



**YOUR
BEVERAGE,
BEGINNING
TO END.**

IT'S TIME.

A condensation-covered glass bottle of beer with a rainbow straw. The bottle is filled with a dark beer topped with a thick head of foam. The background is a solid light blue color. The text "IT'S TIME." is overlaid in large blue letters across the middle of the bottle. At the bottom of the bottle, there is a white rectangular label with the FONIA International logo.

FONIA
INTERNATIONAL



YOUR BEVERAGE, BEGINNING TO END

**YOU'VE GOT AN IDEA FOR A BUSINESS-
CHANGING BEVERAGE CONCEPT. OR MAYBE
YOU'RE A LITTLE STUCK? IT'S ALL GOOD.**

You deserve a partner ready to help navigate the beverage development process — including any unexpected surprises — along the way.

It all starts in our Beverage Innovation Studio where your product will receive the star treatment.

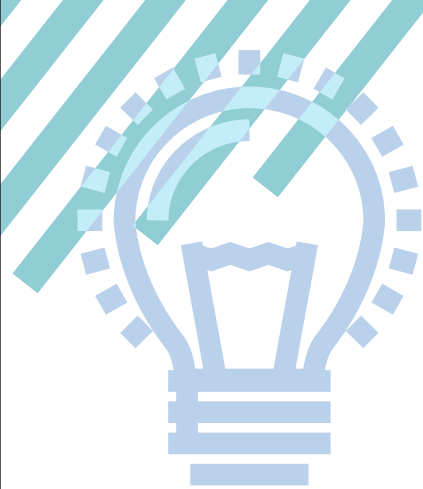
From ideation, to development, to launch, we thrive on creating a seamless path for you. You're going to get a lot more consumer YES's than NO's.

DESIGN. DEVELOP. SCALE UP.



DESIGN

ACCESSIBLE EXPERTISE AND
ACTION-FOCUSED DISCOVERY



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ACCESSIBLE EXPERTISE AND ACTION-FOCUSED DISCOVERY

Whether you have a full-fledged concept or just a seed of an idea, FONA's involvement in the design process can save you time and stress. It's a comprehensive innovation process. Create market-relevant, brand-honest, and consumer-validated new product concepts, ready for development.

COUNT ON:

- Access to Subject Matter Experts in consumer and category trends utilizing the latest and most relevant primary and secondary research insights.
- In-depth White Space Analysis and Rapid Ideation Sessions to get you to what matters most.
- Validation: Our robust & fully vetted consumer database helps validate your concept with valuable and actionable consumer feedback.



DEVELOP

RAPID ACTION AND COLLABORATION

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DEVELOP

Taking your beverage from concept to reality, we'll develop prototypes rapidly. Flavor and base evaluation and modification, sensory support, label development assistance and so much more. Your beverage will have a personal FONA team member dedicated to ensuring its tastes meets the expectations of both you AND your consumer.

COUNT ON:

- Rapid Prototyping: Crazy-fast and focused prototyping and formula optimization centered around usability and your constraints.
- Expert-to-Expert Collaboration: FONA's open-door policy connects your experts to our experts. Everyone wins.
- Sensory Support and Validation: Consider this a try before you buy. Get trustworthy answers from our extensive expert network or from on site/in-home tests that deliver the data you need before costly scale-ups and consumer tests investment.
- Label Guidance & Accessible Regulatory Pros: Our ingredient reviews make it easy to support your claims and package pictorials.





SCALE UP

SAVE TIME. CONTROL COSTS. CURB WASTE.

SCALE UP

It's the key to your product's speed to market: scale up is a necessary step to carry your beverage to the finish line. Your beverage goes through our pilot-scale fill process along with the option to aseptically fill, both necessary to quickly advance to product evaluation. Small runs (5-20 gallons) are more time and cost-effective. Meet project deadlines without waiting for line time or wasting gallons-upon-gallons of product.

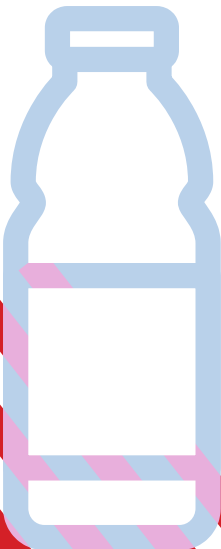
COUNT ON:

SAVE TIME. CONTROL COSTS. CURB WASTE.

- Evaluation of RTD product viability in an affordable, fast and efficient manner.
- Ability to simulate a variety of thermal processing conditions using state-of-the-art microwave technology or direct/indirect steam heating (UHT/HTST/Hot-fill).
- Aseptic filling capabilities to allow a product to be evaluated over its shelf-life – validated by Process Authority.
- Convenience and flexibility with smaller batch sizes and responsive lead-times.
- Support from FONAs Beverage experts throughout the process.

EQUIPMENT:

- State-of-the-art thermal processing utilizing microwave technology (UHT/HTST/Hot-fill)
- Lab-scale aseptic-filling capability
- In-line Niro Soavi 2-stage homogenizer
- Microthermics® thermal processing unit with direct & indirect steam capabilities (UHT/HTST/Hot-fill)
- Glycol Chiller
- HEPA Clean-Fill Hood
- Miele® Laboratory Unit – Programmed to simulate a variety of tunnel pasteurization processes
- A variety of high-shear mixers, vessels, and other general equipment
- Benchtop carbonation and nitrogen-infusion equipment



IT'S TIME.

It's time that idea of yours became a reality. It's time for true partnership for accelerated growth. It's time for FONA's Beverage Innovation Studio. Let's get started.

At FONA, we're serious about beverage creation, in fact we're obsessed with it. We're ready to clear the roadblocks and create a seamless path for your next beverage product.

LET'S SET UP A TIME TO TALK. IT'S TIME TO GET STARTED.

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