



FASHION ENERGY DRINK

f-88

THE
essence
OF FASHION



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OF FASHION



F BEVERAGES LTD

Office Address: 165 Spyros Araouzos Street, Lordos Waterfront
1st Floor, Office 102, 3036 Limassol, Cyprus

Mailing Address: PO Box 53902, Limassol 3318, Cyprus

Tel: +357 25 355 855

Fax: +357 25 355 801

Email: info@f-bev.com

Web: www.f-bev.com



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www.facebook.com/fashionluxurydrinks



www.twitter.com/fvodka_official



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Introducing the Company AND OUR BRAND

Back in 2010, F BEVERAGES LTD successfully launched a new line of **FASHION BEVERAGES** that has now established itself in over 55 markets worldwide.

The whole range incorporates the attributes and core values of FashionTV (FTV™), the largest fashion medium in the world and a name synonymous with fashion, glamour, sophistication, beauty and luxury. FTV reaches over 360 million households worldwide through 3,000 satellite and cable operators. You will also find it in more than seven million public venues such as bars, clubs, hotels, airports, fitness studios, beauty salons, fashion stores, and others.

Consumers around the globe recognize the supreme quality and refined taste of each product under our brand. They also appreciate and respond to our brand's clear and distinctive message of 'fashion and luxury', in perfect balance.

F BEVERAGES LTD holds the exclusive rights worldwide for the production, promotion, marketing, sale and distribution of all alcoholic and non-alcoholic FashionTV branded beverages. Through arrangements made with FashionTV (FTV Programmgesellschaft mbH and its affiliates, subsidiaries or related companies such as FASHIONTV.COM GmbH and / or F. TV Limited), who are the owners of 100% of the entire Intellectual Property and Proprietary Rights over Trademarks and Service Marks bearing the "f" logo and diamond shaped device, with or without "I LOVE FASHION" and "MICHEL ADAM", and with or without wings on a diamond shape bearing the "f" logo or device, F BEVERAGES LTD has been granted the exclusive right of use and exploitation of the above mentioned Intellectual Property for beverages.



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Our MISSION

Our mission is to produce alcoholic and non-alcoholic beverages of the highest quality with the personality and core values of FashionTV (FTV™) and to make them available at fair market prices to consumers who seek and appreciate products of distinctive style, finesse, glamour and elegance.



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After FASHION VODKA *Luxury Collection* and FASHION VODKA *Party Collection* were produced the company wanted to explore a range of luxury FASHION DRINKS. A team of biochemists, manufacturers and marketing experts, all with years of experience in the field, was engaged with the task to develop an improved formula of an energy drink with Taurine and one based on the Acai Berry. As a result **f 88 FASHION ENERGY DRINK** with Taurine and **f 18 FASHION ACAI ENERGY DRINK** have been developed and recently launched into the global market.

f 88 FASHION ENERGY DRINK



REFINED *taste,*
pulsating VITALITY,
GLITTERING
excitement

The idea to develop this new range of Energy Drinks that would match the refined taste, pulsating vitality and glittering excitement that surrounds the world of FashionTV and its audiences around the world was for some time nurtured in the mind of Michel Adam, president and founder of FashionTV.

f 88 FASHION ENERGY DRINK





DESIGN *to play* & WIN

The name 'f88' was specifically chosen to match the brand's tagline, "Play & Win", as the number '8' is a symbol of luck and good fortune in many parts of the world, and especially in Asia.

"Play & Win" is a state of mind that can be applied to real life; we all 'play' and compete in one way or another – and we all want to win. Our **f88 FASHION ENERGY DRINK** is aligned with this message. At the same time, its overall design expresses the aesthetics, glamour and elegance of our fashion beverages portfolio and brings out the power and confidence necessary to communicate the quality of an upmarket brand.



Extending beyond FASHION

If there is one fashion brand in the world that is capable of lending its attributes and core values to luxury and stylish consumer goods, it is none other than fashiontv (FTV™), the largest fashion medium in the world. As the only global, 24/7 channel for fashion, beauty and lifestyle, fashiontv reaches over 350 million homes via cable and satellite, and is also broadcast into more than seven million public venues such as bars, clubs, hotels, airports, fitness studios, beauty parlours, fashion stores, and others.

The globally successful broadcaster was founded in 1997 by Michel Adam. The programme covers current fashion shows and background stories and interviews with star designers and top models. FTV produces 500 hours of new programmes each year, with 300 new shows and 600 new clips per season. Its online presence at <http://www.ftv.com> is well visited (700,000 hits) and boasts the world's largest online fashion library.

FTV's branding continues to grow via fashion bars and clubs as well as FTV's own fashion line and other exclusive license agreements. What lies in the heart of FTV though is the fun, entertainment and good time that a glamorous party could offer; **FASHION BEVERAGES Collection** has come to infuse the world of drinks and entertainment with the spirit and values of fashiontv.

FTV is synonymous with fashion, glamour, sophistication, beauty and luxury. This pedigree is firmly established in **f88 FASHION ENERGY DRINK**



Superior
QUALITY
& *up-market*
STATUS

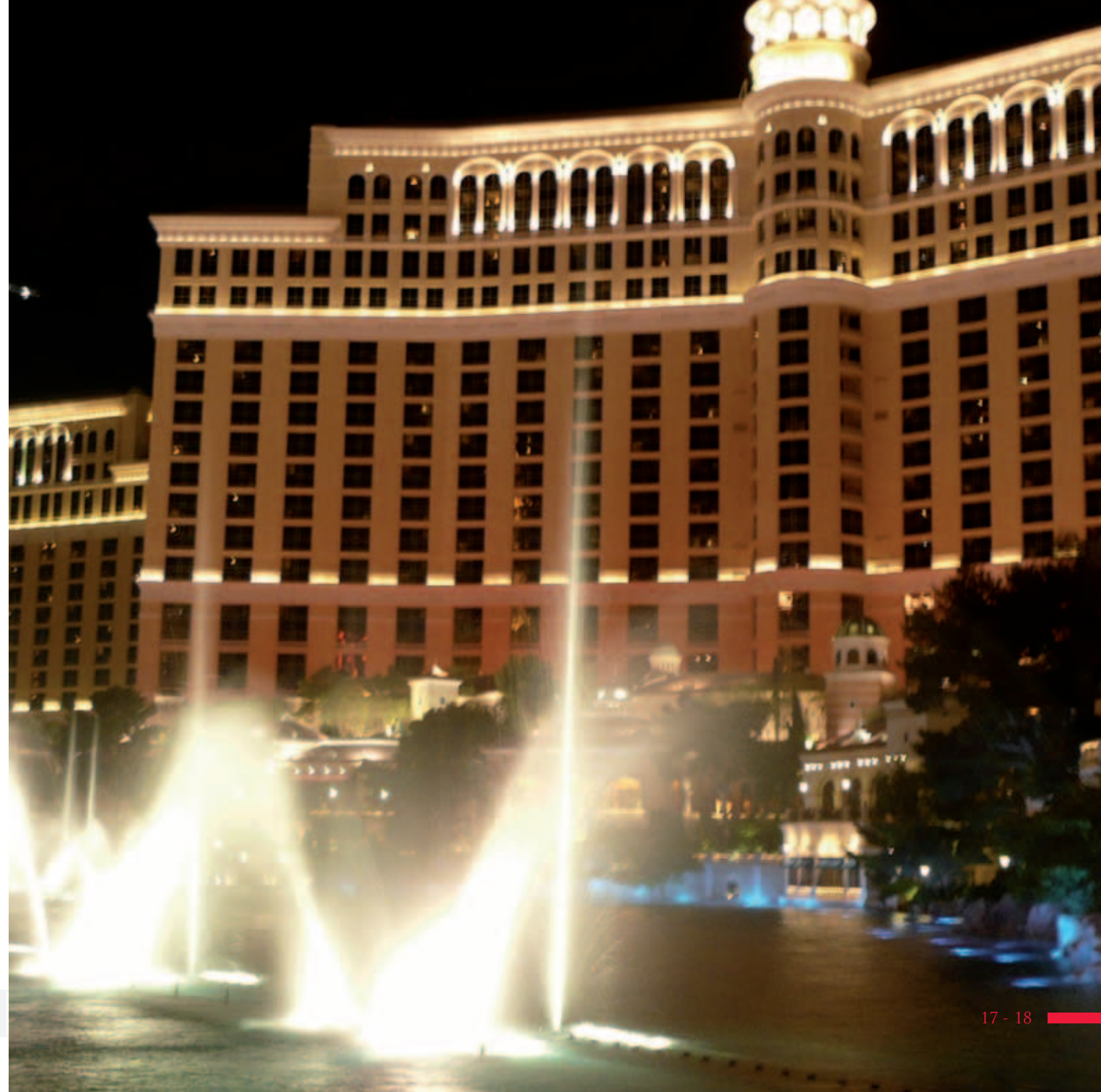
f 88 FASHION ENERGY DRINK is produced in Austria by a very reputable and specialist manufacturer using the best of ingredients and natural Austrian water. This guarantees the product's superior quality and up market status.



At work or
pleasure, when
PARTYING
or **RELAXING**

It can be enjoyed by itself or as a mixer from morning to night, at work or pleasure, when partying or relaxing. It contains no artificial colours, flavours or preservatives and it can be enjoyed straight or as a mixer.

f88 FASHION ENERGY DRINK





Finesse & Elegance **GLAMOUR**

The **f88 FASHION ENERGY DRINK** and all FASHION DRINKS have been developed and launched into several markets. The idea was to match the refined taste, pulsating vitality and glittering excitement that surrounds the world of Fashion TV and its audiences around the world by offering to the consumers a new proposition in this product category.

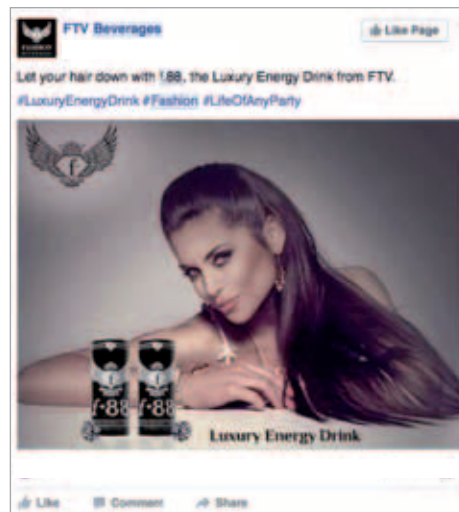
Participation in EXHIBITIONS

Our **f88 FASHION ENERGY DRINK** and all our Fashion Beverages are presented in numerous exhibitions and trade shows in various markets around the world in our continuous effort to present them to consumers, HORECA owners and business partners.





FACEBOOK *Postings &* *links from* FASHION PARTIES



<https://www.youtube.com/watch?v=EXPhIomKroI>
<https://www.youtube.com/watch?v=MIIwC6zfsLY>
<https://www.youtube.com/watch?v=4xXaGmVt5Vg>
<https://www.youtube.com/watch?v=62XE-vuR0Fc>
<https://www.youtube.com/watch?v=1BlmG-F10Ec>
<https://www.facebook.com/fashionbeverages/videos>



Fashion COCKTAILS

Fashion Cocktails were created to reflect the style, glamour and luxury of FASHIONTV and FASHION ENERGY DRINKS.





F BEVERAGES LTD

FASHION BEVERAGES PORTFOLIO



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