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BEVERAGE INDUSTRY NEWS



## BUZZ, BUZZ, BUZZ

It's All About The Buzz of  
buzzbox® premium cocktails

**THE MOST ECO-FRIENDLY, ALL NATURAL  
COCKTAILS ARE HERE TO STAY**

+ MEZCAL • WINE WAVE • 21 SEEDS TEQUILA • SINGLE MALT IRISH WHISKEY • THE FIND • AND MORE



# BUZZ, BUZZ, BUZZ

*It's All About The Buzz of buzzbox® Premium Cocktails*

*Written By Allison Levine*

*Have you heard the buzz about buzzbox® Premium Cocktails? Using top shelf spirits and all-natural ingredients, buzzbox® Premium Cocktails check all the boxes. They are convenient, portable, sustainable, recyclable, preservative free, additive free, gluten-free, certified kosher, vegan, and above all, taste good. These ready to drink cocktails, packaged in cartons, will change the way you think of packaged cocktails and have you buzzing.*



buzzbox® Premium Cocktails are taking the RTD cocktail category to the next level. Innovators, buzzbox® is the first company to produce great handcrafted spirit-based cocktails in one of the world's most sustainable packaging. They are revolutionizing the way consumers enjoy portable, bar-quality fresh cocktails at concerts, parties, and outdoor activities by offering all-natural 12-14% ABV cocktails packaged in lightweight, recyclable Tetra Pak packaging.

buzzbox® is the creation of Rod Vandenbos. A former creative director and entrepreneur, he attended many festivals and events as part of his job. Drink offerings should have mass appeal at these festivals and events, but they should also taste good. People do not want to stand in long lines and pay a lot of money for inconsistent cocktails. Unfortunately, time and again, the largest complaint he would hear at events was that the drinks were unsatisfactory, and beer was the only dependable option. This was the genesis for buzzbox® Premium Cocktails and Vandenbos saw an opportunity.

Vandenbos wanted to change the way

people enjoyed cocktails at big events and music festivals. When he told industry experts about his idea of putting great cocktails in sustainable packaging, he was told it could not be done. As an entrepreneur, being told “no” created a challenge. Vandenbos met with the Tetra Pak company and together they came up with the aseptic packaging that allows them to use top shelf, high proof spirits

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and all natural ingredients. buzzbox® launched in 2015, shipping product to a lot of local festivals throughout California. In 2018, they were contacted

by Whole Foods who agreed to bring them in, and the rest is now history.

The RTD category is an already rapidly growing category, but Vandenbos focused on driving the premium RTD category. He wanted to create a product that a customer could trust that when they ordered it, they would have a real drink. buzzbox® is not like anything else out there and that is what the buzz is all about!

### **BUZZBOX® FACTORY**

Based in Indio, California, buzzbox® has a 65,000 square foot state-of-the-art facility where they produce all the handcrafted cocktails in house. This manufacturing facility was built with sustainability in mind and is the only U.S. facility of its kind. With a zero-waste production system, the facility has saved hundreds of thousands of gallons of water, significant energy savings from LED lights, and has lowered emissions by 80%. And with this facility buzzbox® is positioned for growth.

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well as what's happening in the industry," says Founder and CEO Rod Vandenbos. "Our cutting-edge facility is key in our planned expansion to new markets."

In addition, with their state-of-the-art manufacturing facility, buzzbox® controls 100% of production and manages the supply chain. By controlling manufacturing and delivery times from production to packaging, the need to rely on any third-party providers is eliminated.

### **BUZZBOX® PACKAGING**

What first catches the eye is the packaging. buzzbox® is the first RTD drink to use sustainable, carton-based packaging. The Tetra Pak® Aseptic Cartons are safe, shelf stable, and sustainable. The contents are protected against light, oxygen, and bacteria without preservatives.

The BPA-free aseptic carton is made from paper that comes from sustainably managed forests and is recyclable and energy efficient. These lightweight, shelf-stable cartons result in economical shipping. The cartons are primarily plant based with at least 70% of the carton made from paperboard and the plant-based cap is made from sugar cane. The

use of less energy to produce the cartons leads to a small carbon footprint. "By choosing packaging made mostly from plant-based materials, buzzbox® is beginning the process of lowering the carbon footprint at the beginning of the life cycle, all while delivering a recyclable package to consumers," expressed Jason Pelz, VP Sustainability for the U.S., Canada, Central America, and Caribbean at Tetra Pak.

In addition to being environmentally friendly, the science of aseptic packaging makes buzzbox® one of the world's safest cocktails. Aseptic packaging is the processing and packaging of a commercially sterile product into sterilized containers. The product undergoes a process called ultra-pasteurization where it is heated to a higher temperature for a shorter period than regular pasteurization.

This kills all bacteria that could cause the product to spoil. After that, the product goes directly into the carton, and it is immediately sealed while still in a 100-percent sterile environment.

"Our aseptic packaging is the best way to ensure safety and longevity, especially

when you're shipping cocktails," explained Vandenbos. "The science behind our packaging allows us to use top-shelf, high proof spirits and all-natural ingredients, ensuring you're getting the highest quality and freshest tasting cocktail." Untouched by hands and oxygen, the first time the drink is exposed to oxygen is when the cap cuts into the package to open it. buzzbox® cocktails do not need to be refrigerated until opened and the cocktails remain fresh and free from harmful bacteria for more than 18 months.

"buzzbox® is a leading example of sustainable packaging solutions in the spirits category and continues to innovate with us to deliver quality products to their consumers. Our packaging not only supports buzzbox's efforts to protect the environment, but also protects the premium ingredients in buzzbox® cocktails better than anyone else!", explained Pedro Goncalves, Tetra Pak Marketing Vice President.

April 2022 is the launch of a new pack size with a bold new look for buzzbox®. The company is in the process of changing their packaging from 200ml to 250ml cartons, offering customers 25%

# fresh-squeezed

out of the box premium cocktails



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**buzzbox**<sup>®</sup>  
premium cocktails

discover our full line-up of eco-friendly  
cocktails at [buzzbox.com](https://buzzbox.com)



HANDCRAFTED  
in the Coachella Valley



PREMIUM SPIRITS  
and real fruit juice



NOTHING ARTIFICIAL  
no preservatives



ECO-FRIENDLY  
packaging



more in product without an increase in price. The RTD category is a crowded space and the deliberate cost per ounce provides incredible value to both the retailer and consumer. “We’re not going to be the cheapest, nor do we want to be,” explained Eric Hundelt, buzzbox® Marketing Vice President. “We elected not to take a price increase so that our cost per ounce is more competitive; therefore, providing more value to both the retailer and consumers.”

The new packaging size and look is sure to make a strong impression at retail.



Rod Vandenbos, Founder

With bold new colors and vibrant graphics, buzzbox® and its brand-new dreamcap packaging will be an attention grabber on any store shelf. It is said that “good things come in small packages” – it’s no coincidence that buzzbox® is the easiest product to grab and go.

### BUZZBOX® COCKTAILS

While there is buzz around the buzzbox® packaging, what is inside the box is equally buzzworthy. buzzbox® is a quality premium RTD made with top shelf spirits and all natural ingredients. Most juices and ingredients are sourced from local Southern California farmers. There are no added flavors, colors, or preservatives and there are no stabilizers. They taste great, and Vandenbos added, “are something we are proud to serve our friends and family in our homes.”

buzzbox® premium cocktails have won numerous Platinum, Gold, Double Gold and “Best In Class” awards from prestigious competitions including the SIP Awards, the San Francisco Spirits Competition, the Los Angeles World Spirit Awards, the MicroLiquor Spirit

Awards, the Craft Spirits Awards, and other national competitions.

With ten real cocktails made from real ingredients, there is a buzzbox® cocktail for all palates and for every occasion. Simply Chill, Shake, and Enjoy!

**BLOODY MARY** (12% Abv) - Ultra-premium vodka infused with a proprietary blend of seasonings, chili peppers, and fresh tomato juice

**CLASSIC COSMO** (12% Abv) - A perfect, delicate balance of ultra-premium vodka, freshly made triple sec, and real cranberry juice

**CUBAN MOJITO** (14% Abv) - Imported silver rum infused with fresh mint and blended with fresh lime and a touch of cane sugar

**CLASSIC GREYHOUND** (12% Abv) – Ultra-premium vodka and fresh pink grapefruit juice

**LONG ISLAND** (14% Abv) - Ultra-premium vodka, imported silver rum,



estate crafted American gin, estate crafted sweet & sour and hand brewed tea

**MARDI GRAS HURRICANE** (14% Abv) - Perfectly crafted from scratch with fresh fruit juices, premium imported rums, and hand-made triple sec

**PERFECT MARGARITA** (12% Abv) - Premium silver tequila from Jalisco, Mexico, fresh lime & citrus, handcrafted fresh triple sec, and a splash of orange

**TEQUILA PALOMA** (14% Abv) – Premium silver tequila from Jalisco, Mexico, and fresh pink grapefruit juice

**WHISKEY LEMONADE** (12% Abv) - Crafted triple grain whiskey, the right amount of rye and malted barley, blended with triple sec and finished off with blood orange

**VODKA LEMONADE** (13% Abv) – Ultra-premium vodka and fresh lemon juice

buzzbox® is distributed by Republic National Distributing Company and is currently available in nine states – California, Texas, Florida, Colorado, Arizona, Oklahoma, Louisiana, Wisconsin, and most recently Missouri. In addition, buzzbox® has a strong eCommerce platform whereby they shipped to 37 states in 2021.

With single servings that do not spill, concerts, movies, hiking, block parties, outdoor activities, and the beach will never be the same. buzzbox® premium cocktails offer convenience, portability, variety, versatile and a great taste at a good price. “Enjoying a cocktail has never been this easy,” added Hundelt. “For those seeking

great cocktails that are a bit more spirited, buzzbox cocktails are party perfect. No long list of ingredients or mixing, your favorite cocktail is ready whenever you are.”

buzzbox® is earning lots of buzz but the buzz is just getting started. “buzzbox® will continue to innovate and find new processes to reduce our environmental impact, while still providing premium ready to drink cocktails in easy to enjoy formats. As a purpose-built company, I’m proud of what our people have accomplished in such a short amount of time with our facility and look forward to the continued benefits of our ongoing low environmental impact approach,” expressed Rod Vandebos, CEO buzzbox®.

**buzzbox®**  
premium cocktails