



BEVOLUTION GROUP REVEALS REFRASIA™ BRAND

A New Streamlined Beverage Portfolio for the Foodservice Industry

CHICAGO (July 12, 2016) – Bevolution Group, a leading manufacturer of shelf stable and frozen foodservice beverages, announces its new Refrasia™ brand launching in fall 2016. The signature portfolio is made up of six categories, including juice products, lemonades, teas, sports and energy drinks, enhanced waters, and thickened water. Three of the categories – lemonades, teas, and enhanced waters – will launch within 90 days. The others will follow in early 2017.

The three Refrasia categories launching in the next 90 days are:

1. Lemonades

The improved Refrasia lemonades will be made using lemon juice concentrate from 100 percent natural fruit sourced from lemon groves in the foothills of Tucumán, Argentina. This region is the world's premier producer of lemons, and its vegetation has led to the area being called "Jardín de la República" (Garden of the Republic). A zesty note is added using cold pressed lemon oil essence for a refreshing and uplifting aroma reminiscent of freshly squeezed homemade lemonade. Choose from traditional, Raspberry, Strawberry, and sugar-free options.

2. Teas

The caffeine-free Refrasia tea line will feature a concentrate exclusive to Bevolution Group – a unique blend of choice cut, black tea from India and Sri Lanka. The improved formulas yield cleaner, on-trend products free from artificial caramel color. The manufacturing process ensures that every glass served maintains perfect clarity and flavor, even over an extended time. Consistent clarity and flavor – no matter who is making your iced tea – that is the promise this line delivers. Options include sweet, unsweetened, as well as sugar-free. Flavors available are Peach, Raspberry, White Tea with Pomegranate, Green Tea with Honey and Ginseng.

3. Enhanced Waters

New trends in hydration are here. Consumers are showing "enhanced" expectations in this category, seeking benefits like flavor and vitamins. The new Refrasia enhanced water line meets this demand with benefits ranging from big flavor to a vitamin boost. On-trend Coconut Pineapple, Watermelon, Tropical Mango, Strawberry Kiwi, and Raspberry Apple flavors keep customers satisfied with variety and refreshing taste.

This brand announcement is the latest from Bevolution Group, which formed in late 2015 when Juice Tyme®, Lemon-X®, and Tropics® Mixology combined to become the new leader in foodservice beverages. The introduction of Refrasia exemplifies the collective commitment to deliver powerful solutions that both taste great and benefit the bottom line.

"We are excited to share the Refrasia announcement with our customers," says Bevolution Group's Chief Executive Officer, Sam Lteif. "Since integration, Bevolution Group has been working diligently to honor the legacy of the Juice Tyme and Lemon-X product portfolios while also designing

beverage solutions that meet the needs of the next generation. Refrasia easily achieves these dual objectives in a manner that we are proud.”

Timed perfectly with the Refrasia reveal is the company's new [website](#) launch. It features all the Refrasia product categories in addition to the rest of Bevolution Group's broad portfolio. Learn more about the company's most beloved brands at [bevolutiongroup.com](#), including Tropics Mixology clean label frozen beverage mixes; Tiki Tropics® shelf stable cocktail mixes; Coco Tropics® finest cream of coconut, Tropics® Refreshers caffeine alternatives; Paradise Frost™ slushies; and Lemon-X traditional cocktail mixes.

ABOUT BEVOLUTION GROUP

Bevolution Group is a leading manufacturer of shelf stable and frozen foodservice beverage products. The company was established through the integration of long-time industry leaders Juice Tyme and Lemon-X in March 2015. Bevolution Group added Tropics Mixology to its portfolio in November 2015. To help customers keep up with increasing demand and fast-changing beverage trends, Bevolution Group offers a versatile portfolio of innovative, high-quality beverage products, as well as equipment and service. The company also manufactures products customized to meet specific sensory and delivery needs. Customers and markets include broadliners, independent distributors, GPOs, restaurants and bars, hotels, healthcare organizations, casinos, education campuses, and military facilities across the U.S., Canada, Latin America, and the Caribbean. Bevolution Group headquarters are in Chicago with production facilities in Chicago; Frostproof, FL; and Huntington Station, NY. For more information, please visit [bevolutiongroup.com](#).