to promote the once-in-a-lifetime return of Halley's Comet to earthly skies! In fact, my press release touted that I had proclaimed myself **"Earth's Official Representative of Halley's Comet,"** a job that had never existed, nor was there any need for such a job, until I dreamed it up. But somebody had to do it, and that somebody turned out to be me!

On the show, I was paired up with a scientist from NASA's Jet Propulsion Laboratories, who had spent decades studying Halley's Comet. He was the real expert in these matters.

However, on national television, it's the huckster promoter guy with his colorful tee-shirts, collectable coins, beanies, and "Official Halley's Comet" telescopes that wins the moment. Thank you, CBS!



Millions of Americans watched that news and talk show that morning, even if only by happenstance as they clicked through the channels searching for some other TV destination. To my good fortune, one of the people tuning in that day turned out to be Steve Jobs.

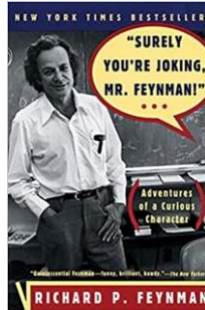
Steve was not really “famous” then, and certainly not as famous as he would eventually become. In fact, I didn’t even know he was the guy who started Apple until he told me. In the nearly two-hour conversation that followed that chance meeting (a conversation that only happened because I had publicly announced my position as “Earth’s Official Representative” of a cosmic celestial vagabond named after an English Mathematician and Scientist, who’d been born some 300+ years earlier!) My “Halley’s Comet” interview that morning was by a former Beauty Queen from Texas or maybe it was Kentucky? I’ll have to check. But that interview served to “introduce” us.

I told Steve of a now-forgotten passage from a book by a then famous, and now long dead, physicist by the name of Richard Feynman. It turned out that Steve had read the Feynman book as well, and we both agreed that his story about his own amazingly interesting life, had caused each of us to regret – in different ways -- that we had never known him. We spoke about how after reading his book, that we each felt challenged to *“learn to play jazz and smoke cigarettes.”* (I’m just kidding about the cigarettes part, but I urge you to read Feynman’s book.)

Feynman, the son of Russian immigrants from the city of Minsk (at that time part of what was called “The Russian Empire”) was born in Queens, NY in 1918, and had an amazing life that seemed never boring or pedestrian.

Feynman was a man of immense curiosity and the book he wrote captures his always open-to-adventure, and anything but cautious personality!

He was a “late speaker” as the doctors say and didn’t actually start talking at all until, he was three! He had an interest in engineering and had built a small “laboratory” in his house, in which he took apart radios, and all sorts of electrical machines. In Grade School, one afternoon while his parents were out shopping, he constructed a fully operational burglar alarm system for his family’s home. He was an amateur tinkerer, who would go on to fame and win a Nobel Prize for Theoretical Physics, a job that I imagine is much more demanding than that of *“Earth’s Official Representative of Halley’s Comet”*. None-the-less, Mr. Feynman’s sense of humor would likely have him chuckling at this title. You should definitely read his book!



(Read this book!)

As we – meaning the “we” of Steve Jobs and Owen Ryan and not the “we” of Richard Feynman and Owen Ryan. -- sat and talked that afternoon, we each imagined conversations we wished we could have had with people no longer living. There was actually much to be learned from the dead, Steve said, because their spirits and teachings stayed with us through our lives; either silent guardians, or, troublemakers!

Sadly, the only thing I specifically recall from that long-ago conversation in California is that I burst out laughing and spit out my soda when Steve added “Machine Gun Kelly” to his list. Nor do I recall with and specificity the other famous names we discussed that day, except that Machine Gun Kelly was an anomaly, as the names we tossed about were mostly well-known types of serious historical notoriety or consequence, for instance, Hitler and Jesus.



1930's Mobster Machine Gun Kelly. He ended up in Alcatraz prison in 1930's, where he became an altar boy in the Prison's chapel.

Decades later, if that same conversation were to happen again today, perhaps at a table outside that very same café, if it still exists, I can imagine two young tech entrepreneurs having that very same discussion, and one of them says *“I only wish I had had the opportunity to meet Steve Jobs?”*.

I had that opportunity, once.

At the time Steve was not yet the global icon he would become, and I didn't recognize his name when he said hello, or realize he was the founder of Apple Computers, or even recognize him from news reports, in the same way that he had recognized me.

Our conversation meandered as we spoke for 90 minutes or so. He said I should move to California. I said “never” but now I wish I had. At that time, I was a lifelong New Yorker, with the pulse and flow of Manhattan in my bone marrow, also, the conceit of New Yorkers that only their city was the driving force of the world’s economy. How stupid and “tribal” this seems in retrospect!

He had been fired from Apple, the company that he founded, and was then in the process of starting a new venture called NEXT. This was in the year or so before he returned to Apple and rejuvenated the company, before his worldwide fame, before the MAC would become the computer of choice for creative types around the world, before the I-phone, before his epic struggles to defeat cancer, and, before the entire world mourned his passing.



Steve Jobs. “It’s hard to even imagine the deep impact he has had on our society.”

The ferry to the city came and went as Steve explained how he was then starting his new computer company. (Since this was right after he had been kicked out of Apple, we spoke a bit about how he had dealt with that loss and blow to his ego.) “Wow!” I said, “*You’re the same guy who invented that ugly 13-inch “box”: that’s sitting on my desk in New York!*” Yes, Wow!

“No,” *I’m not the same guy,*” he replied, “*that was the guy from two years ago. Why do you think I’m calling my company NEXT?*”

I told him I knew zip about computers, but that that little “box” he’d invented allowed me to start a company that by then had a one-person office in Switzerland, and a part-time representative in Japan, and, also, that I managed to connect with people around the world and get my “Official Halley’s Comet” logo printed on stamps from over 70 countries, using his computer and a bulky (and, very noisy) modem that was then available only from nerdy computer stores! (Not to mention that my “Official Halley’s Comet” logo was splashed across tee-shirts, balloons and collectable gold coins, besides getting licensed to Cunard lines for “Official Halley’s Comet” voyages to the Caribbean, and to British Air for use on their “*Once In A Lifetime*

Official Halley's Comet flights, allowing earth-bound mortals to view the comet from 40,000 feet and sip "Official Halley's Comet" Champaign while they were doing so! I never understood how getting up to 40,000 feet above sea level on a jet plane with small windows, allowed one to get a better view of a cosmic event that was actually 40 million miles away?

I suspect that if you've consumed enough glasses of "Official Halley's Comet" Champaign, you're probably no longer thinking about interstellar math any longer, or the astronomy limitations that allowed viewers with simple telescopes purchased here on earth to get a better view of the comet, not to mention, a cheaper one, with a simple \$59 telescope they could buy at their local K-Mart. I think our "Hallescope, which had been manufactured in Korea, and that my partner Burt Rubin, had two patents on, was being sold at Macy's for \$330. I think I still have three or four of them in storage.

I wonder what these "Official Halley's Comet" telescopes might be selling for on E-Bay in 2061, the year when Halley's Comet is scheduled to once again return to earthly skies? I wonder what that box of "Official

Halley's Comet" shirts I have in storage will be worth by then?



GENERAL COMET INDUSTRIES. (Or, "How Owen Ryan Became "Earth's Official Representative of Halley's Comet")
<http://www.inc.com/magazine/20090701/30-memorable-marketing-campaigns.html>

Maybe I can donate them to The Smithsonian for safe-keeping, or maybe give them to a University's History, Philosophy or Astronomy Department, and get a tax write-off? We shall see.

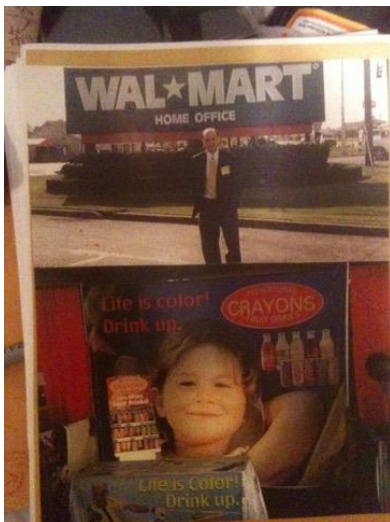
Eventually, in the Halley's Comet department, what seemed to me at the time a never-ending amount of news coverage turned out to be not so "Never-ending," after all.

However, the impact all of this publicity had on my future was immense. The media hullabaloo soon came to an end, but the news coverage helped bring new clients to my marketing consulting firm, and introduced me to people, opportunities and ideas that would have never

otherwise occurred, and would have significant future impact on my life.



Now, let us return to the story of VOLT and the difficult circumstances that engulfed me in those years. Recall that I left a court room, having defeated the Coca-Cola Company's multi-year, multi-million-dollar effort to cancel the VOLT® trademark.. Even though I "won" this battle was costly, and, worrisome, given that I now had a family to support, and the \$1.3 million remaining balance, due me from the sale of my previous beverage company to a group of investors, became a casualty of the crash of the financial markets in 2008. (It's not an accident that "Don't Count Your Chickens Before They're Hatched" continues to be wise advice!)



In the interim, I had plowed much of the much of the money I'd already received from that sale, into VOLT.

I was certain that this future payment would materialize and, besides, I was confident that my investment in VOLT would soon provide additional financial stability! I knew my family would be protected. Just the opposite happened!

VOLT ended up (as a defendant) in difficult and expensive legal skirmishes with Gatorade and PepsiCo, and then tied up in Federal Court battling Coca-Cola's effort to kill the brand. I was left with limited cash, and with that sum I had to somehow regain ownership of the VOLT® trademark. The future did not look rosy! In particular since the hedge fund group that now owned the VOLT IP and trademark lock, stock and barrel, had invested \$10 million into the VOLT business. (I'd invested \$247,000 over a number of years and what felt like a zillion years of work.)

To make the circumstance and outlook all the gloomier, I was 68 years old by then. Who would hire me? For most of my life, I had been what is now commonly referred to as a serial entrepreneur, although I did not realize this in my early years. Few existing companies of any size have any interest whatsoever in having entrepreneur as full-time employees. I wonder why?

Even though I eventually became reasonably well-known at times -- at least in certain marketing circles -- by virtue of various television appearances and news reports, this did not inoculate me from failure. And failure was now knocking on my door, staring me in the face and asking if it could come in and stay awhile!

I had just had a business and brand that I had invested considerable dollars and years of effort to grow, come to a slow-motion, financially painful and very public crash. Failed again, or so I thought.

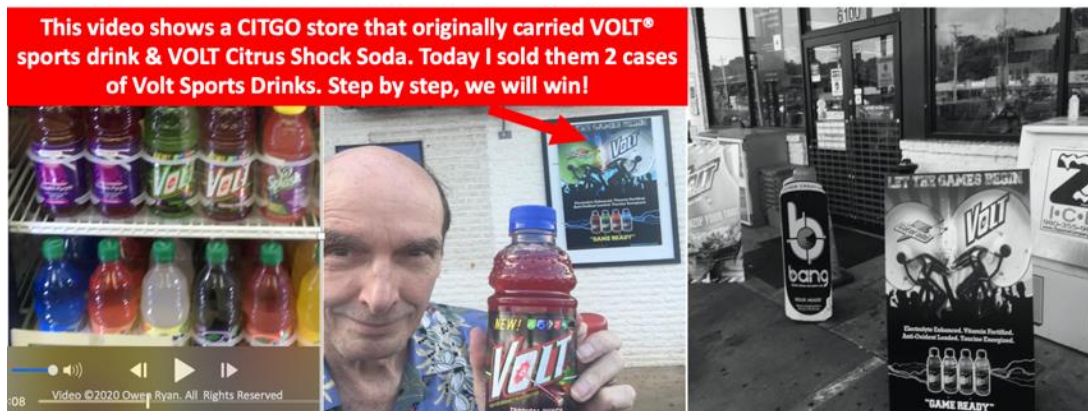
By then I was emotionally and physically drained. Also, heavy upon me rested the fact that at the age of 68, facing a tech-focused entrepreneurial

world that I had only an outsider's knowledge of, I faced long odds to get back on my feet again. Not just physically and emotionally, but economically as well. And, as I would come to learn, spiritually.

There was no way to get around it: I was broke, and broken, in all departments.

Should I beat cancer, I would be starting over from scratch. (You'll find out why in the next "chapter", which I have put together in "scrap book" form, as a visual reminder that -- in Yogi Berra's famous words and Lenny Kravitz's famous song -- "It ain't over till it's over." We shall see!

“Never think of time as an enemy, it is your friend.”



(LEFT) VOLT® Sports Drinks in CITGO Store Cold Case. (CENTER) Owen Ryan



2019 DOOR STICKERS FOR CONVENIENCE STORE COLD CASES

In this book, or essay, or speech or letter to my daughter, or whatever it turns out to be, I can't tell you much, but one thing I can tell you with certainty -- starting over from scratch takes on a whole new meaning when one is approaching 70, than it did when I was in my 20's, 30's or 40's. Different skills are not necessarily required, but a different outlook is mandatory!

If you are human, you will always experience ups and downs. These are the two twins of destiny that accompany you throughout your life. How you deal with these two twins, and how you treat and interact with others in the process, shapes your character and forms who you are.

In what is referred to as The Big Book of Alcoholics Anonymous, there appears a line that says something along the lines of *"No spiritual growth is possible without pain."* This is true for all growth: physical, emotional, psychological, and spiritual.

A sonnet of Shakespeare comes to mind, I don't recall its number or tittle,

but it tells about a change of mental outlook that places light and hope into someone's path, even at the darkest moments. (*"With what I most desired, contented least"*)

At various points in life, I felt I was somehow falling behind, not measuring up, not quite good enough. Maybe on a project, maybe in my career, maybe in what some people (usually people who are inclined towards a more pessimistic or neutral outlook) think of as "the rat race of life."

Never think of time as an enemy. It is with you always, and it is your friend. Because everything in your life, the totality of it -- every action, every thought, every feeling, the joy, the sorrow, the laughter -- brings you full blown into the current moment. It's the moment of now. Use these moments and the opportunities they present wisely. They can, and will, change your life! And can do so in unexpected ways. Seventeen years ago, I was a single, divorced guy in New York City, waiting for the 23rd Street Crosstown Bus as it

made its way westward towards the Hudson River. Once on that bus, I had the life-changing good fortune to meet the remarkable and always interesting woman who would become my wife, and eventually, the mother of our child. By then, I had long since given up on the possibility that I would remarry, much

less have a child. Luckily, the universe, had another plan in mind!

Although my wife, and now Middle School-aged daughter both agree that that they have (in the case of my wife) a “*teenager for a husband,*” and, (in the case of my daughter, “*a very immature and disorganized teenager for a dad.*”



“Downsized, Happy and getting back on my feet!”

Me, Emma and my wife Myung Sook Kim.

(Notice the VOLT shirt I’m wearing)

I am in fact not at all a teenager, except perhaps in spirit, and only on a really good day! . My view about age is that of the Irish playwright George Bernard Shaw who said, “*The secret to a happy and productive life is to die young but put it off for as long as you can.*” Amen to that, Brother!”

My driver’s license and birth certificate, however, tell another no-longer-a-teenager story, as these sort

of 'official' dates are hard things to ignore, or wiggle your way around! Waylon Jennings or Willie Nelson (I can’t recall who?) once sang a lyric that said something like “*I’ll always be crazy, but it kept me from going insane.*” That was my own personal motto, but unfortunately, time doesn’t work that way. It does not keep one from getting older, or, in my case, less or more crazy!

Thus, facing actuarial reality, I see that I am no longer young, not even that “teenage dad” my daughter sometimes complains about. All of this because my license and birth certificate and all the other legal documents of life present me with certain inarguable facts. Namely, that April 29, 1946 was and remains the month, day and year of my birth.

It’s right there in black and white. It is a fact. A public record, a faded paper from St. Luke’s Roosevelt Hospital in New York City on 10th Avenue and 56th Street, a public statement. It says it clearly. I was born 74 and a half years ago. In fact, my daughter Emma would be born in that very same hospital, almost 60 years to the day of my own birth. (Which makes Emma the same age as Donald Trump’s youngest son, Baron.) And, which makes me realize I am an amazingly lucky man,... to not be Donald Trump!

My first wife and I didn’t have children. My second wife (I’ve been married three times now, another similarity with the disappointing individual who now “leads” us as Commander-In-Chief) was a talented and hard-working immigrant, in danger of having her work permit expire, and she did not want to push her then

boyfriend (later her husband) into marrying her, just to keep her from losing her legal papers, and having to return to Poland. So, I volunteered to be of help, and we married at City Hall.

Later, on that cold November evening in 2003 when I met my wife, or, I guess I should say when I met the woman who would become my wife, I had been divorced and single for many years. The idea that I would get remarried at the age of 58 , much less have a daughter two years later, seemed out of the question, given the highly competitive nature of dating in Manhattan. This birth certificate I’m staring at says that I undoubtably was born in New York City on April 29, 1946. No one will magically show up to turn me into an ever-youthful Peter Pan.

(Let’s face facts, I was starting all over from scratch, a difficult, seemingly impossible challenge, even for someone lacking any ‘quitter” DNA.)

All of these ideas and woe-is-me assumptions turned out to be wrong, but I did not know this at the time.

Just as I did not know that I would be eventually free of cancer, and to waking up hopeful again, with full energy returning and gratitude to God, for the possibilities which I’d been given; to learn hard lessons and hopefully, teach them in gentler fashion to others.

The Story of Volt®

“Where it’s been & where it’s going!”

The Philadelphia hedge fund investors who had sunk the \$10,000,000 dollars, likely of someone else’s money into VOLT, approached me months later. They offered to sell the trademark, the formulas, the artwork, inventory etc., back to me for \$200,000. I knew it might be worth that, and possibly much, much more, but there was no way I had that kind of money, nor could I get it by any other means than robbing a bank! Plus, much more work would be needed to pick up the pieces, manage current inventory and retail relationships, and get VOLT moving again. Since there was no way to bluff or pretend, I had capital in that amount, I essentially laughed in their face, saying *“That’s totally and completely preposterous. You guys have ruined the brand (I lied) by your decisions and actions, and everybody in the beverage business knows that VOLT’s not worth a Tinker’s Damn!”* Of course, I knew this was absolutely not true, and as lawyers, not beverage types, I think they had agreed with me. And since they had totally lost on

their part of the case, intending to turn The Coca-Cola Company into, in the words of Coke’s lawyers in their summation to the jury *“a big fat ATM Machine.”*

I figured that their egos were involved in that legal rebuke, and that in the process of losing their part of the case, that they knew that their own “win/loss litigation ratio” had suffered a hit. Since they had approached me with this offer, I assumed that they had not tried to sell it elsewhere, nor would they have knowledge to do so. So, I waited.

Eventually they came back to me when they discovered a \$30,000 health insurance obligation they still owed me. After discussions with my wife, we took the risk and traded in the bulk of that obligation to pay cold hard cash to regain VOLT.

Looking back, it was a totally irresponsible decision given our then quite sketchy + bleak financial situation, and a truly incredible gesture of faith in me, on the part of my wife.

I'm sure that in the years and challenges that have followed, she must have regretted that decision, but if so, she has never told me so. What she does say, in her quiet Buddhist way is *"All we need is to live a happy life. Money is not guaranteed to take us there."*

I am blessed to have such a wife, and I hope what I have been doing with VOLT, with her support, ever since, pays off in yet unimagined ways

that allow her to live her life in financial comfort and in a cozy home with a garden. (I am 25-years older than she, and will not live forever that is sure, so the work on VOLT continues.

No week goes by -- except when I was flattened and exhausted by cancer treatments and related medical challenges --- when some small and (sometimes) large progress is made on the brand. But at each year's end we are further along!)

STAY POSITIVE! & **NEVER EVER GIVE UP!**

Surrounded by fear, despair and worry, I left the court so many year's back with my so-called "victory" feeling like an odd sensation. I had just defeated the efforts of a global billion-dollar company to cancel my trademark and pronounce my brand and my business forever dead. But I felt empty, something was missing? It no longer is!

I realize now, that the hard work of "re-construction" of tearing apart of anything and everything that did not work in the past had to be done. Anything and everything that did not serve a greater cause, and that did not look to be of genuine value to others and to building and re-building the

communities we all live in, was destined to fail. Eventually I found a new and brighter path. Prayer, something I had never needed previously, or even relied on, helped. Sometimes a lot, as it would turn out!

Even though I am not a conventional believer or church goer, I have come to believe that some God, some spiritual force is always there, around us and inside us, grounded to and protective of truth. And for that, I am most grateful! (Yes, I realize there is evil and darkness that resides in people, too. And that is their karma!)

My wife Myung Sook Kim helped (almost as much as God did, and more)

and, my daughter Emma Kim Ryan, she helped God as well! (I hope God will forgive me for passing on credit for spiritual assistance to earthly beings, but I think that's pretty much how this stuff about mankind and God works.) He (*or she – who is to say that God doesn't wear a dress, or even a mini-skirt?*) teaches us lessons through others.

In this journey we are all together. We need to help each other. I didn't realize how much I was focused only

on first helping me; Others, could wait. First, I would achieve fame and glory than I would be pleased to lend a hand to others.

It may be a long wait for riches and fame returning, and, that may never happen, yet, somehow, deeply inside me I trust they are destined to do so – but, this time in a right-sized fashion. VOLT and its story of recovery, is gathering strength, getting ready. Why? Because we followed a simple rule:

“Start where you are. Use what you have. Do what you can.” – Arthur Ashe

At a certain moment not so long ago, as I took my foot off the brake, and pushed down ever so slightly on VOLT's accelerator. I found myself no longer “stuck in park”, but moving forward, starting over with empty pockets, a head full of fear, a heart full of hope, and a physically-weakened body, but with a destination in mind. I no longer thought myself a God. But,

beyond that, I knew nothing except the fact that each day I was getting stronger, moving forward, no longer looking back. Whatever the plan of God is, its destined to be mine as well! The same is true for VOLT®. (Pray hard, but work harder! All of us here look forward to having you join us in this effort.

-THE END-

(for now) © 2015-2020 Owen Ryan owen@VoltBeverage.com

VOLT "CITRUS SHOCK" CARBONATED SODAS.



WHEN DEW DON'T DO IT™

&

VOLT® SPORTS DRINKS.



FOR THE SPORT CALLED LIFE.®



**VOLT Sodas JAKE CLAYTON WRESTLING CONVENTION
KENTUCKY UNIVERSITY HILTON © 2010-2020 Owen Ryan**

<https://www.youtube.com/watch?v=6J7CwGr5xKc>



Jacksonville_Cable_TV_very-rough-edit_30_VOLT_Walgreens-Owen

VOLT Sports Drinks, Walgreens Jacksonville Florida promo

https://www.youtube.com/watch?v=p-lrnqh_Ws0

Gatorade has cheaper ingredients but more expensive celebrities as endorsers. VOLT has more expensive ingredients and some upcoming superstars of our own!

Thanks North Carolina AAU for letting us join your "team".



FOR THE SPORT CALLED LIFE®

VOLT® Was Developed to Compete in Fast-Growing Multi-Billion Dollar Beverage Categories!



#1 Energized Sports Drinks.



#2 High-Caffeine Carbonated Sodas.

VOLT® Citrus Shock Sodas.



<https://securservercdn.net/45.40.150.136/q6q.a98.myftpupload.com/wp-content/uploads/2020/07/Volt-Argggh-15-1.mp3>

VOLT® Sport Drinks.



https://www.youtube.com/watch?v=p-lrnqh_Ws0

ART WORK FILE:

Spring 2019. Brand Opportunities

• Market-Tested • Consumer-Validated • Trademark-Protected



Owen Ryan (646) 812-5109

SUPERIOR HYDRATION.

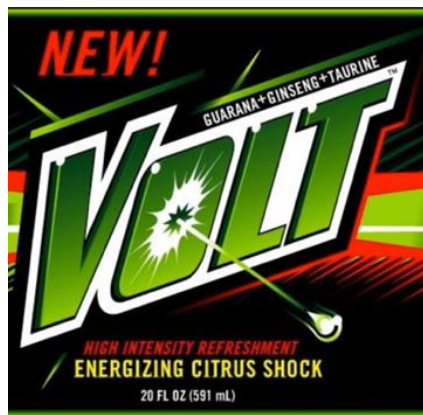
Energizing B-Vitamins. No HFCS. All Natural Flavors.
Antioxidant-loaded. 80% more potassium for better muscle recovery.



3 All-Natural Flavors Available Now. Orange Available in May 2018

www.TotallyLiquid.biz

HEALTHIER FOODS FOR A HEALTHIER FUTURE



NEW YORK CITY. (LEFT) Owen Ryan with VOLT® sports drinks and VOLT® “Energized Citrus Shock” soda, photographed in 2010 or 2011 at Western Market Grocery Store at 10th Avenue and 27th Street. (RIGHT) Close up of VOLT® Citrus Shock carbonated lemon-lime soda label in 20 OZ PET bottles.

FLORIDA: VOLT® electrolyte replacement drinks

Walgreens Radio ad:



Walgreens Stores, Jacksonville Florida. Display of VOLT® sports drinks from “BUY ONE/GET ONE” social media sales promotion ads filmed by Owen Ryan.

https://www.youtube.com/watch?v=p-lrnqh_Ws0

DOWD YMCA -- VOLT Sports Drinks:



Testimonial for VOLT Sports Drinks versus Gatorade

BRUCE ATTERSON

http://www.youtube.com/watch?v=lkEvm0rPo5I&list=LLvf3ygzA6SDR2cKwga92GOQ&feature=mh_lolz



Jacksonville, Cable_TV_very-rough-edit_30_VOLT_Walgreens-Owen

VOLT Sports Drinks, Walgreens Jacksonville Florida promo

https://www.youtube.com/watch?v=p-lmqh_Ws0



Jake Clayton your old pal NWA wrestling Kentucky University Hilton

<http://www.youtube.com/watch?v=6J7CwGr5xKc>



VOLT - AAU GIRLS FASTPITCH SOFTBALL - NC CHAMPIONSHIP

VOLT® NAMED OFFICIAL SPORTS DRINK OF AAU BASEBALL (Replaces Gatorade®!) This video clip is from Girls National Championship, Fast Pitch Tournament.)

<https://www.youtube.com/watch?v=m0PRn&diODg>

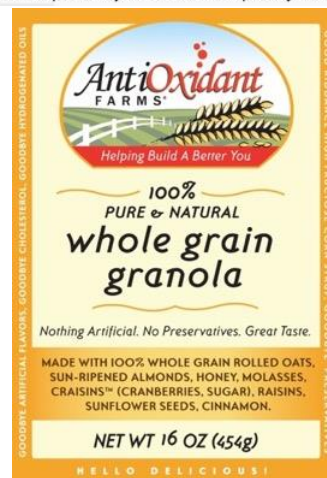
**AOF Park Slope Sales Test:
Our first 45-day in-store sales test. Brooklyn, NY!
Garfield Farms, 156 7th Avenue, Park Slope, Brooklyn, New York, NY**



Park Slope Brooklyn Sales Test Example May 2010



Park Slope Brooklyn Sales Test Example May 2010



<http://www.youtube.com/watch?v=rzVuCuElwKE>

AntiOxidant Farms®, First Retail Store Sales Test. April/May 2010, Garfield Farms, Park Slope, Brooklyn NYC. What started out as a 45-day sales test to determine consumer purchase interest in the AntiOxidant Farms brand. Our product, (a single 16-OZ granola SKU) would end up with our brand remaining on-shelf on a continuous basis *for over 4 years!* -- immediately adjacent to well-known national brands from Kellogg's, General Mills, Kashi, etc.—where a 16-ounce bag of AntiOxidant Farms granola was initially selling at a premium price per ounce, and then at super-premium pricing compared to competitors. After 30 days, this single store test led to distribution of our products in 200 retail accounts in NYC, by BCS Royal, a leading food and beverage distributor. Within months BCS would be pushing hard for me to increase SKU's and extend distribution of AntiOxidant Farms products, including drinkable yogurts and VOLT® beverages to 2,400 of their accounts in the NE, some of which represented many dozens of outlets! I failed in efforts to secure funding for this expansion, primarily because of my own lack of expertise and skills in the capital-raising process, and, eventually, personal health issues.(since resolved.)

2016 - 2017

VOLT® SUPER HYDRATION



CUTTING EDGE SCIENCE

- Brain Muscle functionality
- Explosive Energy & Coordination
- Muscle Protein / Fat Loss
- Organic, Low Calorie
- Coconut Water Based
- Preservative Free







Marketing Plan

1. Trade Marketing (Retail)

- In store demonstrations
- Print advertising and listings in distributor publications

2. Public Relations & Above the line

- PR company, media liaison and press releases, new item reviews etc...


3. Print & Below the line

- Bevnet listings and features
- Sell Sheets and Consumer Brochures

4. Online & Digital (Amazon & Own Sites)

- Social Media (Facebook, Twitter, Instagram)
- Website and SEO (Search Engine Optimization)
- Building a loyal user base / Brand Tribe

5. Sponsorships & Trade Shows

- Sampling events at health clubs and gyms
- Associations with health/wellness advocates
- Expo West & Expo East Trade Shows
- Sponsorship Eg. Athletes, 



Nutrition Facts
Serving Size 16 oz
Amount Per Serving
Calories 80 • Calories from Fat 0

Total Fat 3 g	6%
Saturated Fat 0.7 g	1%
Unsaturated Fat 2.3 g	4%
Cholesterol 0 mg	0%
Sodium 40 mg	1%
Total Sugar 11 g	22%
Total Fructose 10 g	20%
Total Fiber 0 g	0%
Total Protein 0 g	0%

VOLT® ENERGIZED COCONUT WATER & FRUIT TEA
Nutrient Enhanced Hydration
16 FL. OZ (473 ml)
(No Preservatives, No Artificial, No water added.)

Product of USA
American Made
No Cholesterol, No
Sodium, No Sugar
No Preservatives

BFU Sales Presentation with Robbie Rubin. 2016 – 2017 (this was used in a Colorado meeting with New Age Beverages. Also, I used I in post cardo mailings to retailers and distributors in 2018, and later in 2018 and 2019.

**CONTACT US FOR
MORE INFO!**

Are you a distributor interested in carrying VOLT, or, just a customer with a question, or a comment, if so, give me a call at (646) 812-5109, or email me at:

owenryan@yahoo.com or, owen@VOLTBEVERAGE.com