

# BLAST MIXER

A QUICK START GUIDE  
TO MARKETING BLAST MIXER



# WHAT IS BLAST MIXER?

Ever wonder how XS Energy Drinks are made? Well, the secret is out and Blast Mixer is the answer! Blast Mixer concentrate is the foundation to each can of XS. In fact, one ounce of Blast Mixer concentrate mixed with seven ounces of carbonated water is near the equivalent to an 8.4oz can of XS. Packed with premium ingredients, mega doses of B-vitamins and adaptogenic herbs - Blast Mixer comes ready to pour in a 32oz bottle. Blast Mixer comes in four great flavors: Cranberry-Grape, Lemon, Tropical, and Classic.

# WHO USES BLAST MIXER?

**EVERYONE!** People order Blast Mixer by the case so they can enjoy the great taste and benefits of XS in a variety of new ways. If you are sensitive to carbonation, Blast Mixer can be mixed with non-carbonated water. Athletes, at home or in the field, add an ounce or more of Blast to their water bottle for increased energy and hydration during their routines.

**SALES AND EVENTS:** You can make great retail profits, and build your customer base and downline, with Blast Mixer at sales events. Blast Mixer can be added to freshly made smoothies, sno-cones, or even kick up your lemonade stand with an energy boost! You could also retail Blast Mixer to “event specialists” for their upcoming event sales season, or setup a booth at your local 5K marathon and sample Blast Mixer in 1oz cups for free at the finish line. Free samples lead to conversations and sales. For example, you could offer to sell 12oz cups of Blast or cans/cases of XS.

**RESTAURANTS/BARS/CLUBS:** When you're ready to bump it up a notch, look no further than Bars and Clubs. Do you know of any food and beverage establishments that use energy drinks as a mixer? Blast Mixer is a perfect solution for those high priced cans you see behind the bar. Blast Mixer will beat any mainstream energy drink cost on the market that's sold in a can. It's time to start thinking about the future.

**SPECIALTY HEALTH DRINKS:** Check out your local smoothie or juice bars. Many IBOs sell Blast Mixer to establishments that are looking to add some positive energy as an upgrade to their freshly made beverages ... the possibilities are endless. Where will you use Blast Mixer next?

# SALES AND EVENTS

You can make great retail profits, increase your customer base, and grow your downline with Blast Mixer at sales events. Blast Mixer can be added to freshly made smoothies, sno-cones, or even kick up your lemonade stand with an energy boost! You can also retail Blast Mixer to “event specialists” for their upcoming event sales season.



## SMOOTHIE RECIPIES

### CRANBERRY-GRAPE ORANGE SMOOTHIE

#### 2 oz Cranberry-Grape Blast Mixer

1 cup almond milk

½ cup greek yogurt

⅔ cup frozen cranberries

2 oranges

*Peel, segment, and seed the orange. Combine the almond milk, yogurt, cranberries, oranges, and Cranberry-Grape Blast Mixer in a blender until smooth.*

### TROPICAL BERRY SMOOTHIE

#### 5 oz Tropical Blast Mixer

½ cup greek yogurt

6 Tbsp frozen blueberries

¾ cup ice

*Blend Tropical Blast Mixer, greek yogurt, frozen blueberries, and ice in a blender until smooth.*

# RESTAURANTS BARS & CLUBS

When you're ready to bump it up a notch, look no further than Bars and Clubs. Do you know of any food and beverage establishments that use energy drinks as a mixer? Blast Mixer is a perfect solution for those high priced cans you see behind the bar. Blast Mixer will beat any mainstream energy drink cost on the market that's sold in a can. It's time to start thinking about the future.



## COCKTAIL RECIPIES

### TROPICAL GIN MINT BLAST

#### 2 oz Tropical Blast Mixer

2 large strawberries

6 red raspberries

4 blackberries

4 oz gin

1 cup ice

8 mint leaves

4 oz soda water

*Muddle mint leaves, strawberries, red raspberries, and blackberries in the bottom of a cocktail shaker. Add gin, Tropical Blast Mixer, and ice, and shake 10 times. Strain over 2 glasses filled with crushed ice. Top with soda water and serve.*

### CRANBERRY-GRAPE COSMOPOLITAN

#### 1 oz Cranberry-Grape Blast Mixer

2 oz lemon vodka

½ oz cointreau

⅔ oz lime juice

1 lime wedge, *for garnish*

*Shake vodka, cointreau, lime juice, and Cranberry-Grape Blast Mixer. Pour over a coupe. Garnish with lime wedge.*

# SPECIALTY HEALTH DRINKS

Check out your local smoothie or juice bars. Many IBOs sell Blast Mixer to establishments that are looking to add some positive energy as an upgrade to their freshly made beverages ... the possibilities are endless. Where will you use Blast Mixer next?



## JUICE RECIPIES

### BASIL BEET BLENDER JUICE

#### 2 oz Classic Blast Mixer

- 1 large beet
- 1 large crisp apple
- 2 carrots
- ½ cup fresh basil leaves
- 1 ½ cups water

*Add Classic Blast Mixer, large beet, crisp apple, carrots, fresh basil leaves, and water into a blender. Blend until smooth. Strain pulp out of juice. Serve chilled.*

### JUICE GENERATION GREEN DRINK

#### 2 oz Lemon Blast Mixer

- 1 banana
- 1 cucumber
- 6 oz apple juice
- 1 cup raw green kale
- small chunk raw unpeeled ginger

*Freeze peeled banana, thinly sliced and chopped cucumber overnight. Add Lemon Blast Mixer, apple juice, raw green kale (stems removed), and ginger to a blender. Process on high for 20-30 seconds.*

# NUTRITIONAL INFORMATION

## CRANBERRY-GRAPE BLAST MIXER



Contains 12% Juice

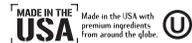
Nutrition Facts	
about 32 servings per container	
Serving size	1 fl oz (about 30mL)
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Sodium 0mg	1%
Total Carbohydrates 0g	0%
Protein 0g	
Niacin 16 mg	100%
Vitamin B6 5 mg	300%
Vitamin B12 118 mcg	4900%
Pantothenic Acid 5 mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Water, Taurine, Cranberry Juice Concentrate, Citric Acid, L-Glutamine, Acesulfame Potassium, Caffeine, Sucralose, Sodium Benzoate (preservative), Vegetable Juice (color), Niacinamide, D-Calcium Pantothenate, Natural Flavor, Potassium Sorbate (preservative), Pyridoxine Hydrochloride, Panax Ginseng Root Extractive, American Ginseng (Panax quinquefolia) Root Extractive, Cyanocobalamin.

Contains 80 mg of caffeine per serving. Not recommended for children, pregnant or nursing women and those sensitive to caffeine.



## TROPICAL BLAST MIXER



Contains 0% Juice

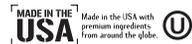
Nutrition Facts	
about 32 servings per container	
Serving size	1 fl oz (about 30mL)
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Sodium 25 mg	2%
Total Carbohydrates 0g	0%
Protein 0g	
Niacin 16 mg	100%
Vitamin B6 5 mg	300%
Vitamin B12 118 mcg	4900%
Pantothenic Acid 5 mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Water, Taurine, L-Glutamine, Citric Acid, Acesulfame Potassium, Caffeine, Salt, Sucralose, Sodium Benzoate (preservative), Niacinamide, D-Calcium Pantothenate, Potassium Sorbate (preservative), Pyridoxine Hydrochloride, Yellow #6, Panax Ginseng Root Extractive, American Ginseng (Panax quinquefolia) Root Extractive, Natural Flavor, Cyanocobalamin.

Contains 80 mg of caffeine per serving. Not recommended for children, pregnant or nursing women and those sensitive to caffeine.



## LEMON BLAST MIXER



Contains 24% Juice

Nutrition Facts	
about 32 servings per container	
Serving size	1 fl oz (about 30mL)
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Sodium 0 mg	1%
Total Carbohydrates 0 g	0%
Protein 0g	
Niacin 16 mg	100%
Vitamin B6 5 mg	300%
Vitamin B12 118 mcg	4900%
Pantothenic Acid 5 mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Water, Citric Acid, Lemon Juice Concentrate, Taurine, L-Glutamine, Acesulfame Potassium, Caffeine, Sucralose, Sodium Benzoate (preservative), Niacinamide, D-Calcium Pantothenate, Potassium Sorbate (preservative), Pyridoxine Hydrochloride, Panax Ginseng Root Extractive, American Ginseng (Panax quinquefolia) Root Extractive, Cyanocobalamin.

Contains 80 mg of caffeine per serving. Not recommended for children, pregnant or nursing women and those sensitive to caffeine.



## CLASSIC BLAST MIXER



Contains 0% Juice

Nutrition Facts	
about 32 servings per container	
Serving size	1 fl oz (about 30mL)
Amount per serving	
<b>Calories</b>	<b>10</b>
% Daily Value*	
Total Fat 0g	0%
Sodium 0 mg	0%
Total Carbohydrates 0 g	0%
Protein 0g	
Niacin 16 mg	100%
Vitamin B6 5 mg	300%
Vitamin B12 118 mcg	4900%
Pantothenic Acid 5 mg	100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium.

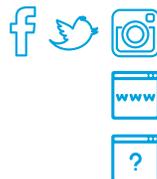
\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Water, Citric Acid, Taurine, L-Glutamine, Acesulfame Potassium, Caffeine, Caramel Color, Sucralose, Sodium Benzoate (preservative), Niacinamide, D-Calcium Pantothenate, Potassium Sorbate (preservative), Pyridoxine Hydrochloride, Natural Flavor, Panax Ginseng Root Extractive, Fruit Juice (color), American Ginseng (Panax quinquefolia) Root Extractive, Vegetable Juice (color), Cyanocobalamin.

Contains 80 mg of caffeine per serving. Not recommended for children, pregnant or nursing women and those sensitive to caffeine.



# SOCIAL MEDIA & SUPPORT



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