



OUR BROCHURE

STRATEGY • BRAND MANAGEMENT • SALES EXECUTION

www.cascadiafoodbev.com
info@cascadiafoodbev.com

(+1) 201-376-1667
(+57) 310-389-3822

120 East Main Street, Suite 375,
Ramsey, New Jersey 07446,
United States

Why Cascadia?

We're not just brand managers. We're Food and Beverage industry veterans who build legacies.

OUR CORE STRENGTHS:

SALES EXECUTION MASTERY

We go beyond selling; we revolutionize the sales narrative.

BRAND MANAGEMENT GURUS

We go beyond brand management; we elevate brands to legendary status.

OPERATIONAL EXCELLENCE TITANS

In the realm of food and beverage, we transcend excellence—we set the benchmark.

STRATEGY DEVELOPMENT WIZARDS

Crafting strategies that don't follow trends – they set them.

MARKETING INNOVATION PIONEERS

Our marketing goes beyond mere effectiveness; it's disruptively groundbreaking, setting new standards.



EXPERIENCE

Cascadia Managing Brands uses unparalleled experience to rapidly grow food and beverage brands, making them prime for investors and acquisition. Our history of turning brands into market leaders highlights our expertise in boosting growth and investment attractiveness.

NOT YOUR ORDINARY
FOOD AND BEVERAGE GAME CHANGER.



Past & Current Brand Experience



ELEVATE YOUR BRAND
TO UNPARALLELED HEIGHTS.



About Us

Unleash the full potential of your brand with **Cascadia Managing Brands!** Our arsenal is loaded with cutting-edge knowledge and unmatched expertise, ready to catapult your brand into the stratosphere. We're not just a team; we're brand alchemists dedicated to transforming the ordinary into the extraordinary through unparalleled Brand Management, Sales, Marketing services, Sales Management, and Execution.



But why stop there? We've kicked it up a notch by diving into the digital realm. Our latest weapons? Bespoke Social Media content creation and management, plus marketing services that are not just about keeping up with the times – they're about setting the pace. With us, your brand doesn't just thrive; it dominates.

*Ready to make your mark?
Let Cascadia be your guide in this new era.*

Our Services

Every brand is different. That's why we start by listening. After deeply understanding your specific needs we develop a services package just right for you.



Strategy



Sales Management
& Execution



Operations
& Logistics



Brand Management
and Positioning



Marketing



Social Media



Consulting



And More

WE HELP TO CREATE
STRATEGIES DESIGN & DEVELOPMENT.



What sets us apart

CASCADIA MANAGING BRANDS VS. TRADITIONAL SALES BROKERS

	Traditional	Cascadia Managing Brands
Focus	Transactional volume—moving cases without long-term strategy.	Building strategic, sustainable growth and long-term brand equity.
Execution Model	“Sell and forget”—limited involvement beyond initial orders.	Hands-on, end-to-end execution across all channels and touchpoints.
Customization	One-size-fits-all programs applied across all brands.	Tailored, brand-specific programs designed around your unique vision and goals.
Relationship Depth	Surface-level buyer access with limited influence.	Executive-level relationships and decision-maker access that open doors.

● WHY THIS MATTERS FOR YOUR BRAND

- **Sustainable Growth:** We are brand stewards committed to your success over the long term.
- **All-Channel Activation:** From retail to foodservice, our team ensures your brand shows up consistently wherever your customer’s shop.
- **Tailored Strategy:** No cookie-cutter approach here—your brand deserves programs built to your exact needs.
- **Influence and Access:** Our executive relationships help accelerate placement and distribution in the right distributors and stores in a crowded market.

● LET’S BUILD SOMETHING EXTRAORDINARY

When you partner with Cascadia, you gain more than representation, you gain a dedicated extension of your team, focused on amplifying your brand’s impact.



Sales Management And Execution



Cascadia Managing Brands isn't playing the old sales game; We're playing chess in a world of checkers. We don't just launch brands; we catapult them with precision into a battlefield that spans from the artisanal corners of Natural and Specialty markets to the high-stakes arenas of Supermarkets and Big Box stores. We slip your product into the fast life of Convenience Stores, and even march it up and down the Street Accounts with a strategy that's less shotgun wedding and more royal coronation.

Speaking of sales and execution, **Cascadia** is the maestro, the puppet master of a grand production where your brand is the star. We don't just push units; they craft legacies. We don't just fill shelves; We fill demands, appetites, and imaginations.

Cascadia propels your brand from a whisper in the market to the conversation everyone is having.

*Sales & Distribution
Customized for your brand*



Strategy

Our realm of influence spans across major distributors, natural and specialty food chains, supermarket chains, convenience store chains, and beyond. We don't just knock on doors; we make headquarter calls that echo throughout the industry. With every interaction, we not only sell – we create lasting imprints of your brand in the market.

But why stop there? We've taken it a step further by expanding our marketing capabilities into the digital realm. Our latest weapons? Bespoke social media content creation and management, along with marketing services that aren't just about keeping up with the times – they're about setting the pace. With us, your brand doesn't just thrive; it dominates.

Ignite your brand's nationwide journey with Cascadia Managing Brands – where distribution isn't just a process, it's our art. Specializing in both wholesale and retail execution, we masterfully navigate the intricate maze of nationwide distribution. From nascent startups to established behemoths, we tailor our strategies to fit every scale and ambition.

**FROM STARTUPS
TO INDUSTRY GIANTS**



Brand Management



Expert Brand Management Services

In the relentless battlefield of food and beverage commerce, the contrast between sales brokers and brand management companies isn't just stark—it's **the difference between a blunt instrument and a master's touch**. Sales brokers, the wheeler-dealers of the industry, are incentivized to push products

indiscriminately, like peddlers at a bazaar, hawking wares to anyone with a wallet. Strategy? Hardly.

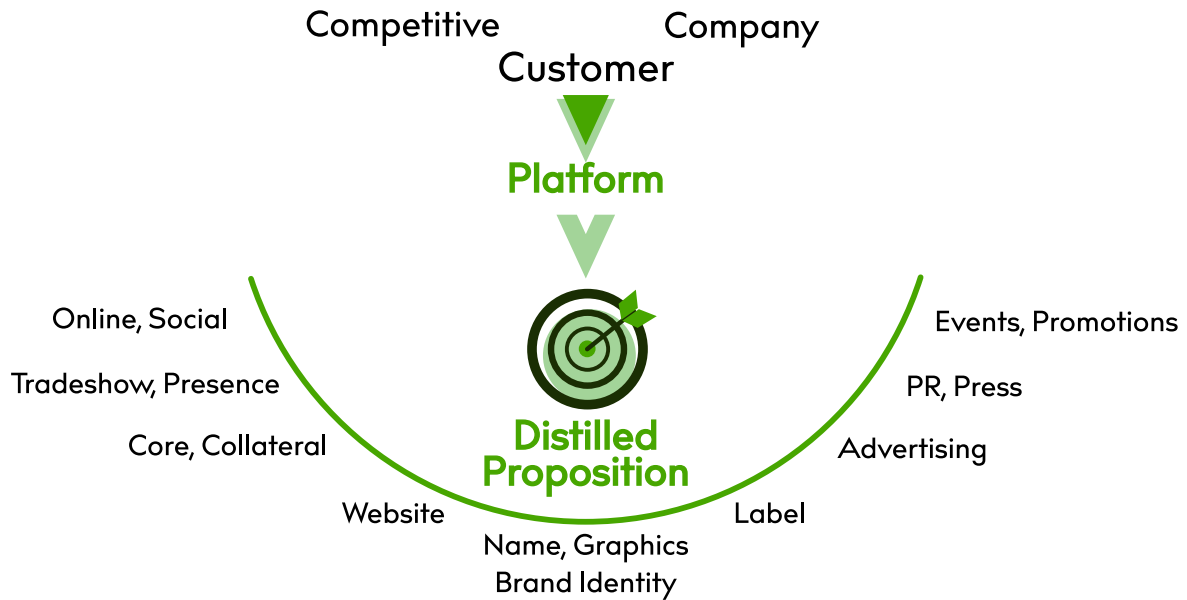
Their north star is volume, even if it means wedging your brand into places where it sticks out like a sore thumb, accruing costs instead of value.



Marketing

Cascadia Managing Brands offers proven expertise across a wide range of marketing areas. We provide services directly and/or select and manage vetted specialists on your behalf.

Some of the important service areas we cover:



BRAND DEVELOPMENT

“Why your brand?” Our approach ensures you’ll have a succinct, compelling answer for consumers, trade buyers, investors, and the press. We begin with a careful evaluation of your company, competition, and consumer – the “three C’s.” From there, we develop a focused, emotionally resonant brand platform and proposition – your own “Just Do It.” We incorporate independent market research as needed along the way.

WEBSITE DEVELOPMENT

Our expert web resources create best practice-based websites, including full-featured, database-driven e-commerce platforms. All websites are search optimized, scalable, and designed for seamless integration with your social marketing efforts

GRAPHIC DESIGN

Our designers bring your brand proposition to life across a full range of communication touch-points, including logo, packaging and labels, sell sheets, trade-show displays, point-of-sale materials, and both online and off line advertising.

MARKETING

Our social marketing experts ensure your brand is always “in the conversation,” keeping followers highly engaged and maximizing socially driven e-commerce opportunities.

SOCIAL MEDIA

Our social media team builds authentic connections that keep your brand top-of-mind across every platform, including Amazon. We create engaging content, manage communities, and drive measurable growth—helping you increase awareness and sales with a strategy tailored to your goals.

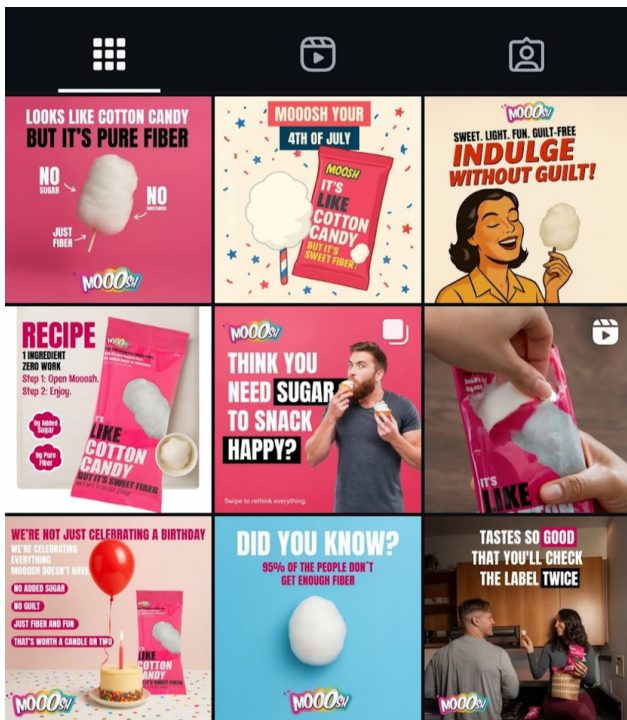


Our Work In Action

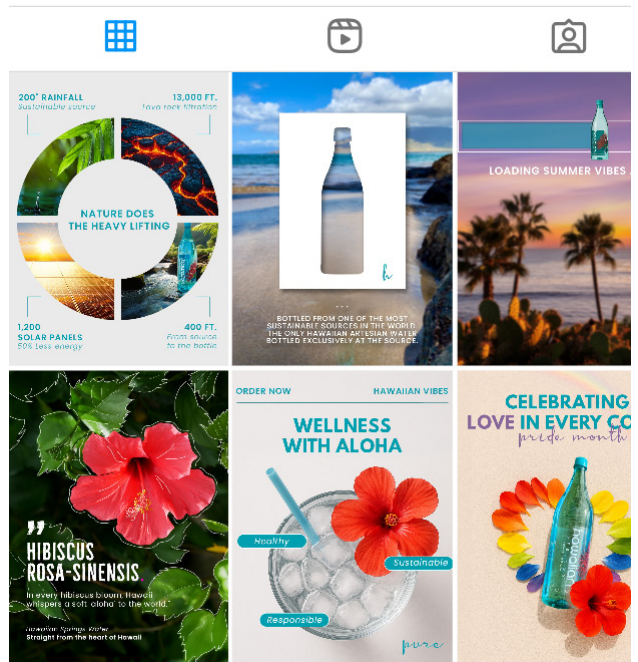
A few examples that showcase how we bring brands to life across retail, foodservice, and digital channels:

SOCIAL MEDIA

Brand: Moosh Cotton Candy
Deliverables: Social media content strategy
Impact: +31% expanded follower base



Brand: Hawaiian Springs Water
Deliverables: Social media content strategy
Impact: +52% growth in engagement



PACKAGING

Brand: Vezu
Deliverables: Redesigned packaging and label system
Impact: Improved shelf visibility and increased consumer recognition

BEFORE



AFTER



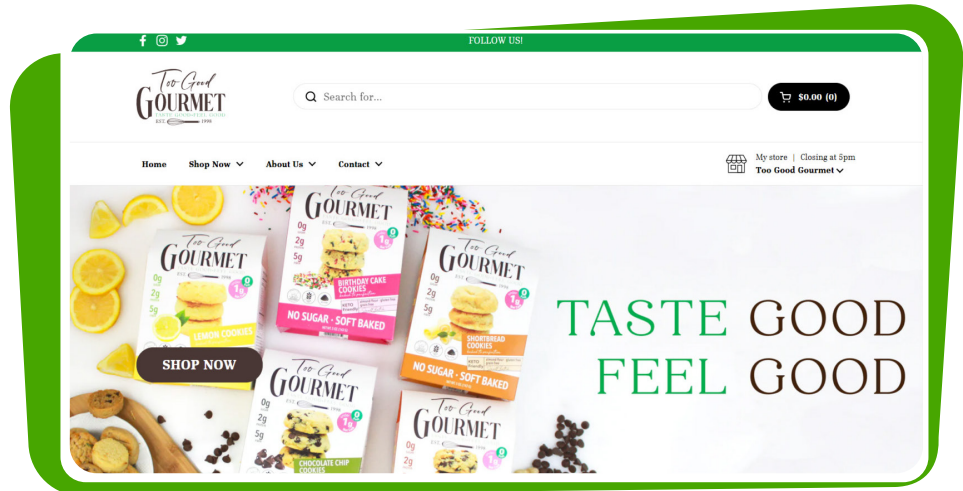
Our Work In Action

A few examples that showcase how we bring brands to life across retail, foodservice, and digital channels:

WEBSITE DEVELOPMENT

Brand:

Too Good Gourmet
Deliverables: Website redesign and e-commerce optimization



HOME PRODUCT RECIPES STORY

VEZU
SPARKLING WATER

En

THE REFRESHMENT
 REVOLUTION!

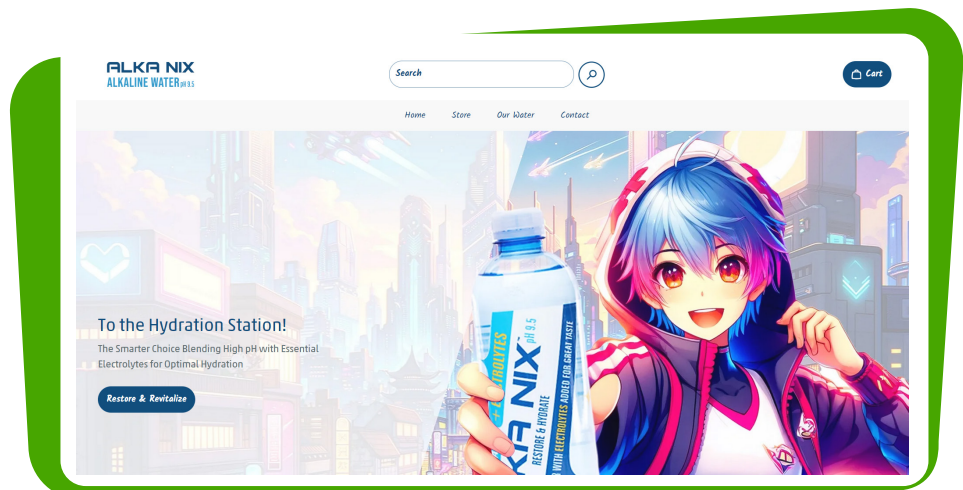


Brand:

Vezu Sparkling Water
Deliverables: Website redesign and e-commerce

Brand:

Alka Nix Water
Deliverables: Website redesign and e-commerce optimization



OUR TEAM

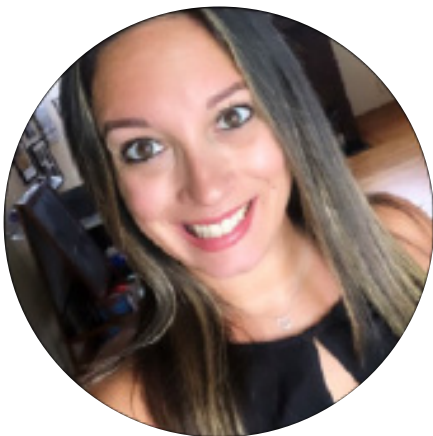


BOB SIPPER - PRESIDENT

Bob has established and managed successful broker and distribution networks for emerging brands for over 35 years. He is a leading category authority on how to secure distribution, how to select and/or assemble the right distribution channels and networks, and how to prepare winning presentations to distributors and retailers.

BILL SIPPER - MANAGING PARTNER

Bill is a food and beverage industry leader who has guided numerous brands from concept to commercialization to category leadership. He held senior positions at leading brands including Evian, Nantucket Nectars, Fresh Samantha / Odwalla, Naked Juice and Clearly Canadian. Bill's strategic expertise and executional focus helped those brands succeed and can help your brand succeed, too.



KRISTY DE LA VEGA - PARTNER

Kristy manages operations for Cascadia and maintains key account relationships and back office operations for selected Cascadia clients. She ensures that client operations and logistics are robust and best practice-driven to foster efficient, productive retail relationships. In that context Kristy organizes and maintains secure portals that enable easy access to market data, client presentations, etc.



Letters of Recommendation

Somerset Capital



April 23, 2025
To Whom It May Concern,

It is with distinct pleasure that I write this letter of recommendation for Cascadia Managing Brands, which has served as advisor for Hawaiian Springs Water during its receivership period. In my capacity as the court-appointed receiver for Hawaiian Springs Water, I have worked closely with Bill, Robert, and the Cascadia team and have been exceptionally impressed with their contributions.

When Cascadia Managing Brands was retained as my key advisor, Hawaiian Springs faced significant operational and market challenges following a shutdown and entry into receivership. Cascadia provided invaluable expertise, spearheading the revitalization effort. Their strategic planning, focus on equipment optimization, and leadership in rebuilding the team were instrumental in restarting operations at the Kea'au facility.

Furthermore, Cascadia was crucial in re-establishing and expanding the company's commercial footprint. He successfully opened inroads with vital industry partners and distributors, breathing new life into the brand's market presence. This work was fundamental in restoring distribution channels across Hawaii and the mainland US and setting the stage for future growth.

The positive impact of Cascadia's involvement cannot be overstated. Under its operational guidance, Hawaiian Springs Water resumed production and recently exceeded the production output levels maintained prior to the company's shutdown and receivership. This achievement is a direct testament to the leadership, operational acumen, and effectiveness of the strategies implemented by Cascadia Managing Brands.

Cascadia Managing Brands has demonstrated exceptional skill in operational turnaround, strategic brand management, and navigating complex industry relationships. I wholeheartedly recommend them to any organization seeking expert guidance in the food and beverage sector, particularly in challenging turnaround situations. They have been indispensable partners in Hawaiian Springs Water's resurgence.

Please feel free to contact me if you require any further information.
Sincerely,

Robert L. Stevens, Managing Director



Letters of Recommendation

Too Good Gourmet



I was Director of Sales for The Clorox Company Bottled Water Operations when we purchased the regional bottled water brand Deer Park from Nestle Waters.

At the time, Deer Park was exclusively a home and office delivery brand, and a bulk water brand at retail with 1 and 2,5 gallon packages.

I have worked with the Sipper team dating back roughly 30 years when they operated the premier multi-branded beverage distribution organization in the metro New York market.

The Sippers helped us create, launch, and execute the introduction of Deer Park Spring Water "That's Good Water!" in popular 12.0 oz multi-packs, 1 liter and 1.5 liters per packing.

In 1990, Deer Park 0.5 liter water became the first "called out" branded food or beverage product sold in Yankee Stadium.

The Sippers insight, strategic expertise, market place, and trade knowledge definitely helped our sales & marketing team make informed decisions and minimize risk, while growing sales and distribution to well above plan results.

The Sipper team executed very well with not only the large chains, but exceedingly well in the up and down the street business, building sales from the ground up.

The professionalism, initiative, pro-active approach to selling, and foremost - results is why I decided to partner once again with Cascadia Food & Beverage on Too Good Gourmet Cookies, as we look to expand the distribution footprint and class of trade penetration on our healthy, decadent, and seasonal cookie line up.

Working with the Sippers is a good business decision, and the entire team is personally a pleasure to partner with.

Thanks,
Ron

Ron Vogler, Executive Vice President



Letters of Recommendation

Evian



To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Bill Sipper and Cascadia Managing Brands. Having known Bill for over 35 years—first as his CEO at Evian, then as a competitor and lifelong industry peer—I can confidently say that he and his firm are among the most knowledgeable, strategic, and results-driven professionals in the food and beverage industry. Bill's career began in the early 1980s when I hired him as Evian's first Retail Sales Manager.

Coming from a successful family-run water distribution business, Bill already had an instinct for the beverage market, but it was his work ethic, ability to build meaningful relationships, and relentless drive that made him stand out. As he rose through the ranks—first to District Sales Manager and later to Regional Sales Manager—Bill played a key role in Evian's early success in the U.S., working closely with distributors, restaurants, and independent accounts to establish the brand. His contributions were particularly instrumental during one of our most pivotal moments: transitioning Evian to Coca-Cola as its national exclusive distributor. That shift required not just deep industry expertise but also a strong ability to navigate complex relationships at every level of the business. Bill executed it seamlessly.

Since then, Bill has gone on to become a leading force in the industry, holding executive roles at some of the most respected beverage companies, including: Vice President of Marketing at Ultimate Juice Company (Naked Juice, Zeigler's Apple Cider, Natalie's Orange Juice). In 2010, Bill co-founded Cascadia Managing Brands with his brother, another accomplished beverage executive. Over the past 14 years, Cascadia has become one of the most effective brand management and consulting firms in the industry, helping food and beverage brands develop, launch, and scale their businesses in an increasingly competitive landscape.

Cascadia's track record speaks for itself, having worked with both startups and established brands, including Liquid Death, Hint Water, Zico Coconut Water, PathWater, C2O Coconut Water, Franklin and Sons, Dirty Potato Chips, Poshi, Mooosh Not Cotton Candy, Lindt, and Droste Chocolates, among others, including Too Good Gourmet Cookies. The firm has also provided strategic guidance to major corporations and organizations such as InBev, Coca-Cola, Deloitte, Bain & Company, and the United States Department of Commerce.

Jack Maguire



Letters of Recommendation

Ancient Drinks



To Whom It May Concern,

For a brand guy initially naive to the intricacies of all the inner workings of the beverage industry, “The Sipper Brothers” (also known as the leads of Cascadia) have been integral. First as key advisors in helping us bring Ancient Drinks to market, now as very senior Sales leaders who have established our retail presence, they’ve seen it all, can connect us to everyone, and I can’t imagine the last three years without them.

Slay Today,

Josh Rogers Founder, CEO

Cide Road



To whom it may concern,

I am pleased to write this letter of recommendation for Cascadia Managing Brands. Our company has worked with Cascadia since before my wife and I launched our line of beverages in September 2014. We had no experience in the beverage industry prior to starting Cide>>Road and we were about to launch into a very new and undeveloped category of beverages called switchels. Building any startup is tough, but building a category takes know-how, and I have relied heavily on the expertise and guidance from Cascadia to help me understand and navigate key account sales, distribution strategy, and so much more. I believe their combined experience, expertise, and deep connections to industry players give them a unique advantage over similar firms in the space.

Since our launch, Cascadia has helped grow Cide>>Road to a nationally distributed brand that is currently sold in over 3,300 stores, and we are the clear leaders in the switchel category. I believe Cascadia’s guidance and knowledge helped us achieve this growth while avoiding many of the potential and costly mistakes that can destroy a startup or even an established brand.

Lastly, I believe that Bob, Bob, and Bill are genuinely enthusiastic about the success of our company and the future of our brand. I continue to work with them and speak to them on a daily basis.

Sincerely yours,

Kevin Duffy



Letters of Recommendation

Real Beanz



To Whom It May Concern:

I would like to take this opportunity to describe the work done by Cascadia Managing Brands and, specifically, Robert Carsaro. Robert is performing for us as a guide for picking top-notch distributors, meeting them, and negotiating contracts, ensuring that distributors meet and deliver what they promised.

Cascadia has a firm grasp of distributor details and takes the time to work with them. They are also highly skilled at recognizing issues that require escalation to management for decision-making. Typically, they present a number of well-thought-out options with pros and cons to aid the decision-maker in making choices. Robert Sipper knows the natural food channel well and understands and communicates the implications of the tough choices we are faced with every day and how to go about them.

They are excellent organizers in day-to-day business and deal effectively both with distributors and supermarkets and perform under stress. Bill Sipper, having managed so many of the top brands, actually appears to become more calm and more patient as stress escalates or conflicts emerge, making him an extremely valuable lead team member who can inspire excellent performance and ensure accountability.

In short, I would consider any company very lucky to have Cascadia join their team. They have all the skills for creating the atmosphere and structure necessary to bring a successful launch of a company. Witness the success of the huge, multi-million-dollar companies that they have handled in the past and have become top beverage companies in the industry; they have delivered on schedule, with a budget, and with high quality. The qualities and work ethic underpinned that success. I would highly recommend Cascadia in any beverage project that involves complexity, time constraints, and quality requirements.

Sincerely,

Serge Freund, President



Guide to the U.S Market

Cascadia Managing Brands “**Guide to the US Food and Beverage Market**” is designed to arm international brands with strategic insights, valuable contacts, and essential facts to succeed in this dynamic environment. We aim to unlock the door to substantial sales growth in the US for brands around the globe, overcoming common barriers and leveraging the unique opportunities the US market offers.



**DOWNLOAD OUR GUIDE
TO THE US MARKET**

**Learn about regulatory steps, distribution expectations,
and key milestones to scale in the U.S.**





LET'S CONNECT

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