



HEAVEN MEET EARTH
natural aphrodisiac

what goes into Cloud 9?



GINSENG EXTRACT

Also known as Panax, it has been credited for centuries with everything from an aphrodisiac to a restorative



MACA

Increases strength, energy, stamina and libido in both men & women

YOHIMBE
An evergreen tree that grows in Western Africa, increases blood flow, affecting the center of sexual desire to enhance sensations.



VITAMIN B's

Essential part of one's nutrition and plays a vital role in energy production



L-CARNITINE L-GLUTAMINE . TAURINE

These are naturally occurring amino acids in the human body. Helps turn fat into energy, plays a major role in the protein synthesis. Supports neurological development and helps regulate the level of water and mineral salts in the blood. The proper combination of these ingredients leave the body happy & energized.



HORNY GOAT WEED

Stimulates the sensory nerves.

GREEN TEA EXTRACT

It is known for its antioxidant qualities. It is also known for speeding up the metabolism, increasing stamina and stimulating the production of the "feel-good" hormone Dopamine.





marketplace opportunity

There are a number of soft and energy drinks that crowd the market. None of them market themselves as a natural aphrodisiac. In a generation that has never been more blatant about it's affinity for sexual expression, this is a product whose time has come. Cloud 9 combines the allure of sexual enhancement and the need for a healthier soft drink into one bottle. Where else can you find health consciousness and decadence in the same place?

Just as Red Bull built it's success and an enhanced mixer for alcoholic drinks at clubs, we feel the same opportunity is there with this new spin on an alternative mixer. Parallel with that marketing plan is one in health stores and convenience stores as a stand alone alternative adult beverage to soda and energy drinks.

CHECK OUT THE CLOUD 9 COCKTAIL LIST >> CLICK HERE <<



selling points of Cloud 9

-  In 2010 it was approved by Walgreens for sale throughout the chain. There are approximately 7,500 stores throughout the United States.
-  2010 started being sold in bars, restaurants & hotels, as well as select AM PM, 7-11 stores and LA Fitness Centers in Los Angeles.
-  2010 started being sold in bars in Louisiana
-  Continues to receive numerous requests from companies all over the world looking to become distributors of the product

outlets for Cloud 9



In 2010 the product made its way to Walgreens, numerous clubs, bars and convenience stores based on little or no marketing.



After presenting their product at a beverage trade show in Las Vegas the company has had requests from distributors in the United Kingdom, Asia, Mexico, Australia and The Middle East to name a few looking to carry the product.



Health beverages are big these days in Japan. History has shown that most consumer trends that are successful in Japan tend to take hold in the United States.



The unique combination of branding, packaging, all natural ingredients, health benefits, educated consumers, great taste and this being an emerging market make it the right time for Cloud 9.

industry establishments

BARS & NIGHTCLUBS 45,000

BEER / WINE / LIQUOR 31,500

CONVENIENCE 120,000

>> INCLUDE ALL GAS STATIONS THAT HAVE A CONVENIENCE STORE

HEALTH / PERSONAL CARE 88,000

HEALTH CLUBS 30,500

>> HEALTH CLUBS HAVE OVER 50 MILLION MEMBERS

GENTLEMEN'S CLUBS 4,000

RESTAURANTS 380,000

>> RESTAURANTS NUMBER EXCLUDES TOP 20% WHICH ELIMINATES FAST FOOD CHAINS FROM THE TOTAL

GROCERY / SUPER MARKETS 37,000

BEAUTY SALONS 82,000

>> BEAUTY SALONS EXCLUDES 4,000 BARBER SHOPS

HOTELS 48,000

WAREHOUSE / CLUB 4,260



brief history of Cloud 9

Developed in 2008 by **Asher Eghbali & Omid Semino** as part of a class assignment at **UCLA**

Worked with chemists and doctors to formulate an all natural beverage that would be healthy, taste great, and provide energy and a euphoric effect both mentally & physically

Spent two years developing the brand and refining the taste based on feedback from students at universities in Southern California and customers at **Pinkberry** Yogurt shops in **Beverly Hills** and Westwood

With the help of family, friends and investors their production runs of 200,000 units of **Cloud 9** between 2010 to 2013. They began selling it in Southern California through their company the Dejant Group.

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summary

The US non-alcoholic beverage industry has not had a unique product since the introduction of **Red Bull** in 1997. **Cloud 9** can be marketed to the trendy night club industry as an aphrodisiac drink / mixer, and at the same time marketed to a more mainstream consumer as a sensory enhancement drink.

Being comprised of all natural ingredients, **Cloud 9** also qualifies as a healthier alternative to sugar and caffeine packed soft drinks which adds to the products target market.

Based on the limited production, promotion and successful sales that have already been established in the short time **Cloud 9** has been available and the overwhelming response consumers have shown, we are confident that we have the "**next big thing**" in the soft drink marketplace.

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