



Introducing VeeV

The World's First Açai Spirit

VeeV[®], the World's First Açai Spirit[™], is changing the way people think about cocktails. Launched in 2007 by brothers, Courtney and Carter Reum, VeeV is **the world's first Açai Spirit** – Açai, an exotic-tasting Brazilian fruit that is widely considered to be one of the healthiest foods on the planet.

Popularized by surfers and sports enthusiasts, Açai contains 57% more antioxidants than pomegranates or blueberries, and 30 times more heart-healthy anthocyanins than red wine. The dark purple berry has catapulted from the Brazilian Rainforest to the martini glasses of L.A.'s most influential tastemakers. Its many devotees include Oprah (who recently named it her “#1 Superfood”), pro surfer Kelly Slater, Brazilian supermodel Gisele Bündchen, tennis star Andre Agassi, and Sting.

VeeV fuses this exotic berry with 100% all-natural ingredients and a hand-crafted, column distilled base wheat spirit. Striking the perfect balance between Açai, citrus flavors and alcohol, VeeV fulfills the consumer desires to enjoy tonight and save tomorrow.

VeeV is a 60 proof liqueur that mixes like vodka with a smoother finish. It's refreshing simply chilled neat, on the rocks with a splash of soda and lime, or in one of VeeV's many signature cocktails such as the *Joie De VeeV*, a refreshing blend of mint, lime and strawberries or the *VeeV Eco Mojito*. **VeeV** is available at high-end restaurants and lounges in Los Angeles, San Francisco, Chicago, San Diego and Miami; and **made its debut in New York June 2008**. VeeV is sold nationwide at select retail locations for \$35 a bottle. For signature recipes, see attached sheet.

Additionally, VeeV is committed to preservation of the Brazilian Rainforest and betterment of the environment. The company donates \$1 from every bottle sold to **The Sustainable Açai Project**, which VeeV partners on with Sambazon to ensure sustainable and socially responsible harvesting of açai.

VeeV founders Courtney and Carter Reum, former investment bankers, left Wall Street in the summer of 2006 to start a venture that was equal parts entrepreneurial, progressive and meaningful. In that spirit, the company conducts regular “VeeV Green Audits” to ensure implementation of the most updated eco-friendly business activities and production methods and is the first and only spirits company in the United States to be certified carbon neutral. VeeV's distiller, Distilled Resources, is the only one in America to receive no less than 25% of its power through renewable wind generation, and VeeV's 4-column fractional distillation process uses 200% less energy than a traditional pot still. When combining the unique taste of the açai berry with the progressiveness of the organization, it's easy to see why VeeV is truly *A Better Way to Drink[™]*.

VeeV is a proud member of Business for Social Responsibility (BSR), the Social Venture Network (SVN), Co-op America, and The California Climate Action Registry, a voluntary organization aimed at increasing energy efficiency and decreasing GHG emissions in California. Additionally, VeeV is a sponsor of Lexus Hybrid, the Environmental Media Association (EMA) and the LOHAS Conference (Lifestyles of Health and Sustainability) and is accredited with Linda Loudermilk's LUXURY ECO[™] stamp.

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