

FOR IMMEDIATE RELEASE

CONTACT: George Napoli, CEO  
Yum Drops® Flavoring  
601 Sidwell Court, Unit F  
St. Charles, Illinois 60174  
Office. 630-YUMDROP Cell: 630-417-7213  
[www.yumdropsflavoring.com](http://www.yumdropsflavoring.com)

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HEADLINE: Self proclaimed [e]volutionaries launch a "Flavoring Revolution"

BODY: St. Charles, Illinois

Two small town entrepreneurs, self proclaimed [e]volutionaries are leading a world wide "Flavoring Revolution". [Yum Drops® Do Your Drink a Flavor](#) is our Trademark for natural [flavoring concentrates and additives](#).

Two problems facing our culture today were the driving force behind product concept: Men's Health March 09: the average consumer drinks 450 calories a day, about 29 pounds annually. The second problem is dehydration which leads to poor health.

Flavoring drops for water helps resolve both problems: "[The Perfect Diet Drink](#)", "[The Perfect Thirst Quencher](#)." Yum Drops® Signature blend of natural fruit flavoring concentrates uses [stevia natural sweetener](#): 0 calories, 0 carbs, 0 fat, great for anyone that counts calories. Natural flavoring drops for water [naturally promotes hydration](#) with a fresh fruity taste.

4-6 drops per 8 oz serving is all you need. 75 servings per ½ oz bottle, only pennies a serving. Easy to carry, fun to use anytime, anywhere. Products also include flavoring drops coffee. Both can be used to enhance flavorings in desserts, dairy products and vodkas. Yum Drops® allows you a unique experience since you control the subtleness or boldness of flavoring.

So what exactly does this bold new company mean when they call themselves [e]volutionaries, leading a flavoring revolution? "[\[e\]volutionaries innovate](#) and are creative people managing at the edge where evolution and revolution converge". This sound principle works for formulating flavoring profiles as well. Our process starts with basics like citrus flavors, then focuses at the edge with fantasy flavors like bubble gum. We look in the middle of these profiles, systematically managing the space between them with flavors like acai. From "basics" to "mainstream" and into the future with "nuvo". That's how we categorize and determine our Signature profiles.

Over 20 flavors to choose from in ½ oz bottles with tamper proof seals. The company uses strategic flavoring partners and industry specialists to help blend, formulate and meet all regulatory compliances.

Principles have been trained in the art and science of flavor creations in both Sweet and Savory Flavors.

Products can be purchased online. A Direct Sales Company offers opportunities to [earn extra income](#) .

Complete Media Kit available.

<http://www.yumdropsflavoring.com>