

AMERICAN POUCH BRANDS



Vision

The world will soon embrace a healthy fruit bar packaged in a patented shake and freeze pouch, bought in any convenience store that is not already frozen. American Pouch Brands new packaging pouch will offer a means of extension branding of pre-frozen pops for beverage companies and ice cream manufacturers around the world. Starbucks and Dunkin Donuts will have a new latte to sell during warm seasons for a delicious refreshing treat sold in retail stores. Coca Cola, Pepsi, and Arizona tea will be packing new flavors of beverage themed items next to the brands in which they distribute. Items like Muscle Milk, Boost, Ensure, Monster Milk and other nutritional shakes for young and old will be the new ice pops on the market. Our patented pouch is crossing over to big Pharma as a soothing sore throat medicinal Ice Bar.

Mission Statement

American Pouch Brands vision is to offer the first best tasting and healthy ice bar that can be purchased anywhere in the world prior to freezing. We will continue to strive and improve our specialized pouching throughout the years to come.

Business Model

We are currently strategically aligned with Calip Dairy, the largest Nestle' Ice Cream distributor in the Northeast. Through this distributor, we will have access to 18,000 locations in the five boroughs of NYC, parts of Northern NJ and Connecticut.

These locations include bodegas, chain groceries, chain pharmacies and other local independent distributors. Our benefit using this business model, will extend into other states of those chain stores. Immediate distribution will include the following retailers;

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|-------------|-----------------------|
| Walmart | Giant Eagle |
| Toys r us | Wegmans |
| Publix | Dollar Tree |
| CVS | Department of defense |
| Walgreens | Save Mart |
| Kroger | Albertsons |
| Safeway | Price Chopper |
| Whole Foods | Seven Eleven |
| Costco | BJ's |



Timeline

Since September of 2016 we have completed the ingredients for sustainability of our all natural shake and freeze pouch. As of March 2017 the unique cap stick and spout stick will be manufactured in China. Our launch is predicated on mass production of the peel able pouch manufactured by a US firm, Prolamina. The Company is prepared to execute contracts with two co-packers to begin production. By the first week of April the Company will have its first load of pouches for distribution. We will focus on distributing to retailers direct.

Strategies

The Company will leverage its relationships with a few billion dollar beverage companies to offer its pouch as a means of product extension for brand name products. These companies include but are not limited to Arizona Tea, Hormel Foods (Muscle Milk), Starbucks, Seven Eleven, Maxi Health (kosher vitamin bars), Skinny Girl water beverages, Abbott Labs (Ensure), Kliens Ice Cream (kosher bars), Coke Cola (fuse ice tea), Pepsi (Gatorade protein shake bars), Core (fitness bars), Tropicana Juice, Dunkin Donuts (coffee), Yahoo (shakes), Adam & Eve (juice bars) and Monster Milk.

Funds Required

Currently we are concluding the end our initial of stage founding. The Company has allocated 10% in equity at .50 per share. The next round of funding for five million dollars will be for \$1.67 per share for 30% in equity.

What the Company needs to sustain a profitable business includes a Capital Expenditure of \$2,388,681 and \$1,589,480 in Working Capital. The Company Reserve is \$1,021,839. The reserve proceeds may be applied to leasing Web Converters or Filling Units for Copacking.

Global Patent Filings

- US Patent Application No. 15/446,549
- International Application No. PCT/US17/20173
- TW Patent Application No. 106106868

