

# The Story Line

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There are four separate and distinct components to our storyline. What seems to be unique ideas or stand alone problems all come together in defining a common thread between them.

In the final analysis we deliver an innovative solution to a couple of significant problems people are facing in today's culture. One is drinking excessive calories in beverages, the other is maintaining proper levels of hydration for everyday good health and nutrition. Here's our storyline...

**The 1<sup>st</sup>** component defines [e]volutionaries; who they are, what they do, and how the innovative process looks at and solves a huge *modern day problem facing our culture when it comes to beverages and calories*.

**The 2<sup>nd</sup>** component and story solves another problem facing consumers today; the *drinking proper levels of water*. These two seemingly unrelated problems connect to each other and start to form the nucleolus to one common solution.

**The 3<sup>rd</sup>** component and story addresses the *flavor paradox*, balancing flavors and sweetness that become the inherent problem in finding a solution.

**The 4<sup>th</sup>** and final component and story looks at flavor trends and addresses the "*Flavoring Revolution*" that unbundles another problem facing consumers today: becoming more and

*more dependent on quick solutions for delivering restaurant tastes with minimal preparation time.*

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## 1.- [e]volutionaries

So, what exactly do we mean when we say- we are [e]volutionaries, leading a "Flavoring Revolution"- by formulating and blending the newest and finest natural flavoring additives and concentrates for sweet and savory flavors?

[e]volutionaries are self-proclaimed entrepreneurs with a strong vision for the future. They thrive in an environment of change and creativity, and are passionate about the innovative process. They have an inherent ability to connect seemingly unrelated ideas, problems and challenges to each other.

The focus is on managing the creative problem solving process (CPS) at the edge where revolution and evolution converge. This same philosophy holds true whether you're trying to solve the problem of *caloric intake in today's beverages*, the lack of proper hydration in everyday lives or in developing natural flavor additives and concentrates as a possible solution for the right product at the right time. This same process also manifests itself in trends, including influencing new flavoring trends for the future.

Calories in today's beverages can almost be called a systemic cultural dilemma.

Let's address the first real problem facing consumers today. This huge problem really served as the catalyst behind Yum Drops® Flavoring. It's best summed up in a recent article in Men's Health Magazine.

***"We're drinking more calories than ever"***- The University of North Carolina found that we consume 450 calories a day from beverages alone, nearly twice as many as 40 years ago. This increase amounts to an extra 29 pounds a year that we are forced to work off-or carry around with us. Many of these calories come from high- fructose corn syrup, in our drinks-especially kids drinks, drinks that are hardly more than sweetened water. In fact, anything you have in your fridge right now unless its water, milk, 100% juice, or diet soda-probably has HFCS in it. As the article says..."Read the label and weep".

*-As reported in Men's Health Magazine March 09*

We think we have the right solution to this high caloric problem in what we call- ***"The Perfect Diet Drink"*** that we discuss in detail later in the story.

Now it's time to turn our attention to the 2<sup>nd</sup> component of the story and problem facing consumers today- ***Lack of proper hydration; we're just not drinking enough water.***

Connecting the first problem caloric intake to the second problem, lack of proper hydration causes the "AHA" factor: The exact point in time when Yum Drops® natural flavoring starts to take on form from concept. As it does, it starts to

develop into the right product solution for both consumer problems identified as "beverages with high calories" and the "lack of drinking sufficient levels of water".

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## 2. - the essence of water© [1]

We have researched the subject of water in general for over 2 years. Our research includes most of the well known and noted authorities: Doctors and specialists on the subject of water. The two we have chosen to showcase here are authorities on the subject of water and best summarize the problem facing most people today.

### ***"We're not drinking proper levels of water"*** [2]

-At the end of the day, one consistent water pattern surfaces: the lack of proper water consumption levels. Dehydration is common place with consumers on an ongoing basis'. Here are just two excerpts from noted physicians on the subject of water.

Howard Murad, M.D -is a practicing dermatologist with over 30 years, experience. "Dr. Murad has treated nearly 50,000 patients, caring for the most basic of skin concerns such as aging skin, dryness, and sensitivity to the more severe diseases of acne, rosacea, and skin cancer. Regardless of the

concern, once again there is a common thread that runs through them all - WATER LOSS. "While skin is our largest cell in the human body, our brain cells and brain weight is made up mostly of water!!!

**The Water Principle Primer-** Using the experience and knowledge I've gained through years working in the fields of science and medicine I developed a revolutionary theory that has become known as "The Water Principle." It is the basis for all of my healthy skin programs. When our cells are not fully hydrated they cannot function at their optimal level. This leads to much of the tissue damage that we call aging. For example, dehydrated skin is more likely to weaken and succumb to all sorts of ravages that lead to wrinkles, loss of elasticity, dryness, redness and many other problems. This dehydration and deterioration of our cells can be due to a simple deficiency in our diets of vital cell-hydrating nutrients.

\_\_\_\_\_ -end of Article notes. \_\_\_\_\_

**The Water Cure-**F. Batmanghelidj, M.D [3]. is author of the book; "Your Body's Many Cries for Water". The second edition for health and alternative medicine is a benchmark on understanding water in the body as it relates to good health and treatments for diseases of all types. Dr. Batmanghelidj introduces a new theory and Paradigm shift to the medical world and that theory is the premise of his book.

His book addresses proper hydration and a new medical concept, " the first aid theory" on water that should open everyone's eyes interested in understanding the new role water plays in good health, learning about the curing capabilities of water, and in finding cures to common diseases. A must read.

\_\_\_\_\_end of book notes\_\_\_\_\_

Here are a few other points on water we think you will find interesting, taken online from 20 Useful Facts [4].

- Brain is 75% water / Moderate dehydration can cause headaches and dizziness
- Water is required for expiration
- Regulates body temperature
- Carries nutrients and oxygen to all cells in the body
- Blood is 92% water
- Moistens oxygen for breathing
- Protects and cushions vital organs
- Helps to convert food into energy
- Helps body absorb nutrients
- Removes waste
- Bones are 22% water
- Muscles are 75% water
- Cushions joints

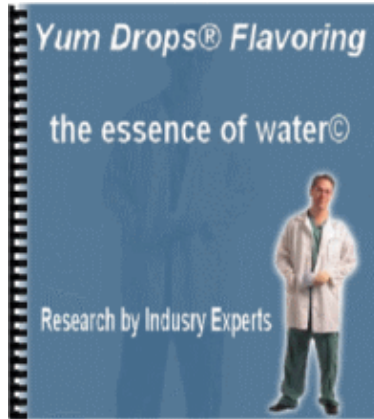
It's no surprise the lack of proper water consumption and hydration is the second largest problem people experience in everyday living for good health. Connecting high caloric intake

for beverages and lack of proper hydration led us to the discovery of Yum Drop® Flavoring for water.

Yum Drops® is a natural promoter to drinking more water. The better it tastes, the more we drink. Water has been described as "the only real thirst quencher." Now you can control the subtleness or boldness of flavoring in your water. You can make it subtle and drink it all day, or bold when you prefer. Yum Drops® enhances the taste of water: "***The Perfect Thirst Quencher***". We also think we have identified "***The Perfect Diet Drink***" as well: 8 oz of water and your favorite Yum Drops® natural flavoring to enhance the taste experience.

Please email us if you would like to have a copy of the entire report on water. It is extremely insightful for good health in everyday life and especially in sports activities where stamina, focus and concentration require proper hydration.

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[1] the essence of water©; by Yum Drops®-Industry Research

We think Yum Drops® flavoring for water enhances "*The Perfect Thirst Quencher.*"

The flavor paradox is our next story and component.

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**3. - the flavoring paradox**-reveals lessons on how the industry looks at flavoring trends, and how we learned to blend and formulate natural flavoring concentrates and additives that taste great, using key points from their lessons.

"Paradox- a statement or tenet that is contrary to conventional wisdom or popular belief. After years of taste testing and formulating flavor blends, the truth be told- a hint of sweetness carries the flavor.

### **A Matter of Balancing Taste [5]**

If you tasted strawberries, you might say they were a little bitter. If you tasted the same strawberry with a little sugar you would probably agree the strawberries tasted much better. The same holds true on all natural berry, citrus and fruit flavor additives as well.

Like it or not, the flavor paradox is real. The flavor and taste of anything is enhanced by a sweetener for sweet or citrus profiles just like the flavor for savory flavorings like avocado comes through when you add salt.

Incorporating sweet with citrus or other flavor combinations into a beverage or food for example develops a food or beverage products characteristics and flavor. This is particularly true for beverages and foods with citrus in which the sweetener and flavor components are in a constant battle for taste domination.

Fact of the matter is- fruit, berry and citrus flavorings just taste better when enhanced with a sweetener.

In our case, our products are no different. Our flavor profiles with just a hint of grass stevia have exceptional flavor tastes and their aromas combine to make a unique flavoring experience. GRAS (Generally Accepted As Safe) is the way the FDA describes this new natural sweetener. Any other type of stevia can only be used as a dietary supplement and has to be labeled as a dietary supplement.

So when it comes to natural flavorings with stevia, we know and our customers confirm that Yum Drops® natural flavoring delivers the best flavors with the most enhanced tastes...and their aromas are heavenly!

Yum Drops flavoring with stevia can be used in water, hot and cold teas, coffees, desserts, dairy products, even your favorite cocktails.

- Great for consumers that are calorie conscious
- Great for mothers who think their kids are drinking too many beverages loaded with calories.
- Great for sports enthusiasts and proper hydration
- Great for athletes who need to maintain focus, concentration and stamina
- Great as a natural promoter for hydration and drinking more water
- Great taste, easy to carry, easy to use anytime anywhere

We think water and our natural flavoring drops make for...

*...the perfect diet drink; 0 calories, 0 carbs, 0 fats*

...the perfect thirst quencher

...the perfect flavoring ingredient

...the perfect diet ingredient

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### 3. - the “flavoring” revolution

When it comes to flavoring trends, one only has to look at the past to identify where and how flavoring trends develop and get seeded. There are several industry pioneers that do a great job with flavor trends. Two that stand out are Center for Culinary Development and their Trademark dubbed Flavor Map® [6] and FONA for their Trademark: Flavor Radar® [7].

Flavor trends are usually measured against: How they become popular, called trickle up, trickle down a 5 step process by Trend Map®. In simplistic terms, it starts at the top of the restaurant industry chain and as these flavors trickle down through the lowest levels; quick fast food chains, they become well know flavors. FONA process is similar in that it also goes through the same process, and further categorizes the flavors into subsets and themes, much like all flavor trend setters do.

Sweet and savory flavor profiles have become increasingly important, as *consumers are becoming more and more dependant on quick meal solutions and*

*flavoring additives that can deliver a restaurant quality taste with minimal preparation time.*

So how do you solve this type of problem with flavorings as an ingredient? Purists will say nothing matches both the taste and texture of avocado. Chefs will say you have to use fresh ingredients for that restaurant taste and we can't argue either point.

But there are many times I want to taste a cucumber in my salad and I just don't have one on hand. How many times has a recipe called for 1" of fresh ginger and you have none in your refrigerator?

Our sweet and savory flavorings won't give you the texture of these vegetables but they will deliver on their exact same tastes with pure natural flavorings.

As you will shortly see, we chose our flavoring profiles to not only solve the problem of sweet and savory flavorings that deliver restaurant tastes, but to also look into future trends for this category as well.

Our group of flavor trends includes a combination of Classic, Premium and Nuvo flavor profiles that provide consumers with flavoring drops that deliver restaurant quality tastes. These are all natural flavor concentrates

Now we can link all the problems facing consumers with the "flavoring" revolution as a new trend. From here it's time to

focus on our compelling vision for Yum Drops® sweet and savory flavoring in learning more about the solutions. At the same time we look forward and draw some further insight and conclusions into the flavoring revolution.

In simple terms, as [e]volutionaries, this is how we look at trends in flavoring. Our process benchmarks leading flavor industry experts in flavoring trends. Our innovative process focuses on combining an *in with the old approach*, called "**Classic Blends**", along with *the up and coming flavoring trends* we describe as "**Nuvo**". Here's where the [e]volutionary part comes in; we look at the edges of these two flavoring profile trends and aggressively and systematically *manage the space in between* classified as "**Mainstream**".

*Yum Drops® flavoring for water is the cornerstone of our "flavoring" revolution... These "Classic Blends" are flavoring additives and use natural fruit flavorings for water, hot, and cold teas, vodkas, and our flavoring drops for coffee, desserts and dairy products deliver a unique, all natural gourmet unique flavoring experience.*

We say unique because you control the subtleness or boldness of flavoring by the number of drops you use. You can make the flavoring as bold or as subtle as you choose. They deliver a flavor range when you use between 4-6 drops per 8 oz glass.

There are two trends we will use to spark our flavoring revolution. The 1<sup>st</sup> is stevia which is leading the way for the all natural sweetener category. Its claims are many and its popularity is growing quickly. Industry rumors say that soon

most diet beverages will be using stevia to enhance the flavors of their beverages.

Stevia is a natural plant that produces sweetness from its leaves. Stevia is sometimes referred to "as sweet leaf". stevia is virtually calorie-free and it been reported to be 300 hundred times sweeter than table sugar. \*\*\*\*That's why it appeals to so many people - stevia is a healthy and safe alternative for Diabetics.

Stevia contains No saccharin, aspartame, fructose, sugar, F.O.S., maltodextrin or artificial sweeteners.

Just a hint of stevia is used to enhance our flavors 'profiles and greatly enhances the overall taste experience of our all natural flavor additives.

The final component to drive our flavoring revolution is summarized in the third problem the consumer faces today.

Our group of savory flavoring profile trends includes a combination of Premium and Nuvo flavor profiles that provide consumers with flavoring drops that deliver restaurant quality tastes. These are natural flavor concentrates.

**Here are a few examples of each savory profile:**

- Classic: Ginger, Avocado, Mushroom, Cucumber
- Nuvo: Mojito, Cosmopolitan, Pistachio Champagne, Brandy, Wine

These flavoring additives will enhance the tastes of everyday cooking and recipes and deliver that restaurant taste at affordable pricing.

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## Conclusion: Trends in Health and Wellness

Before we close our storyline we should look at one more area of interest.

The pattern in some of our flavoring choices were made because of not only their popularity, but also because of great tastes and trends in health and wellness. [6]

Acai is one of the most popular subjects today because of its antioxidant levels. A few others that also trend towards good health, include cranberry and pomegranate.

A flavor profile lends itself to a particular sensation related to Wellness area. For example, citrus flavors are well suited to the experience of revitalizing, vitality, energy claims and other similar findings.

Flavors such as pomegranate have also gained in popularity due to their reported health benefits as well. Here are a few examples:

<b>Flavor</b>	<b>Wellness Association</b>
Cranberry	Antioxidants, heart health, longevity, detox
Acai	Antioxidants, longevity, immunity
Blue Berry	Antioxidants, longevity, heart health

Yum Drops® Flavoring additives are natural flavor ingredients  
We make no claims to any products having a nutrition value.  
The real inherent value comes from drinking more water.

The Flavoring Revolution Starts Now...And Natural Flavored  
Water Leads The Charge.

White Paper

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## End Note Sources

[1] © the essence of water; Copyright 2009 Yum Drops Flavoring

[2] Dr. Howard Murad- the water principle primer

[3] The Water Cure-F. Batmanghelidj, M.D is author of the book; "Your Body's Many Cries for Water".

[4] 20 Useful Facts Online; Source Unknown

[5] A Matter of Balancing Flavor; Prepared Foods Oct.2008

[6] Flavor Map® Registered Trademark of the Center for Culinary Develop

[7] Flavor Radar® Registered Trademark of FONA Int. Chicago, IL

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