



DRINK DIFFERENT

B2 BEVERAGE COMPANY

B2BEVERAGE.COM

## **B2 BEVERAGE COMPANY ADDS 12 NEW SALES DIRECTORS TO ITS ROSTER**

### ***Company Ramps Up For Expanded Nationwide Launch As Sales Surge for Its Premium New Age Malt Beverages***

**ONTARIO, Calif.** – April 4, 2007 – In response to increasingly strong sales and consumer demand for its “distinctly different” Hard Creamer™, Kalima™ Hawaiian Hard Creamer, and Sangria!™ products, B2 Beverage Company has announced the addition of 12 new regional and national sales directors to support the upcoming expanded nationwide launch of its premium New Age Malt Beverage brands. Distribution to the expanded markets is expected to begin in May 2007.

Troy Valdez, founder of B2 Beverage Company, said the new sales directors are all veteran industry professionals who know their markets well and have long-standing relationships in place with established distributors and major retailers.

“This is an experienced team of real pros, and we are very proud to welcome them to B2 Beverage Company,” said Valdez. “We have a great line-up of completely different premium malt beverage products to offer, and with the addition of this talented team, we now have the right people in place to expand the B2 Beverage brands to a national level. We couldn’t be happier.”

The new national account directors are Jeffery Janisse (Atlantic Division) and Thad Shovlain (Pacific Division). New regional directors are Chris Foster, David Munro, David Rains, Harry Ellis, Jeff Morris, Michael Sullivan, Rick Nelson, Ted Phillips, Todd Zimmerman and Woody Daniel.

Valdez said production of the company’s New Age Malt Beverages has tripled due to demand since the product lines debuted last July in seven Mid-Western states.

“I think people love these beverages because they’re very refreshing and very different from anything else out there,” said Valdez. “People have really responded to the natural, fresh fruit flavors, and the chance to enjoy something besides a beer or mixed drink when they’re ready to kick back and relax.”

-more-

**HARD  
CREAMER**

**Sangria!**  
Brand  
Premium Malt Beverage

**Kalima**  
BRAND  
“HAWAIIAN CREAM”  
Hard Creamers

Unlike any other flavor profile in the beer section, the non-carbonated Hard Creamers™ and Kalima™ Hawaiian Hard Creamers combine delicious natural fruit flavors with cream for a silky smooth, easy-to-drink five percent alcohol malt beverage.

Hard Creamers™ are available in Strawberry Daiquiri and Orange Cream. Kalima™ Hawaiian Hard Creamer flavors include Fuzzy Navel (orange/peach), Pina Colada and Tropical Cream (orange/pineapple/banana).

Sangria!™, the newest addition to the B2 Beverage line-up, is a lightly carbonated variation of the Spanish classic, and delivers the crisp, authentic taste of sangria wine in a ready-to-drink, five percent alcohol malt beverage variation.

The beverages come in six-packs of clear 12-ounce longneck bottles that showcase their eye-popping colors. An additional bonus for retailers is that the stable, ready-to-drink products have an extended shelf life, and are fully supported by a wide range of colorful point-of-purchase and point-of-sale materials.

For more information, visit [www.b2beverage.com](http://www.b2beverage.com) or call 909-354-8032. For media inquiries, or to request product samples, please contact Francine Pares at 949-481-7559, 949-244-4574 or [fpares@intelibrand.com](mailto:fpares@intelibrand.com).

###

*B2 Beverage Company specializes in developing and marketing whole new categories of uniquely flavored alcoholic beverages that provide altogether new, delightfully exciting taste experiences. B2 Beverage is the first company to successfully mix natural fruit flavors, cream and malt to produce, easy-to-drink, non-alcoholic-tasting beverages that literally burst with flavor. B2 Beverage seizes upon every innovation in order to deliver distinctly new products to unserved markets.*