



THIS IS SODA ROYALTY!!!
DRINK MONEYBAG!

GENE
SIMMONS

PRODUCT ATTRIBUTES

- Part of the only CSD segment that has continued to grow market share
- Made with all natural flavors, colors and sweetened with pure cane sugar
- All flavors are of vintage style, no harsh finishes, appeals to the masses
- Ultra premium upscale image
- Highly stylized glass bottle with beautifully appointed metallic paints
- Product visually stands out when grouped together with like competition
- Backed and promoted by a rock and roll icon who has millions of fans worldwide

AUTHORIZATIONS

Gene Simmons MoneyBag sodas are authorized at the following retail chains:

Wegmans (cola, ginger ale, root beer)

Tops Markets (all flavors)

7-11 (cola, diet cola, ginger ale, root beer, cream soda)

Hy-Vee (all flavors)

Meijer (all flavors)

Yokes Fresh markets (all flavors)

Big-Y (all flavors)

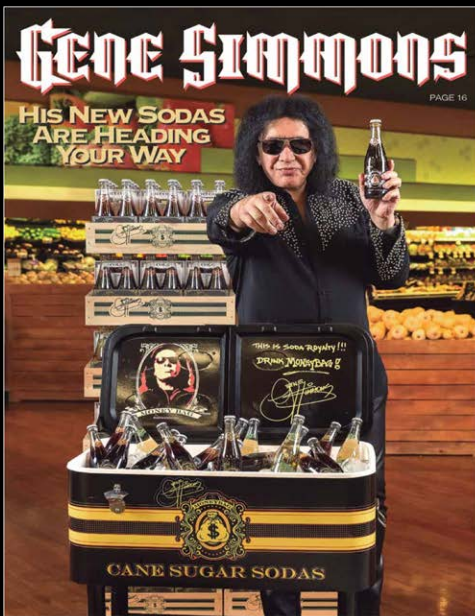
Roche Bros. (all flavors)



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MoneyBag™ Sodas Gene Simmons Debuts Premium Soda Line

Gene Simmons, Rock and Roll Hall of Famer and co-founder of KISS, America's Number One Gold Record Award-Winning Group of all time (RIAA), has launched a premium soda line called MoneyBag Sodas.

MoneyBag Sodas are made with 100% pure cane sugar, all-natural flavors and colors and are packaged in classic, eco-friendly glass bottles to preserve freshness, great taste and carbonation. The glass bottles are adorned with beautifully detailed painted labels and are bundled in vintage-style 4-packs with custom covers, setting the product apart from similar items in the category. No expense is spared in the manufacturing of this product. "My MoneyBag Sodas are the best of the best, the finest in the market," said Simmons. "They are the champagne of sodas!"

The premium soda line includes a cola, diet cola, root beer and ginger ale. There is a fifth flavor, cream soda, which is a 7-Eleven exclusive. Additional flavors are in the works, along with a line of premium fountain sodas.

MoneyBag Sodas are made in cooperation with Niagara Falls, New York-based Rick Steady Sodas Inc. Equally as unique as the product itself is the story behind how this partnership was formed.

The collaboration between Simmons and Rock Steady Sodas Inc. began at the Wizard World convention in Cleveland, Ohio in the spring of 2017. Brothers Paul Jr. and John Janik, long time super KISS fans traveled to Cleveland along with their families in order to get their autograph posters signed by the rock legend who was a featured guest. Simmons, who was



TOPS FRIENDLY MARKET'S Fayetteville, NY MoneyBag promo event - Christopher Haick, John Janik, Gene Simmons, and Paul Janik.



GENE SIMMONS MONEYBAG™ SODAS - Diet Cola, Cola, Ginger Ale and Root Beer.

impressed with close family friend, struck up a conversation inquiring about what they did for a living.

The brothers explained to Simmons that they were third generation bottlers who purchased the family business from their father and uncle in 2001. On the spot, Simmons asked the Janik brothers for their business card because he "had some ideas". They never imagined they would hear back from Simmons yet just a few days later he actually called. "A blocked number called my phone and when I answered the voice on the other end said, hello Paul, this is Gene Simmons," said Paul Janik Jr. "I just about lost

my mind," Simmons explained to Paul that he owned the trademark for the Money Bag image and would be interested in creating a Money Bag premium soda line. Simmons stated that he did not have plans to enter the soda business, that "this happened naturally." "When I love the idea of something, back's the beginning, but when you meet people who are passionate, who are committed to it, then it's a home run," Simmons

said. "I love families and anyone who works hard for their families." It was at this time that the Janik brothers immediately recruited lifelong friend and fellow KISS army member Christopher Haick into this venture for his financial expertise.

For the six months that followed, partners John and Paul Janik Jr. collaborated with Simmons on every aspect of the product. Through hundreds of email exchanges,

artwork designs were created, modified and perfected. Flavor profiles were developed and refined to wow the senses. "When you open a bottle of the ginger ale, you smell the essence of real ginger. When you sip the cream soda, it explodes with natural vanilla," Simmons said. Simmons is committed whole-heartedly to taking this brand to the top. "Gene is the hardest working person I know," said John Janik. "The answers email immediately, even if it is 3 o'clock in the morning!"

To kick off the release of MoneyBag Sodas, Simmons made personal appearances at Wegmans, 7-Eleven and Tops Friendly Market locations across Western New York. "I'm not afraid to get out there and press the flesh," said Simmons. "The fans are my bosses. I just work here." Thousands of people turned out for their chance to meet Simmons at the events and all proceeds from the ticket sales were donated to charities supporting local veterans. With a 100 city North American tour set to begin in 2019 with KISS, Simmons intends to visit every market possible to promote his MoneyBag Sodas.

MoneyBag Sodas are positioned in the specialty soda category. Among the retail outlets that are carrying or plan to carry MoneyBag Sodas are 7-Eleven, Wegmans, Hy-Vee, Tops Friendly Markets, and Rocket Fizz Soda Pop and Candy Shop. MoneyBag Sodas are also available for purchase online at: www.GeneSimmonsMoneyBag.com.

Partners Paul Janik Jr., John Janik and Christopher Haick are still pinching themselves over the whirlwind of events surrounding this new endeavor over the last year and a half. "I remember watching KISS videos with John in middle school," said Christopher Haick. "I never would have believed we would be business partners with the Demon himself. I guess dreams really do come true!"



Gene Simmons with Paul Janik Jr. and his family at a KISS meet and greet experience.



WIZARD WORLD CON - Janine Janik, Lauren Janik, Kaylee Janik, John Janik.



Gene Simmons Meet and Greet Niagara Falls, NY - Christopher Haick, Christopher Haick Jr., Kimberly Haick, Julia Haick, Amber Haick.

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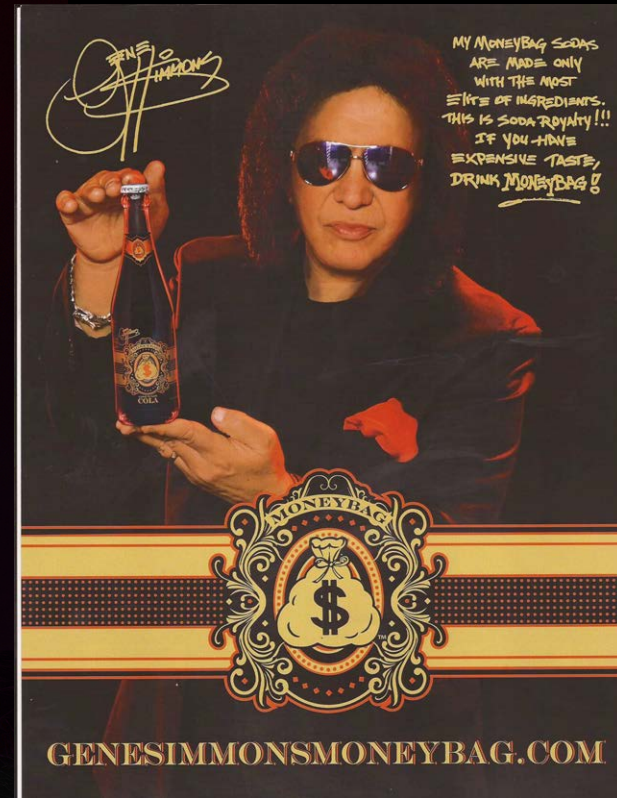
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PROMOTIONAL ITEMS



Display racks (limited), standees, sell sheets, door clings,
Custom designs upon request

PRODUCT SPECS

Case: 16" x 10.5" x 9" 34#/case

Four Pack: 5.25" x 5.25" x 9" 5.6#/four pack

**Pallet: 48" x 37.5" x 59" 60 cases/ pallet
6 tiers of 10 cases 2040#/pallet**