

Be Water™

MANAGEMENT TEAM:

Leonard Greene – Company President and CEO

Mr. Greene is a serial entrepreneur and business creator with over 30 years of sales and management experience in technology and bottle beverage industries. He specializes in million-dollar deals and negotiations to include Fortune 500 accounts. He has built successful technology companies from the ground up the last three decades.

Kenneth Porter – Plant Manager

Mr. Porter has nearly 40 years of experience in high-speed food and beverage production. He has managed multimillion-dollar projects and bottling lines and has training/certification in T.Q.M, S.P.C, T.P.M, M.R.P, E.R.P, OSHA/GMP regulations, HACCP, USDA, SQF, NSF, Six Sigma Black Belt and Pepsi CQV process.



Contact Phone and E-mail:

1.559.434.1000

IR@greeneconcepts.com

Find Out More At:

www.greeneconcepts.com

www.bewaterbeyou.com

www.happymellow.com



Happy Mellow



Trading on OTC Markets Under Ticker Symbol **INKW**

Mission Statement – Greene Concepts’ mission is to pursue globally responsible and sustainable business opportunities that serve our customers as well as reward our employees and shareholders.

Company Background – Greene Concepts, Inc. is a publicly traded company committed to providing the world with high quality, healthy, and enhanced beverage choices. In 2019, the company transitioned from its legacy operations providing ink and toner refill solutions, into a beverage and bottling company. Our 55,000 square foot beverage and bottling facility is located in Marion, North Carolina. After an infrastructure/equipment restoration and completing required FDA, HACCP (food safety) and other key inspections, the company began full bottling production and operations in April of 2020 during the height of the COVID pandemic. Production includes a variety of beverage lines including, but not limited to spring and artesian water, cannabinoid (CBD), infused beverages, pH balanced water and beverage offerings, as well as enhanced athletic drinks in addition to other product offerings.

Products and Services – Greene Concepts’ products include its flagship artesian spring bottled water line “Be Water™;” and its Happy Mellow CBD/hemp immune-support beverage line. Be Water comes in durable single-serve containers in both six packs, 24-packs, and gallon-line configurations. Be Water invokes positive virtues deeply rooted in Taoism. Happy Mellow uses fast-acting water-soluble transport technology to deliver all-natural nutrients quickly throughout the body.

Key Industry Facts and Figures – The global bottled water market is estimated at [\\$303.95 billion](#) (2022) according to Grand View Research and expected to reach [\\$509.18 billion](#) by 2030. The U.S. bottled water market is estimated at [\\$44.6 billion](#) (2023). The industry is expected to grow at a compound annual growth rate (CAGR) of 5.9% from 2023 to 2030. The industry is driven by the demand for clean and hygienic packaged options which reduces various health problems caused by contaminated water, the rise of health and wellness among consumers, and convenient packaged bottles on the go as a healthier option for high-calorie, carbonated, and sugary drinks such as sports drinks and juices. Bottled water remains the most popular U.S. beverage and accounts for 13.7% of the global bottled water market as it becomes more popular among business customers, working professionals, and vacationers. The global CBD market is valued at [\\$4.4 billion as of 2022](#) and expected to reach \$34.4 billion by 2032 with a CAGR of 23.5%. Rising awareness of CBD benefits, shifting consumer preferences toward healthier alternatives, and regulatory shifts that facilitate its use are among the major contributors driving CBD interest.

Key Demographics - While both men and women are high consumers, women constitute the larger consumption of bottled water at 54%. Key consumers are ages 25 - 54, affluent \$75K+ income, healthy/fit-focused, sustainability focused, and active on social media. Regarding CBD/hemp beverages, [demand by millennials](#) is driving market growth in favor of wellness and low sugar content drinks.

Recent Highlights – Agreements with Walmart (physical stores), Walmart Marketplace, Camping World, Lowe’s Foods, Amazon, and other retail outlets have increased the reach, awareness, and sales of Greene Concepts’ brands. In particular, the company receiving [Walmart’s golden ticket](#) in October 2023, allows for physical store sales among the world’s largest retailer Walmart.

Business Plan Objectives – The company’s growth to nearly 2,000 retailers nationwide, not including its upcoming Walmart distribution, remains in-line with its business plan objectives:

- Expanding and increasing the capabilities of the bottling plant
- Strengthening the marketing and awareness of its brands
- Hiring additional personnel along with offering them additional training
- Testing and development of new products
- Increasing the volume of its production to meet the demands of larger retailers
- Continual environmental scanning and industry research efforts
- Maintaining and adding intellectual properties to its brands
- New business acquisition or partnerships

Future Plans – Greene Concepts is focusing on the expansion of its current production capacity of 192 million bottles per year (8 million 24-pack cases or 32 million 6-pack cases). This will occur through the addition of a new high-speed bottling line along with a 20,000 square foot plant expansion and bringing in the internal capability to blow its own bottles. These actions help to satisfy the current and future demand of additional retail accounts and convenience stores that sell Greene Concepts’ brands nationally. The company will also increase its marketing initiatives and maximize current technologies to remain competitive in the marketplace and take advantage of growth opportunities.



Trademarked Symbol by [USPTO](https://www.uspto.gov)



Corporate Office Address:
1865 Herndon Ave.
Suite K-358
Clovis, CA 93611

Bottling Plant Address:
13195 Hwy 221 N
Marion, NC 28752
United States

*"Now is the Time to Refresh
Your Mind, Body, and Spirit"*



Trading on OTC Markets Under Ticker Symbol **INKW**

Water Source and Origins – The company’s bottling plant is located in Marion, North Carolina and has as its water sources a combination of seven (7) spring and artesian wells that are fed from a natural aquifer located deep below the Pisgah National Forest. Be Water originates from the foothills of North Carolina's Blue Ridge Mountains within the Pisgah National Forest, part of a 500,000-acre area parcel of untouched tropical rainforest from which flows some of Earth’s purest natural spring water. Be Water’s fresh taste comes from its rich array of natural minerals made up of calcium, magnesium, and silica which give it a distinctive signature soft, clean, and smooth taste. Because Be Water is controlled, bottled, and collected directly at the source, the company does not have a need to rely on third-party bottlers and therefore can effectively manage quality control and consumer appeal of the brand in the face of changing demands and market conditions. This includes completing the entire manufacturing product onsite from springs to shipment, thereby keeping the water bottles refreshing and of the highest quality.

Be Water Branding – The values on the company’s flagship product, Be Water, states: Be Generous, Be Kind, Be Strong, Be Good, Be Courageous, Be Aware, Be Patient. Be Water is a brand committed to providing the world with high-quality, healthy, and enhanced beverage choices with the goal of supporting a healthy lifestyle. It aspires to share the virtues of water that are deeply rooted in the Chinese philosophy of Taoism such as: mindfulness, strength, courage, and caring for others. In addition, the label is a clean color which is in line with the clean and pure attributes and quality of the artesian spring water and the water source which locals refer to as “Sweetwater.”

Happy Mellow Flavors and Technology - Happy Mellow uses water-soluble transport technology to deliver nutrients quickly into the body’s circulatory system (also known as bioavailability). This supports a healthy immune system, balance, stress relief, relaxation, an ease of muscle tension, and a more peaceful and healthier mind and body. Following significant research and development, the Happy Mellow beverage line has been formulated to include fast-acting CBD, along with other vitamins. Happy Mellow is low in sugar and contains all-natural ingredients. Each delicious beverage is infused with 20 mg of broad-spectrum CBD to include:

*10 mg CBD "Cannabidiol" *5 mg CBN "Cannabinol" *5 mg CBG "Cannabigerol"

The current Happy Mellow product line consists of:

- Happy Mellow “Be Energized” Lemon Lime (120 MG of Caffeine)
- Happy Mellow “Be Balanced” Plum Punch (Vitamin B12)
- Happy Mellow “Be Well” Blood Orange Acai (200 MG of Vitamin C)
- Happy Mellow “Be Calm” Blueberry Chamomile (No CBD)

Competitive Strengths – The principal methods of competition in the beverage industry are price and promotional activity, advertising and marketing programs, point-of-sale merchandising, retail space management, customer service, product differentiation, packaging innovations and distribution methods. Greene Concepts will be able to differentiate ourselves in the following ways:

- Formulations of products for specified audiences with unique health and exercise requirements
- Regulatory capacity that ensures brands and stores are selling product that meets the standards of states and governments
- Access to industry stakeholders, influencers and high-profile consumers who can provide third-party endorsement of our products
- Unlike many competitors that purify municipal tap water, Be Water uses water from certified springs producing a naturally great-tasting artesian spring water

Charitable Giving – Greene Concepts has [donated multiple truckloads of bottled water](#) over the years to support U.S. residents in need who suffered from natural disasters to include hurricanes, floods, and wildfires. This includes supporting thousands of residents in California, Kentucky, Mississippi, and Texas.

TRUTH, MORALS, VALUES

Greene Concepts has achieved an **A+** Better Business Bureau Accreditation Rating by incorporating three important traits into their business model that include Truth, Morals, and Values. Greene Concepts strictly adheres to the belief that promoting and fostering the highest ethical relationship between business and the public through voluntary self-regulation, consumer business education, and service excellence. The company continually strives to surpass the standards set forth by the Better Business Bureau through ethical business practices and transparency to ultimately lead to a better informed, knowledgeable and most important, a satisfied customer base.