

Electronic Press Kit

trimino™

protein infused water

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Welcome and thanks for your interest in trimino! *In the media section here you will find what's new, explore news coverage about trimino protein infused water, read up on the Founders and trimino's history, have access to the latest product shots, and other interesting content about one of the fastest growing waters in the US!*

About trimino Brands

trimino protein-infused water “Beats Water, Everyday” by providing added benefits that water alone can't. The 7 grams of whey protein in trimino helps maintain and restore muscle and curb appetite, while the B-complex vitamins help create sustaining energy throughout the day without the need for caffeine, sugar or unhealthy stimulants. Its 9 essential amino acids, the key building blocks found in protein, are critical for endurance and stamina as well. At only 28 calories with no sugar, carbs, fat or caffeine, trimino protein-infused water is a better way to hydrate and is available in a variety of delicious fruit flavors.

trimino is a product of trimino Brands LLC, Branford, CT. For more information about trimino visit www.DRINKtrimino.com or join the conversation on [Facebook](#).

Our Story:

Birth of a Brand

trimino Brands was born of the shared vision of its founders who wanted to create a functional beverage that is great tasting and refreshing but also better for you than existing alternatives, in particular, soda and high sugar sports drinks. We grew tired of all the products marketed to our kids that had high levels of empty calories from sugar, including cereals, snacks and **drinks**. We thought that if we attacked one leg of that three-legged stool – **drinks**, we could make a difference with the health of our children and the growing childhood obesity rates in the U.S.

The genesis of **trimino** came from observing our kids and what they consumed when playing football, hockey and lacrosse. They were consuming large quantities of sugary drinks that made very little positive contribution to their nutritional health. The “**ah ha**” moment came with the observation, “**why not replace the empty calories from sugar with something healthy**”. Protein was our answer. Our concept is to replace the empty calories from sugar with the best protein we could find and fortify it with vitamins to create a beverage that is actually good for our kids. And it turns out that it’s great for adults too!

When conceiving **trimino** we had 3 major goals. **trimino** had to be healthy, delicious and available in a beautiful package. If we didn’t achieve the mark on all three **trimino** would not hit the market. As we saw it, the beverage landscape lacked a protein-infused drink that was delicious, low in calories and sugar, and caffeine free.

A secondary objective was to make **trimino** a beverage that you could drink “**every day**”, “**any time**” to help manage your daily protein intake, not just after a workout. With 7g of protein, drinking 2, 3 or even 4 **trimino’s** a day helps consumers meet their daily protein requirements. Large amounts of protein don’t get absorbed into the body unless you’re doing extensive workouts. **trimino’s** 7g of the highest quality whey protein isolate is rapidly digested and absorbed, and quickly made available for energy, muscle recovery and appetite suppression.

What there was – and continues to be – is an overabundance of sugary drinks and snacks that are mass marketed to consumers across all ages. While sugar is not the enemy, too much sugar is! Like a lot of people, we were frustrated. So we just did something about it.

What Did We Do? We colored outside the lines!

We created **trimino** - Protein Infused Water. It didn’t happen overnight, but it happened pretty quickly because we were driven by a true desire to create something **good** – enter **trimino**!

The founders all had deep entrepreneurial backgrounds and a tremendous passion for creating a truly unique beverage. Using their innovative approach to business they created a beverage that **blurred the lines among enhanced water, functional beverages, energy drinks and sports drinks creating a whole new category of beverage**. **trimino** has properties that fit into all 4 categories. First, it is a flavored water with all the hydration properties of water but more. Second, it has functional properties from its protein and vitamin B complex that have meaningful health benefits. Third, it has a formula that naturally increases energy without caffeine. And, forth, it’s a great sports drink because of the fast absorption of protein into the body. All of that and it tastes great too!

So what's in a name?

People always ask about the name – what does it mean and how did we come up with it? **trimino** signifies the essence of the product and here's how:

The “**mino**” in **trimino**, of course, refers to the amino acids from the protein. The 7 grams of whey protein isolate in **trimino**, the gold standard for purity and quality, helps maintain and restore muscle as well as curb appetite. And the 9 essential amino acids, one of the key building blocks of protein (and the ones our bodies don't produce naturally), are critical for endurance and stamina.

The “**tri**” in **trimino** refers to the functional benefits of **trimino** derived from the protein and B-Complex vitamins: First, maintaining and restoring healthy muscle; Second, naturally boosting energy without caffeine; and, Third, curbing appetite. All while providing the hydration benefits of water.

B-Complex vitamins work to create sustainable energy without the need for caffeine. With only 28 calories, zero sugar and zero carbs, **trimino** is the ideal, beverage for kids and adults alike....and is available in 4 delicious flavors!

trimino is infused with the right amount of protein, B-Complex vitamins and **essential amino acids** to provide consumers with benefits that water alone can't. It's why we say that **trimino Beats Water, Every Day.**

Making trimino a part of your day

At 7grams of protein, **trimino** is a great way to start your day. Have a **trimino** for breakfast and get a natural energy boost. And because it's fortified hydration and only 28 calories, it's perfect for consumption all day long. Whether as a way to hydrate refreshingly when thirsty, as a snack to help satisfy your appetite between meals, as a refreshing beverage during and after exercise that helps restore and replenish muscle and foster the muscle recovery process, as a means to naturally boost energy especially when extra endurance and stamina is needed but without caffeine, as a nutrition and dietary solution to help with your weight management goals, or as a protein source with your meal (e.g., salad), **trimino** protein infused water “Does What Water Doesn't” and is just what's needed to help you power through your day...every day.

Who's drinking trimino?

Everyone! Seriously, it's widely popular because it fits so many need states and occasions. Kids like it during and after sporting events, and parents LOVE that their kids like it. And they like it for themselves, too.

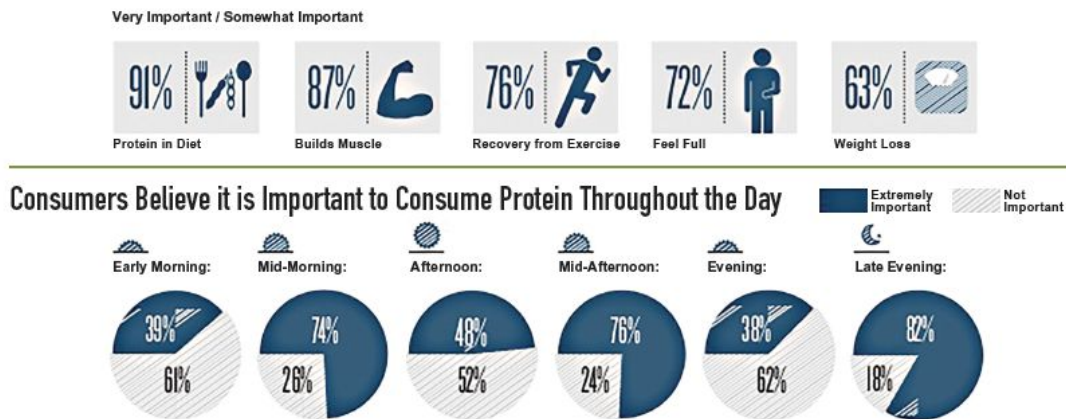
Busy moms rave about it because it's a fortifying snack-on-the-go when they can't stop for much else. Office professionals, who are pressed for time and often don't have time for lunch, use **trimino** as a bridge to help them get through the day.

Athletes love **trimino** because the whey protein isolate is a good source of fuel for their body and restores and repairs muscle cells after their workout. It contains just the right amount of protein in a chuggable, low-calorie beverage that hydrates deliciously!

Boomers over 50 enjoy the benefits of protein and essential amino acids for it's muscle replenishment benefits, as after age 50 the body typically loses more muscle than it gains. **trimino** is also diabetic friendly and good for other health conditions too!

trimino Beats Water, Every Day.

Active consumers of all ages seek convenient, easy-to-consume beverages that offer functionality along with great taste. No more sugary soft drinks with empty calories. trimino embraces all the good in water but delivers so much more! In fact, the protein in trimino is a macronutrient that is growing in popularity. Consumers recognize its benefits in muscle health, bone growth, weight management*, hunger control, digestive health and as an anti-oxidant to help prevent aging. According to DuPont Nutrition & Health:



trimino is low in calories, light and refreshing, and simply tastes delicious. When you consider beverages with protein, you never get all three in one product. Not until trimino! **Protein Never Tasted So Good!**

Enjoy the clear choice in Protein Water, trimino. We hope you'll try trimino – we know you'll love it!

*International food information council foundation: 2014 Food & Health Survey

trimino Logo Sheet

triminoTM
protein infused water

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protein infused water

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protein infused water

triminoTM
protein infused water

Packaging:





Nutrition Label:

GLUTEN & LACTOSE FREE

Nutrition Facts

Serving Size 16 fl oz: 1 bottle

Amount per Serving

Calories 28 / Calories From Fat 0

% Daily Value*

Total Fat 0g **0%**

Total Sugar 0g **0%**

Sodium 55mg **2%**

Total Carbohydrate 0g **0%**

Protein 7g **14%**

Vitamin B3 100%

Vitamin B5 100%

Vitamin B6 100%

Vitamin B12 100%

Phosphorus 16%

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber sugars, Vitamin A, Vitamin C, Calcium, and Iron.

Shake lightly. Refrigerate after opening.

INGREDIENTS: PURIFIED WATER, WHEY PROTEIN ISOLATE, PHOSPHORIC ACID, MALIC ACID, NATURAL FLAVORS, ACESULFAME POTASSIUM, PANTOTHENIC ACID B5, NIACINAMIDE B3, SUCRALOSE, PYRIDOXINE HCl B6, CYANOCOBALAMIN B12.

Contains Whey Protein made from dairy.

Low Glycemic Index

CA CRV, CT, ME 5¢



Please Recycle

Product of Miami Bay Beverage Company, LLC

drinktrimino.com



Pricing

- 16 oz (473ml) suggested retail per bottle: \$2.29
- 4 delicious flavors: Coconut Pineapple, Strawberry Lemonade, Mixed Berry, and Peach
- available in a variety of channels and retailers including Grocery/Supermarket, C-Store, Retail Mas, Drug, Warehouse Club, Fitness, and many others. See www.drinktrimino.com website for list of retailers and areas.

Management Team

Peter Dacey, CEO and Founder – has 25+ years experience in entrepreneurial companies specializing in product development, finance and manufacturing operations.

Casey Hoban, COO and Founder – has 20+ years of executive, management and sales experience in a variety of industries including beverages, and has played critical roles in growing organizations. Hoban was a member/owner of the Vermont Hard Cider Co. (fka as Green Mountain Beverage) the Parent of “Woodchuck Hard Cider”, which grew to a #1 Best Selling hard cider in the USA and exited successfully to CC Group PLC of Dublin Ire.

Robert Leary, Chairman and Founder – has over 30+ years of experience with start-ups and is the CEO of Vineyard Point Associates, an investment firm specializing in consumer products, healthcare, technology and entertainment.

Lee Dixon, VP Sales SW Region – previously national accounts and operations professional, Senior Director on Walmart business for MillerCoors past nine years, Director Walmart and Sam’s Club at Coors, GM for Coors Distributing, and GM for Colorado, New Mexico, Oklahoma. Began career 1986 at E&J Gallo Wine Distributors as GM/Div. Mgr.

Paul LeBlanc, VP of Northeast Sales Region – previously VP Sales and Marketing, and Area VP for New England market at Coca-Cola and Coca-Cola Enterprises, also Ahold Global, where he was responsible for Total Ahold USA and synergy programs.

James Nazzaro, Key Account Manager – over 30 years experience in super market industry including Sr. VP of Sales and Operations for Giant Foods and Stop & Shop New England.

About the Founders:



ROBERT J. LEARY

Robert J. Leary (Bob) is a Founder, Chairman and Chief Marketing Officer of The trimino Brands Company LLC. He is also Managing Director of Vineyard Point Associates (VPA) a boutique investment firm specializing in startups and smaller on-going concerns. VPA is currently invested in over a dozen companies in a range of disciplines including healthcare, technology, entertainment, durable goods and sports.

Bob is a nationally recognized expert on healthcare reimbursement, data analysis and software development. Prior to VPA, Bob was Vice President of Ingenix (United Healthcare) and founder,

CEO and Chairman of HSS Inc., a leading supplier of software for hospitals and managed care organizations.

Bob is the author of numerous articles on computer techniques and strategies for building and analyzing large healthcare databases as well as on software inter-connectivity and healthcare reimbursement. He has, on several occasions, lobbied CMS and Congress to shape contemporary healthcare legislation. Bob served in an advisory capacity to Yale University on research into patient classification systems, and to the Agency for Health Care Policy and Research on the implementation of a national healthcare database.

Bob retired in 2007 and turned his efforts towards: coaching High School and youth lacrosse; investing in small to mid-sized growth companies; and, chasing his four kids around their various college campuses. While his daughter played ballet and studied at NYU, his three sons were recruited to play Division I Lacrosse at West Point and Hofstra. He has invested approximately 30 seasons coaching and administering youth sports including lacrosse, football, basketball and baseball.

PETER J. DACEY

Peter J. Dacey (Peter) is a Founder and Chief Executive Officer of The trimino Brands Company, LLC. He is a senior executive with more than 20 years of experience providing financial, operational and managerial expertise to organizations in both the private and public sectors. Peter has served in various Senior Management and Executive positions for companies in the technology development and health care sectors.

Prior to founding trimino Brands, Peter was one of the founders of 454 Life Sciences Corporation. 454 Life Sciences developed the first next generation high throughput sequencing technology that started a new revolution in DNA sequencing. At 454 Life Sciences, Peter was directly responsible for building an organization that successfully developed and commercialized innovative technologies. Peter led the organizational development, while directly managing the Finance, Sales, Human Resource, Manufacturing, Information Technology, Customer Service and Technical Support functions.

Prior to 454 Life Sciences, Peter served as CFO for publicly traded biotechnology companies Stem Cells Inc. and CytoTherapeutice Inc. Peter was responsible for raising in excess of \$50M through public offerings for these organizations. Peter also spent several years with Ernst & Young LLP specializing in the entrepreneurial and technology sectors.

CASEY P. HOBAN SR.

Casey P. Hoban Sr. (Casey) is a founder and Chief Operating Officer of the trimino Brands Company, LLC. Casey has over 20 years of Executive, Management and Sales experience in various industries. Casey has played critical roles in developing and growing organizations for over 20 years. He has led organizational development and has identified key assets that can be monetized.

Casey was a member/owner of the Vermont Hard Cider Co. (fka as Green Mountain Beverage) and the Parent of "Woodchuck Hard Cider" a #1 National Best Selling hard cider participated in the turnaround fundraising efforts which enabled its operations to grow significantly. He has also led key initiatives for the organization to assist it in executing its growth plans including but not limited to their social media outreach campaigns.

In addition, Casey founded the Direct Lenders Mortgage Co. LLC. As founder, he led the organization's growth from start-up to a top 20 mortgage company in the State of CT based on revenues. He was directly responsible for all sales functions, quality control and compliance. Casey was also responsible for all executive staffing in addition to operating the companies warehouse line of credit and for handling and negotiating all vendors and contracts relating to the company.

Mr. Hoban honed his sales and operational execution skills while working at Ford Motor Co Inc.'s, Ford Consumer Finance where he earned top salesman honors in the North East Division. Mr. Hoban has extensive Real Estate skills and acquired and successfully developed over 125 Real Estate projects in Connecticut, Florida and South Carolina.

Mr. Hoban has twice appeared on the Donny Deutsch "BIG IDEA" TV show to discuss his business ventures. He has a degree in Finance from the University of Miami.