



# BEV-TEK INDUSTRIES

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

## EXECUTIVE SUMMARY – SPRING 2008

### BACKGROUND

Bev-Tek Industries is a corporation founded by Dr. Glenn Gorab for advancements and improvements in the beverage industry. Dr. Gorab started a surgery practice in 1985. He still maintains a successful multi-doctor surgery practice while, at the same time, pursuing developments with Bev-Tek Industries. The first of several developments for the industry is **QUICK STICK™**. **QUICK STICK™** is a patented and trademarked innovation to improve the quick distribution of carbonated beverages. Bev-Tek Industries is a pioneer in the field of time-saving antifoaming devices for the food and beverage industries. The usage of this technology speeds-up drink distribution without waiting for annoying foam to subside.

### THE CONCEPT

**Consumers do not like to wait, for anything!** Each of you reading this text has experienced pouring a diet cola over ice and having to wait for the resultant foam to subside before serving. The patented technology of **QUICK STICK™** can be applied to any hollow straw or solid stirrer. Any diameter straw, any color or length, can be created as a **QUICK STICK™**. The **QUICK STICK™** process does not change the consistency of the beverage, the carbonation, or the flavor. The only change is that the pouring time is reduced by 66%. In a bar or restaurant situation, the time saved in pouring the diet cola could be used to pour a more profitable mixed drink.

Once someone has seen how **QUICK STICK™** works, they think of it every time the foaming occurs when pouring a diet cola. Generally, the served diet cola is usually the one that already has the stir stick or straw in the glass



## **THE PRODUCT**

**QUICK STICK™** is a patented process which improves the commonly used stir stick or drinking straw to allow pouring of carbonated beverages in 1/3 to 1/2 the time without the resultant foaming. It is well known that diet carbonated colas foam to such a great extent that the server must allow the foam to subside before the glass can be filled and served. Elimination of the foam allows pouring of the beverage to the top of the glass, without stopping. Thus, it reduces beverage serving time; it eliminates any over-pouring mess; and it increases customer satisfaction.

## **THE MARKET**

There are billions of straw units manufactured in the United States annually. In addition to home usage, there are many locations where this time-saving device is used. Restaurants and bars, stadium and arenas, fast food establishments, and airlines or any area where drinks need to be distributed quickly are just some of the locations that benefit from saving time. In addition, the major soft drink manufacturers would offer a value added product with the addition of this product to their packaging. This value added product would distinguish it from other items on the store shelf.

## **THE VISION**

Bev-Tek Industries recently advertised in one trade journal to determine the level of interest in the product. There was a great response to the product. Additionally, samples have been market tested in bars. Equal interest was shown. A licensing opportunity was previously entertained from a straw manufacturer but declined. Our goal is to manufacture, advertise and distribute this product to the many markets mentioned above. For what we calculate as a minimal cost increase in the per case price, the end user will have a value added product that not only speeds time of distribution but eliminates the mess of over-pouring. We are seeking an investor who understands the problem, would like to know more about the process, and is willing to join our team to make the vision a reality. Finally, in these times where more and more products are produced overseas, we would like to support our economy by keeping this product produced in the United States. The anticipated capital requirements for the implementation of our plans is \$800,000.00 to \$1,000,000.00.