

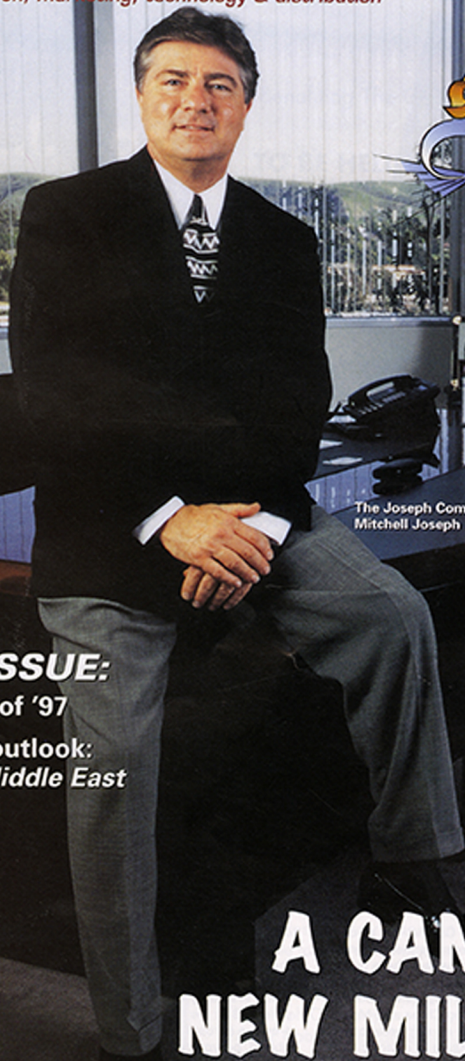


Stagnitz Communications Inc./An MWC Company

Beverage INDUSTRY

Covering production, marketing, technology & distribution

December 1997
Vol. 88 No. 12



The Joseph Company's
Mitchell Joseph

IN THIS ISSUE:

Top packages of '97

International outlook:
CSDs in the Middle East

A CAN FOR THE NEW MILLENNIUM

The Company

JOSEPH COMPANY INTERNATIONAL, INC.

Brief History

INNOVATION WHILE PRESERVING OUR ROOTS

The Joseph Company International is led by CEO/Chairman Mitchell Joseph whom is fourth generation of soft drinks in America where he comes from the Dad's Old Fashion Root Beer and Squirrt Bottling family and has been in the beverage industry for over 35 years. He has been involved in all facets of the industry from Bottling, Importing, Distribution and Wholesaling, Creative Retail Innovations & Packaging.

The Chill Can, the world's first and only commercialized self-chilling beverage can was developed, owned, and patented by the Joseph Company International, and can be enjoyed as a chill on demand product at the push of a button without the need for any power or refrigeration. The California-based company has launched the world's first self-chilling beverage Can through licensing under the brand name, West Coast Chill Pure Energy. This EPA Award Winning, World Class Technology was introduced to the retail market on August 6th, 2012.

In 1998, the technology was ready to launch with the Pepsi Cola Company, but in that same year the Chill Can System hit an environmental roadblock because the technology relied on the harmful HFC134A, the replacement for CFC Freon. This setback put the product on hold and prompted another 9 years of redesign utilizing a patented "Activated Carbon" made from organic renewable vegetable materials and reclaimed carbon dioxide which has become the basis of the revamped, environmentally-safe chilling technology known as PHASE I.

Beverage Innovation

CREATED BY A MAVERICK

In the summer of 2014, West Coast Chill will announce its latest product line expansion item, with the introduction of the non-carbonated, natural beverage to be known as West Coast Chill: STUDENT ATHLETE. Student Athlete will be the first product launched in the brand new Natural Performance category also created by West Coast Chill. Just as Red Bull created the multi-billion dollar energy drink category two decades ago: the Natural Performance category will feature natural sports drink / energy drink hybrids that open up markets, especially strict schools and universities, that even the healthiest energy drink cannot penetrate. Additionally, by trademarking the terms Student Athlete and Natural Performance, West Coast Chill has assured itself as the controlling entity of this amazing new category. Put quite simply, West Coast Chill Student Athlete is a Natural Performance drink designed to keep you at your peak performance level regardless if you are in the classroom, the workplace, or on the athletic field. Student Athlete contains NO SUGAR, NO CAFFEINE, and is fortified with vitamins, minerals, and herbs. West Coast Chill Student Athlete: NO SUGAR. NO CAFFEINE. PURE PERFORMANCE. West Coast Chill Student Athlete: NO SUGAR. NO CAFFEINE. PURE PERFORMANCE.



Timeline

Legacy of fifth generation bottling family.

... tastes like
ROOT BEER should!

Squirt
PRESERVED WITH ASCORBIC
ACID AND SODIUM BENZOATE

1921 ★
Star Bottling is launched
in Youngstown, Ohio.

1951 1981 1995 1996 1998 2010 2011 2012 2013

EXPANSION
Miami, Florida Star
Bottling Facility
opened.



2 MORE LAUNCHES & TRADEMARKS
Joseph Imports Co. & Patrizier launched. 1986
Muirfield Distilled Spirits
launched. MDS owns
the trademark for all of
Disneyland's distilled
spirits.



THE US MILITARY
1,000 Self-Chilling
canteens are produced
for US Marines.



AWARDS
Jack Daniels Tennessee
Award, Military Award for
Rookie of the Year
product. 1997 Winner of
Can & Technology of The
Year by Kanner.



SPACE AND BEYOND
International Can Manufacturing
Technology Conference - Keynote
speaker. 5 Chill Cans selected to
go into outer space with NASA
space mission & Senator John
Glenn. EPA Stratosphere Ozone
protection Award Winner.

#PUREENERGYREVOLUTION BEGINS

THE FORMULA
JCI works with MIT
chemist to create a
revolutionary energy
drink that contains No
Sugar & No Caffeine.

THE BRAND NAME
Mrs. Sue Joseph names
the newest energy drink,
West Coast Chill.



WESTCOAST
CHILL

Supply Side Editor's Choice Award
Winner. JCI joins forces with Playboy
and becomes the exclusive energy
drink of the annual Playboy Jazz
Festival. New "W" logo launched.



AWARDS
Drink Business Review
Award Winner.



CHILL
CAN
PUSH IN
CHILL OUT



MICROCOOL
SELF-CHILLING ACTION!

2015

Phase III of the Chill-Can® launches.
The World's First and Only Self-Chilling
can is licensed under the authority of
Joseph Company International, Inc. to
West Coast Chill®.



WCC enters into multi-year marketing
and sponsorship partnership with the
Cleveland Cavaliers of the NBA.

WCC becomes national brand as GNC
LiveWell begins selling West Coast Chill
coast to coast.

GNC
LIVE WELL

2014



WCC signs baseball legend Johnny
Bench as brand ambassador.

WE'RE SOCIAL



WWW.WESTCOASTCHILL.COM

Five Generations of Beverage

Since the days of bottling and distributing, Dad's Old Fashioned Root Beer and Squirt Citrus Cola in Ohio, Pennsylvania, and Miami, Florida, The Joseph Company has expanded its operations to importing beer from Germany, establishing a new line of distilled spirits and creating marketing innovations in California retail establishments such as designing a private label for the prestigious Disneyland Hotel and implementing the first industry credit card.

Today, The Joseph Company has entered into their biggest innovation in the beverage industry – the creation of a “natural” self-chilling can.

Importing

Patrizier German beer has been brewed for over 500 years and was imported in 1982 from Nuremberg, Germany to the United States by Mitchell J. Joseph. After 18 months and a massive advertising campaign, over 125,000 cases of Patrizier beer were sold in 12 states. Under the guidance of Mr. Joseph, the Patrizier six-pack carton and individual bottles were extensively re-designed resulting in one of the most eye catching imported beer packaging on the market at that time. Patrizier had its United States debut launch in 1983 in the heart of jazzy New Orleans, Louisiana. In 1984, Patrizier was awarded first place at the largest international beer tasting contest ever held at that time in Las Vegas at the World Famous Sports Pavilion in Caesars Palace.



In 1984 Patrizier was awarded first place at the international beer tasting contest held at Caesar Palace.





Bottling and Distribution

Muirfield Distilled Spirits was created in 1985 to satisfy the ever increasing demand for a first class, low-price generic well line. Muirfield soon became the premier dominant well line in the Nevada markets by consistently winning bids for most casinos and hotels.

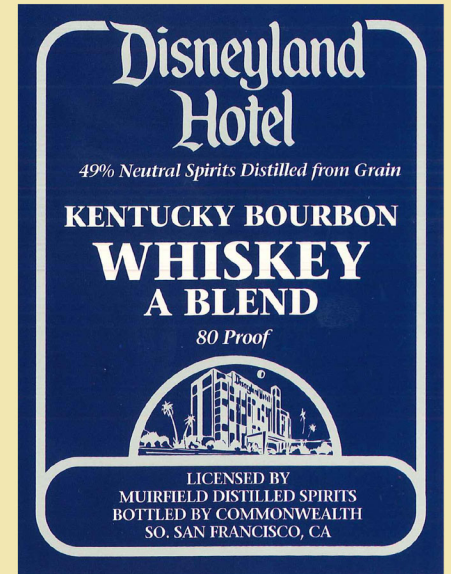
The Muirfield line, whose labels are filed and approved in Washington D.C. under the Federal Label Program, consists of Vodka, Gin, Bourbon, Bourbon-blend, Tequila, Rum, Scotch, Brandy, Canadian Whiskey, Kentucky Whiskey and Triple Sec.

Muirfield is bottled in California and is available for exporting.

World's First Private Label

Under the direction of The Joseph Company, Muirfield pioneered a program of trading distilled spirits for food and beverage credits in lieu of cash from participating restaurants. The purpose of the program was twofold: (1) To provide restaurants with a convenient, cost-effective method of obtaining liquor for their establishments. (2) To increase Muirfield's presence and name recognition throughout the restaurant and beverage market.

The astounding success of the program led Muirfield into the creation of the very first credit card to be backed by a beverage family. The credit card, appropriately named the "Action Executive Card", enabled Muirfield to expand this marketing innovation to businesses such as media and advertising firms, airlines, and retail vendors. The Action Executive Card generated tremendous excitement among its members and introduced Muirfield Distilled Spirits into some of the finest eating establishments in the world.



In the 1980's, The Joseph Company supplied a new private well line for the world famous Disneyland Hotel.

In the 1980's, The Joseph Company displayed yet another perfect example of creativity in beverage innovation supplying a new private well line for the world famous Disneyland Hotel.

The Joseph Company again met the challenges of providing the highest level of quality and service.



JOSEPH COMPANY ENGINEERING TEAM

Mark Sillince is the Director of Research and Development for The Joseph Company and is the inventor of the world's first and only commercialized self-chilling can. Mark and Mitchell J. Joseph have been working together since 1994. Mark is also the founder of the Joseph owned SI Protech (UK) LTD. Established in 1998, SI Protech (UK) Ltd. (SIP) has extensive experience in product development, mould tooling, plastic injection moulding and final production. The company serves a range of markets including the Automotive, Beverage, Brewery, Pharmaceutical and Personnel Product Industries. SI Protech (UK) Ltd. has built up a great name and reputation within the packaging industry and has innovated and developed a number of products that have all become established and successful in the worldwide market place including for such clients as Heineken.

Mark Sillince himself was educated at Swindon University, England in General Engineering, Mechanical and Manufacturing Engineering. Mark received initial training at Medal Box R & D in Wantage, England where he won the Lister PJP Trophy for the most outstanding student. He gained most of his training on all quality makes of injection molding machines and ancillary equipment. Mark was formerly with Whitbread Beer Company of England where he was honored with several awards for the introduction of the "peanut" widget in a glass bottle. Mark also designed the widget for the Murphy's Irish Stout beverage beer can and is considered an expert in cosmetic molding systems for high quality closures. Mark has had intensive involvement with molding analysis, shrinkage and warping predictive software for simulation of cavity filling during molding designs. Mark has designed and completed the Chill-Can® technology for implementation into beverage cans, aluminum bottles, and steel kegs.



Joseph Company Production Line





Beverage Revolution

World's First & Only Self-Chilling Can



NO REFRIGERATION



PUSH IN CHILL OUT



WINNER OF EPA AWARD



**WINNER OF U.S. MILITARY
ARMY AWARD**



NASA SPECIAL RECOGNITION

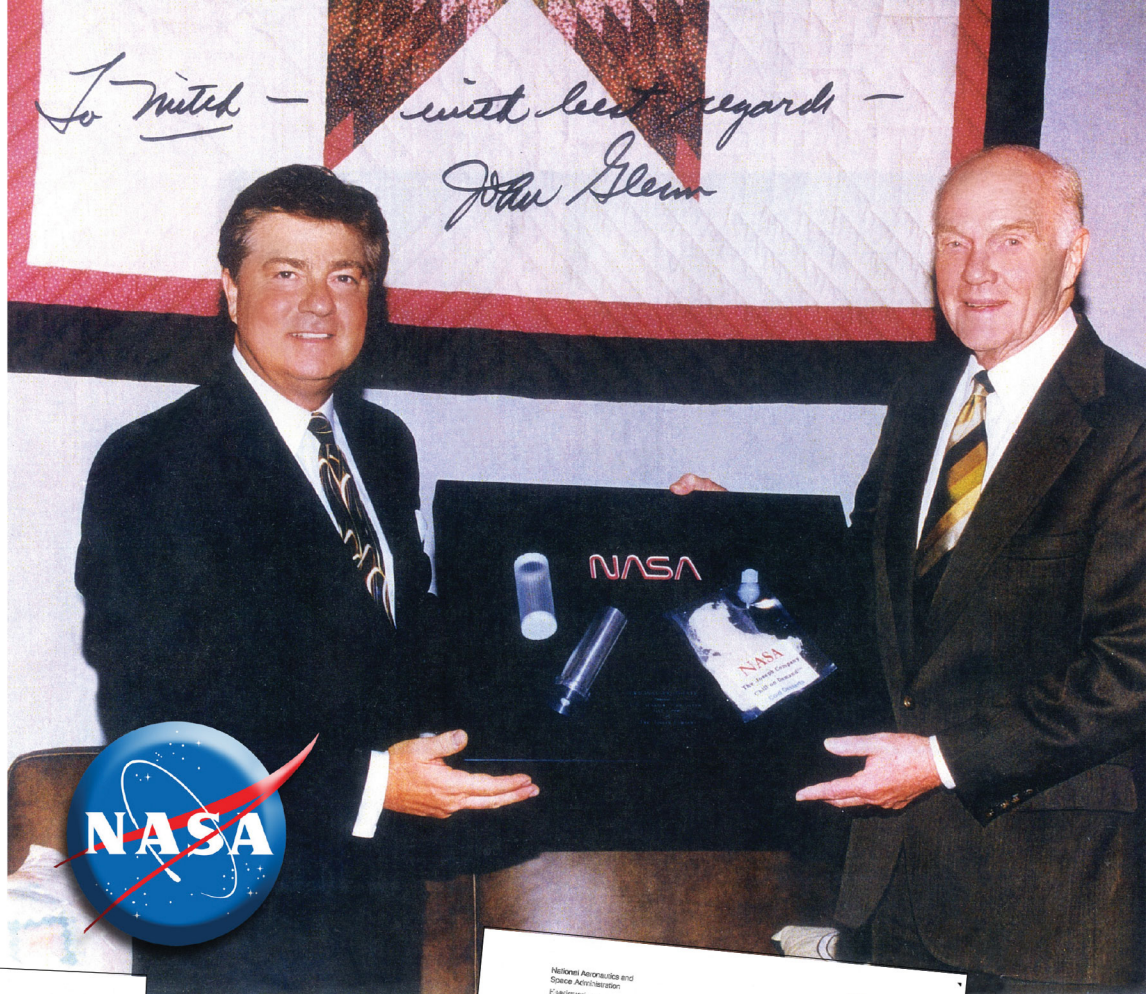
CHILLCAN.COM

NASA Innovation Research Program

SPACE MISSION

Military Application

THE TECHNOLOGY THAT TOOK US TO SPACE
The self-chilling technology was selected by NASA's Innovation Research Program for the use of the technology for the space shuttle's frozen dessert system. This prestigious honor led to the self-chilling technology being a part of the Space Shuttle Discovery's mission with legendary United States Senator, John Glenn.



PLEASE REPLY TO:
D. 221 EAST VISTA WAY
SUITE 205
WETA, CA 92084
919 831-1364

D. 829 CAMINO DE LOS MARÉS
SUITE 205
SAN CLAYTON, CA 92073
714 455-2343

RON PACKARD
Member, Congress

COMMITTEE:
APPROPRIATIONS
MEMBERSHIP
SENATE

Congress of the United States
House of Representatives

October 31, 1996

2182 RAYBURN HOUSE
CHIEF CLERK
WASHINGTON, DC 20515-0548
(202) 726-3908

Mr. Mitchell J. Joseph
Chairman and Chief Executive Officer
The Joseph Company
28202 Cabot Road
Suite 310
Laguna Niguel, CA 92677

Dear Mr. Joseph:

One of the benefits I delight in as your Congressman is the opportunity to spend time with my constituents. Meeting you and your associates, Alfred Pizzuro and Charles Lee today, and learning about your Chill-Can(TM) technology is a case in point.

I was extremely impressed with all that your company has accomplished thus far and look forward to what appears to be inevitable, and that is seeing this revolutionary technology forever change the beverage industry as we know it today. Additionally, I was very proud to see how a local Southern California company can work with and adapt its know-how in assisting the United States military needs for our troops in the field.

Therefore, it is with great pleasure that I congratulate The Joseph Company on receiving the United States Army Soldier System Command's prestigious "Rookie of the Year" award.

Sincerely,
Ron Packard
RON PACKARD
Member of Congress

RCP:dm

DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY SOLDIER SYSTEMS COMMAND
NATICK, MA
01767-5003
21 OCT 1996

CONFIDENTIAL

Small and Disadvantaged Business Utilization Office

Mr. Mitchell J. Joseph
Chief Executive Officer
The Joseph Company
28202 Cabot Road
Suite 310
Laguna Niguel, California 92677

Dear Mr. Joseph:

Congratulations! On behalf of the U.S. Army Soldier Systems Command (SSCOM), I am pleased to officially notify you that The Joseph Company has been selected from among many nominees as SSCOM's "Small Business - Rookie of the Year" for the period July 1, 1995 through June 30, 1996. This is SSCOM's second annual Commander's Recognition Awards Program - a program that officially recognizes businesses and customers who have performed in an exemplary manner in support of the soldier. Your selection for this award is a credit to you, your employees, and your commitment to excellence.

You are cordially invited to attend and participate in SSCOM's Commander's Recognition Award Day scheduled for November 21, 1996. This event will begin at 10:00 a.m. and will include an official reception, command briefing, and tour of the facility, culminating in an awards luncheon and ceremony at our Officers' Club.

Please confirm your attendance by contacting Mr. Phil Haddad, Director of Small Business at (508) 233-4995.

Again, congratulations on being selected for this most prestigious award, and we look forward to seeing you on November 21.

Sincerely,
Richard Ross
Richard Ross
Colonel, U.S. Army
Commanding

National Aeronautics and Space Administration
Washington, DC 20546-0001

February 12, 1998

Mr. Mitchell J. Joseph
The Joseph Company
28202 Cabot Road, Suite 310
Laguna Niguel, CA 92677

Attention: Mitchell J. Joseph
Subject: 97-1-10.05-7766 972227
Space Shuttle Proven Dessert System

I am pleased to inform you that the subject proposal is one of 335 that has been selected for negotiation of a Phase I contract under the NASA's 97-1 Small Business Innovation Research (SBIR) Program. The selection and the press release announcement are enclosed.

You will be receiving further instructions from the Contracting Officer identified below on how to proceed. You are encouraged to review the procurement documents that are available on the NASA Commercial Technology home page: <http://air.nasa.gov>. You may direct requests regarding contract documents to the Contracting Officer.

Please note that the Contracting Officer will utilize the SBIR Electronic Handbook to generate the contract documents and to transmit them to you for your review and signature. You will be receiving documents via an e-mail message soon with instructions for utilizing the Electronic Handbook to access these documents.

Congratulations on your selection.

Sincerely,
Carl G. Ray
Carl G. Ray
SBIR Source Selection Official

Enclosures: NASA SBIR Phase I Press Release
List of Selections

cc: Ms. Jane Fox
SBIR Program Manager
Code HA
Johnson Space Center
Houston, TX 77058
281-483-4815

Ms. Cheryl Harrison
SBIR Contracting Officer
Code BJ
Johnson Space Center
Houston, TX 77058
281-483-3734



**ENVIRONMENTALLY SAFE.
CONSUMER TESTED.
COMMERCIALIZATION READY.**



Self-Chilling Technology

PHASE II
In 2012, the Joseph Company International licensed Phase II of the self-chilling can technology to West Coast Chill, Inc. The successful commercialization of Phase II proved there was indeed a market for self-chilling beverages.

Here is a brief, Phase II technology is a United States EPA award winning technology and has been celebrated by the world environmental community. Inside the regular beverage can is an inner can we call the HEU (Heat Exchange Unit). This HEU has compacted carbon in it which is made from coconut shells. This carbon powder is then compacted into the HEU and then RECLAIMED CO2 is injected onto the carbon. We are NOT making CO2, we are taking CO2 that was ALREADY in the atmosphere, cleaning it, and then injecting it onto our carbon. When the consumer presses the button down it creates a reaction where the escaping CO2 is "taking the heat" out of the can and making the HEU cold which cools the beverage. The great thing about the CHILL-CAN® is that it cools from the inside out therefore stays COLDER LONGER than a conventional can out of the fridge. Colder, Longer is another GREAT BENEFIT of the self-chilling can.

PHASE III
In 2015, The Joseph Company International will offer Phase III of the self-chilling can. Phase III improvements include greater cooling performance, lighter weight, cost reduction, material reduction, & the ability to be manufactured on high speed equipment. Phase III will be available for licensing to the entire beverage world.

The greatest advancement in the technology from Phase II to Phase III is the elimination of activated carbon in the HEU and harnessing the chilling capabilities of liquefied CO2 in place of gaseous CO2. In addition to the above mentioned attributes, Phase III will allow for the customer to choose the level of cooling performance necessary for their particular beverage application. Three options, at three distinct price points will be presented, at which time the customer can choose between 30, 40, and 50 degree Fahrenheit cooling.

Self-Chilling Canteen

HEAT EXCHANGE UNIT

Military Application

THE SELF-CHILLING TECHNOLOGY IS CONTAINED

The inner HEU (Heat Exchange Unit), in which all of the self-chilling technology is contained, can be interchanged into a variety of different packaging designs and concepts. One of these concepts that has previously been designed and tested is the Self-Chilling Canteen for military personnel. This application of the MicroCool technology has received an award from the United States of America's military where it was tested in desert warfare conditions. The canteen is yet another practical use of this innovative technology.





**TECHNOLOGY.
PACKAGING.
MANUFACTURING.
ASSEMBLY.
INTELLECTUAL PROPERTY.**

Robust Patent Protection

Worldwide Patents

RESEARCH AND DEVELOPMENT

The Joseph Company International's twenty two years of research and development are fully protected with dozens of worldwide patents and trademarks that act like a vault protecting any outside entity from replicating the technical, manufacturing, packaging design, and assembly process of the self-chilling technology and resulting intellectual property created by The Joseph Company International. This robust patent protection continues to allow The Joseph Company International to be a one of a kind innovation organization.





SI PROTECH (UK) LTD.
 Global Plastics Leader
 in
 Design. Development. Intellectual Property.



MITCHELL J. JOSEPH
 CHAIRMAN / C.E.O
 JOSEPH COMPANY INTERNATIONAL INC.

SCOTT D. BERGER
 EXECUTIVE VICE PRESIDENT
 JOSEPH COMPANY INTERNATIONAL INC.

MARK SILLINCE
 DIRECTOR OF RESEARCH AND DEVELOPMENT
 JOSEPH COMPANY INTERNATIONAL INC.

YAAMU VENKATESAN
 ENGINEER - HEAT TRANSFER
 JOSEPH MANUFACTURING COMPANY

MATTEO JOSEPH
 DIRECTOR OF TECHNICAL OPERATIONS
 JOSEPH COMPANY INTERNATIONAL INC.

DEREK MEAKIN
 PRODUCTION LINE ENGINEER
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HANNAH OH
 ACCOUNTING MANAGER
 JOSEPH COMPANY INTERNATIONAL INC.

BRENDAN WHITE
 FINANCE DIRECTOR
 JOSEPH COMPANY INTERNATIONAL INC.

WILLIAM SAN ANTONIO
 LOGISTICS MANAGER
 JOSEPH COMPANY INTERNATIONAL INC.

CRYSTAL RUPP
 SPECIAL PROJECTS MANAGER
 WEST COAST CHILL INC.



1711



SI PROTECH R & D CENTER

UNITS 20-23 LINESIDE INDUSTRIAL ESTATE
ELDON WAY LITTLEHAMPTON
WEST SUSSEX BN17 7HE
01903 733144

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CHILL-CAN®

