

Genius Juice

Whole coconut smoothies blending both the coconut water and coconut meat

17 videos



Our mission is to bring nutrition and our enthusiasm to the mainstream and make those accessible to everyone. This product represents another step in our journey to make the healthiest and most delicious food available to everyone. We are excited about the gift of this product to the world.

Alan Beyer CEO/Founder of Genius Juice

ABOUT | SERVICES | SUPPORT | AND A BUNCH OF OTHERS

Why you may want to support us...

- 1. 100% 100% Natural Growth. It's natural growth from 2018 to 2020.
- 2. Launched in Whole Foods in 2015 and now in 4 regions of Whole Foods. Also in 100+ other Whole Foods locations across the US.
- 3. Offered in 1,200+ stores. Strong branding and distribution in natural and conventional channels.
- 4. Unique selling proposition and beneficial health product.
- 5. Zero-waste mission. We up-cycle the coconut husk into activated charcoal.
- 6. 1,200+ Instagram Followers.

COMPANY  
VISION  
MISSION  
GOALS

Our Team

17 members



Alan Beyer  
CEO/Founder

Formerly at Genius Juice, Alan Beyer organized a non-profit event raising awareness for children's health and well-being. This was to benefit children's hospitals and research and care for children.



Gavin Linde  
Director of National Sales



Brian Cawth  
Vice President of Operations



Amanda Cawth  
Director of Operations



Chris Hatcher  
Director of Operations



Matt Zimmer  
Vice President of Development

In the news

17 articles

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The Journey To Genius

One of our colleagues, Alan Beyer, who eventually became President and CEO of Genius Juice, worked as a marketing executive at a major pharmaceutical company. He was passionate about health and wellness and wanted to make a difference in the world. He was also a health enthusiast and wanted to make a difference in the world.

Alan Beyer decided to start a nonprofit company called "Genius Juice for a Cure". The mission was to raise awareness for children's health and well-being and to support research and development for children's health.

Genius Juice is a nonprofit company that is dedicated to raising awareness for children's health and well-being and to support research and development for children's health. The company is currently in the process of raising funds for children's health research and development.



Alan Beyer is a nonprofit executive who is passionate about health and wellness. He is currently working on a project to raise awareness for children's health and well-being and to support research and development for children's health.



Every morning, he made a smoothie that would give him the energy and boost he needed to get through the day. He was passionate about health and wellness and wanted to make a difference in the world.

Alan Beyer is a nonprofit executive who is passionate about health and wellness. He is currently working on a project to raise awareness for children's health and well-being and to support research and development for children's health.

The team behind the Genius Juice for a Cure project is dedicated to raising awareness for children's health and well-being and to support research and development for children's health. The team is currently in the process of raising funds for children's health research and development.



They have been selling the whole coconut smoothies at local events, but they thought they had no choice but to launch a company. They were passionate about health and wellness and wanted to make a difference in the world.



In 2015, Alan Beyer had a big opportunity to present to Whole Foods. They brought a sample of their product to the store and they were very successful. They were passionate about health and wellness and wanted to make a difference in the world.



The first product of the Genius Juice

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In 2013, Genia made us open change for the home and partnered up with a great supplier and began sourcing the coconuts directly across through a good supplier, getting more control and better pricing from a direct supplier. After Ryan, Foster and ICI generally tested the format and the place, when the coconuts were harvested, crushed, juiced, and returned. It was a powerful experience.



After spending a lot of time and resources at their facility in the Dominican Republic in Thailand



But I found it really easy, Genia released into the market, The Coffee Coconut Smoothie which is now a hit, and the Coconut coconut smoothie. This is the whole coconut smoothie with a delicious whole coconut glass based smoothie.



Research of coconut products from other, including coconut-based coffee and smoothies.

With a focus now on shell, the team then decided to really market hard and get the word out on how Genia's products. They decided to show up in every food store, Natural Products Expo West, Green Festival, VegFest, Vegan Events, and so many more. We had a lot of energy and we enjoyed receiving great feedback on this.



The Genia team at the Food Trade Show for Genia in 2015.

After this week, we got 100,000 coconuts. The Genia team went ALL-OUT, with amazing discounts in stores with partners such as Whole Foods across the country.



Whole Foods Market in Los Angeles.

And even put in Genia's custom branded fridge in select high volume stores.



Whole Foods Market in Los Angeles.

What started as a small brand in Southern California grew into a national brand in new over 1,000 stores across the country including Whole Foods (5,000+), Natural Grocers, Alamo's (2,000+), and many more. In 2015, we have coconuts for several, bottled coconuts, and several locations which is truly and excited and the next evolution for the brand as a whole.

What the team LOVES most is seeing the smiles on the customer's faces when they experience Genia and how they LOVE healthy it. It's pretty obvious, people love their coconut smoothies and coconuts from their daily lives, health and energy.



Welcome to Genia, the world's first whole coconut smoothie blending the BEST coconut into a bottle!

After Ryan



After Ryan - Founder and CEO

## Investor Q&A

### What does your company do?

Our company makes whole coconut smoothies and sells this product to top retailers in the country such as Whole Foods, Kroger, Publix, and more. We have whole coconut into every bottle and a whole coconut smoothie.

### Where will your company be in 5 years?

In five years, we want to be at 100,000 stores in the country and have a successful unit for 100,000 stores. We have already received 100,000 stores in the country and we want to be at 100,000 stores in the country with retail partners.

### Why did you choose this idea?

Our mission is to bring coconuts and a new smoothie to the mainstream and make them accessible to all consumers. This product improves quality of life and all our people to live longer and healthier lives. I want to share this gift of Pure Genia with the world.

### Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

Coconuts are one of the most nutritious, healthy, plant-based products. The smoothie for plant-based is here, and many consumers are becoming more aware of healthy foods and the Genia team is helping to lead the way.

### How far along are you? What's your biggest obstacle?

We are in the early stage growth phase where we already have a proof of concept, entering sales and distribution. We are now negotiating with the top retailers in the country, enough to get to the next level and to be able to make a profit.

### Who competes with you? What do you understand that they don't?

Coconut water is a new concept with an added functional, healthy, plant-based juice and smoothie. Our product is highly differentiated since we have WHOLE COCONUT which is more than other coconut water, coconut, and smoothie when there are several ingredients in each cup. Our coconut-based product is 100% natural and has no added ingredients other than being 100% coconut, and extremely nutritious.

### How will you make money?

Our long-term goal, which we can't guarantee is to be acquired and have a successful exit in 5 years time when we have 100,000 stores in the country and a healthy 100,000 stores for investors.

### What are the biggest risks if you fail, what would be the reason? What has to go right for you to succeed?

The biggest risk is how capital intensive it is to purchase raw materials (such as coconuts) and produce inventory. The other risk is another competitor in the market space with more resources and distribution, and copying the product. However, the barrier to entry is very high since we have a vertically integrated manufacturer who requires the specific type of coconut raw materials needed to make our product, which is an exclusive partnership.