



## **One Natural Experience (O.N.E.)**

### Background

One World Enterprises, LLC (DBA, One Natural Experience™ - O.N.E.) was founded in 2005 by Brazilian Entrepreneur Rodrigo Veloso. Rodrigo's original business plan, to brand and launch Coconut Water in the US market, was the winner of the largest Latin American Business Plan competition in 2005. The renowned Brazilian business magazine, Exame, elected Rodrigo's idea as the Fourth Best Business Innovation of Brazil in 2005 ahead of products from Ford, Petrobras and Unilever. (<http://portalexame.abril.com.br/revista/exame/edicoes/0856/gestao/m0078609.html>)

After winning the Business Plan Competition, Rodrigo moved to the US to launch One World Enterprises. In the summer of 2006, O.N.E. launched its first beverage, O.N.E. Coconut Water, 11oz and quickly became the #1 selling Alternative Beverage in all Southern California Whole Foods Markets. In just one year O.N.E. secured national distribution and 6,000 points-of-sale in the US and Canada. In 2007, O.N.E. launched two new SKUs, O.N.E. Amazon Acai and O.N.E. Coconut Water, 1 liter. O.N.E. plans to launch 5 new beverages in 2008.

One Natural Experience is headquartered in Los Angeles, California.

### Mission Statement

O.N.E. works for and with consumers to provide them with all natural, functional beverages as a solution to the highly artificial non-alcoholic beverage market. We apply our commitment to innovation, our understanding of consumer needs and our relationships with suppliers, retailers, and distributors to deliver our products wherever and whenever healthier – better for you – beverages can be consumed. Our goal is to become the premier, all natural beverage company packaged in Tetra Pak in the USA in the next 5 years.

O.N.E. only offers 100% natural products and is committed to using organic and fair trade ingredients whenever possible.

O.N.E. believes in responsible beverage industry leadership, creating profitable growth in harmony with environmental sustainability and good corporate citizenship. O.N.E. strives to work at political and diplomatic levels to promote sustainable business, to establish relationships with local communities from which we are sourcing our products and to serve as an example of Conscious Capitalism in the beverage industry.

### O.N.E. & Protection of the Amazon Rain Forest

One Natural Experience is proud to be involved with a product that is good for the sustainability of the Amazon rainforest - where the majority of our coconuts are grown. With demand of Coconut Water on the rise, there is a call-to-action to stop the cutting of the trees which harms the Rainforest. Local workers make more money harvesting coconuts than they do cutting down trees to sell the wood or gathering other products such as "hearts of palm", both of which devastate the forest permanently.



Our company and our processing partners are committed to sustainable business. Our producer is in the process to receive the ISO (International Organization for Standardization) for both social and ecological standards. Additionally, our supplier is kosher certified.

### O.N.E. & Tetra Pak

O.N.E. has established a close working relationship with Tetra Pak USA and Tetra Pak Brasil. O.N.E. has chosen Tetra Pak packaging for its beverages to help protect the environment. Tetra Pak is recyclable and an ecological alternative to cans and plastic bottles. According to a national packaging study conducted by the Boston-based Tellus Institute for the U.S. Environmental Protection Agency (EPA) during the 1990's, Tetra Pak has one of the lowest environmental impacts of any beverage container. Benefits of Tetra Pak include:

- *Source reduction through minimal use of materials.* Because they are made with less packaging material than virtually any other comparable container, Tetra Pak creates less waste from the start.
- *Energy efficiency.* This package also uses far less energy to manufacture, fill, ship, and store products than virtually any comparable package.
- *Recycling.* Tetra Paks are recycled through a simple, well-established process called hydropulping.

In 2007, a partnership was formed between O.N.E., Tetra Pak US and Whole Foods Market to launch a Tetra Pak recycling program at all Whole Foods Market Stores across the US. This program is scheduled to launch in 2008.