



MULTI-FL

Beverage Solutions

Spring/Summer Issue 2010

Fountain News

New Kodiak Cola offers Premium Taste at a Kodiak-Sized Value

Multi-Flow route drivers have proudly served national brands like Coke and Pepsi since the company was founded in 1937. But for nearly 75 years, they've also proudly distributed Multi-Flow "Kola" as a lower-priced alternative.

CEO Mark Stephens, however, said, "Kola with a 'K' is out of production. And Multi-Flow is incredibly proud to introduce our new premium cola that beats both national brands in blind taste tests, delivers an impactful brand message, and best of all, continues to present a true value to operators as a lower-priced alternative."

The new cola brand introduced recently in Multi-Flow's headquarters is being marketed as "Kodiak Cola." The journey, according to Stephens, was based upon employee input, customer feedback, and several branding contests that "all led us to one conclusion: the brand is poised to be a national player in the cola wars."

The first challenge, according to Product Development Director Owen Rothstein, was to create a cola that would stand up to the national brands in blind taste tests. "We tested dozens, if not hun-

dreds, of recipes using various blends and mixtures of cola flavoring, including vanilla, cinnamon, and citrus. Then we pounded away at different blends of sweeteners to ensure we outscored the national brands in sensory attribute tests." The results, according to Rothstein, prove that Kodiak Cola outscores national brands in blind taste tests by as much as a 2-to-1 ratio. And best of all, operators can save up to \$30 per Bag-in-Box by converting from national brands to Kodiak Cola. "That could equate to thousands of dollars a year," Rothstein said.

The next challenge was to create a brand that delivered a premium message. "We held several internal contests with our employees to develop and then choose a brand image that represented the 3 attributes we wanted to deliver: Big, Bold, and Pure," Stephens said. "After several inter-company polls, we were convinced that 'Kodiak Cola' was the brand image that represented everything we were trying to convey."

The imagery of a Kodiak Bear representing the new cola was developed by District



Service Manager Randy Christopher. "When I first tasted the new cola," said Randy, "I just kept thinking about a gigantic grizzly bear, roaring, a huge and natural creature that's not afraid of anything. For years, we've sold a generic cola, but now, we have a beverage that's not afraid to go toe-to-toe with the national brands."

Next job for the Product Development Team was to develop the logo that would accompany the new cola into a widely-anticipated product launch. Instead of developing logo concepts with their Graphic Designer, the Multi-Flow team posted a "Logo Contest" on logomyway.com, hoping that several different designers would offer up many different artistic approaches to convey the "Kodiak" message. The results, according to Business Development Manager Brett Rosenbloom, were incredible. "We received over 175 different logo concepts from graphic designers all over the world." And the winning concept was, once again, put to a company-wide vote.

RESTAURANT HUMOR...

An out-of-towner in New York at the height of the tourist season decided to revisit an uptown restaurant he'd enjoyed on a previous trip to the city. Finally catching the eye of an overworked waiter, he said, "You know, it's been over five years since I first came in here." "You'll have to wait your turn, sir," replied the harried and now irritated waiter, "I can only serve one table at a time."

A man and his girlfriend were out to dinner one night. The waiter tells them the night's special is chicken almondine and fresh fish. "The chicken sounds good; I'll have that," the woman says. The waiter nods. "And the vegetable?" he asks. "Oh, he'll have the fish," she replies.



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Multi-Flow Retail Operations Begin a New Era of OPERATIONAL EXCELLENCE

The Launch of OPEX in Philadelphia, PA

General Manager Oscar Washington, a respected and long-term Multi-Flow employee, controls the strategic vision (and daily tactical efforts) of the Multi-Flow Retail/DSD operations team. He is ultimately responsible for the 65 routes on the East Coast. Last fall, Oscar challenged his team with a major goal: “When we look our customers in the eye and say that we’re #1 in service, we better mean it. So without a doubt, we’re going to make sure we’re second to none in every market we service—whether it’s New York City, Miami, Pittsburgh, Philadelphia—wherever we service customers, we’re going to be the best beverage supplier in that market. Period.”

Oscar’s first goal was to ensure his team “looked the part.” This started with an overhaul of the Philadelphia Fleet. Every route driver and installer received a brand new van, outfitted with a full wrap announcing Multi-Flow’s brand message. The vans were also outfitted with GPS units to ensure we were able to provide better service capabilities for our thousands of customers throughout the area. Route drivers were given new uniform standards, better tools to manage their business, and new tracking measures to ensure that service is regarded as a daily passion.

Operational Excellence (or OPEX) is currently being rolled out to the remaining Multi-Flow areas. Be on the lookout for our new VANS!



New Multi-Flow Vans!



Farm to Fountain FRESH

BY MULTI-FLOW | ESTABLISHED 1937

Harvest Squeeze Juice gets a NEW LOOK and a NEW ATTITUDE!

Multi-Flow Industries announced their intention to be the fastest-growing Juice Brand in On-Premise Dining as the Company unveiled its new logo and brand identity for Harvest Squeeze Juices. Harvest Squeeze Juices, by Multi-Flow, are processed exclusively for Fountain Dispensing. The brand is being re-launched with the slogan, “Farm to Fountain – Fresh.”

“We believe that juices should be more than an after-thought during the dining experience,” said Multi-Flow CEO Mark Stephens. “When accompanying a meal, juice is generally the first taste sensation, in advance of being served food. We feel that a glass of premium juice should represent a fresh, bold fruit taste. We want consumers to take a break between their buttermilk pancakes and omelets to make a sincere observation on the quality of their Harvest Squeeze Juice. And we hope that foodservice operators will feel proud to serve our brand.”

The new logo focuses on various pieces of fresh fruit, representing a slice of the variety of juices available from Harvest Squeeze. The background represents the farms and fields that contribute the harvest used in Multi-Flow’s processing of their juice.

Multi-Flow’s team of Food Scientists have spent the better part of the last year developing individual taste profiles for every one of their fruit juices. Tanishia Lawson, from the Harvest Squeeze Team, created dozens of formulations with varying levels of sweetness, tartness, color profiles, and initial/after-taste profiles. Dozens of sensory tests then allowed the brand team to determine the most positive profiles for each individual juice, from apple to orange, cranberry to grape.

One of the central components to the Harvest Squeeze Juice re-launch has been the reformulation of the premium orange juice. Harvest Squeeze Premium Orange Juice is now processed exclusively with Valencia Oranges, known for their sweetness. The result is a thicker-textured, deeper-colored, sweeter-tasting orange juice loaded with vitamins.

Another popular flavor, Harvest Squeeze Cranberry Juice, is a rich-colored, bold-tasting breakfast blend that offers nutritive properties as well as anti-oxidants. Like many other flavors in the Harvest Squeeze line-up, Cranberry is available in a variety of options, from 6% juice all the way to a 100% blend, depending on the needs of the foodservice operator.

New!

Harvest Squeeze Lemonade: It's About Being REAL

Supporting Alex's Lemonade Stand Fountain for Childhood Cancer

Multi-Flow Industries launched a new line of Lemonade Beverages recently, branded under the Harvest Squeeze Juice label. The brand will support Alex's Lemonade Stand Foundation, which has raised over \$30 Million to support childhood cancer research. Harvest Squeeze Lemonade, along with the other Harvest Squeeze Juices, are processed exclusively for Fountain Dispensing.

Multi-Flow Industries' Business Development Manager, Gerry Bram said, "Harvest Squeeze Lemonade is all about being 'real.' Our lemonade is made with real sugar, with 5% real lemon juice, and will be launched with real variety." The line-up includes a classic yellow lemonade, a pink lemonade, and a half tea/half lemonade variety. In addition, the Classic Yellow and Pink Lemonades will offer real calorie reduction — 25% less calories than a typical serving of lemonade. The Harvest Squeeze Lemonade recipe uses a blend of real sugar and crystalline fructose, an all-natural sugar which doesn't contain the glucose found in high fructose corn syrup. Owen Rothstein, Multi-Flow's Director of Product Development, said, "The

result is a beverage that tastes as sweet and delicious as the best homemade lemonades, but can be labeled as a reduced-calorie beverage."

CEO Mark Stephens also announced that Harvest Squeeze Lemonade will offer "real support" to a widely-recognized cause, Alex's Lemonade Stand Foundation. At least 25% of the profits Multi-Flow generates from sales of Harvest Squeeze Lemonade will be donated to the Foundation every year, which works directly with doctors, researchers, and nurses to identify the specific challenges they face in bringing new treatments to children with cancer. Alex, the founder of the Foundation, was diagnosed with neuroblastoma (a difficult-to-cure type of childhood cancer) shortly before her first birthday. When Alex was just 4 years old, she asked her mother if she could hold a lemonade stand in her front yard to raise money to help "her doctors" find a cure for kids with cancer. For the next four years, despite her deteriorating health, Alex held an annual lemonade stand. News of Alex helping other children like herself spread far and wide. Inspired by Alex's cause and dedicated determination, children, schools, businesses and organizations have held thousands of lemonade stands. To date, Alex's



Lemonade Stand Foundation has raised over \$30 million dollars for pediatric cancer research. Although cancer ultimately took Alex's life in August of 2004, her legacy of courage and hope lives on through all who continue to support her cause.

Jay and Liz Scott, Directors of Alex's Lemonade Stand Foundation as well as Alex's parents, were pleased with the support that Harvest Squeeze Lemonade is offering the Foundation". We are constantly amazed at the generosity of individuals and companies in helping to continue the fight against childhood cancer Alex started. Harvest Squeeze Lemonade is another example of this generosity with the added bonus of a delicious and refreshing drink.

About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). 2010 marks 10 years since 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$30 million toward fulfilling Alex's dream of finding a cure, funding over 125 research projects nationally.

Alex's Lemonade Stand 

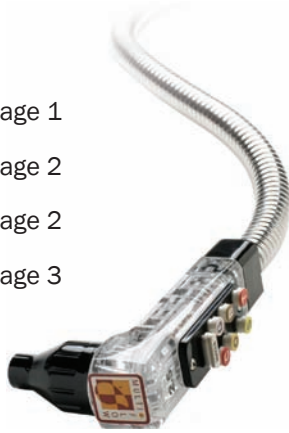
FOUNDATION FOR CHILDHOOD CANCER 



1434 COUNTY LINE ROAD
HUNTINGDON VALLEY, PA 19006

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KODIAK COLA

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“The end result,” according to Stephens, “is a cola brand that is being universally applauded throughout the Multi-Flow Family.” Kodiak will be branded under the “Micro-Brewed by Multi-Flow” logo, and is available in Regular Cola as well as Diet Cola. Rothstein said, “Diet Kodiak Cola was put through the same scrutiny as the Regular version. And we’re proud to announce that Diet Kodiak Cola demands the same attention as the regular recipe: Big, Bold, and Pure.”

Kodiak Cola and Diet Kodiak Cola join the rest of the “Micro-Brewed by Multi-Flow” lineup as premium fountain soft drinks offered at a value price versus national brands. All are available for immediate national distribution to restaurants, foodservice, and all other locations that serve fountain-dispensed soft drinks.

Drink Awards

Every 3 months, Multi-Flow rewards 8 employees with a **DRINK Award**, for Doing the Right Things with Integrity, a New sense of urgency, and the Know-how to get the job done right the first time. Employees are recognized at a quarterly company assembly, and given a framed certificate and gift card. Within the last year, the following route drivers, sales reps, District Service Managers, and Area Managers were awarded with a DRINK award:

MIKE MALLOY – Route Driver, NYC

RAYMOND GOLDING – Area Manager, Lauderdale

TOM WENGER – Sales Rep, Pittsburgh

JACEK SEWIOL – Installer, Miami

JUSTINA MARCIAL – DSM

TERRY BECHTOLD – Area Manager, Pittsburgh

JASON ZILLER – Route Driver, HV



*Oscar Washington and
Dennis Nahill*

OSCAR MOJICA – Route Driver, HV

DOUG ROLES – Route Driver, Deland

SCOTT SHILLADY – Route Driver, Lancaster

OSTAP LEWYCKYJ – Route Driver, HV

REGGIE GARRETT – Route Driver, Lauderdale

BRIAN WILCOX – Installer, Florida

DENNIS NAHILL – District Service Manager, New York

OZ RODAS – Area Manager, New York