



# Starting a Beverage Company

## Former President of Kraft Beverage Joins Stur and FORTO as Investor and Advisor

### Press Release

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Robert M. Levi has joined Dyla Brands (Dyla LLC), which wholly owns and operates Stur Drinks and FORTO Coffee, as an investor and an advisor. During his tenure as the President of Kraft's Beverage Unit, he led the \$4 billion unit, which includes iconic brands such as Crystal Light, Capri Sun, Kool Aid, and Maxwell House, to record top and bottom line results. He has a long track record of leveraging the power of brands and breakthrough innovations to

drive new business. While at Kraft, he championed the development of Mio, Kraft's first new brand in more than 15 years. This high-margin, new beverage sensation was launched in 2011 and delivered \$125 million in year-one sales, and stands as the category leader today.

"I've seen and been a part of companies that have grown from nothing to billion dollar brands in short periods of time" said Bob Levi. "I believe Dyla has two great young brands here in Stur and FORTO which both have an opportunity to become significant business and category leaders."

Since discovering Stur at the 2014 Natural Products Expo West Convention in Anaheim, California, Bob and Neel Premkumar, the Founder and CEO of both Stur and FORTO, have become close friends and business partners.

“Having played a significant role in the literal creation of the category we compete in, it brings our team great confidence to have Bob onboard as both an investor and advisor,” said Neel Premkumar, Founder and CEO of Stur. “As a company, we strive to surround ourselves with the best and brightest minds, from our employees to our investors and advisors. Bob’s involvement has already helped us with everything from fundraising and recruiting, to product development and brand marketing.”

### About Stur

Stur is the fastest-growing brand in the \$1.5 billion Drink Mix category, with products in both liquid and powder format. Made by a father for his family to love water naturally, Stur only contains Organic or Natural ingredients, including real fruit and stevia extracts. Since launching in 2012, Stur has been seen by millions of consumers on monthly TV shopping shows and has over 100,000 Facebook, Twitter and Pinterest fans. Stur is also the #1 selling drink mix item on Amazon, and is sold in thousands of Natural & Grocery stores across North America, including Walmart-CA, Target, Kroger, Ahold, Albertsons, Publix, Food Lion, Winn-Dixie, Loblaw, ShopRite, Meijer, HEB, and more — driving incremental growth at retail.

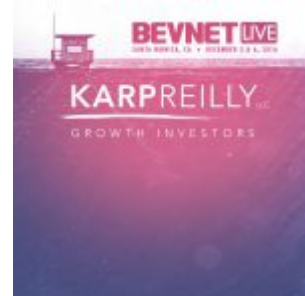
For additional information on Stur, please visit [www.SturDrinks.com](http://www.SturDrinks.com) (<http://www.SturDrinks.com>).

### About FORTO

FORTO is the #1 Coffee Energy Shot, sold in over 12,000 stores nationwide. Created by a father of twins needing wholesome energy — It is made with Organic & Fair-Trade Colombian Coffee — with Extra Energy (200mg caffeine) added through our unique Cold Brew process. The name FORTO is derived from the Italian word for strong (forte), as each handheld bottle of FORTO has as much energy as 2 regular cups of coffee! Since launching across all U.S. Military bases, FORTO has been driving incremental growth for the Energy Shot category in retail stores nationwide.

For additional information on FORTO, please visit [www.FortoCoffee.com](http://www.FortoCoffee.com) (<http://www.FortoCoffee.com>).

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