



Sponsor Profiles



All-In Licensing

All-In Licensing delivers a proven nationwide business model for securing permits and regulatory licenses quickly and reliably. With a fully in-house team of compliance experts, we handle complex applications across all 48 contiguous states. Our proven process emphasizes speed, transparency, and predictable pricing that can reduce costs by 20–50%. From alcohol and cannabis permits to health, occupancy, fuel, and business licensing, we offer speed, reliability, and full oversight—all in-house with no third-party delays. Our processes are all streamlined by our staff experts who have fostered relationships with regulatory agencies at state and local levels. We are All-In!



Benjamin Blue H2O

Benjamin Blue Natural Spring Water was born from a dream. Founder Marco Martinez was told, “God will bless your investment”. Inspired by the \$100 bill. The world’s most recognizable symbol of value. What started as ambition became a premium natural spring water built on resilience, purpose, and legacy. Every bottle honors family and perseverance, carrying Marco’s mother Adela’s signature as a reminder that success is earned and never forgotten.

100% Natural Spring Water | Neutral pH No Additives | Purpose Driven

Our Mission Hydrate | Elevate | Empower | Success | Health | Hope
Inspire people to live authentically as they strive for success in their communities.

Bottled with Purpose, Made for the Select



B-O-F Corporation

B-O-F Corporation is a strategic partner to convenience retailers focused on driving operational efficiency, margin protection, and in-store performance. For over 70 years, the company has engineered gravity flow shelving systems that reduce labor, improve product visibility, and keep high-velocity categories consistently shelf-ready. Its solutions are designed to adapt to evolving planograms, shrink challenges, and fast-changing consumer demand.

By combining precision engineering with deep retail insight, B-O-F helps convenience operators streamline execution, enhance the shopper experience, and scale performance across single stores or multi-location networks.

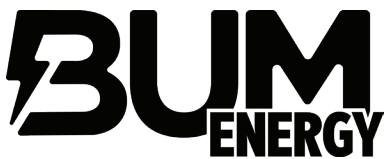


BOSTON BEER co.
· ESTD. 1984 ·

The Boston Beer Company

Boston Beer started in 1984 when Jim Koch discovered his great-great-grandfather's recipe for Louis Koch lager in his family's Cincinnati-area attic. Test batch after test batch, Jim knew he was onto something with what we know today as Boston Lager with that very recipe. Soon after, he established the company you know today: The Boston Beer Company.

Beer is our middle name, but we are so much more. Our portfolio includes Sam Adams, Dogfish Head, Truly, Twisted Tea, Angry Orchard and Sun Cruiser.



BUM Energy

BUM Energy is a lifestyle energy drink built for everyone—students, gamers, athletes, office pros, and anyone who needs a smarter boost. With a clean, vintage-inspired look and a balanced formula, we deliver less caffeine, more energy. Each can has zero sugar, 112mg of natural caffeine, and 250mg of Cognizin® to support focus, clarity, and mental performance—without the jitters or crash. We're here to fuel work, play, and everything in between with an energy drink that works as hard as you do, and thinks a little better while doing it.



Cirkul

Cirkul is transforming the way people hydrate by making drinking water delicious, convenient, and fun. Founded in 2017 by two Dartmouth athletes, Cirkul developed a revolutionary flavor cartridge that lets users customize every sip with a simple turn of the dial. Each cartridge delivers up to six drinks (just refill with water) with no sugar, zero calories, and no artificial colors. Cirkul's vision is to turn water into every drink, for everyone, everywhere. With 150+ flavors across functional lines like Energy, Electrolytes, and Vitamins, Cirkul makes drinking more water easy all day long.



Danone North America

Danone North America, we believe that every time we eat or drink, we vote for the world we want to live in. This is the principle behind Danone's "One Planet. One Health" vision. As #1 Manufacturer of yogurt, plant-based and dairy food products in North America the U.S., we make healthy, sustainably-produced food and drinks that nourish people's lives. Our family of brands includes household names such as Activia, Dannon, International Delight, Oikos, STok and Silk. As a purpose-driven business and a Public Benefit Corporation, we are proud to be one of the largest Certified B Corporations in the world.



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Delta Beverages

Our refreshing THC seltzers give you the freedom to take the edge off and tap into any moment so you vibe rite.



Generous Brands

Generous Brands is the leading premium refrigerated beverage company with a proven track record of building and scaling high-quality, purpose-driven brands. The company brings together a \$1 billion portfolio of four distinctive brands—Bolthouse Farms, Evolution Fresh, Health-Ade, and Sambazon—each rooted in wellness, quality, and vibrant nutrition. With deep expertise in sourcing, manufacturing, and innovation, Generous Brands leads the refrigerated beverage set, holding the #1 share in Premium Refrigerated Beverages, while preserving what makes each brand unique. United by a shared commitment of nourishment, Generous Brands is shaping the future of premium beverages.



iSEE Store Innovations

iSEE Store Innovations is a global design and manufacturing company specializing in high-impact merchandising solutions for convenience retail.

With years of experience supporting leading CPG brands and retailers, we design and produce premium in-store displays that enhance visibility, optimize space, and influence shopper behavior at the point of purchase.

Our philosophy centers on innovation, precision, and solving real-world retail challenges through thoughtful design. Our product line includes beverage and cooler merchandising, custom point-of-sale solutions, modular display systems, and interactive in-store engagement platforms, all built to perform in fast-paced convenience environments.



Keurig Dr Pepper

Keurig Dr Pepper is a leading beverage company in North America, with annual revenue in excess of \$11 billion and nearly 27,000 employees. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. The Company is committed to sourcing, producing and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability.



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 **Marmon Foodservice
Technologies**
A Berkshire Hathaway Company

Marmon Foodservice Technologies

Display Technologies, a proud brand of Marmon Foodservice Technologies, is an industry-leading point-of-purchase equipment supplier that has provided innovative beverage glides for over 50 years. By leveraging Retail Science, we deliver value-engineered solutions designed to manage space, optimize operations, and drive impulse sales in the profitable packaged beverage category. Our products maximize holding capacity and deliver consistent performance, backed by a dedicated Customer Excellence team. DT empowers customers with the flexibility required to transform displays and maximize revenue potential in their cold vaults.

NOVIPAX™

Novipax LLC

Manufacturer of absorbent floor mats/pads for

- Cold vault cleanliness. Proactive solution for clean coolers.
- Fryer grease
- Fountain drink dispensing area
- Ice Machines
- Safety for floor spills


Nowadays

Nowadays

Nowadays offers a dynamic range of hemp-derived THC-infused beverages perfect for retail stores. Our 2oz shots drive impulse purchases at the counter, while 12oz and 16oz cans provide convenient grab-and-go options. For higher margins, our 750ml premium bottles offer the most value. Each product delivers a light, enjoyable buzz in just 15 minutes, catering to the growing demand for non-alcoholic alternatives. With Nowadays, you can elevate your store's beverage selection and meet the needs of customers seeking innovative, functional drink solutions that deliver relaxation and refreshment in every sip


OLIPOP

OLIPOP

OLIPOP is the feel-good soda made with real ingredients that feel good and taste good. Refreshing, delicious, and full-flavored, OLIPOP supports digestive health with high fiber and less sugar than traditional soda.

Whether your customers are reaching for something classic or something more fruity and fun, OLIPOP has a flavor for everyone and goes with just about everything, from sandwiches to grab-and-go snacks and everything in between.



Primo Brands

In 2024, Primo Water Corporation merged with BlueTriton Brands to create Primo Brands Corporation — a leading branded beverage company in North America with a focus on healthy hydration. We have an extensive portfolio of highly recognizable, sustainably sourced, and conveniently packaged beverage brands including Poland Spring®, Deer Park®, Zephyrhills®, Ice Mountain®, Ozarka®, Arrowhead®, Saratoga®, Mountain Valley®, Splash and Pure Life®. We also offer an industry-leading line-up of innovative water dispensers, 5G delivery and filtration solutions. Primo Brands manages natural resources for long-term sustainability, and conserves more than 27,000 acres of natural watershed area and sources natural spring water from over 90 spring sites throughout the United States and Canada.



REDCON 1

REDCON1 has become the gold standard for efficacy, transparency and product formulation. Today REDCON1 offers a robust portfolio including our High Performance Energy Drink. Our continuous innovation welcomes new consumers to the brand looking to perform at their highest state and get the most out of their workout and workday. Every flavor lives up to our coveted taste and reputation - from the first sip to the last drop. Our strong military commitment sets us apart from competitors and we are proud to highlight that every can supports the military, with a percentage of proceeds from each purchase going towards those who need it most.



Reily Foods Company

Reily Foods Company is a leader in the manufacturing of coffee and iced tea. Custom coffee roasting can build a better business with a seasoned & successful coffee roaster that's designed for the grind.

Reily Foods Company is family owned & privately held since 1902, so we've proven to be an adaptable partner that collaborates with businesses to meet their needs. We want to be a partner, not just a supplier.

- QGrader and Quality testing with sensory evaluations begin at green delivery & run all the way through the final packaging.
- BRC Global Food Safety Initiative (GFSI) Certified, AA rated 12 years in a row.
- Strategic manufacturing facilities in Malden, MA, Knoxville, TN, & New Orleans, LA.



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Saint James

Founded by the Ferolito family, Saint James Tea is a second-generation, family-owned and sustainably-packaged healthy tea brand. Each flavor features organic ingredients and a taste profile that expertly avoids both “just a hint” and “way too much.” Equal parts refreshing and uplifting.

Tempters

Tempters is a bold, modern brand designed to captivate and inspire. Built on the idea of attraction and influence, Tempters creates products that draw people in—where style, confidence, and intention meet. Every detail is crafted to leave a lasting impression and turn everyday moments into statements.

Torch Drinks

Torch was founded with a clear vision: to create innovative, high-quality, convenient, affordable products that make a difference. From the beginning, Torch has been driven by a passion for excellence and a commitment to pushing the boundaries of what’s possible. We aim to lead the way in innovation, setting new standards and pioneering groundbreaking products that redefine the industry. We constantly strive to exceed expectations, ensuring our customers are always excited about what’s next. With a focus on cutting-edge technology and a dedication to customer satisfaction, Torch is not just keeping up with the future – we are shaping it.

Trilliant Food & Nutrition

Trilliant Food and Nutrition, headquartered in Little Chute, Wisconsin, has been a pioneer in the U.S. specialty coffee market since 1979. With decades of expertise in coffee selection, precision roasting, and brewing, we’ve built a reputation for delivering exceptional quality across branded and private-label products. Our portfolio includes the nationally recognized Victor Allen’s Coffee™ and Dutch Bro’s Coffee and Creamers, showcasing our leadership in coffee, creamers, and ready-to-drink beverages.

Today, Trilliant has expanded into a full-scale beverage and dairy innovation company. Our capabilities span roasting, extraction, retort processing, and high-protein formulation, supporting categories from premium coffee to functional nutrition. This includes our rapidly growing Nurri Protein RTD Shakes and customizable solutions for retailers, foodservice distributors, and brand partners nationwide.



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UPTIME ENERGY

UPTIME Energy Drinks are designed to elevate your energy levels with a clean crisp taste and thoughtfully sourced ingredients. Each can is packed with 142mg of natural green tea caffeine & L-Theanine providing a smooth balanced boost to fuel your workouts or daily adventures. No Artificial colors, sodium, taurine, guarana, or niacin.

The Vita Coco Company

The Vita Coco Company was co-founded in 2004 by co-CEO Michael Kirban and Ira Liran. Pioneers in the functional beverage category, brands include the leading coconut water, Vita Coco; sustainable enhanced water, Ever & Ever and protein-infused water, PWR LIFT. With its ability to harness the power of people and plants, and balance purpose and profit, The Vita Coco Company has created a modern beverage platform built for current and future generations.