

revive

healthy energy mints

One Mint = One Energy Drink + Antioxidants

Healthy Energy Herald

NEW TO THE REVIVE LINEUP – UPDATED SINGLE PACKS

To improve the utility and effectiveness of the Revive single packs (formerly known as sample packs), the single mint packaging has been redesigned in order to be used for both sampling and retail sales. Each single pack still contains one single Revive® energy mint, however now the single mint is blistered in plastic and vacuum sealed with a foil lid within the single pack. Improvement of the inner mint packaging increases the consumers' perception of value associated with each sample as hermetically sealed goods are generally recognized as safer than the alternative. The new single packs are also slightly larger in size in order to accommodate the single blistered mints and moreover create space to feature the Revive consumer website and a UPCA barcode that allows for sale of individual packs. Similar to that of the 2-packs and 8-packs, the single mint barcode permits a retailer to scan, preload into their system, and stock that item as an SKU in the store. We suggest that MSRP for a single pack mint range between \$.75 and \$1.00.

The blistering of each sample mint, as well as, the larger packaging has caused a slight cost increase of \$.02 per single pack. Just two cents more has allowed for improved effectiveness of the sample pack as the blister pack will heighten both consumers' confidence in trying the mint as well as their perceived value of each mint. Providing intrigued consumers with a gateway to more information about Revive® energy mints, the featured website allows people to take an interest in the product farther than initial consumption, and therefore extends the effect of the single pack. Including a barcode on the new single pack mints presents the opportunity to sell single mints and thus diversifies their utility as well as adds to the depth of the Revive® product line. Order the new single packs today to see and benefit from the upgrade!



www.reviveboost.com

Revive Energy Mints: "Get the boost without the Bull!"

NEW TO THE DISTRIBUTOR RESOURCE SITE—INDUSTRY EXPERTISE

Industry and product knowledge are essential to executing strong retail presentations, mapping out plans for growth, and establishing concrete goals in Revive franchise development. To facilitate the process of building and improving upon a foundation in industry knowledge, we have added new sections to the distributor resource site that provide direct links to specific as well as conceptual data that can help you take the retail side of your business to the next level.

For general information regarding the convenience store industry, you will want to check out the 'Industry Related Articles' section on the distributor resource site. Primarily, this section provides links to analysis, spreadsheets and facts regarding both national and local convenience store presence. Identify the top dogs of the national convenience industry, which of the big names is most relevant to your state, and the national breakdown of independent stores to large chains by exploring the "Top 100 Convenience Stores" article and the "C-Store Count by State" spreadsheet. For an in-depth analysis of convenience store industry trends related to relative change in sales, size, and representation on both state and national levels over time, read the "NACS 2011 Convenience Industry Store Count Fact Sheet." You can build a strong retail presentation by finding out what direction the convenience industry is moving in, what product categories are taking preference on store shelves, and the types of stores known to be out-performing others in your state. Also, utilize the articles breakdown of the convenience industry by state in determining the most ideal markets to target for retail expansion.

The 'Convenience Store Index' section provides links to a resource site that will guide you to a customized list of convenience stores based on criteria you input. Develop lists of stores as specific or as extensive as you would like based on city & state, store type by size and/or store type by chain or non-chain categorization. This site, entitled Manta, offers a name, address and phone number for each store on the generated list as well as the potential for more detailed store information with free site registration. Utilize this resource to map out a plan for local and regional development that will maximize the efficiency of your retail progression efforts.

The new section entitled 'Retail Glossary of Terms' is a one-stop reference page that defines nearly 80 key retail terms. Listed alphabetically, this extensive list addresses everything retail-related from contribution margin and keystone pricing to landed cost and merchandise mix. Familiarize yourself with this terminology so that you feel comfortable implementing the concepts into your retail presentations for added credibility, depth and transparency. Some of the listed terms may also serve a purpose in establishing concrete goals as many are specific to measurements of sales, profit and turnover.

These are just a few of the new sections popping up on the distributor resource site. Check out the 'Recently Updated Sections' category to access the aforementioned sections and many others that will make you an industry expert!

USE A SAMPLING TABLE

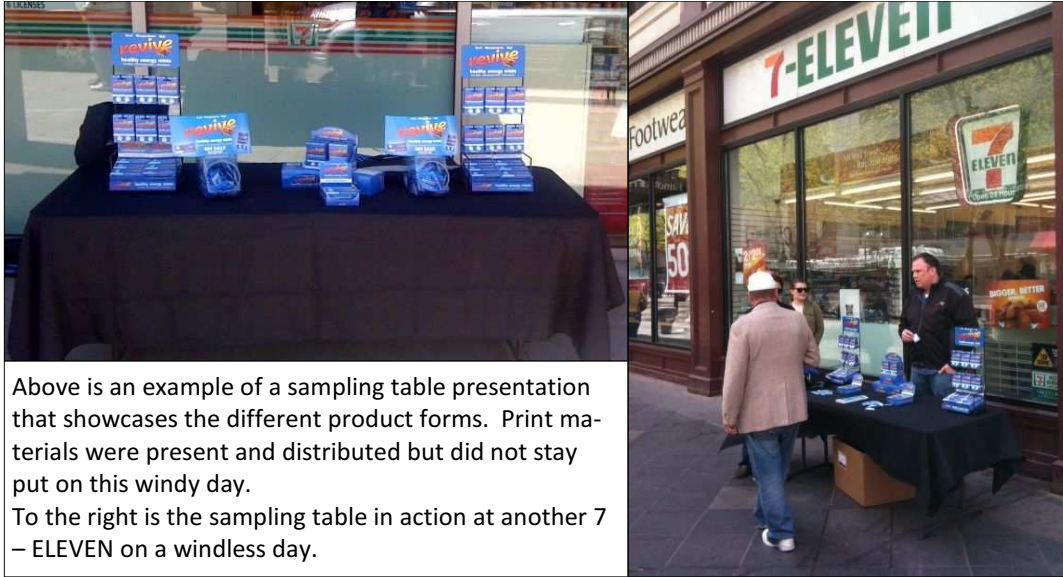
Based on feedback from on-site retail store sampling, we have found that one strategy can make all the difference in effectively generating interest in and awareness of Revive® energy mints: use of a sampling table. Utilization of a sampling table establishes the credibility not only with the product, but also of you and your presentation of the product in the eyes of the consumer. The sampling table and its associated components reinforce product legitimacy and validate the reason for your presentation of Revive energy mints to the public.

First and foremost, a sampling table provides a means for presenting the different forms in which Revive energy mints are sold. In addition to the sample packs that you are distributing, featuring the 2-packs and 8-packs indicates to consumers that Revive energy mints are developed to accommodate both first-time and occasional users as well as faithful followers with a varied product line. Revive energy mints are therefore associated with other leading energy brands that boast diverse product lines and are positioned in the minds of consumers as purchase worthy. Displaying the product on a sample table just as it appears in the retail location will also facilitate purchases by showing consumers what to look for and triggering desired brand recognition and familiarity inside the store that often sways purchase decisions.

In addition to the forms in which the product is sold, the sampling table allows you to display print materials that will educate the consumer on the basic product information required for many to make a purchase decision. Brochures and sell sheets offer a simplified overview of Revive energy mints that showcase the benefits of consuming the energy boost in conjunction with an ingredient list that validates the benefit claims. These print materials not only outline the effects of Revive energy mints but also explain why and how those effects and benefits materialize. The more information you provide consumers with, the more reason they have to strongly consider trying something new. Educating consumers about Revive® energy mints will instill credibility in the product and you as the product representative.

The presence of a complete and professional display that, at the very least, combines the different product forms and

print materials provides attention-grabbing visuals that will incline people to stop to learn more about Revive® energy mints. In any free sample scenario, many people are skeptical of something free that is potentially unrecognizable and coming from an unfamiliar face. Employing a table presentation in your sampling efforts will allow you to put skeptics at ease by establishing credibility behind the product and legitimizing your purpose of promoting with free samples.



ASK FOR A REFERRAL!

Requesting and pursuing referrals can be extremely helpful in vending machine placement. We all know that asking is harmless and the worst thing that could happen is a “no” response. So here are some scenarios, strategies, and tips associated with the simplest way to generate prospects for vending machine placement.

Who to Ask

Approach the point of contact at the location in question that you view as an advocate of the machine, the product and you. Whether that person is the gatekeeper that greeted you when you first came in, the decision maker who signed off on the machine or an employee that took a strong liking to the product is irrelevant. You may have developed a rapport with anyone of those people and will approach whomever you feel most comfortable asking a simple favor of. Secondly, in deciding who to approach, you may want to consider who is most likely to have referral contact information to offer.

When to Ask

The most opportune time and scenario for requesting a referral is after a Revive® energy mint vending machine has been placed and you have observed strong machine performance dictated by number and frequency of vends in the location. Even in the case of lower than expected returns from a machine however, you should still ask for a referral. Several factors, unrelated to the effectiveness of the product or perhaps the relationships you have built with people in that location, contribute to a low number of vends. Do not discredit the free value added service of the machine that so many other locations may benefit from. Similarly, some locations do not accept machines because of corporate red tape or exclusivity contracts, reasons extraneous of the product’s utility and the machine’s appeal that do not discourage representatives of that location from referring and recommending you to other businesses. Whether or not you successfully place a machine, generate new leads for vending machine placement from all locations you approach, by ALWAYS asking for a referral.

How to Incentivize

In a location that is particularly receptive to the Revive® vending machine, take an incentivized approach to asking for referrals. When you know that a lack of motivation stands between you and quality leads for vending machine placement, offer your point of contact a 2-pack retail box in return for details of prospective locations for a Revive® machine. To increase the quality of referrals obtained, we recommend that you request specific detailed information, or develop a template that calls for such information, that includes a name and number of a referred location contact. Depending on the relationship of your contact to the referred location, you may want to request that they actually call the location, to recommend the vending machine service. Although extra effort is required of your contact to provide specific information and place a recommendation call, the incentive of free product makes such requests reasonable and increases your chances of placement success.

WELCOMED FRANCHISEE OF THE MONTH: HERIBERTO E.

In April we welcomed Heriberto E. of Riverview, FL to the Revive Franchise Team. Heriberto's professional background boasts an impressive 10 years in the technology distribution industry during which he worked for Tech Data, a leading national and international distributor of technological products, as a business manager of major name-brand computer products. The managerial skills required of him with Tech Data could not be more applicable and to building the Revive business.



Heriberto performed primarily as a marketing and product manager catering to Tech Data clients, contriving and executing promotional campaigns, and evaluating pricing structures and sales performance. Specific to Tech Data daily operations, Heriberto worked to ensure that company activities were realized in a professional manner consistent with corporate and industry standards and ethics. Encompassing aspects of internal and external affairs management as well as micro and macro company operations, Heriberto's management position at Tech Data authorized him to effectively oversee current processes and practices across the board. Heriberto utilized the broad nature of his position to identify areas of operations and margins that could be improved. His apparent business savvy, high regard for ethical and industry standards and constant pursuit of improvement are all key characteristics that Heriberto will call upon in successfully managing his new distribution business venture, the Revive franchise.

Leaving the corporate world behind, Heriberto is excited to be working toward financial independency without having to depend on the performance of others to be successful and avoiding watching others prosper from his strong work ethic. To reach his personal goal of financial independence, Heriberto has an ultimate business goal of international expansion by means of steady regional market development. Specifically during the introductory stages for Revive® energy mints in his local market, Heriberto will focus on building a reputable name for the product, a top priority for growing the Revive brand. We value your commitment to superior product and market standards Heriberto, and are confident that such dedication will drive franchise success.