



SPORT
SQUEEZE®

the original **squeeze** company™
SQUEEZING THE GOODNESS OUT OF WHAT WE ARE GIVEN®



THE SPORT SQUEEZE®

From the creators of the Original Squeeze™ and Original Squeeze with Eeeze™, The Original Squeeze Company™ now proudly offers an all-ages reusable squeeze pouch.

Made of durable silicone and 100% toxin-free materials, the Sport Squeeze® is designed to last through all life's adventures, saving athletes and adventurers time and money every time they refill their Sport Squeeze® with energizing power gels, smoothies or protein shakes.

Different bodies. Different strengths.
Different goals. Different fuels.

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FACEBOOK
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SPORT SQUEEZE® TAKES YOU ALL THE WAY

Reusable. Safe. Practical.

Outdoor adventurers and athletes value durability, reliability and reusability. Our easy-to-clean (no scrubbing necessary), reusable squeeze pouch can easily be attached to travel and sporting gear with the included carabiner. The toxin-free pouch allows all ages to refill their Sport Squeeze® adventure after adventure, game after game, with the specific fuel they need to get through the challenge. Whether it's a high-power, homemade power gel or protein-rich smoothie, Sport Squeeze® lets the winner pick the fuel that suits his or her specific needs.

Ready-made, disposable power gels and protein shakes, and custom smoothies at the local juice bar are pricey additions to any athlete's daily regimen. Sport Squeeze® gives freedom to individuals and families to create custom recipes on a daily basis, while giving them peace of mind about cutting out one-time use disposable plastic pouches and containers, something every outdoor enthusiast values.

The Demand for Reusable Squeeze Pouches

Sport Squeeze® was inspired by the consumer demand we received for years after we released a series of reusable squeeze pouches for the juvenile industry—The Original Squeeze™ and the Original Squeeze with Eeeze (for smoothies, baby food, and fruit and vegetable purees).

As the adult voices of cyclists, rock climbers, and marathon runners continued to overwhelm our inbox and social media pages over the last few years, we began developing our 6th product in our series of reusable pouches.







Disposable Pouches—an Environmental Disaster

They can be found on almost every shelf of every mass retailer in the market—from the baby food aisles, to sporting goods stores, to pet shops. Most recently, brands are even marketing smoothies on-the-go in disposable pouches to *adults* in grocery stores.



And where do these disposables end up? Landfills.

It's time for a reusable solution. We created the first reusable food pouch and our sales channels are expanding rapidly. Our squeeze pouches reach beyond the juvenile market. We are reaching eco-conscious and healthy minded consumers, athletes, and even individuals with disabilities. With the reusable Sport Squeeze, consumers have the freedom to create custom recipes and fuels for an energizing work-out, adventure or game.

Reusable is not a trend.
Reusable is practical *and* responsible.

Simple Components

Designed by our seasoned team with the athlete in mind, the Sport Squeeze® can easily be hand-washed with a basic bottle brush or on the top-rack of a dishwasher. Our silicone surfaces are naturally non-stick and very easy to clean. Assembly is simple and efficient.

What we come into contact with is as important as what we eat.

Sport Squeeze® is entirely toxin-free:

- ♥ All materials are certified BPA, PVC, Phthalate and Lead Free
- ♥ The body, straw and spout tip are 100% food grade safe silicone
- ♥ The body, neck, ring, and spout are polypropylene (PP)







ABOUT OUR COMPANY

The Original Squeeze Company™ was founded in 2011 by our CEO and Founder Kristin Ahmer, an outdoor enthusiast and mother of two living life to the fullest in Post Falls, Idaho. Supported by a team of multi-tasking parents, we work hard to produce exceptional products that are both practical and safe, while providing personalized customer service to every individual email, phone call and social media forum. Our company continues to excel in customer outreach and communications, while letting the consumer demands drive our product development.

While our Original Squeeze pouches continue to be a global success year after year in the baby and juvenile feeding industry with over 2,000 boutiques, baby stores, and natural grocers stocking our products, we now look forward to expanding our outreach to an adult audience in the sporting and outdoor arena.

The Sport Squeeze® is now available to order for both brick-and-mortars as well as mass market sales channels. Current Original Squeeze™ users can interchange their Sport Squeeze® spouts on any one of their Original Squeeze's™, giving households the practical versatility and simplicity needed for an active lifestyle.

THE ORIGINAL PRODUCT LINE

We offer an entire line of reusable squeeze pouches for babies and children that make healthy snacking and meals on-the-go a healthy affair for any age.

With our spill-proof line of Original Squeeze's™ for children under the age of two, and our free-flowing Original Squeeze with Eeeze™ line, we've got the whole family covered. From baby's first experiences with pureed food, to pre-teens energizing smoothies before practice—our reusable squeeze pouches are meant to last for years with each growing child.

Families can refill their reusable pouches with homemade purees and smoothies, or ready-made favorites like yogurt and applesauce.

One childhood.
One reusable pouch.
Two interchangeable spouts.

Available in three convenient sizes and four unique colors.







What Our Customers Are Saying

This is exactly what we've been looking for, but haven't seen anything as efficient. The size and materials, the durability, and it's so easy to clean. We send our son off to practice and games every day with protein smoothies in his Sport Squeeze. Could not be more convenient.

— MORIA, MOTHER OF YOUNG ATHLETE

I have been spending a fortune on store-bought power gels and smoothies from juice bars, and it never settled well with me that I was throwing away a disposable container every day. This is an awesome solution!

— TYLER, ROCK CLIMBER AND CYCLIST

This is a tool every athlete should have packed in their gear bag. Athletes need personalized foods to fuel their bodies. There isn't 'one special drink' or recipe for the array of bodies and energy needs. I will be training my team to create individualized recipes for their specific goals and needs that they can fill their Sport Squeeze with day in and day out. Brilliant.

— DAN, HIGH SCHOOL VOLLEYBALL COACH

BE THE FUEL®

Soft, durable, toxin-free and reusable.

Easy to clean with our naturally non-stick materials.

RETAIL PARTNERSHIP

We're proud to offer a retail-partner program that suits your business needs. We believe in the power of a dynamic program that compliments both of our dealer goals. Supporting your sales and customer service needs is our top priority.

PR Launch

With your support, we'll drive one another's sales through coordinated social media and local press, at no extra cost. Keeping both of our business names in the social media circuit is crucial to both of our success. Content pieces such as holiday recipes and inspiring ads will be sent to you each month. Just cut, paste and email to your own customer base or post to your social media pages.

Monthly Mentions

We will consistently endorse our retail partnerships through our social marketing platform.

BECOME AN OFFICIAL DEALER

retail@originalsqueeze.com







It's not a bottle. **It's a squeeze.**®

original**squeeze**.com

