



**GLOBAL
POUCH** FORUM

Leading Innovation In Flexible Packaging

Flexible Beverage Innovations

Mitch Jacobsen
mitch@rviita.com



OVERVIEW

The Rviita Story

- Why we went from a can to a pouch
 - How do we make flexible beverage pouches “cool”?
 - Building a great story around pouch packaging
 - What (customers tell us) the industry can do better
-



Corporate job
2014 - 2020



WHY RVIITA?

Best friend had a heart attack at 20
years old from energy drinks

There had to be a better solution.

Started development in my kitchen
in 2017



WE ALMOST LAUNCHED IN A CAN



The power of the POUCH



WHY CHOOSE THE POUCH



Consumers today want brands that are:

- 1 Environmentally Sustainable
- 2 Differentiated and “cool”
- 3 A brand with a “why”
and a GREAT story

1

ENVIRONMENTAL SUSTAINABILITY

SUSTAINABLE PACKAGING

Premium High Quality Innovative Recyclable Packaging

Add water and freeze to
REUSE as an ice-pack



RECYCLABLE at
local facilities

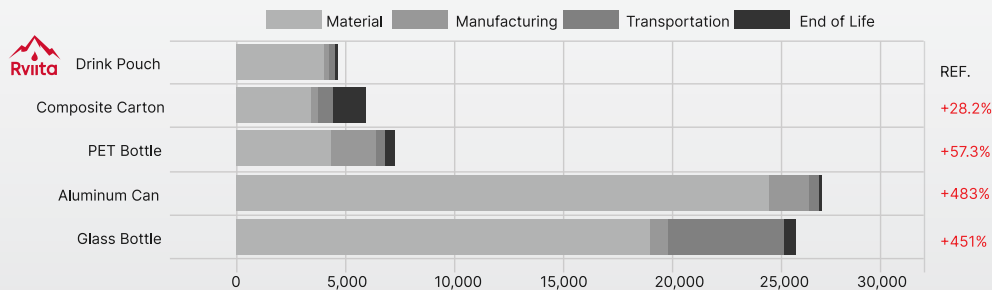


RESEAL and save
for later



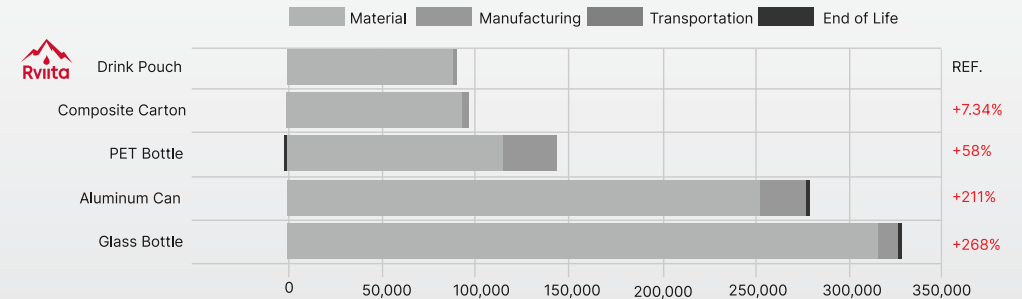
PACKAGING COMPARISON

GHG EMISSIONS



Flexible beverage pouches emit 481% less
Green House Gases vs. Aluminum Cans

FUEL CONSUMPTION



Beverage pouches consume 211% less
fuel vs. Aluminum Cans

2

How do you build a brand that
STANDS OUT?

● WHAT WE WANTED



1

A pouch with a great and “familiar” drinking experience

2

Makes a statement on shelf

● THE PROCESS

We wanted to recreate the drinking experience of a bottle with a flexible pouch

Welding freezer paper together with a curling iron... the Rviita pouch was born



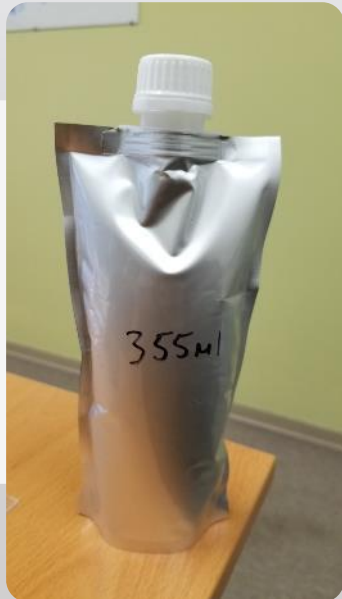


The UNSCANNABLE Barcode

pouch. Caution: Not recommended for persons sensitive to caffeine.



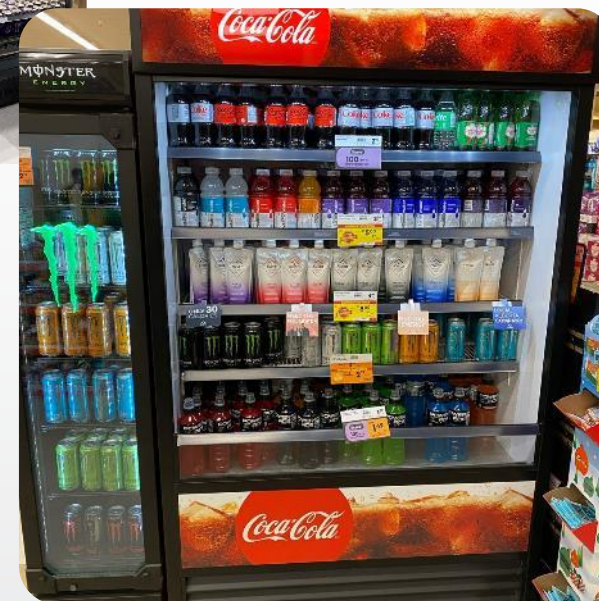
100s OF ITERATIONS



FROM CONCEPT TO REALITY



● POWER OF THE POUCH





3

Tell a great
STORY



● EARLY STAGE ADVANTAGES



Small Business Friendly, Big Business Benefits



● THE LOGISTICS OF POUCHES

Lower MOQ's compared to printed Aluminum cans

Less Warehouse Space for pre-production packaging

High Output per Sq FT

25 = 1

25 truck loads of glass bottles = 1 truckload of unfilled pouches



Made for E-commerce

No frozen exploded cans, no broken glass



● A World RECORD?

We lost our co-packing partner and had to scramble to build our own production line



Filled 350,000 pouches by “hand” to fill our Walmart opening order and keep product in stock



<https://www.youtube.com/watch?v=WIBEp0Vtqk>

MADE IN HOUSE

First facility of its kind in
Canada

Built to the highest level
of food safety standards

HACCP & SQF CERTIFIED



5 Million Annual Pouch
Production Capacity

in only 6000 Sq ft Facility

SUMMER EXCLUSIVE SUNRISE

Fresh mango juice with a subtle
hint of green tea

Tastes like watching the first sunrise of
your **TROPICAL VACATION**.

SUNRISE MANGO GREEN TEA



THE FUTURE OF THE INDUSTRY

2021

Global stand-up
pouch market stood
at \$4.5 billion

2026

Expects the market
to surpass a
valuation of \$6.3
billion



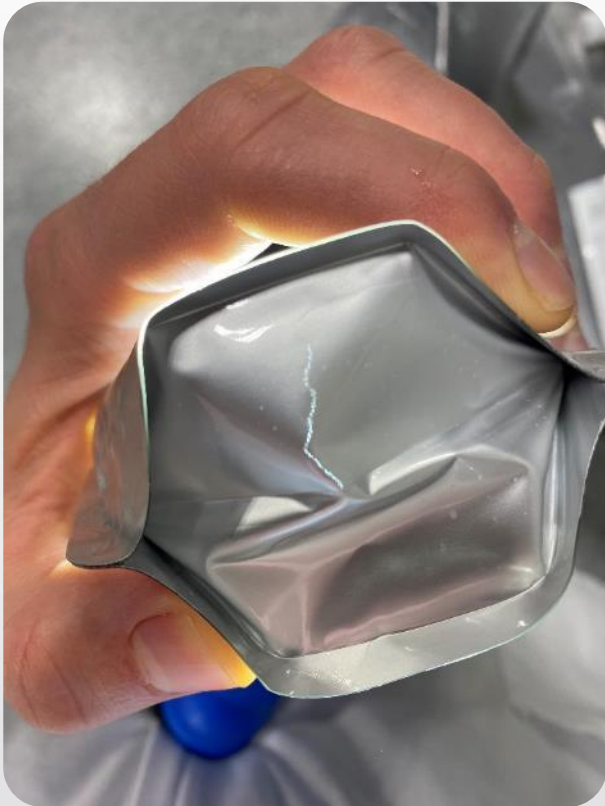
● INDUSTRY PRIORITIES

Universal Recyclability

Consumer Education

Improving design

DESIGN CHALLENGES



Better pouch engineering

Even more sustainable
options



The Future for Pouches is **BRIGHT**



THANK YOU

Any Questions? Please contact Mitch

In Calgary? Come for a manufacturing facility tour anytime!

Rviita Inc.

15-7819 112 Ave NW
Calgary, AB
587-576-8636

Mitch Jacobsen

403-465-2325
mitch@rviita.com

