

 Vita Go™



Nature's Way
all things natural

Vita Go Beverages Executive Summary

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Introduction to Vita- Go

Go Functional

The trend for health and wellness has never been stronger.

Once upon a time, hydration was enough. The changing lifestyles and growing health awareness among consumers are some of the factors fuelling the market for functional food ingredients.

With growth and development of the health & wellness trend, health-driven consumers are searching for healthy, safe and enjoyable beverages that have not only excellent hydration qualities but also aid their physical and cognitive well-being. In this light, the industry of functional beverages is seeing increasing demand. Functional food ingredients have the capability to add a benefit to the product.

Functional drinks are exciting!

The Function of Vita-GO

Most of the vitamins and other nutrients are very sensitive and lose their power the moment they get mixed with water, the longer they stay mixed, the less efficiently they work. Where harmful preservatives needed to be added to stabilise the product.

Our Patented closure solves this problem, with its special technology, while it has a stylish design too. We have the solution that delivers our taste formulation with full potency.

The market for health-conscious consumers is growing rapidly and the health & functional beverage market is the fastest growing segment.

Vita -Go closures is an innovative patented dosing cap that provides endless opportunities in beverage applications.

It stores a precise dose of formula in a moisture and oxygen restricted chamber that's only mixed with water at time of consumption to make a convenient Ready-To-Drink beverage.

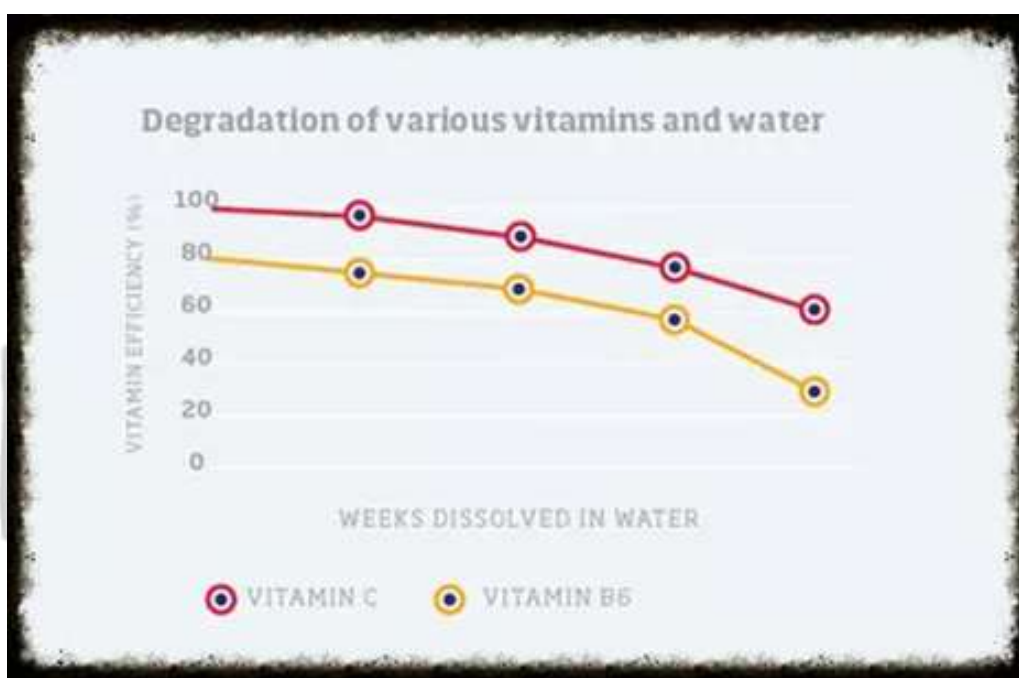
Vita go beverages team, includes market experts, in all aspects from production to marketing, including full time advisory team of Doctors lead by, Professor Roger Coopersamy, working on ongoing research on our proprietary vitamin blends. This ensuring consumer's, enjoying the best vitamin Infusion beverages on the market.

The Vitamin Challenge

Vitamins A, B5, B12 and C lose their potency when dissolved and left sitting in water.

By the time a typical vitamin drink has been bottled, shipped, shelved and purchased, it has lost a significant amount of its benefits because of dilution and exposure to light (despite preservatives often being added to combat this).

It's a surprisingly unhealthy solution for a supposedly healthy drink.



Product Lines 2019

Natures Way development team has formulated 5 unique variants, for 2019. All taste profiled for the current market and as too future market trends. Our formulation provides between, 15% NRV to 100% Daily NRV, of the vitamins in a single dosage 500ml bottle. Providing a whole range of 12 added vitamins including 6 x Vitamin B's. We choose to use the highest quality blends of vitamins and ingredients, to ensure our consumers has the very best experience when drinking our beverages. After an extremely successful 2018, Vita Go beverages increased its line from 3 variants to 5.

- Cannabis CBD + Vitamin Infused: Citrus Flavour
- Cannabis CBD + Vitamin Infused: Pomegranate Flavour
- Grape Vitamin Infused Hydration
- Watermelon Vitamin Infused Hydration
- Apple and Moringa Vitality

Our team have worked closely to develop our lines based on previous success, and to secure a market segment focused on energy hydration beverages and wellness lines. Our Energy lines are designed to gain market share from “Powerade and Energade”. Our wellness lines include one of the first vitamin and Cannabis infused beverages on the market.

We all about providing the two most vital elements to any living being, in an unorthodox, stimulating, enthusiastic way, full of passion and energy.

Benefits of Vita Go Beverages

- Zero preservatives
- Use of high quality, less harmful ingredients.
- 100% UV Protected
- Shelf Life up to 1year, depending on formulae and anti-oxidants
- Fun and innovative way to enjoy your beverage
- 100% Recyclable materials
- Zero Sugar
- Non- GMO

Step 1: Twist Cap to Unlock



Step 2: Push Down the Cap to Release the Fresh Vitamins



Step 3: Shake Well and Enjoy



Costings and Outlets

Currently Vita Go is distributed through Spar and Food Lover Stores in South Africa, KZN and Gauteng.

South African Market:

Pricing Structure

Manufacturing Costs: View Table

Distribution and Merchandising:

Rebates: N/A

Marketing:



Current Costings

Product Code	Product Description	Unit Cost Price: Ex VAT	Unit Selling Price	RSP
CANVGC	Cannabis Citrus			
CANVGP	Cannabis Pomegranate			
VGG500ML	Grape Hydration			
VGW500ML	Watermelon Hydration			
VGMA500ML	Apple and Moringa			

Large scale costings

Product Code	Product Description	Unit Cost Price: Ex VAT	Unit Selling Price	RSP
CANVGC	Cannabis Citrus			
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