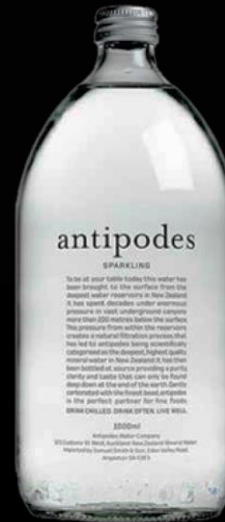




WATERS of the WORLD

Los Angeles/New York/San Francisco





constant

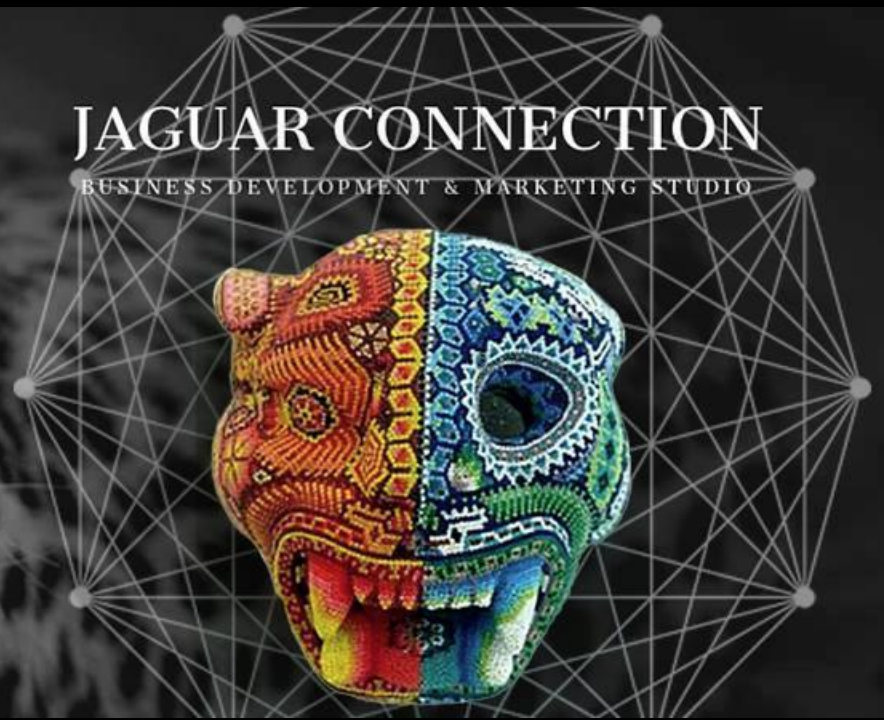
In a previous life...





JAGUAR CONNECTION

BUSINESS DEVELOPMENT & MARKETING STUDIO



ESTD 1840

GLENGRANT™

ROTHES SPEYSIDE

CAMPARI®



MUSEO
THYSSEN-
BORNEMISZA



Festival
Internacional de la
Cultura Maya
2013 | El paisaje

17 DE OCTUBRE AL 3 DE NOVIEMBRE



GÜITIG

UN MILAGRO DE LA

naturaleza.

agua natural

“THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW.”

— *SOCRATES*

WATERS^{of the} WORLD

Mission:

To turn
water into
wine.

“One stop
shop” and
reference for
Luxury

To lead, create and become the
Fine Waters Category, by:

Implementing a Water Menu
in every high end place with
a Wine Menu.

Providing and pairing the ideal brand
For each relevant occasion.

Turning Water into a Conversation and
Drinkers into Connoisseurs.

Curating , Representing and Distributing
the Finest Waters of the World.



WATERS of the WORLD

SVALBARDI

Norway

Virginality: Superior

Minerality: Very Low

Hardness: Soft

Orientation: Acidic

4000 year old iceberg water.

Super Soft/Neutral/Light Body

Pairing: Sushi, Sashimi



ANTIPODES

New Zealand

Virginality: Superior

Minerality: Low

Hardness: Soft

Orientation: Neutral

300 year old artesian water. Soft & light body

Pairing: Light fish dishes, white wine



AMERICAN SUMMITS

United States

Virginality: Superior

Minerality: Medium

Hardness: Very Hard

Orientation: Alkaline

Spring water from Wyoming. Medium body, some characteristics

Pairing: Most dishes, red wine



GÜITIG

Ecuador

Carbonation: Natural

Virginality: Superior

Minerality: High

Hardness: Very Hard

Orientation: Acidic

Rare natural carbonated. Full body.

Medium bubbles. Character

Pairing: Light meats, soft cheese



PEDRAS

Portugal

Carbonation: Natural

Virginality: Superior

Minerality: Very High

Hardness: Very Hard

Orientation: Acidic

Surprisingly accessible for the high mineral content. Full body. Character.

Pairing: Cured meat/game, hard cheese, coffee



ROI

Slovenia

Carbonation: Natural

Virginality: Very Good

Minerality: Very High

Hardness: Very Hard

Orientation: Neutral

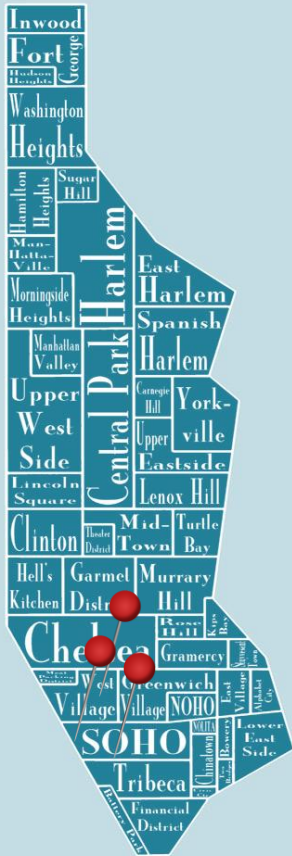
Big boy acquired taste. Extreme body and character.

Pairing: Dark chocolate & desserts



NYC Pilot Plan: Blue Print Of Success

Objective: Beta test idea and execution parameters in a controlled environment, in Metro NYC, to prove concept can be profitably rolled-out.



Methodology:

Simulated Water Menu Implementation & Simulated Performance Tracking

KPIS:

Target Accounts:

10-20 HORECA

Territories:

(Manhattan, Chelsea)

Brand Partners:

6-8 Brands

Phase #1:

Feb

La Paulette

- Understand Sommeliers

Phase #2:

May

Influencers Focus Group

Group

- Understand Menu

Phase #3:

June

Live Stores (OP)

- Understand engagement and re-purchase.





La Paulée de New York



"Influencers Tasting & Input Session"@ Omar's NYC:



Solid casting: a mix of Restaurant Industry people, Bloggers, and Marketing, Water Brand owners and Celebrity Chef Elizabeth Falkner.



Among key guests:

- Elizabeth Falkner, Celebrity Chef
- Gennaro Pecchia, Men who dine
- Carmen D'alessio, Night Life Icon
- Philippe La Jaunie, Restaurateur





Need to build a WOW Portfolio.

- Current sample works nicely as proof of concept
- Sizzle comes from the extremes outside the portfolio (Svalbardi, ROI)
- Current portfolio even so very good spaced and liked is a collection of waters available and licensed in NY.
- Need to build a properly curated -and exclusive- portfolio.



A large, thick black infinity symbol (∞) is centered on the page. The background is dark with a blurred, golden-yellow text that is mostly illegible. The word "constant" is written in a bold, white, sans-serif font across the center of the infinity symbol.

constant

Marielena Acevedo
Business Innovator & International Marketing Expert
Founder, 'The Jaguar Connection'

Born and raised in Guatemala,
currently lives in NYC.

More than 20 years experience in the
Beverage Industry. Successfully has led
assignments for PepsiCo in NY, China,
London and the UK; also served as GM-
Managing Director for Lipton in Latin
America.

Her latest endeavor '**The Jaguar
Connection**', is a Business Development
and Marketing Studio with a focus in
the Latino Market, helping brands and
companies across the Americas with
International Crossovers.

In 2012 Mariel was named '**Ambassador
of the Maya Culture**' by Don Tomas Calvo
Mateo -highest Maya Authority alive- in
recognition for her passion and love
for Guatemala and its History and
Culture.

She has shared her story in several
international women and leadership
forums across Latin America, where she

