



DEEP WATER USA INC.

DJ Rassech, Founder & President

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COMPANY STORY



While traveling in Istanbul, Turkey, I visited the famous Hagia Sophia. Taking a break in a little gift store in the courtyard, I found an interesting rose petal based beverage. Immediately, I had a liking for the drink. This experience, in such an ancient ground, inspired me to open a beverage company in 2015, with the purpose of bringing unique tastes to the US.

Deep Water USA Inc. is an exclusive beverage company targeting the affluent and sophisticated consumer looking for something distinctive and trend setting. Deep Rose as our initial product was followed by 2 more flavors in the summer of 2020. Deep Wood and Deep Elder continue our theme of introducing flower inspired lemonades from the ancient world. Within a year of launching Deep Rose in the high end retail market in the summer of 2018, we were able to land large anchor retailers such as The Fresh Market and Wholefoods RM. Currently, Deep Rose is stocked in over 300 specialty stores from coast to coast.

It took time to truly fine-tune the formula, packaging and branding of our products. However, with such a unique beverage, the potential for success is magnificent. Much like the famed Hagia Sophia from which the company was born, Deep Love drinks are nothing less than astounding.



ABOUT ME

- **BS in Finance at Long Beach State. MA in History at San Jose State.**
- **30+ years in the financial field to include consultation of small businesses, investments and more.**
- **Entrepreneurial and driven to build a global brand from scratch to last into the future.**
- **International background. Well traveled, educated and passionate.**
- **Born in the Mid East, attended school in Germany and got my degrees in California. Currently, travel between the Bay Area and Miami.**
- **Enjoy long conversations over a glass of wine, fine food, lots of travel and time with family.**

FLAVORS



WHY

Consumers are moving away from sodas and highly sugared artificial drinks into all-natural and low calorie alternatives. Flower inspired beverages are one of the new trends. Deep Water USA Inc. fulfills that need and allows the retailer to stock a trendsetting beverage for the demanding consumer.

The logo for 'Deep Rose' is written in a red, cursive script. The word 'Deep' is positioned above 'Rose', and a small trademark symbol (TM) is located at the end of the word 'Rose'.

POSITIONING & MARKETING

Deep Love lemonades are best positioned at the refrigerated section in high end natural and specialty stores. Stacking up Deep Love trays, in a high traffic area, will attract consumers to the product, naturally. This will be supported with B2G1 campaigns. An active social media drive will support sales further.

The logo for 'Deep Elder' is written in a yellow, cursive script. The word 'Deep' is positioned above 'Elder', and a small trademark symbol (TM) is located at the end of the word 'Elder'.

COMPETITION

Competing brands, offering flower inspired drinks, lack the exclusivity of Deep Love lemonades with its unique taste, aroma and color.

The logo for 'Deep Wood' is written in a green, cursive script. The word 'Deep' is positioned above 'Wood', and a small trademark symbol (TM) is located at the end of the word 'Wood'.

SELLING POINTS

EVER WONDERED WHAT **LOVE** TASTES LIKE?™

Premium

All-Natural
Ingredients
Select Flower Petals
Sleek Design

Lifestyle

Non-Alcoholic
Alternative
Essence of Beauty
& Love in a Bottle

Benefits

50 Calories
With
Antioxidants

A GREAT IMMUNE BOOSTER

INGREDIENTS

- Purified Water
- Sugar
- Lemon Juice from concentrate
- Natural Rose Extracts / Elder Extracts / Wood Type Flavor
- Other Natural Flavors
- Pectin
- Citric Acid
- Stevia Extract and Monk Fruit Extract for Sweeteners
- Fruit and Vegetable Juice for Color (Except Deep Wood)



MAIN CUSTOMERS



Rocky Mountain



Select Stores

DISTRIBUTION



PROUDLY MADE
IN USA





MISC. INFO

- **Shelf Life:** 24 months. Shelf stable.
- **Bottler:** Fully audited established business with large capacity.
- **Warehouse:** Salt Lake City. UT. Ambient Temperature.
- **Size:** Net 10oz glass bottle, metal cap, shrink sleeve.
- **Tray:** 11x8x6. 12.5lbs.
- **Pallet:** 40x48x55. 8 layers per 17 equals 136 trays. 1725 lbs.
- **MSRP:** \$3.49 to \$3.99. Min. GM 40%.
- **Wholesale:** \$26.40 or \$2.20 per bottle.
- **Promo:** B2G1F, demos, displays and social media campaigns with our love stories.



FLOWERS ARE ALL ABOUT LOVE.
AND LOVE IS UNIVERSAL.
SHARE DEEP LOVE WITH
YOUR LOVED ONES AND
SPREAD OUT LOVE STORIES





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THANK YOU!

Q&A / NEXT STEPS

@DrinkDeepLove
#DrinkLoveBlog #DeepLove