



healthy energy mints

One Mint = One Energy Drink + Antioxidants

# Healthy Energy Herald

## MARCH EVENT NEWS

### Congratulations to Darrin Hollar for Circle K Placement

This month we would like to congratulate Darrin Hollar of North Carolina for getting Revive® healthy energy mints onto the shelves over 200 Circle K store locations representing the convenience store chain's southeast division. Petrey Novelty Inc. delivered Revive® 2-packs to southeast Circle K locations where the product will be uniformly featured and pegged as a hanging item on the register countertop near similar energy products and other common impulse purchase items.

Darrin's persistence and confidence allowed him to effectively network amongst pertinent retail industry players to get the opportunity to present the product to a Circle K regional buyer. After initiating a relationship with the buyer and stimulating genuine interest in the product, Darrin worked closely with the Revive® corporate office to negotiate the details of placement. As per Circle K's request, when the account agreement had been finalized, Darrin went to work with other Revive® office team members to make all 272 Circle K locations visible on the Revive® store locator.



### Revive® at Rockies Opening Day

The Denver sun was shining and Rockies fans were swarming on Friday, April 1<sup>st</sup> as the Revive® team joined the Mile High City in celebrating opening day at Coors Field. Nearly three hours before the first pitch of the Rockies season opener game, downtown Denver was buzzing with excitement. Early arrival of crowds both overflowing in closed off streets and amassing in popular sports bars left a palpable need for energy which, luckily, the Revive® team had just the answer for: Revive® healthy energy mints. To ensure that no one missed out on the long-lasting, healthy energy of Revive® energy mints, part of the team tirelessly paraded the streets with samples in tow while the others hung with Denver's old school jams radio station crew at a nearby sports bar tossing out mint samples to radio and Rockies fans alike. After handing out about 6,500 healthy energy mint samples to the folks donning purple and black exclaiming, 'hey I could really use some energy!' the team knows that the season kick off game sampling was a success and looks forward to fueling everyone's fun at future home games.



and nice weather is coming so remember that local games present a great opportunity for sampling healthy energy mints, boosting Revive® brand exposure and driving consumers to retail locations. Anyone who has tuned in for a game before knows that baseball games in particular are long sporting events that can drain fans of their energy, especially those who head to the stands for nine innings. Also, recurring home games attract the same groups of baseball enthusiasts, giving way to greater brand and product familiarity. Lace up those sneakers, throw on a baseball cap and hit your city's streets to energize baseball fans with the healthy energy of Revive® energy mints!

Baseball season is here

[www.reviveboost.com](http://www.reviveboost.com)

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

## NEW TO ONLINE ORDERING

### The Revive® Low Profile Cap



This month's brand new addition to the online ordering site is the Revive® low profile embroidered cap. Available in white, wheat and black, the cap features an unconstructed crown and pre-curved bill to create a relaxed fit and classic style look. An adjustable fabric closure with brass buckle and brass grommet hideaway closure allow for customizable comfort. Specifically, the cap's crown is made up of six panels, two of which have two metal grommets on the sides while a button sits centered atop. Designed to accommodate most head sizes and fit preferences, this cap is a comfy classic that can be a 'go-to' for everyone. Throw it on during outside sampling events, in and out of retail and vending machine locations on your service run, or don this head gear when you're off the clock for additional brand exposure. The Revive® low profile cap is available for a limited time and color availability is subject to change. With a price of just \$18.95 they will go fast so choose your color of cap today on the online ordering website!

### Self-Supporting Banner

The Revive® self-supporting banner was an early March addition to the online ordering site and if you have not checked out this sleek display piece yet, you'll want to take a look. The banner utilizes an X frame supporting back structure that eases and speeds the process of set-up. Included with purchase of the 32" x 69.5" banner is a carrying tote that creates added convenience for on-the-go use as well as off-time storage. Weighing just about 4 lbs. the banner is very lightweight yet also durable as displayed Revive® graphics are printed on thick polyester film. Manageable and convenient, the Revive® self-supporting banner assembles in just a few minutes, giving you all the time you need to create a perfect presentation and product display. The high-quality banner is available for just \$200.00 and arrives at your door within 8 to 12 business days of purchase. Make your presentation pop with the Revive® self-supporting banner.



## NEW TO DISTRIBUTOR RESOURCE SITE

### Graphic Standards Manual

Under a new section entitled, 'Logos and Product Photos' in the right hand menu column on the distributor resource site you will see a tab and link to the Revive® Graphic Standards Manual. The manual outlines guidelines for logo usage and prohibits use of any out-dated logos & graphics, distortion or manipulation of logo, color changes to logo and other brand manipulations. Logo consistency is absolutely imperative for brand growth and this manual is simply a way to make the Revive® logo universally recognizable and therefore strengthen brand awareness everywhere.

After you have read and understand the Graphic Standards Manual, you will need to provide a signature that indicates your understanding and send the document, either via fax or email, to your coach. With your acknowledgement and confirmation of the logo usage guidelines, you will be provided with a password that grants you access to a number of different versions, file formats and pieces of the Revive® logo as well as a variety of images of differing product packaging. Check out the Graphic Standards Manual online to learn how to grow the Revive® brand effectively and take advantage of high quality logo and product images that can help you promote your business.

### 'Where to Buy' Template

The 'Where to Buy' template, found under the 'Retail Documents' category on the distributor resource site, is a customizable call to action tool to use for driving consumers to Revive® retail locations. Input your retail account store locations into this editable file and distribute the list with samples at events, games, shows, etc. This locations list is designed to turn a positive consumer response to a Revive® energy mint sample pack into an in-store purchase of a Revive® 2-pack or 8-pack. Increase the effectiveness of your sampling approach by driving consumers directly to your retail locations and boosting product sales. Customize the 'Where to Buy' template today and attach the call-to-action marketing piece to Revive® sample packs.

[www.reviveboost.com](http://www.reviveboost.com)

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

## Audio Training files

Additional audio training files are now available on the distributor resource site as another resource for growing the business. The files are located under the 'Audio Learning Center' tab. Sound bytes describing the basics to vending machine placement as well as what specifically distinguishes some locations as stronger prospects for vending than others are listed as links. As a new feature to the distributor resource site, the audio training section is only going to grow and improve. Multiple calls addressing retail questions and strategies will be added to this audio learning category as well. We're always looking to add value to the resources available to distributors & franchisees and welcome any feedback that may increase the effectiveness of coaching materials. Let your coach know what topics and questions you would like to be addressed in audio training files for a convenient and personal learning experience.

## WELCOMED FRANCHISEE OF THE MONTH : NATHAN & CHERYL SWEZEY OF SOUTH DAKOTA



In March we welcomed Nathan & Cheryl Swezey of South Dakota to the Revive® team.

Cheryl, wife and business partner of Nathan, boasts an athletic background having played and earned scholarships for collegiate level softball and basketball. Talented performances on the college court paved way for post-grad opportunities as Cheryl competed semi-pro in European women's basketball. Though she now chases around her and Nathan's two children rather than a basketball, Cheryl's athleticism must still come in handy day to day. Professionally, Cheryl has dedicated 12 years to working with the South Dakota state corrections department, of which for the past 5 years she has served as a juvenile Probation Officer. Cheryl's time with the corrections department is not just characterized by her dedication as an employee but also her drive to improve and develop internal programs. Designing and implementing numerous large forum trainings for multiple staffing groups, Cheryl acted beyond her given duties to bring greater value to the corrections department services as a whole. Her innate organizational and group coaching abilities will be central to executing her and Nathan's business model for growing their Revive® franchise.

Nathan is a seasoned, driven and accomplished business man with an impressively varied resume. What you won't learn from his resume is that Nathan makes all professional moves with his top priority in mind, his family. Diving into entrepreneurship at a young age, Nathan's history of self-employment began at just 22 years old when he owned one of the most popular bars in the state. Working with an import export company, Nathan gained international business experience applicable to his next endeavor in which he spent 5 years as partner of a marketing firm that successfully carried out major advertising campaigns nationally and internationally. Despite accomplishments in different self-employed ventures, Nathan eventually sought the security and stability of a corporate management position as he switched focus from building marketing accounts to building a family. As district manager for a linen company, Nathan oversaw three warehouse distribution sites and therefore managed operational departments of sales, service, inventory and logistics. Nathan learned of the Revive® business opportunity at a time that he felt, as so many do, that the return for dedicated time and efforts in his management position had plateaued.

Nathan views the Revive® business as an opportunity to re-prioritize his family without limiting his potential gains. Together the couple's long-term goal and primary reason behind taking on the Revive® franchise is time; time that Nathan and Cheryl will spend together as they grow the business and moreover, time that the two will spend raising and cherishing their children as a result of the franchise's success. What are Nathan and Cheryl planning for franchise success? Steady growth and expansion. Employing a similar business model to that of previous practices, Nathan has already hired on two employees, each in different states, to initiate multiregional development from the start. As a self-described 'big picture' man, Nathan is also strategizing for international expansion in which he plans to channel his international market experience and utilize Cheryl's knack for organizational management. Nathan & Cheryl, we're excited to see your 'big picture' come to life and your family picture flourish.

# JOHNSON'S CORNER

Restaurant, Bakery & Truckstop • Since 1952

The Revive® team distributed coupons and samples outside of the historical Johnson's corner truck stop as well as a number of other convenience stores carrying Revive® healthy energy mints. Check out the Revive® blog at <http://reviveenergymints.blogspot.com/> to see a list of store location samplings and see what else the team has been up to.



Also, send us sampling event info and news for us to feature on the blog to heighten the buzz around Revive® energy mints in your area.



The Revive® banner was featured in the Blake Street Tavern sports bar in downtown Denver for opening day and remained up for the weekend that followed. This Revive® banner ad is featured on the Denver radio station for old school jamz, Jammin 101.5's website. Check out the Revive® blog to hear a sample of the customized radio ad that ran for the opening day event.

A promotional advertisement for Revive healthy energy mints. It features a black and white photo of Michael Jackson wearing a white hat and a sequined jacket. The Revive logo is on the left, and the Jammin' 101.5 logo is on the right. The text "healthy energy mints" and "One Mint = One Energy Drink + Antioxidants\*" is prominently displayed.

ADVERTISEMENT

**revive** healthy energy mints®  
One Mint = One Energy Drink + Antioxidants\*

**JAMMIN' 101.5**  
DENVER'S OLD SCHOOL