



INTRODUCTION TO:

**Beaver Buzz Energy**  
and  
**100% Natural  
BVR Soda**



## About DD Beverage Co.

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### "ABOUT THE DAM COMPANY"

DD Beverage Co. is a Canadian company that was founded in May 2005, by three Proud Canadians from British Columbia. Seeing a lack of good taste profiles in the energy drink category, our first entry, Beaver Buzz Citrus Energy, was born.

Beaver Buzz launched with great success in the Summer of 2005. In 2007, we moved forward by being the first beverage company in Canada to introduce the new sleek 355ml package to consumers. We are proud to be the pioneers of this unique package size. In 2007 we also launched Bulldog Buzz in the United Kingdom.

In 2008 we launched 4 new Buzz Energy drinks, and a Beaver Buzz Energy Shot. In March 2009 we launched a line of all Natural Sodas. Beaver Buzz and BVR Natural Sodas are launching in the USA market later this Summer.

Our unique products combine great taste, with a great energy boost (*Beaver Buzz*), with high shelf presence packaging.

The DD Beverage Co. is dedicated to perfection in all endeavours from the smallest detail, to the biggest project, because we are committed to providing our consumers with the best functional products on the Dam planet.

DD Beverage Co.  
Unit 201 – 19138 – 26<sup>th</sup> Ave.  
Latimer Lake, BC, Canada V3S 3V7

Email Contact info:

Andrew Drayson  
Co-Director of Buzz Development  
[adrayson@ddbbevco.com](mailto:adrayson@ddbbevco.com)

**DD Beverage Co.'s headquarters:  
Latimer Lake (South Surrey), BC**



# Our North American Corporate Partners



*Out of all the Independently Owned Energy Drink Companies, DD Beverage has the 2<sup>nd</sup> Most Corporate Listings in all of Canada, only behind Red Bull. More listings for Canadian Buzz Energy are to be announced.*



**Beaver Buzz Energy Drinks use Natural Sugar... not High Fructose corn syrup**



**355ml & 473ml**  
**Saskatoon Berry / Le Castor Bleu**  
 Our # 1 Seller offers a unique Canadian Saskatoon Berry flavour profile... our Québec version is known as Le Castor Bleu



**355ml**  
**Non-Carbonated Green Tea**  
 Many have called this the most unique offering in the category... 307mg of real green tea extract



**355ml Citrus**  
 The "Original" has a fiercely loyal following, and offers consumers a diverse Citrus taste with a tropical back note



**473ml**  
**Green Melon**  
 A delicious melon flavour is inside this vibrant green can



**355ml & 473ml Core**  
 A must have flavour in the category, a bubblegum type taste energy profile with a hint of berry



**60ml Buzz Shot**  
 Same flavour as the Core in a small package that delivers a big punch! 120 mg Caffeine!



**355ml Pink Energy**  
 Pink Energy has delivered in a big way... sugar-free (no aspartame we use sucralose) and has ZERO calories Pink Grapefruit flavour



# USP # 1... Beaver Buzz Core Audience... "The Athlete's Choice"



7/10/2008

My Name is: **Alanna**

Location: **White Rock, BC** The best drink I have ever had. Every time I have a day full of sports I always grab one and it boosts me right up for the whole day. Beaver Buzz all the way.



# USP # 2... Communicating to The BVR Buzz Audience

**THE BEAVER vs THE BULL**  
**BEAVER BUZZ IS THE CLEAR WINNER!**

BEAVER BUZZ ENERGY DRINK	VS.	red bull energy drink
355ml	KEY INGREDIENTS	355ml
1424 mg	Taurine	1420 mg
188 mg	Caffeine	113.6 mg
142 mg	Guarana	0 mg
142 mg	Ginseng	0 mg
3563 IU	Vitamin A	0 IU
2.5 mg	Vitamin B2 (Riboflavin)	2.3 mg
8.7 mg	Vitamin B6	2.8 mg
26 mcg	Vitamin B12	1.4 mcg
14.5 IU	Vitamin E	0 IU
Dam Good	Taste Profile	Medicinal*
★★★★★	BevNET.com Rating	★★★★★
100% Canadian Owned	Brand Ownership	NOT Canadian Owned

as stated by BevNET.com \*\* for a complete list of ingredients, see Beaver Buzz and red bull 355ml cans \*\*\* the ingredients of each product identified have been confirmed at the time of printing

The reasons for Beaver Buzz's wide consumer appeal are simple...

- BEAVER BUZZ is the best tasting energy drink on the market
- BEAVER BUZZ uses quality ingredients, including natural sugar
- BEAVER BUZZ has the most natural and sustainable energy boost in the entire energy drink category
- BEAVER BUZZ is loaded with vitamins
- BEAVER BUZZ celebrates our proud Canadian roots with its unique can design
- 100% Canadian Owned & Operated

**WWW.BEAVERBUZZ.COM**

**DAM GOOD**

The Buzz vs. the Rest... Beaver Buzz has the highest quality ingredients in the category...

**BEAVER BUZZ 473ML vs THE REST**  
**FUEL UP ON BEAVER BUZZ & DO SOME DAMAGE!**

KEY INGREDIENTS	BEAVER BUZZ 473 ML	full throttle energy drink (citrus) 473 ml	rockstar energy drink 473 ml	amp energy 473 ml	monster energy 473 ml
Taurine	2040 mg	1892 mg	1894 mg	14.2 mg	2000 mg
Caffeine	200 mg	141 mg	160 mg	142 mg	164 mg
Guarana	10 mg	0 mg	400 mg	394 mg	10 mg
Ginseng	428 mg	0 mg	50 mg	15.8 mg	478 mg
Vitamin B2 (riboflavin)	4 mg	3.12 mg	7 mg	2.9 mg	3 mg
Vitamin B3 (niacin)	40 mg	34 mg	20 mg	4 mg	40 mg
Vitamin B6	4 mg	3.78 mg	2 mg	0.7 mg	4 mg
Vitamin B12	12 mcg	0 mcg	6 mcg	1.2 mcg	12 mcg
100% Canadian Owned	YES	NO	NO	NO	NO

\* for a complete list of ingredients, see BEAVER BUZZ, and the competitors' 473ml cans \*\* the ingredients of each product identified have been confirmed at the time of printing

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**DAM GOOD**



## USP # 3... connecting with consumers



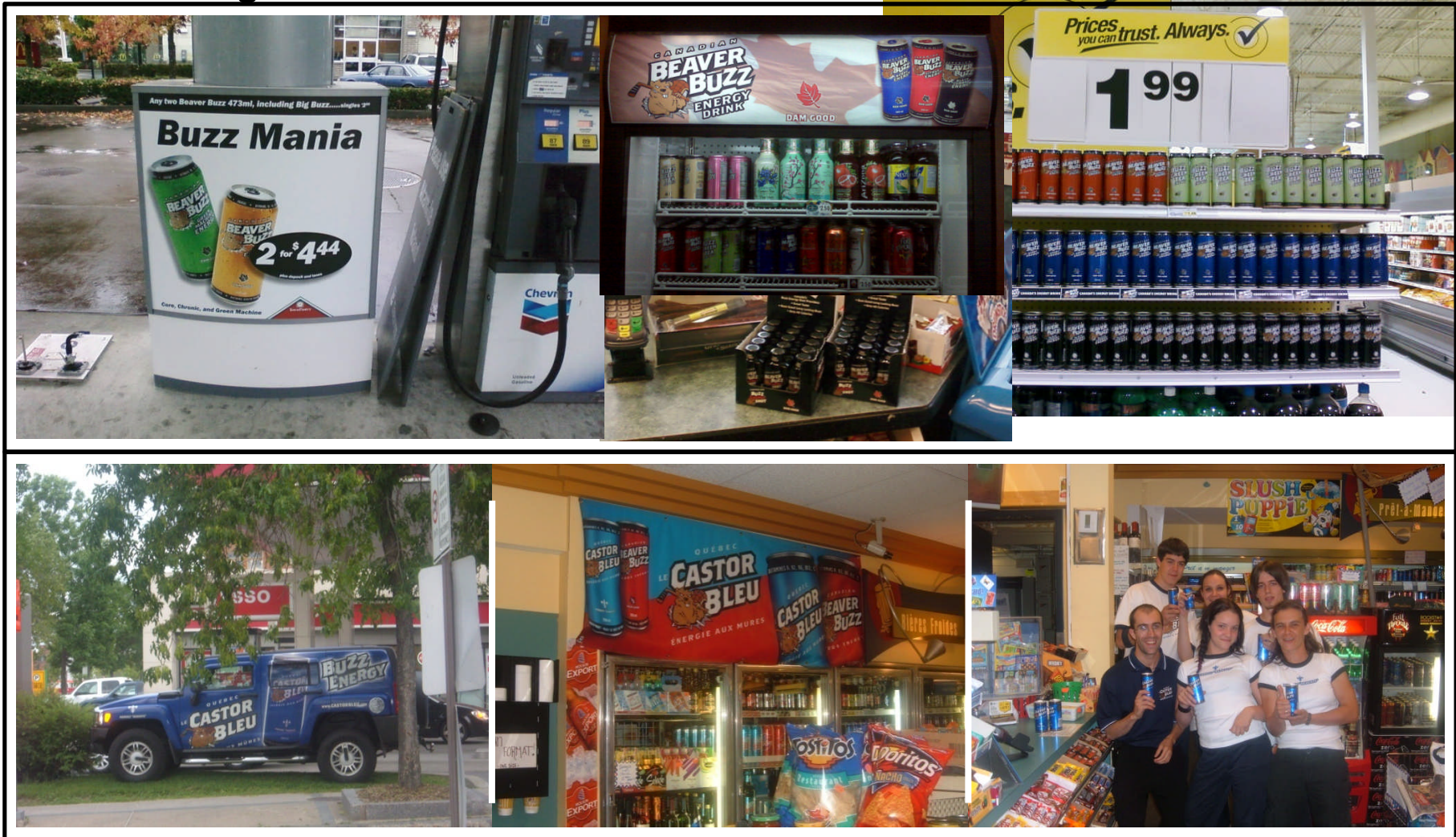
**My Name is: Mike**  
**Location: Calgary, AB**

Beaver Buzz is so frikin good, I just walked an hour to the nearest 24 hour store at 3am in a blizzard (Up hill both ways obviously) to buy some. It has the highest caffeine per unit volume of any other energy drink I can find. Awesome creation guys!



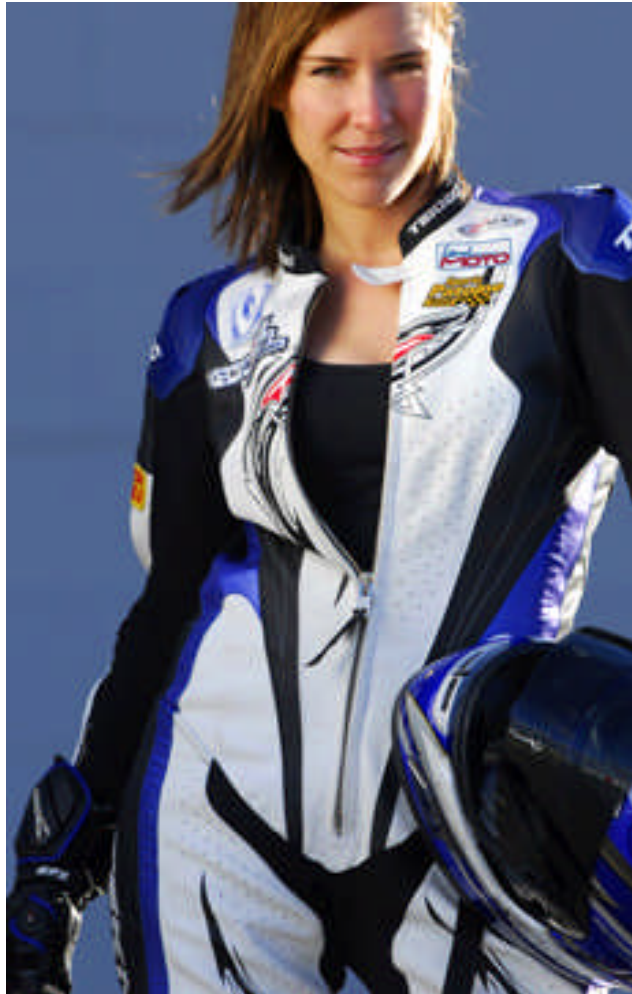
# BVR Buzz continues to make an impact in key accounts....

## Merchandising



# Our female Buzz athlete... Québec's Genevieve Lesieur

## Genevieve Lesieur



# 100% Natural Beaver Soda...

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*"I'm hooked on the Canadian Cola. Love love love it. Not much for energy drinks in general, I am a huge cola drinker... but when I heard you guys were making a cola I was very interested. Great sweetness, nice aftertaste, nice idea about the maple syrup and spices. Didn't realize it was a natural drink. Very cool. Keep it up. Other flavours are good too, but Canadian Cola is my drink. Thanks Guys and Gals!"*

Rob, Coquitlam, BC



# A mainstream all natural soda for consumers has arrived...



## Beaver Soda SKU's... 100% Natural



**Canadian Cola** is a unique clean tasting 355ml cola with natural ingredients such as cinnamon, ginger, maple syrup, and nutmeg

**Saskatoon Berry** an all natural caffeine free version of our 355ml energy drink

**Retro Root Beer** an old fashioned creamy root beer with a hint of vanilla and chicory root in a sleek 355ml can

**Orange  
Cream  
Coming  
Soon!**



**Beaver Soda...  
Go Natural.**

