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CHARLOTTE BUSINESS JOURNAL

Energy drink company expands distribution with deal in New York



Owen Ryan's High Voltage Beverages produces energy and sports drinks under the Volt® brand. It's bottled in Charlotte, but the primary markets are in Asheville and northern Florida. - photo NANCY PIERCE Charlotte Business Journal January 16, 2009

I moved from NYC to launch VOLT® to compete with Gatorade and Mountain Dew, two brands from PepsiCo with over \$12 billion in sales. VOLT® soon replaced Gatorade as the Official Sports Drink of AAU Baseball in NC and was gaining traction in convenience stores across VA, OH, SC, NC and FL. By 2010 we were invited into large chains like Publix and Walgreen's. As VOLT gained sales from young consumers in 10 states, I recruited a former President of Cadbury-Schweppes and RC Cola to deal with the challenges VOLT® faced competing with Coke and Pepsi, while I defended myself, and the VOLT® trademark in a lawsuit The Coca-Cola Company had filed in Federal Court. Coke's three-year, multi-million dollar legal effort to cancel the VOLT® trademark failed, but by the time the jury ruled in my and VOLT's favor, and Coke's appeal efforts failed, my business was in shambles. I then created a healthy foods brand called AntiOxidant Farms® to compete in multiple segments of the fast growing \$50 billion US "functional foods" market, and launched K.O. Marketing Group (www.HeavyweightKillers.com) Now, with the help of some former NFL players VOLT is being re-launched in 2017

A bit of info on my entrepreneurial history creating and launching new brands against tough competitors is at <http://futurecharlotte.com>

“Why perseverance matters” See 2016 INFORMATION ON the VOLT® brand.
<https://www.youtube.com/watch?v=nGmQaGzAuaU&sns=em>



→ <http://vimeo.com/2366045> → http://www.beveragespectrum.com/issue/July-August_2009/How_Volt_Survives_By_Fighting_Giants



After VOLT® replaced Gatorade® as “Official Sports Drink of AAU Baseball” in NC, PepsiCo and Gatorade sent cease and desist letters demanding Ryan change VOLT®’s advertising, claiming “*the way VOLT is being marketed represents unfair competition to Gatorade,*” Ryan refused to change VOLT’s advertising and continued to grow the brand, eventually gaining distributors in 10 states.

**HELPING BUILD A BETTER YOU™ ANTIOXIDANT FARMS®
GRANOLA, DRINKABLE YOGURTS, FORTIFIED FOODS.**



<http://www.antioxidantfarms.com/>

DREAM GARDEN® - a flavorful line of all-natural fruit drinks, and zero calorie herbal waters for a growing multi-billion dollar segment.

Dream Garden™ All Natural Fruit Sodas
Carbonated Soda – 3 All-Natural Gourmet Fruit Flavors 12 OZ bottles.

Great taste. Made with Natural Cane Sugar.
Light & Refreshing Gourmet Taste.

Zero Calories. All Natural. Soothing. Refreshing. 16 OZ bottles.
**Dream Garden™ Zero Calorie
Herbal Water – Organic!**

No Preservatives. No Calories. No Chemicals.
All Natural. USDA Organic.

OWEN RYAN, PRIOR ENTREPRENEURIAL HISTORY.

Prior to **VOLT® beverages**, I ran a new products development and strategy consulting business in New York City for 20 years solving tough marketing communications problems, and also creating PR and sales promotion programs for clients such as Kraft Foods, Unilever, Citibank, The Blackstone Group, Anheuser-Busch, Honda, and Johnson & Johnson.



As an entrepreneur, I created, or co-created and launched multiple branded consumer products including a kids beverage company (**CRAYONS® Fruit Drinks**), a salty snack company (**PARTY ANIMALS®**), an international licensing business (**GCI/HALLEY'S COMET**), a direct mail company (**PCI, Inc.**), and a laundry detergent brand (**WIN® Detergent**).

I helped raise multiple millions in outside capital for these start-ups and gained many valuable "lessons learned" in the process. I plan to put this learning to work in 2017 recruiting partners and investors to build the AntiOxidant Farms® brand in the US, and worldwide, and launch the VOLT® brand and Dream Garden™ brands in the US.



PARTY ANIMALS® snack crackers. See:

<http://www.nytimes.com/1989/07/10/business/the-media-business-the-march-of-the-party-animals.html?pagewanted=1>

CRAYONS® FRUIT DRINKS: See: <http://www.drinkcrayons.com/>

("The Fun Company That's Serious About Quality.")



WIN® DETERGENT: See <http://www.windetergent.com/>

GENERAL COMET INDUSTRIES, INC. (Or, "How Owen Ryan Became "Earth's Official Representative of Halley's Comet")

<http://www.inc.com/magazine/19870301/7511.html>

<http://www.inc.com/magazine/20090701/30-memorable-marketing-campaigns.html>



"In the course of my career, I have launched a number of high profile, entrepreneurial ventures which demonstrate my history of identifying a business opportunity, and innovating quickly, usually on a shoestring, to build brand awareness, and sales. One such venture is the Earth's Official Representative Of "Halley's Comet" project referenced at the links below.

I initially started this project as a joke, an off-the-wall publicity stunt intended only as a light-hearted parody of the over-merchandising of the "Official" Olympics symbol. I did this to draw media attention to my new marketing and sales promotions firm. It worked out pretty well, with over 80 governments licensing my so-called "Official" Halley's Comet symbol for use on their country's postage stamps, and firms like Hardee's Restaurants, CUNARD CRUISES & British Airways licensing the logo for promotions.

<http://www.nytimes.com/1984/12/11/business/advertising-marketing-halley-s-comet.html?scp=1&sq=marketing%20halley's%20comet&st=cse>

ATLANTA CONSTANCE SAMPSON: “AN AMERICAN ORIGINAL”

(b. 1896 – d. 1995)

At this link from the NEW YORK TIMES **you will read a remarkable story** of a chance meeting in 1988. Two and a half decades later, this inspiring story seems on the cusp of finally being turned into a feature film, giving cinematic testimony to what can be accomplished with a combination of God-given talent, hard work, never-ending desire, and an always-present faith!

<http://www.nytimes.com/1992/11/18/nyregion/about-new-york-amazement-wonder-and-meaning-of-beauty.html?pagewanted=1>



“When I first met Atlanta Constance Sampson she was 91 years old, destitute and unknown, a frail woman in poor health living alone in New York City with the folks from Saint Patrick’s Cathedral bringing her meals. Yet she never once gave up on her faith, always knowing that the lifetime she had spent chronicling America through the eyes of a Midwestern farm girl would not be wasted. *“God created me to be an artist,”* she said, *“It was God’s plan for my life.”* No matter what setbacks life presented, she never stopped pursuing her lifelong dream of having a one-woman show of her art. God did indeed have a plan and that dream soon became manifest. Her paintings would be exhibited at prestigious New York City galleries and a one-woman show of her life’s work at The National Arts Club would draw critical acclaim. Presidents and Hollywood celebrities would soon own her work. An exhibit in Washington DC would follow saluting her *“contribution to American Art”*. The NEW YORK TIMES would note the comparison of her work to the most well-known American artists of the 20th century, pointing out that: *“in the magazine Art in America, Lawrence Campbell, himself an artist, wrote that Miss Sampson’s work recalled various painters, among them Kandinsky, Rothko, Jasper Johns. “But,”* he added, *“there is always the personal quality of an individual shining through. A personal lyricism. A person. Of her work in all its phases, this is always true.”*

"His marketing flair has drawn clients like Johnson & Johnson, Lever Brothers and Coca Cola to his tiny company..."

THE NEW YORK TIMES

"Always thinking ahead..."

NEWSWEEK MAGAZINE

"Not your run-of-the-mill adman..."

THE NEW YORK TIMES

"Ryan is either an advertising and promotional genius or the re-incarnation of P.T. Barnum."

DISCOVER MAGAZINE

"In the new products arena he seems to possess a preternatural ability to see around marketing corners."

AMERICAN MARKETING ASSOCIATION

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Owen Ryan resides in Charlotte, NC with his wife Myung Sook Kim and their daughter Emma Kim Ryan. On a volunteer basis Ryan is Co-Director of the Charlotte Chapter of Silicon Valley-based Founder Institute, the world's largest tech entrepreneur education and training program. He is founder of www.FutureCharlotte.com and AntiOxidant Farms® and a founding partner at <http://HeavyweightKillers.com> and www.PsychicSanta.com. He can be reached at owenryan@yahoo.com and (646) 812-5109