

Premier Beverage | PBGC | Profile | Summary

Premier Beverage Group (PBGC.PK) develops and distributes functional beverages (energy drinks/energy shots) and vitamin enhanced waters. The functional beverage category has seen a dramatic rise in the last 5 years, disrupting the traditional soft drink market dominated by a few national brands.

OSO Beverages

[Premier](#) sells its drink under OSO brand, and trying to position itself as a premium energy drink to high profile on-premise accounts. OSO products are available in original and light flavors in an 8.4oz can.

Energy drinks have exploded in mass retail environments, on-premise accounts have been forced to accept a mass retail product as the only energy drink on the market. Premier created a stand-out product that matched the high end

surroundings of elite clubs and on-premise accounts.

Captive Brands

Captive Brands a Premier subsidiary offers a turnkey program for retailers from brand development to product manufacturing in return for an exclusive supply agreement and/or an ongoing royalty on sales of the products.

Captive brands are store brands that differentiate themselves based on brand versus solely price positioning – the next generation of “generics” or “private labels.” These brands are promoted head-to-head with national brands, receive premium shelf space, and generally are products that match national brands in terms of quality. Captive brand programs provide retailers with a comprehensive solution including brand development, product

formulation, marketing, manufacturing, distribution and warehousing.

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