

BACKGROUND: Owen Ryan, 920 Cherokee Rd, Charlotte NC 28207 (646) 812-5109 www.heavyweightkillers.com/background

CHARLOTTE BUSINESS JOURNAL



Owen Ryan's High Voltage Beverages produces energy and sports drinks under the Volt® brand. It's bottled in Charlotte, but the primary markets are in Asheville and northern Florida. - photo NANCY PIERCE Charlotte Business Journal January 16, 2009

I moved from NYC to North Carolina in 2006 to launch VOLT® to compete with Gatorade and Mountain Dew, two brands from PepsiCo with \$11 billion in sales. By 2008 I had gained traction in convenience stores in NC, VA and FL, including chains like Walgreens. I recruited a former President of 7-UP to help run the business and attracted new capital. VOLT then expanded to 10 states backed by a Philadelphia-based investment group. In 2009, an experienced beverage industry CEO was appointed to deal with the challenges VOLT® faced competing with Coke and Pepsi, while I expensively battled Coke in a stressful David vs. Goliath lawsuit they had filed against me personally in Federal Court in a failed attempt to cancel the VOLT® trademark. Coke spent \$15 million on legal fees over a three year period, but the jury eventually ruled in my and VOLT's favor. Coke's appeals effort failed as well, but by that time my business was in shambles and the damage was done. Now, with the backing of high net worth "Angel" investors, I am building a healthy food and beverage brand called **AntiOxidant Farms®** which I developed to compete in multiple segments of the fast growing \$37 billion US "functional foods" market. A video recap

of the VOLT® story is at <http://www.youtube.com/watch?v=3OkdqN3-o78>
and <http://vimeo.com/2366045>

[http://www.beveragespectrum.com/issue/July-August 2009/How Volt Survives By Fighting Giants](http://www.beveragespectrum.com/issue/July-August%2009/How%20Volt%20Survives%20By%20Fighting%20Giants)



→ <http://vimeo.com/2366045> →

ANTIOXIDANT FARMS® (In 200 NYC STORES since Feb. 2011)
GRANOLA, DRINKABLE YOGURTS, FORTIFIED FOODS.



HEALTHIER FOODS FOR A HEALTHIER FUTURE.™

<http://www.antioxidantfarms.com/>

My own entrepreneurial history creating and launching new brands against larger and better-known competitors is at <http://www.robby.com/owenryan>

OWEN RYAN, PRIOR ENTREPRENEURIAL HISTORY:



Prior to **VOLT® beverages**, I had run a strategy innovation and new products development company in NYC for 20 years where I created & launched new products for client companies like Kraft, Unilever and Johnson & Johnson. I also created, funded, and launched multiple branded consumer products including a kids beverage company (**CRAYONS® Fruit Drinks**), a salty snack company (**PARTY ANIMALS®**), an international licensing business (**GCI/HALLEY'S COMET**), a direct mail company (**PCI, Inc.**), and co-founded a laundry detergent business (**WIN® Detergent**). I helped raise multiple millions of outside capital for these ventures and gained many “lessons learned” in the process. I am now putting this valuable learning to work as I recruit new investors and partners to build the AntiOxidant Farms® brand.



PARTY ANIMALS® See:

<http://www.nytimes.com/1989/07/10/business/the-media-business-the-march-of-the-party-animals.html?pagewanted=1>

CRAYONS® FRUIT DRINKS: See: <http://www.drinkcrayons.com/>

WIN® DETERGENT: See: <http://www.windetergent.com/>

GENERAL COMET INDUSTRIES, INC. (Or, “How Owen Ryan Became “Earth’s Official Representative of Halley’s Comet”)
<http://www.inc.com/magazine/20090701/30-memorable-marketing-campaigns.html>



In the course of my career, I have launched a number of high profile, entrepreneurial ventures which demonstrate my history of identifying a business opportunity, and innovating quickly, usually on a shoestring, to build brand awareness, and sales. One such venture is my self-appointed role as “*Earth’s Official Representative Of Halley’s Comet*”. I started this project in a pre-Internet era as a publicity stunt” to spoof the over-merchandising of the “Official” Olympics symbol. Over 80 countries eventually licensed my “Official” Halley’s Comet logo for use on their postage stamps. I also licensed promotional programs to companies such as British Airways, Hardee’s Restaurants and Cunard Cruise Lines.

<http://www.nytimes.com/1984/12/11/business/advertising-marketing-halley-s-comet.html?scp=1&sq=marketing%20halley's%20comet&st=cse>

<http://74.125.47.132/search?q=cache:YGNwLLuknBEJ:new.inc.com/magazine/19870301/7511.html+halley%27s+comet+%22owen+ryan%22+inc&cd=20&hl=en&ct=clink&gl=us>

ATLANTA CONSTANCE SAMPSON: (b. 1896, d. 1995)

At this link from the NEW YORK TIMES **you will read a remarkable story** of a chance meeting in 1988. Two decades later, Atlanta Constance Sampson's life story is being turned into a feature film, giving cinematic testimony to what can be accomplished with a combination of God-given artistic talent, hard work, perseverance and an always-present faith!

<http://www.nytimes.com/1992/11/18/nyregion/about-new-york-amazement-wonder-and-meaning-of-beauty.html?pagewanted=1>



When I first met Atlanta Sampson she was 91 years old, destitute and unknown, a frail woman in poor health living alone in New York City with the folks from Saint Patrick's Cathedral bringing her meals. Yet she never once gave up, always knowing that the lifetime she had spent chronicling America through the eyes of a midwestern farm girl would not be wasted. *"God created me to be an artist,"* she said, *"It was God's plan for my life."* No matter what setbacks life presented, she never stopped pursuing her lifelong dream of having a one-woman show. God did indeed have a plan and that dream soon became manifest. Her paintings would later be exhibited at prestigious New York City galleries and a one-woman show of her life's work at The National Arts Club would draw critical acclaim. Presidents and Hollywood celebrities would soon own her work. An exhibit in Washington DC would follow, saluting her "contribution to American Art". The NEW YORK TIMES would note the comparison of her work to the most well-known American artists of the 20th century, pointing out that: *"in the magazine Art in America, Lawrence Campbell, himself an artist, wrote that Miss Sampson's work recalled various painters, among them Kandinsky, Rothko, Jasper Johns. "But," he added, "there is always the personal quality of an individual shining through. A personal lyricism. A person. Of her work in all its phases, this is always true."*

© 2013 Owen Ryan **Owen Ryan** <http://www.AntiOxidantFarms.com> (646) 812-5109

Background Information/Owen Ryan.

"His marketing flair has drawn clients like Johnson & Johnson, Lever Brothers and Coca Cola to his tiny company..."

THE NEW YORK TIMES

"Always thinking ahead..."

NEWSWEEK MAGAZINE

"Not your run-of-the-mill adman..."

THE NEW YORK TIMES

"Ryan is either an advertising and promotional genius or the re-incarnation of P.T. Barnum."

DISCOVER MAGAZINE

"In the new products arena he seems to possess a preternatural ability to see around marketing corners."

AMERICAN MARKETING ASSOCIATION

Owen Ryan can be contacted at (646) 812-5109

OwenRyan@Yahoo.com



Owen Ryan resides in Charlotte, NC with his wife Myung Sook Kim and their 6-year-old daughter, Emma Kim Ryan. Additional background on Owen Ryan can be found at <http://www.Robbie.com/owenryan> and <http://www.AntiOxidantFarms.com>