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www.dinnerinabottle.com



A luxury beverage line. Succulent flavors to satisfy every palate.

Enlightened nutrition with lifestyle energy love.

You are active, attractive, and successful, constantly searching for more effective and efficient ways to perform life's tasks – especially eating! Get satisfaction in less time, without chewing. Fulfill your inner spiritual carnivore and move on.



MeatWater™ High Efficiency Survival Beverage

Look good. Feel good. Do good.

Will meat-flavored beverages remain a seasonal niche or is this novelty becoming a growing mainstay? Recently a BrooklynBostonBerlinQuogue-based artist/designer/photographer collaboration led by Till Krautkramer & Brian Kane rolled out a meaty marketing campaign for this new line of savory concept beverages called "MeatWater" (<http://www.dinnerinabottle.com>). Their first product offering is "Chicken Teriyaki", a beverage that tastes like chicken.

You know how those artificially scented candies claim to have all the goodness of real fruit? Well, Krautkrämer's MeatWater High Efficiency Survival Beverage is something exactly like that, only with a much more nutritious name. Created by Liquid Innovations, the energy drink apparently offers you much higher protein content than other potions available in the market, and in a wide range of mouthwatering flavors. It even has concoctions that hold in them tastes of a whole meal, e.g. Basic Breakfast that contains flavors of a simple egg, bacon, and buttered toast, which isn't all that bad except for the obvious fact that you get be bombarded with all the flavors all at once and that too in a delicious liquid form!

"Breakfast is the fastest growing business segment in the high efficiency survival category. We're raising the bar by introducing a fresh, moist and delicious, premium-quality breakfast menu," said Meatwater's Chief Executive Officer and President Till Krautkrämer. "We believe it's a faster breakfast, and the positive consumer reaction that we've received so far is overwhelming."

The beverage line also has a number of dinner-flavored drinks that are made to taste like Cheese Burgers, Beef Jerky, Texas BBQ, Fish 'n Chips and Dirty Hot Dog. Over 25 flavors so far, spanning basic meal options such as Breakfast, Sandwiches, Dinners, and now even Midnight Snacks.





Wiener Schnitzel, the first Meatwater flavor based on an authentic Krautkärer family recipe, was successfully developed in Vermont in the spring of 2007. It debuted locally in Brooklyn, NY, during the summer 2007, with a traditional flavor release party.

MeatWater started raising global attention in Cannes, France at the inaugareal exhibition of the Fusion5Festival, March 2008. (see: fusion5festival.com)

Buzz:

“We have never witnessed a company pull everything together so quickly and professionally. The management team at Liquid Innovations has positioned itself to be the world market leader in just months, instead of years, as the anticipation of the pending consumer stampede builds for the new beverage lines introduction.....”

Richard Davis, Beverage Marketing Expert

“The Texas BBQ is to die for!”

www.inventorspot.com

“Satisfies all the needs of the terminally self-dehydrated.”

Qais Fulton www.ectomo.com

“Delicious dinner in a bottle”

John del Signore, www.gothamist.com

“The perfect gift for the carnivore with a broken jaw”

Josh Ozersky, NYmagazine Grub street.

“Perhaps the most disturbing thing I have seen on the internet in a month”

Christie Martin, www.latimes.com

“Cheeseburger flavoured water promises some meaty health benefits”

www.thelondonpaper.com



The MeatWater website (dinnerinabottle.com) contains photos and descriptions of the all the flavours and offers interactive fun for the entire family :

- Pick your own flavor contest
- MeatWater Genuine Memory FREE Online Game
- MeatWater Song FREE MP3 Download
- MeatWater Poster Art FREE Hi-Res Downloads

Photos of MeatWater's launch festival in Cannes, France in March are also included, along with other documentations from past Prestige Events.



The drinks are being marketed as "High Efficiency Survival Beverages" made of only the finest protein, for thirsty carnivores who don't want to wear down their canine teeth. In fact, many carnivores have lost their ability to synthesize Niacin, which is plentiful in red meat and which may provide a nutraceutical health benefit. With each savory sip, Krautkramer assures us that "It's a look good, feel good, do good drink that saves you time because you don't have to eat [a meal], and [it] comes in flavors that everyone loves."

These statements have not been evaluated by the Food and Drug Administration.

This newtraceutical beverage is not intended to diagnose, treat, cure, or prevent any disease.