

*Deep
Love™*

DEEP WATER USA INC.

DJ Rassech, Founder & President

November 1st, 2024

www.drinkdeeplove.com/images. 1-408-847-2795

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 young and hip 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 Wald 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 Love beverages are stocked in over 500 specialty stores from coast to coast, including international markets. Presently, we are introducing a 12oz sleek can version of our floral lemonades for a wider market.

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.



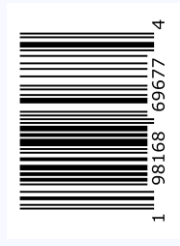
ABOUT ME

- **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 (BS Finance – MA History). 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.**

NEW PACKAGING 2025

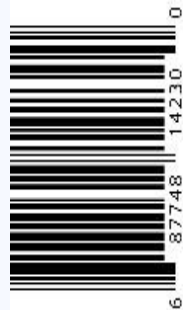


FLAVORS





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 profitable and trendsetting beverage for the demanding consumer.

POSITIONING & MARKETING

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

COMPETITION

Competing brands such as Fentimans or Belvoir, offering flower inspired drinks, lack the exclusivity of Deep Love lemonades with its unique taste, aroma, color and branding of Love. The perfect Mocktail.

SELLING POINTS

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

Experience Color, Aroma and Taste like no other Non-Alcoholic alternative on the market today.

Premium

All-Natural
Ingredients
Sleek Design

Lifestyle

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

Benefits

10 Calories
No Added Sugar
Antioxidants

A GREAT IMMUNE BOOSTER

INGREDIENTS

- **Carbonated Water**
- **Lemon Juice from Concentrate**
- **Natural Rose Extracts / Elder Extracts / Woodruff Type Flavor**
- **Other Natural Flavors**
- **Natural Citric Acid**
- **Stevia Leaf Sweetener**
- **Fruit and Vegetable Juice for Color (Except Woodruff Flavor)**



MAIN CUSTOMERS



+500 Specialty Stores



DISTRIBUTION



PROUDLY MADE
IN USA





MISC. INFO

- **Shelf Life: 730 days. Shelf stable. Albeit Cold Case.**
- **Bottler: Fully audited established business with large capacity.**
- **Warehouse: Winchester, IL. Ambient Temperature.**
- **Size: Net 12oz BPA Free sleek cans.**
- **6pk PakTech. Master Tray: 4 PakTechs = 24 cans.**
- **13.5x9.5x6.3. 19lbs.**
- **Pallet: 40x48x54. 8 layers, 12 trays per layer equals 96 trays. 1850 lbs.**
- **MSRP: \$2.99 to \$3.49. Min. GM 40%.**
- **Wholesale: \$2 per can.**
- **Promo: 15% OI and/or 25% OS few times per year. 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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408-847-2795

THANK YOU!

www.drinkdeeplove.com/images

Q&A / NEXT STEPS

*Deep
Love*[™]

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