

SECURITIES & EXCHANGE COMMISSION EDGAR FILING

New Age Beverages Corp

Form: 8-K

Date Filed: 2018-01-09

Corporate Issuer CIK: 1579823

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 8, 2018

New Age Beverages Corporation

(Exact name of registrant as specified in its charter)

	Washington			
	(State or other jurisdiction of	incorporation)		
	001-38014	27-2432263		
	(Commission File Number)	(IRS Employer Identification No.)		
	1700 E. 68 th Avenue. Denv	er CO 80229		
	(Address of principal executive offices)	(Zip Code)		
	(303) 289-865	;		
	(Registrant's telephone number, in	ncluding area code)		
	(Former name or former address, if ch	anged since last report)		
	ck the appropriate box below if the Form 8-K filing is intended to simultaneously isions:	satisfy the filing obligation of the registrant under any of the following		
[]	Written communications pursuant to Rule 425 under the Securities Act (17 CFR 2	:30.425)		
[]	Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240	.14a-12)		
[]	Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))			
[]	Pre-commencement communications pursuant to Rule 13e-4(c) under the Excha	nge Act (17 CFR 240.13e-4(c))		
	cate by check mark whether the registrant is an emerging growth company as define 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).	ed in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or		
Eme	erging Growth Company [X]			
	emerging growth company, indicate by check mark if the registrant has elected sed financial accounting standards provided pursuant to Section 13(a) of the Exchar	, , , , , ,		

Item 7.01 Regulation FD Disclosure

On January 8, 2018, New Age Beverages Corporation gave a corporate presentation to investors at the ICR Conference and uploaded the presentation to its website. The presentation is attached as Exhibit 99.1 hereto.

The information in this Item 7.01 and the document attached as Exhibit 99.1 are being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities and Exchange Act of 1934, as amended (the "Exchange Act"), nor otherwise subject to the liabilities of that section, nor incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

The exhibit listed in the following Exhibit Index is furnished with this Current Report on Form 8-K.

Number	Description
99.1	Corporate Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NEW AGE BEVERAGES CORPORATION

Date: January 9, 2018

By: /s/ Brent Willis

Brent Willis, Chief Executive Officer



The Opportunity



- · Consumer behavior changing
 - Spending patterns in shifting, looking for more convenient and healthier/better Organic, natural, probiotic, no bad stuff pervading food & beverage

 - Rejecting traditional marketing and messaging, looking for authenticity

· Customer landscape rapidly changing

- E-Commerce continued growth
- Traditional grocery/convenience categories declining
- Increasing margin pressures/costs/consolidation/centralization

Competitive strengths in scale historically a barrier...but

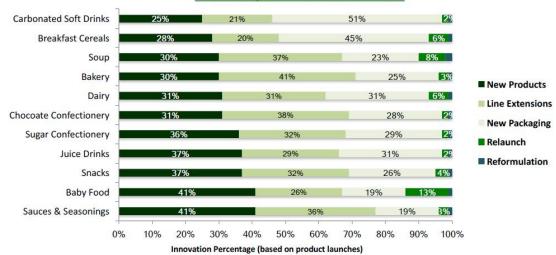
- Must focus on defending legacy systems and portfolio
- Changing, but doing so slowly, new products...not so new
- A leopard...



Significant opportunity to take advantage of retail and consumer changes and competitive issues to disrupt a rapidly changing \$870B category



Innovation/New Products 2011-2015



Source: Mintel, Circle Up, Cornell Venture Club





Global Ranking Beverage Companies: #54
Global Ranking Healthy Beverage Companies: #8
Global Growth Beverage Growth Rank: #1



Process to Create New Age

Phase I: Q2 2016 Established Vision

Phase II: Q3 2016 Acquired Xing/Created Platform

Phase III: Q4 2016 Integrated Xing/Búcha

Phase IV: Q1 2017 Uplisted onto NASDAQ

Phase V: Q2 2017 Acquired 3 Businesses/Expanded Portfolio

Phase VI: Q3 2017 Integrated Coco-Libre, Marley, PMC

Phase VII: Q4 2017 Launch new products in expanded distribution



What does New Age have on which to build?



Business Platform





Brands



























Team

Portfolio – "One-stop-shop" of healthy beverages





- #1 tasting tea in US
- Natural, no HFCS, non-GMO



- Perfect PH balanced Artesian sourced from Rockies
- MARLEY COLD BREW
- Jamaican Blue Mountain
- Superior taste, shelf-stable



· Natural, no HFCS, non-GMO 1ST healthy energy drink





- World's 1st probiotic water
- 10 Billion probiotics per serving



- Organic, authentic Mate
- Coffee uplift without crash



- #1 brand in multi-serve • 1st organic Coconut water
- **Pedia**Ade
- #1 rehydrating formula
- · Organic coconut water base



- · Atobo Coco, Jamaican coffee
- Natural, no HFCS, non-GMO



- #1 tasting Kombucha
- · Organic, shelf-stable
- ENHANCED
- 1st medical ERAS beverage
- Reduces nausea, gastric stress



- · Unique relaxation formula
- #2 in world tea championship













Marley...was



- Indulgent
- Multiple brands
- "Cartoony"
- Un-leverageable
- Structurally limited







LIVE. LOVE. MARLEY.





















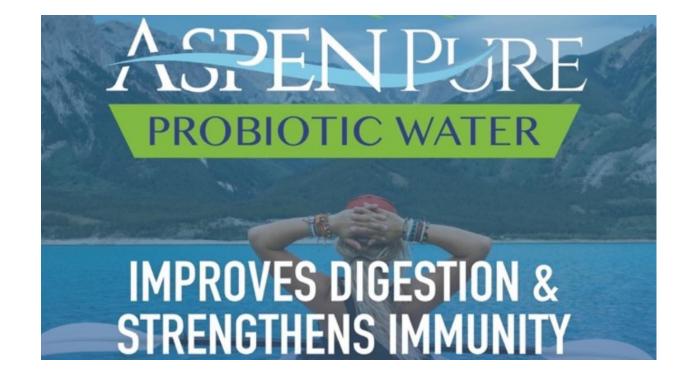
HYDRATION MEETS SOPHISTICATION.





PediaAde	Component	Competitor
25	Calories	25
Coconut Water	Base	Tap Water
Never!	Red Dye # 40	Yes
Seriously?	Yellow Dye #6	Yes
No Way!	Acesulfame Potassium	Yes
Loaded	Vitamins, Minerals	No
Of Course	Organic/Natural Ingredients	No
Absolutely	Antioxidants	No
Also, Yes	Amino Acids, Enzyme Co-Factors	No

Serving size	8 fl oz (240ml)
Amount per serving Calories	25
	% Daily Values
Total Fat Og	0%
Saturated Fat Og	0%
Trans Fat Og	
Cholesterol Omg	0%
Sodium 280mg	12%
Total Carbohydeate 11g	4%
Dietary Fiber 0g	0%
Total Sugars 5g	
Includes 4g Added Sugars	9%
Protein 0g	
Vitamin D 2mcg	10%
Calcium 50mg	4%
Iron Omg	0%
Potassium 200mg	4%
Vitamin A 180mcg	20%
Vitamin C 23mg	25%
Vitamin E 3mg	20%
Thaimin 0.1mg	8%
Nicin 2mg	10%
Vitamin B, 0.2mg	10%
Vitamin B ₁₂ 0.3mcg	10%
Phosphorus 50mg	10%
Magnesium 50mg	4%
Zinc 1mg	10%
Selenium 6mcg	10%
Chromium 3mcg	8%
Chloride 239 mg	10%
*The % Daily Value tells you how much contributes to a daily diet 2,000 calorie nutrition advice.	















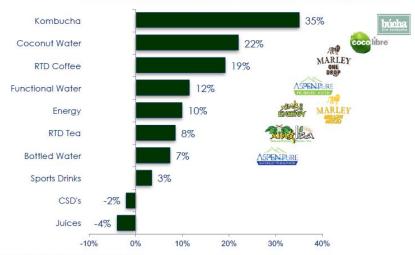


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Competitive Comparison	Xing Craft Brew Collection	Gold Peak Tea	Teavana Craft Iced Teas	Pure Leaf Tea House Collection
CALORIES	10	78	82	79
SUGARS	0g	21g	19g	18g
TOTAL CARBOHYDRATE	0g	21g	19g	2g
SODIUM	0mg	35mg	9mg	9mg
ORGANIC	1	X	X	1
RETAIL PRICE	\$1.89	\$1.89	\$2.99	\$2.09

Competitive entrant in each growth segment



US Beverages Segment Revenue Growth '10-161



1) Beverage Industry Magazine, Annual Top 100 Report, IRI, Statista

New Age: One of the only BevCo's with intellectual property



# Patent Number		Patent	Subject/Outcome	
1)	6,849,613	"Multiple Antioxidant Micronutrients"	Micronutrient Application for Neurological Treatment	
2)	7,399,755	"Formulations Comprising Multiple Dietary and Endogenously Made Antioxidants and B-Vitamins"	Micronutrient Application for Neurological Treatment	
3)	7,449,451	"Use of Multiple Antioxidant Micronutrients as Systemic Biological Radioprotective Agents Against Potential Ionizing Radiation Risks"	Micronutrient Application for Radiation Protection	
4)	7,605,145	Micronutrient Formulations for Treatment of Diabetes Mellitus"	Micronutrient Application for Diabetes Treatment	
5)	7,628,984	Micronutrient Formulations for Pulmonary and Heart Health"	Micronutrient Application for Cardiovascular Health	
6)	7,635,469	Micronutrient Formulations for Hearing Health	Micronutrient Application for Hearing Health	
7)	8,221,799	Multiple Antioxidant Optimal Health/Veteran's Ultimate Complete Formulations"	Applications for Brain and Biohazard Protection	
8)	8,592,392	Multiple Antioxidant Micronutrients"	Expanded Application for Biohazard Protection	
9)	9,655,966	Micronutrient Formulations for Radiation Applications	Micronutrient Application for Radiation Protection	
10)	P-0563*	"Antioxidant Micronutrients in Electronic Cigarettes"	Micronutrient Application in new delivery systems	
11)	CIP 12/284,841*	BioShield for Protection Against Environmental Exposures"	Micronutrient Application for Biohazard Protection	

New Age snapshot



- 1) Acquired businesses at <1x revenue vs. industry avg. of >2.5 times
- 2) Built platform, established differentiated strategy
- 3) Integrated businesses, captured synergies
- 4) Developed investable financial platform...with flexibility
- 5) Rearchitected brands
- 6) Leveraged R&D, developed new products in growth segments
- 7) Added >60,000 new points of distribution in Grocery, Convenience
- 8) Established 4 new channels (Foodservice, Int'l, E-Commerce, Health Sciences)
- 9) Now penetrating Mass, Drug, Fitness...
- 10) Created aligned team, organizational capabilities



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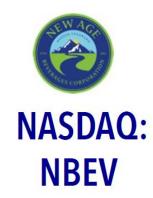
Phase IV: Q1 2017 Uplisted onto NASDAQ

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Phase VII: Q4 2017 Launch new products in expanded distribution

Phase VIII: 2018 Leverage and execute





2018 Financial Metrics (Organic)

Gross Revenue: >\$90MM - >\$110MM

Gross Margin: >35% - >40%

OPEX: <25% of Net Sales - <20% of Net Sales

Marketing: >5% of Net Sales - >8% of Net Sales

EBITDA: >\$5MM - >\$10MM

