

# LUDLOW RESEARCH

Market Research Report

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## Splash Beverage Group, Inc. (OTC: SBEV)

### Ludlow Research Initiates Coverage on Splash Beverage (SBEV) Based on Projected Beverage Sales, and Strong Management Team

(NEW YORK)—August 19, 2020--Ludlow Research initiates coverage on **Splash Beverage Group, Inc.** (OTC: **SBEV**), which specializes in manufacturing, distribution, sales and marketing of various beverages, based on projected sales revenue, appointment of new management team, and initial listing to public markets..

#### Key reasons for upgrade:

- Projecting Net Sales of \$750,000 to \$1,000,000 for Quarter Ending September 30, 2020
- New CEO with Strong Beverage Experience
- SALT Naturally Flavored Tequila Now in Walmart Stores
- Approved for 570 Locations to Start
- Potential Growth Through New Brand Acquisitions

#### Projected Net Sales for Quarter Ending Sept. 30, 2020

Splash Beverage recently estimated the Company will have net sales between \$750,000 to \$1,000,000 for the 13-week third quarter ended September 30, 2020.

#### New CEO Strong Experience in Beverage Industry

One of the more interesting issues to look at with Splash Beverage is the branding and beverage experience the new management team and CEO bring to the company.

**Robert Nistico**, the new CEO of Splash Beverage Group, Inc., is a 26-year beverage industry veteran and was the fifth employee and VP/General Manager for Red Bull North America, where he led the start-up from zero sales to \$1.45 billion. Robert is the founder and CEO of Marley Beverages and was responsible for framing out the long-term vision for the company. He also held executive positions with Diageo and Gallo. His experience has included direct and indirect sales management, strategic brand marketing, production, co-packing, packaging, budgeting, forecasting, profit and loss management, financial modeling, operations and logistics.

**William Meissner**, the new President and CMO of Splash Beverage Group, also brings to the company some real experience that could be leveraged to make Splash into a real player in the beverage industry.

Mr. Meissner is a proven leader with more than twenty years of success in growing consumer brand companies with both large multinational and medium sized entrepreneurial organizations. Prior to joining SBG, Meissner served as President and Chief Executive Office for Sweet Leaf and Tradewinds Tea, a premium beverage vertical designed to build emerging brands, Chief Executive Officer for Genesis Today, Inc. a leader in the organic nutritional supplements category, Chief Executive Officer of Tazza Pronto a joint venture between Distant Lands Coffee, Inc. and Caffita Systems SPA, Chief Executive Officer of Jones Soda, President of Talking Rain Beverages, Chief Marketing Officer of Fuze & NOS Beverages (Coca-Cola), Brand Director of SoBe Beverages (Pepsi-Co) and Nutritional Category Manager at Tetra Pak, USA Inc.

### **SALT Naturally Flavored Tequila Distribution into Walmart Stores**

Splash Beverage has awarded the distribution rights to SALT Naturally Flavored Tequila for Walmart to Republic National Distributing Company, with Splash Beverage approved for 570 locations to start.

### **Strong Investor Interest in New Acquisition Listings**

Investor interest in new acquisition listings can easily be seen in the increased success of recent Special Purpose Acquisitions Corporation (SPAC) deals. As a newly listed public company Splash Beverage could look to leverage off this increased interest as more traders learn of this new project coming to market.

### **Potential Growth Through New Brand Acquisitions**

As Splash Beverage grows in valuation , so does their ability to leverage that growth into new acquisitions to build even greater value for shareholders.

Splash Beverage recently announce that it has entered an Letter of Intent to possibly acquire **James Martin's Copa Di Vino**, alongside a Joint Venture to drive the brand and its proprietary packaging technology to new heights. The acquisition of James Martin's Copa Di Vino is still subject to a definitive agreement but shows Splash Beverage is looking to take an aggressive growth strategy through potential new acquisitions now that they are publicly listed. [www.copadivino.com](http://www.copadivino.com)

### **Research Conclusion**

Splash Beverage is a newly listed issue, but from first look the company shows some promising revenue numbers, and potential to become a household beverage name through nation-wide branding, and acquisition of new beverage assets into their portfolio.

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SBEV believes its business model is unique as it ONLY develops/accelerates brands it perceives to have highly visible pre-existing brand awareness or pure category innovation.

**TapouT** is an international lifestyle brand that has been at the forefront of Mixed Martial Arts since its inception in 1997. TapouT beverages include a complete line of high-performance sports drinks. TapouT Performance and TapouT Hybrid both feature a 3-in-1 advanced performance formula that delivers hydration and cellular recovery benefits. TapouT performance drinks restore what the body loses through physical exertion with 12 key vitamins, 68 minerals and all 5 electrolytes. For more information visit [www.Tapoutdrinks.com](http://www.Tapoutdrinks.com)

**Salt Tequila** is naturally flavored 100% blanco agave tequila with a clean and sweet taste. Grown, distilled and bottled in the region of Jalisco Mexico, each pristine bottle of Salt is the result of hard work, determination and countless blends. Salt Tequila offers a variety of naturally flavored tequilas to enhance the pleasure. These include Berry, Citrus and Salted Chocolate varieties. For more information visit [www.SaltTequila.com](http://www.SaltTequila.com)

#### **About Splash Beverage Group, Inc.**

Splash Beverage Group (SBEV) specializes in manufacturing, distribution, sales & marketing of various beverages across multiple channels. SBEV operates in both the non-alcoholic and alcoholic beverage segments which they believe leverages efficiencies and dilutes risk. [www.splashbeveragegroup.com](http://www.splashbeveragegroup.com)

#### **About Ludlow Research**

Ludlow Research is a New York based equity research firm that focuses on providing research coverage and investor awareness services to emerging small-cap companies. For over 12 years we have worked to provide our readers with a simple way of evaluating the current and potential value of small-cap companies, while garnering these clients greater market awareness to new investors. For more information please visit [www.ludlowresearch.com](http://www.ludlowresearch.com)

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