

PASSION

CREATIVITY

INNOVATION



A leader in flexible pouch manufacturing & licensee of popular household brand names.



698

SHIPPING &
RECEIVING
↑↑↑

BIG EASY BLENDS



Sal LaMartina Antonio LaMartina Craig Cordes



A leader in flexible pouch manufacturing

PACKAGING CAPABILITY & FORMAT EXAMPLES



Sticks 2oz-3oz



Spouted Pouches



Rip-Top Pouches



Straw Punch Juice Pouch



Bag in a Box



Multi-Packs



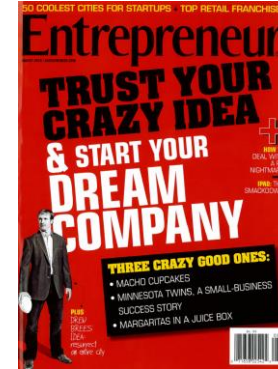
Disruptive Power of Pouches



Disruptive Power of Pouches

2007

Margarita in a pouch is invented and Big Easy Blends is founded, launching their first product, the Cordina Cocktail



The juice box grows up

THE GENIUS IS in the packaging: a shiny 12.7-ounce pouch with a straw. Think Capri Sun juice pouch—but filled with an icy, ready-to-drink margarita.

That's the concept for the Cordina Mar-GO-rita, a portable (and very drinkable) cocktail from Big Easy Blends, a New Orleans company started in 2009 by Sal LaMartina and partners Antonio LaMartina and Craig Cordes. With distribution in only 13 states, the cocktail's monthly sales have already

exceeded \$100,000, and Sal projects annual revenue of \$60 million in less than five years.

"We've got plans for GO-jitos, piña-GO-ladas and strawberry daiq-GO-ris," he says. "We're going to change the way people enjoy frozen cocktails."

That's right. Straight out of the freezer or pulled out of the cooler like a beer. And you'll avoid getting scolded at for having a glass poolside or on the beach, which is how LaMartina & Co. hit on the idea in the first place. —J.W.

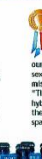


BEST IN BEVERAGE PACKAGING

Bronze Winners



Rogue Dead Guy
Whiskey Bottle
Rogue Ales, Newport, Ore., USA
Designer: Rogue Ales, Ore., USA



Vida Tea
Vida Tea, LLC, Hermosa Beach, Calif., USA
Designer: In House



Flashback Anniversary Ale
6-Pack Carrier
Boulder Beer Co., Boulder, Colo., USA
Designer: Jeff Koffler, owner, Intermountain Design, Tulsa, Okla., USA



Ralph & Charlie's juice Drink
Ralph & Charlie's Beverage Inc., Brookline, N.Y., USA
Designer: Matt Folschick, Brookline, N.Y., USA



Special Jury Awards

Functionality

Cordina mar-GO-rita
Big Easy Blends, LLC, Kenner, La., USA
Designer: CPR Partners, New Orleans, La., USA



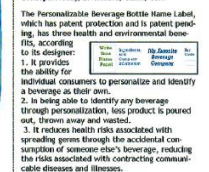
Green

Aquapix
Just Drinking Water Ltd., England, UK
Designer: Scintillate Creative, England, UK

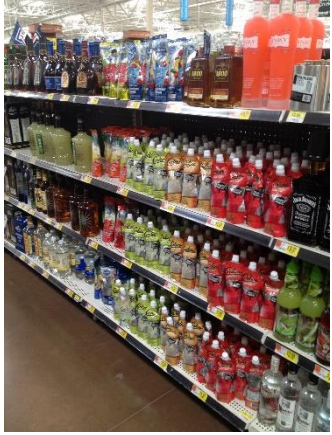


Conceptual Design

"Personalizable Beverage Bottle Name Label"
ConceptToday, Livermore, Calif., USA



Disruptive Power of Pouches



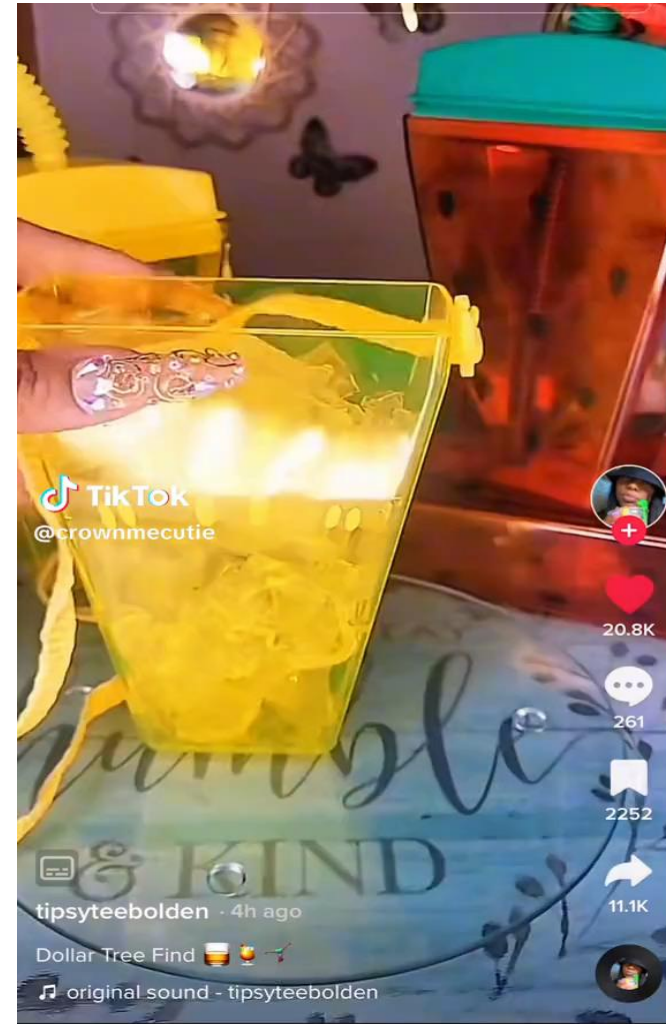
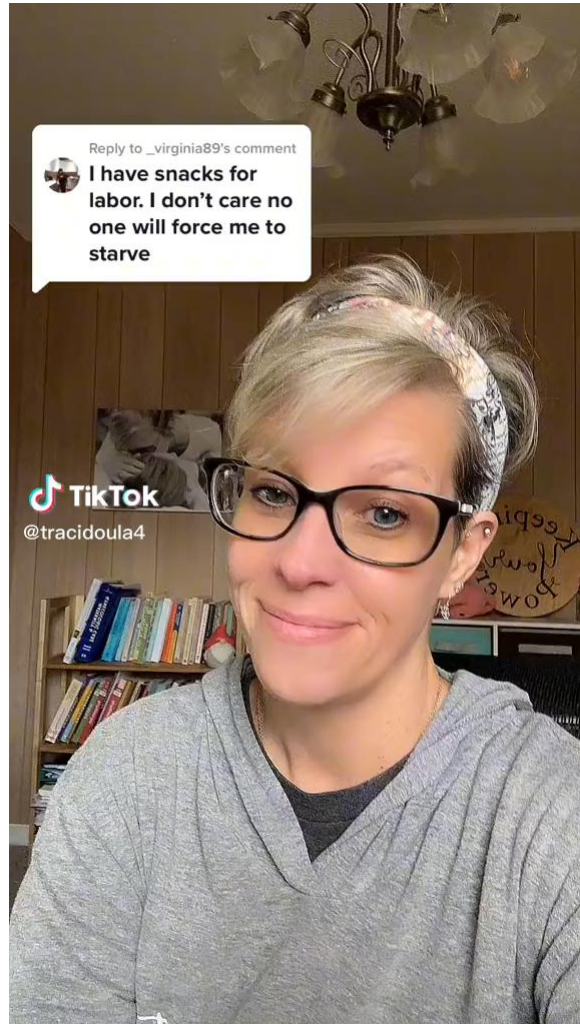
Disruptive Power of Pouches



Disruptive Power of Pouches



Consumer Reactions



Disruptive Power of Pouches; Ease of Use



TEA



PORTABLE

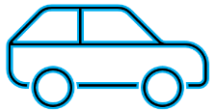


SS

SS



Disruptive Power of Pouches



PORTABILITY



EASE OF USE



**SMALLER
FOOTPRINT**

Disruptive Power of Pouches



Disruptive Power of Pouches; Portability



Launched in 2019

8G
PROTEIN

3G
FIBER

DAIRY
FREE

GLUTEN
FREE

Disruptive Power of Pouches; Portability



2019



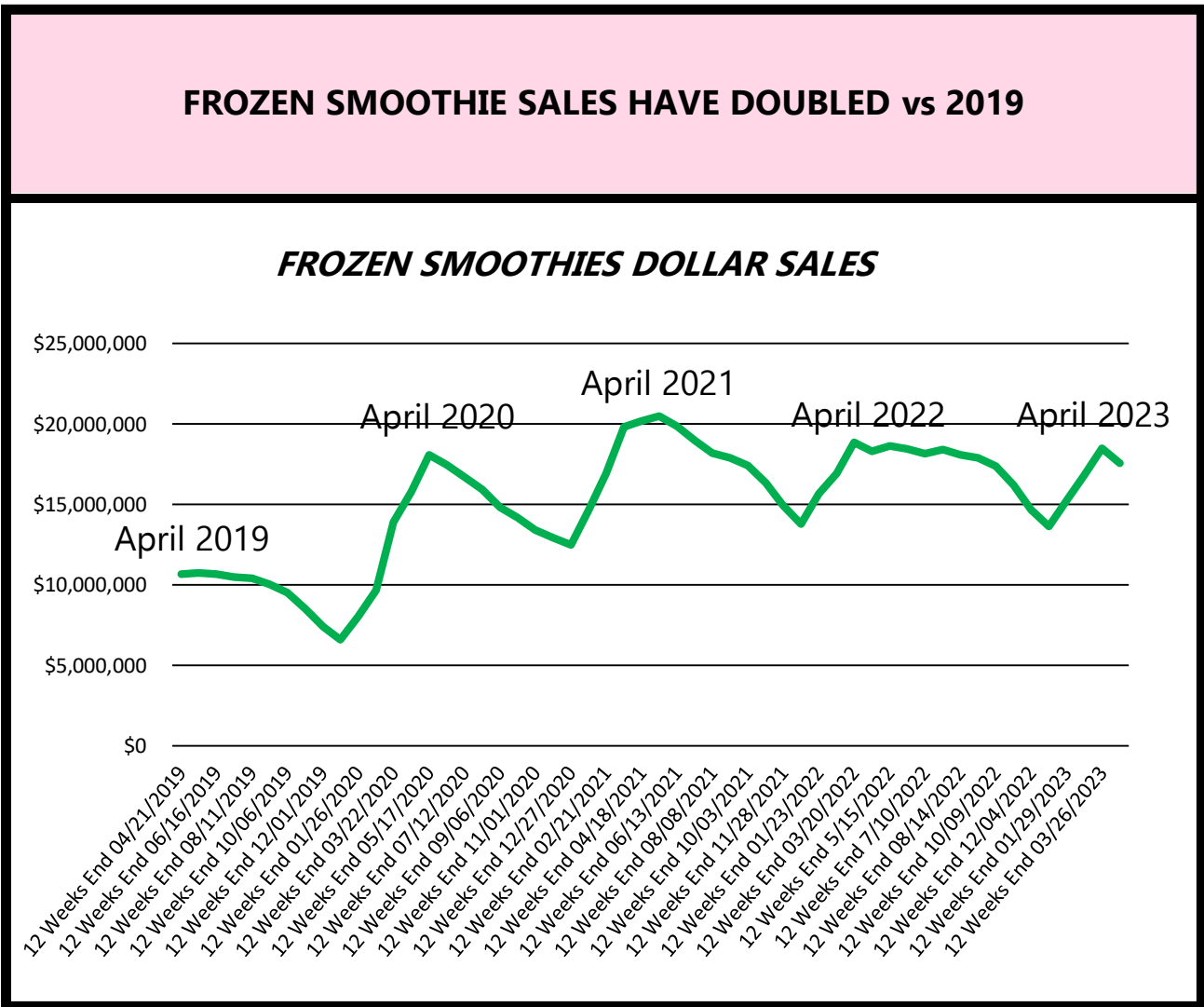
2020



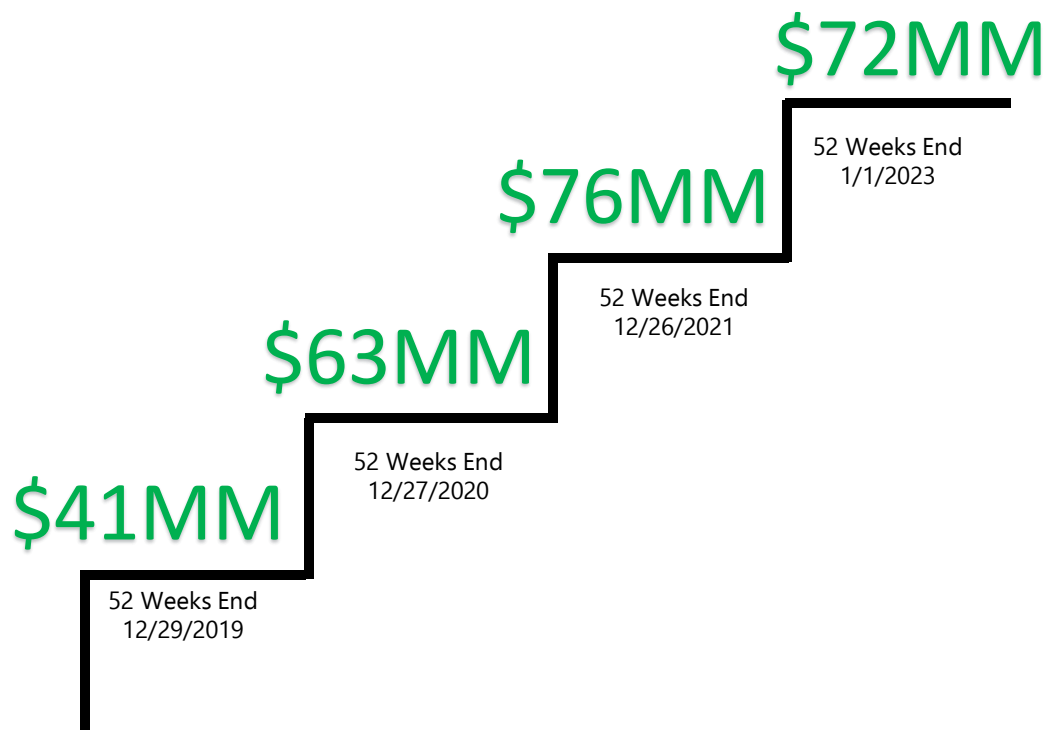
2021



Disruptive Power of Pouches; Portability



Annual Frozen Smoothie Sales



Disruptive Power of Pouches; Portability



**# 1 Smoothie Brand
in Unit Sales
Total US MULO**

**# 3 Smoothie Brand
in Dollar Sales
Total US MULO**

**Strawberry Banana
10 sku in
Total Frozen Fruit**

Flexible Pouch Packaging Future

Automotive



Grains



Haircare



Marinades



Juice



Cosmetics



Cooking
Sauces



Soap



Smoothies



Beans



Is this the Future?



THANK YOU FOR YOUR TIME!

Sal LaMartina
CEO and Co-Founder
Big Easy Blends

WWW.BIGEASYBLENDS.COM

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