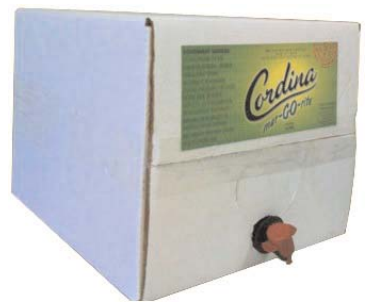


Big Easy Blends Expands Markets with the Cheertainer

Big Easy Blends, an entrepreneurial manufacturer of all-natural margarita beverages, was formed in 2007 by Antonio LaMartina, Sal LaMartina and Craig Cordes. The New Orleans based company was created around the idea of bringing consumers great tasting beverages in responsible, ecological ways.



Cordina Mar-GO-rita in Cheertainer box

Since its formal launch earlier this year, the product marketed under the Cordina Mar-GO-rita brand has expanded from Louisiana to Florida, Texas and California with further expansion to South Korea, Vietnam, Brazil and Israel on the horizon.

The idea behind the margarita beverage came after a dispute on a public beach where glass containers were not allowed. The company, according to Craig Cordes, “wanted a better way to carry premixed beverages” that was permissible to the public.

The launch of Big Easy Blends’ on-the-go pouch has come with great success not only with the package, but with the product inside. In addition to selling a single-serve retail product, Big Easy Blends has begun to service the restaurant industry that requires larger capacity packaging. “Restaurants liked the drink mix, but wanted a version to better control inventory and to deliver a more consistent product to the consumer,” explained Cordes.

In April 2009, Big Easy Blends was introduced to CDF Corporation at the National Restaurant Association trade show in Chicago, IL. **CDF, the manufacturer of the Cheertainer®, a flexible form-fit bag-in-box, provided the ideal solution to Cordes’ need.**

Instead of selling pouches directly to restaurants and bars, Big Easy Blends now fills their product with CDF’s 5 gallon bag-in-box. The company then distributes the complete package to restaurants throughout the southern United States as a cost effective way to market their product in bulk.

Cordes has been impressed with the Cheertainer’s strength, durability and ease-of-use, noting “the structural quality is amazing” and has had no complaints with leaking or flex cracking; two significant detractors for competitive products.

The Cheertainer is an environmentally conscious, innovative, alternative to traditional packaging. Manufactured in standard sizes of 5, 10 and 20 liters (1, 2, 5 gallons), the form-fit, square design allows for seamless filling and full dispensing of the product.

The Cheertainer improves efficiencies in the restaurant industry because it can be frozen or kept dry, depending on the need of the user. Due to its unique design and material strength, many of the common problems associated with competitive products, like fitment positioning, dispense operation and flex cracking, are reduced. **The Cheertainer provides an eco-smart choice for the customer, without sacrificing the quality and reliability demanded throughout the marketplace.** Its reduced plastic consumption minimizes packaging requirements and maximizes transportation and storage efficiencies.

For Big Easy Blends, the Cheertainer has facilitated the company’s growth into new markets. In addition to

restaurants, Big Easy Blends products have expanded into retail outlets, liquor stores and convenience stores. Moreover, the company is anticipating further product development to include daiquiris and mojitos. The



Cheertainer Bag-in-Box System

Cheertainer has aided this growth, providing restaurants a user-friendly product that improves efficiencies and turnover.

By moving forward in a cost-effective, environmentally responsible direction, Big Easy Blends will realize continued growth, expanded opportunity and a sustainable future.

