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## **JEVO, WORLD'S FIRST FULLY-AUTOMATED JELLO + EDIBLE SHOT MACHINE, ANNOUNCES PRE-LAUNCH AT WSWA CONVENTION & EXPOSITION**

*Brands and Distributors Stand to Maximize Profits from Jello + Edible Shot Sales While Reaching Customers at the Point of Decision*

**PORTLAND, Ore. (Apr. 12, 2015)** – Food & Beverage Innovations announced today that **Jevo ([www.jevoMaker.com](http://www.jevoMaker.com))**, the world's first fully-automated jello + edible shot maker, will hold a public preview at the Wine & Spirits Wholesalers of America Convention & Exposition (WSWA) April 12 to 15. Jevo is an innovative profit center uniquely positioned to drive on-premise sales while reaching customers at the point of decision. Jevo produces up to 20 jello + edible shots in 10 minutes, while enabling venues to promote and serve a variety of quick chilled shots and deliver digital promotions, all from a single machine behind the bar.

Jello + edible shots are profitable options for bars, restaurants and nightclubs around the world. The industry-wide challenge has always been maximizing those profits by eliminating messy manual mixing, imperfect measuring and the hours of chilling required for a single batch.

### **Jevo automates the process:**

With the touch of a button, Jevo produces up to 20 individual shots in only 10 minutes. Proprietary pods, available in 15+ flavors at launch (with more on the way), make a wide variety of great tasting jello + edible shots possible, and bartenders can use any spirit to create a whole world of custom creations.

Jeff Jetton and Tyler Williams, co-founders of Food & Beverage Innovations, which manufactures and markets Jevo, saw an opportunity to help businesses maximize income from jello + edible shots by turning an archaic, manual and inconsistent process into one that's fast, easy and profitable.

Said Jetton, "The profit potential of jello + edible shots is undeniably huge. We looked at the success of other automated machines like the Keurig and Sodastream, and realized we could apply that level of automation to jello and help drive revenue for bars, nightclubs, resorts, casinos, family entertainment centers and restaurants globally."

### **How it works:**

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Simply fill Jevo's reservoirs with your spirit of choice, pop in a flavor pod—available in classics like Apple and Cherry, cocktail-inspired varieties like Piña Colada and Margarita or dessert variations like Banana and Coffee Bean—and push “go.” Ten minutes later, up to 20 precisely portioned shots are ready to be served.

Jevo replaces quick-chill shot machines and frees up space behind the bar, too. Not only does Jevo serve 20 jello + edible shots, but it can also dispense chilled liquid shots in a variety of spirits, monitoring sales and using precise pour technology to control liquor costs.

### **Own the back bar through Jevo's promotional platform:**

The innovative JEVOMEDIA cloud-based digital promotional platform allows brands, distributors and on-premise accounts a simple and intuitive way to reach customers at the critical point of decision. Jevo's three digital, internet-enabled screens allow custom video or static ads on custom schedules. The easy online editor and publishing system enables advertisers to reach targeted audiences exactly when and where they want. On top of that, Jevo's bottle tray allows for prominent display of liquor bottles right on top of the machine, further increasing visibility and engaging both drinkers and bartenders.

### **Who's selling jello + edible shots:**

Jello + edible shots can be found at chain restaurants, bars, nightclubs, major casinos, family entertainment establishments and even craft-cocktail joints around the world. CNN's *Eatocracy* blog declared jello + edible shots as one of the hottest trends in food and drinks.

Extensive consumer testing with Jevo has shown that patrons are embracing traditional flavors as well as creative recipes and premium spirits in jello + edible shots. The combination of the spicy cinnamon-flavored, bourbon-based Jim Beam Kentucky Fire with Jevo's Cherry flavor rated number one with taste-testers.

### **Everybody wins:**

Jevo will officially roll out in the fourth quarter of 2015 and is already gaining market attention.

"Beam Suntory is excited to work closely with Food + Beverage Innovations as they launch Jevo into the market," says Ken Ruff, vice president of on-premise national accounts for the global spirits giant. "Products with this type of technology and innovation don't come around too often. We see this as a phenomenal promotional tool for our accounts and our brands, such as Pinnacle® Vodka, Cruzan® Rum and Jim Beam® Kentucky Fire™, that brings a new profit center and a digital advertising platform to our retail partners."

"We're looking forward to launching Jevo in our locations," says Paul Hennessey, owner of 10 Hennessey's Tavern and H.T Grill operations, the Lighthouse Cafe jazz club, Mickie Finnz and more. "It's easy to use and a profit center. When we sell jello + edible shots, they sell fast. But the time and mess limit how often we offer them. With Jevo, we'll serve them all time."

See Jevo in action at booth **1701** at the 2015 WSWA Convention & Exposition.

### **About Jevo**

Jevo, the first fully-automated jello + edible shot maker, is an innovative profit center uniquely positioned to drive on-premise sales. It enables venues to easily make 20 jello +

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edible shots in 10 minutes, to promote, produce and serve a variety of quick chilled shots and to deliver digital promotions at the point of decision, all from a single machine behind the bar. No more sticky mess and waiting hours to set. With Jevo, bars, nightclubs and restaurants can create delicious and high-profit-margin jello + edible shots in a fraction of the time and effort.

It's simple: Insert a Jevo flavor pod, select a spirit and Jevo does all the work. From traditional jello shots to exotic edible cocktails, the flavor possibilities are endless.

**Web:** [www.JevoMaker.com](http://www.JevoMaker.com)

**Twitter and Instagram:** @Jevomaker

**Facebook:** Facebook.com/Jevomaker

**Hashtag:** #jevo

**Media Room:** [www.JevoMaker.com/media](http://www.JevoMaker.com/media); Password: media

**About Food & Beverage Innovations:**

Founded in Portland, Ore. in 2012, Food + Beverage Innovations invented Jevo, the world's first fully automated gelatin maker. Similar in concept to Keurig coffee systems, simply insert a proprietary flavor pod and Jevo does all the work. From traditional jello cups to exotic edible cocktails, the flavor possibilities are endless. Jevo is designed for multiple markets and is launching first in the food & beverage space followed by in-home consumer and healthcare.

[www.FoodBevInnovations.com](http://www.FoodBevInnovations.com)

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