



# Serious Sips

Specialty Beverage Distributor

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Effective  
2/2/2011

Shop online at <http://www.SeriousSips.com>

Item Class	Unit Size	Pricing Tiers	
		Wholesale 1 Case	Wholesale 2 Case
Accessories	12oz Bowl & Lid (250/cs)	\$74.00	\$70.00
	Water Hook-Up Kit	\$19.99	\$19.99
Bulk Rolled Oats - Original - Maple & Brown Sugar - Apples & Cinnamon	10lb Case	\$35.20	\$33.50
	12ct. 10oz Bottles	\$42.00	\$40.00
Breakfast Topper - Brown Sugar	12ct. 9oz Bottles	\$42.00	\$40.00
Breakfast Topper - Cinnamon	12ct. 7oz Bottles	\$49.00	\$47.00
Breakfast Topper - Granola	12ct. 8oz Bottles	\$46.00	\$44.00
Breakfast Topper - Raisins			
<b>The Oatmeal Station</b>			
		Regular Price \$999 -- <b>Limited Time Offer \$949</b> + 3 Free Cases of Oatmeal and 4 Sample Toppers (over \$600 value) -- All Shipped FREE!	
		No Minimums Asst. Cases Allowed Free Shipping* or, 4% Pickup Rebate	Minimum \$300 Asst. Cases Allowed Free Shipping* or, 4% Pickup Rebate

\* For standard ground shipping anywhere within the contiguous United States with a major carrier. Other shipping methods are available at expense.  
 \*\* 3% order surcharge for orders shipped to residential addresses.



## THE DEAL

Regular Price \$999  
**Limited Time Offer \$949**

- 3 Free Cases of Oatmeal (\$574 value)
- 4 Sample Breakfast Toppers (\$40 value)
- 30 Day Money Back Guarantee <sup>1</sup>
- NET 60 Invoicing <sup>2</sup>
- Free Shipping <sup>3</sup>

<sup>1</sup> Serious Sips will accept a return for the machine and any remaining product, up to 30 calendar days after shipping the machine. A refund for the original purchase price, less the shipment cost to the customer and the cost of the return shipping, will be provided upon receipt.

<sup>2</sup> Net 60 Invoicing is available contingent upon an approved credit application and a sufficient credit line.

<sup>3</sup> Free Shipping offer applies to standard ground shipping anywhere within the contiguous United States with a major carrier.

## COGS, YIELD, & SUGGESTED SERVING

Each case of Bulk Rolled Oats yields 64 - 12oz servings.

The machine dispenses 2.5oz of oats for every 8oz of water. After accounting for expansion, that will sufficiently fill a 12oz container.

COGs at Wholesale 1 pricing (w/out Topper, w/ paper bowl + lid):  
 Oatmeal.....\$0.55  
 Bowl/Lid.....\$0.30

\$0.85 / serving

MSRP \$2.99 (\$2.14, 71% Profit Margin, per serving)

## Why Oatmeal? Why Now?

Oatmeal is a wholesome, healthy, and tasty meal choice. While oatmeal is a commonly known staple, *oatmeal to go* is a novel and appealing concept. With recent significant exposure by market leaders like Starbucks®, Caribou Coffee®, and others, the oatmeal to go concept has a recently proven track record. With others planning to put oatmeal options on their menu, now is the time to seize this opportunity and take advantage of this growing trend.