



# Way2B Media Fact Sheet

- **Description:** Way2B, LLC, based in Minneapolis, Minnesota, is a Delaware Limited Liability Corporation, founded in 2018. It is a health and wellness consumer packaged goods company launching with functional beverages. *Way2B™* is a health and wellness lifestyle brand.
- **Market size:** the global functional drinks market is valued at \$93.7 billion in 2019, with a compound annual growth rate of 6.1%. (*Source: Grand View Research.*) Six of out of ten adults in the U.S. consume specialty formulated functional foods and beverages. (*Source: Nielsen.*)
- **Company officers:** Simona Huskova, cofounder and CEO, and Robert Furst, cofounder.
- **Funding to date:** Private angel investors.
- **Broad experience:** The company's team has 150+ years of consumer packaged goods (CPG) experience, including 100+ brand launches for companies such as Coca-Cola, Hershey, and Del Monte.
- **First product launch (Sept 2019):** *Way Better Water™ Drink* - featuring its "Premium Plant Sterol."
- **Exclusivity:** The company has an exclusive worldwide license to its water-soluble plant sterol, which is odorless, tasteless, and 100% soluble in liquid. It uses a proprietary production technology, for which patents have been issued in a number of countries.
- **Plant sterols:** Also known as phytosterols, plant sterols are an important class of organic molecules. They occur naturally in fruits, vegetables, and vegetable oils, nuts, and seeds. Plant-based foods and drinks are supportive of healthier lifestyle choices. Plant sterols have been described as one of the top 10 discoveries in nutrition around the world in the past 30 years. (*Source: Future Market Insights.*)
- **Product availability:** Way2B is pursuing a national rollout strategy for *Way Better Water™ Drink* - launching first in Minnesota. In September 2019, it began appearing initially on the refrigerated shelves of all Lunds & Byerlys stores.
- **Brand purpose:** Way2B is a healthy lifestyle brand empowering everyone's way to be – way to be healthy, happy, alive – way to be you.
- **Rollout plans:** National brick-and-mortar retail distribution planned for 2020.
- **Competition:** Way2B does not face any direct competition from a known brand in the market with a water-soluble sterol.
- **Trademarks:** *Way Better Water™ Drink*, Way2B, Way2Byou, Way2go, Way2live, Way2XL, and more.
- **Web site:** <https://www.way2byou.com/>
- **Social media:** [www.Facebook.com/Way2Byou](http://www.Facebook.com/Way2Byou), [www.Instagram.com/Way2Byou](http://www.Instagram.com/Way2Byou), [www.Twitter.com/Way2Byou](http://www.Twitter.com/Way2Byou)
- **Images:** many, available on request
- **Contact information:** 1-877-Way2Byou, [customer.service@way2byou.com](mailto:customer.service@way2byou.com)