

**2x TREND WATCH**

News, notes and nuggets  
from the desktop of:

October 2009 BONUS

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Following on the heels of recent Fall shows (see NEWS at 2xPartners.com), here's an abbreviated BONUS issue ...

**Busy As A Bee.** You'd never know times were tight based on the National Association of Convenience Stores' annual NACS Show last week. Held in the Las Vegas Convention Center, more than 22,000 attendees visited 1,000+ exhibitors that filled 350,000 square feet and showcased the newest convenience products and services — from food service to packaged beverages to pump dispensers and carwashes – in the \$624 billion convenience store industry. I'd say the show was a success.

**NACSSHOW**

Beyond the dozens (hundreds?) of energy drink and energy shot brands showcasing scantily clad women or celebrity pitchmen like Mike Tyson and Stephen Baldwin, below are a few of the noteworthy ideas ...

**Wasting Away in Margaritaville.** Anheuser-Busch InBev showcased Margaritaville Paradise Key Teas, a 4 SKU all-natural tea line. Not what I expected from ABI, but builds on their LandShark Lager relationship with Jimmy Buffett – who played a private party at NACS for distributors and friends. Good product with distribution clout ... could make for interesting times!



*no website listed*

**Roll Away Success.** Across many categories and many manufacturers, finally we're seeing more options (and real food options) on the roller grill. Not that I don't love a good hot dog, but variety is the spice of life. Standing out amongst the many roller grill alternatives emerging over the past year are the Mexican offerings – in terms of fit with c-store operations, young male consumer appeal, food quality and price point. Really nice offerings from Windsor Foods and Ruiz Foods – great to see people building the category! *windsorfoods.com, elmonterey.com*



**Get Your Buzz On.** Two great ways to get your caffeine fix. Café Bustelo ready-to-drink iced coffees are the only ones we've seen that have real espresso in them. And, the many empty cans showed my enjoyment – yummm! Or, if you prefer to get your buzz another way, try Perky Jerky caffeinated beef jerky. Certainly wins the best name award at this show. *cafebustelo.com, perkyjerky.com*

**Tap A Cold One at Home.** MillerCoors unveiled a national expansion of Home Draft across Coors Light, Miller Lite and other brands. It's a great improvement over some of the other at-home draft beer products – complete with a beer tap handle and CO<sub>2</sub> canister too! Sorry no Coors Light pics – after we drank the beer(s) we put the recyclable “keg” in its rightful place! *millercoors.com, mlhomedraft.com, clhomedraft.com*



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Hope these thoughts are helpful. If I can add perspective, please feel free to contact me at 312.629.5248 or [awhitman@2xPartners.com](mailto:awhitman@2xPartners.com). A comprehensive archive of notes from prior trade shows of all types can be found in the news section of [www.2xPartners.com](http://www.2xPartners.com). As you can see on the following page, we're partnering with and providing growth capital to emerging consumer products businesses (like **gDiapers**, the only 100% certified biodegradable and compostable diaper – [www.gDiapers.com](http://www.gDiapers.com)) ... have ideas? Contact us.

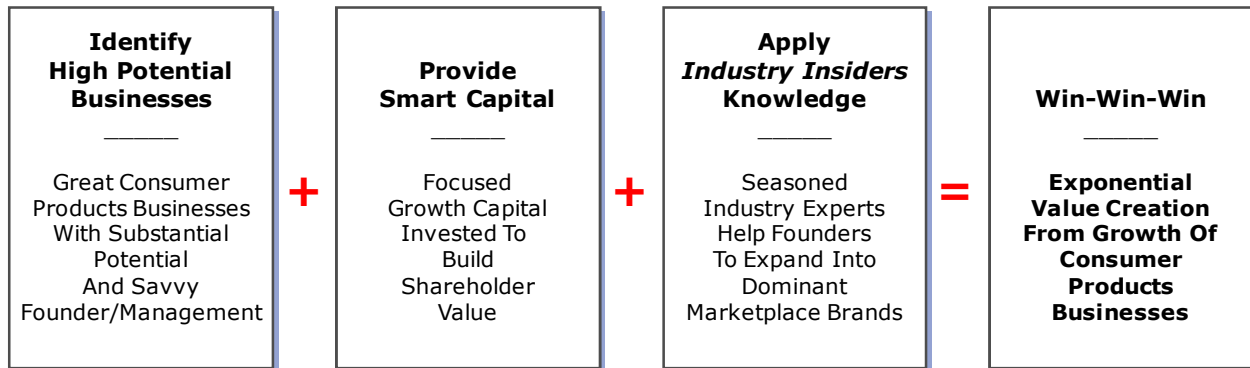
*Andy*

## OVERVIEW

2x Consumer Products Growth Partners joins with founders and management of emerging consumer products businesses capable of growing exponentially via an infusion of capital and management expertise.

<b>Focus:</b>	<b>Categories:</b>	<b>Due To Our Growth Perspective, Businesses Are Likely To Have Characteristics Of:</b>
	<ul style="list-style-type: none"> <li>✓ Food</li> <li>✓ Beverage</li> <li>✓ Personal Care</li> <li>✓ Home Care</li> <li>✓ Pet Care</li> <li>✓ Other Branded Consumer Products</li> </ul>	<ul style="list-style-type: none"> <li>✓ Natural</li> <li>✓ Organic</li> <li>✓ Ethnic</li> <li>✓ Specialty</li> <li>✓ Gourmet</li> </ul>
<b>Revenue:</b>	Primarily within the \$1 million to \$15 million revenue range; Never pre-revenue businesses	
<b>Ownership:</b>	Minority ownership stake as part of a partnership most common; Majority interest or complete buyout not atypical	
<b>Investment Criteria:</b>	<ul style="list-style-type: none"> <li>✓ Founders/management team seeking a partner, not just an investor</li> <li>✓ Powerful consumer-driven positioning with exceptional product fulfillment</li> <li>✓ Strong sense of “proven-ness” based on in-market performance</li> <li>✓ Exponential growth potential to at least \$30+ million in revenue within 3 to 5 years</li> <li>✓ Categories that immediately leverage our expertise</li> <li>✓ Attractive go-to-market approach leading to sound long-term financial proposition</li> </ul>	

## FORMULA FOR SUCCESS



## VALUE-ADDED RESOURCES

2x Consumer Products Growth Partners bring more than 250 years of directly relevant expertise to complement and support founders/management. We leverage our industry expertise, contacts and connections for the benefit of the companies. Our experience and operating approach is the main attraction for entrepreneurs.

*“The unparalleled depth of experience in the industry is helping gDiapers achieve our goals ... business, social and environmental.”*

– Jason Graham-Nye, CEO/dad and co-founder, gDiapers

## CONTACT INFORMATION

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