



TNG DEVELOP

**Beverage
Development
Process**

Why Us?

You want to develop your own beverage. You want to create something that will be unique, stand apart from competition and ultimately be a success. This is why you need much more than a formulation and smart packaging. You need a strategic partner, who will help you navigate through creating, launching and growing a brand. Our broad expertise stretches globally all under one roof: Formulation, Graphic Design, Sales and Marketing Strategy, Product Launch Strategy, Financing and Investor Expertise.

What we can do for you

Our expertise in the beverage industry can help you with:



Beverage Formulation

Our team of in-house beverage scientists can match any flavors or even formulate a beverage to your liking.



Graphic Design

Our creative design team of in-house designers specialize in beverage labels and packaging designs.



Production

With relationships all over the world to help produce and manufacture your beverage.



Prototype Development

Prior to going into full scale production, we recommend Clients explore prototype development.



Packaging Development

Our team provides beverage packaging expertise for any types of beverage applications:



Brand Management

We can help you manage a full-scale market rollout.

+Services

Additional sub-services that we offer include:



Web
Design

SEO

Social
Media

Prints

Marketing

Videos

Photos

Events

Corporate Identity

Copywriter

Visual
Communication
Original Content

Interactive Design

Social Networking

Graphic Design

Beverage Development Process

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Creative Brief

2

Formulation
Packaging
Label Design

3

Client Review

4

Design &
Formula
Revision
Identify
Suppliers &
Co-Packers

5

Prototypes
&
Production

6-8 weeks*

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* approximate

Creative Brief

Every project begins with a Creative Brief. Here, each client meets with the executive team to discuss the vision of your beverage.

The Creative Brief will cover:

- Ingredients**
- Flavors**
- Packaging**
- Graphic Design**
- Cost and retail price estimates/targets**
- Timelines and deliverables**

Our team will then summarize the project through completion of an A1 Form. Clients will receive this form via email for signature.

Beverage Formulation

The TNG Beverage R&D is done through a team of highly experienced beverage scientists who are dedicated to beverage development as well as knowledgeable with currently trending ingredients and flavors.

Our networks with best-in-class flavor houses, chemical suppliers, and raw material suppliers across the industry.

Clients are provided up to 3 rounds of beverage formulation

We bring expertise knowledge in all beverage segments, some including:

Soft Drinks

Enhanced
Waters

Energy Drinks

Coffees
Teas

Juices

Sports Drinks
Protein Drinks

Organic Beverages

Energy Shots
Cocktail Mixers

Packaging Options

We provide beverage packaging expertise for any types of beverage applications:

Plastic: Hot Fill or Cold Fill
Aluminum: Cans or Bottles
Flexible Packaging

Glass
Tetra Pak
Custom Applications

Our knowledge of processing options and packaging resources help to expertly match your packaging to the product.

We will then forward vendor information to Clients as soon the packaging is determined. It is the Client's responsibility to establish a relationship with the vendor, secure pricing, availability, minimum order quantity, and timing.

Label Design

Our creative design team of in-house designers specialize in beverage labels and packaging designs.

Our skillful design team brings expertise in each label substrate, including can design, shrink band labels, paper wraps, and pressure sensitive labels.

Clients are provided 3 rounds of front panel concept artwork. Once this is approved, the designer will move to the layflat stage which includes back and side panels. The Clients will receive two rounds of layflat artwork.

Client Review and Approval

FORMULATION: The Client will receive first round samples for sensory evaluation typically within 10 business days of submitting the signed A1 form. Once feedback is provided, second round samples are typically provided within 5 business days.

The Client receives 3 rounds of samples in a typical product development agreement.

ARTWORK: Similar to formulation samples, the Client will receive first round creative concepts within 10 business days of submitting the signed A1 form. The Client receives 3 rounds of concept artwork. Once approved, the Client then receives 2 rounds of layflat artwork to complete the project.

Identify Suppliers

We identify and match the right vendors based on location, capabilities and cost efficiencies. We supply each Client with vendor contact information and it is the Client's responsibility to:

Establish relationships with vendors

Determine pricing

Determine minimum order quantity (MOQ)

Establish timelines

Prototypes

Prior to going into full scale production, we will always recommend Clients explore prototype development. Prototypes and a solid business plan or presentation will help the Client:

Secure capital from investors

Obtain purchase orders from retailers or distributors

Perform focus group testing

Sell product to independent grocers

Production

If the Client is fully funded and is ready to commence with production, we will always recommend the Client manufacture the minimum amount of product possible.

We will identify appropriate contract manufacturers based on capability, geography, and cost efficiencies. The Client is provided with all relevant contact information, it is the Client's responsibility to establish relationships, negotiate pricing, and determine timelines.

We possess contract manufacturing relationships across the U.S. and also abroad, with key contacts in:

Asia Europe Africa Caribbean

North America: USA, Mexico, Canada

Product Management

For select Clients, we can manage a full-scale market rollout.

This service includes:

Managing production process:

Securing vendors, ordering and overseeing contract manufacturing

Creating and implementing sales strategy: Hiring & training sales staff

Developing sales tools (sell sheets, POS, pricing sheets, etc.)

Defining territories and target distributors, brokers & retailers

Creating pricing architecture based on brand P&L

Brand Management

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Hiring, training key marketing personnel

Managing all in-market activity, i.e. guerrilla sampling, in-store events, sponsorship opportunities, promotional events

- **Assisting in web and on-line marketing, including basic SEO, social media**
- **Metrics and Reporting**
 - **Together with the Client, TNG will define key metrics and setup weekly reporting**
 - **All brand personnel will be clear on accountability and measurability**