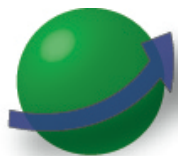


# PureAiiir

# Concept Story



**Fizz**  
Dispense Optimization Group

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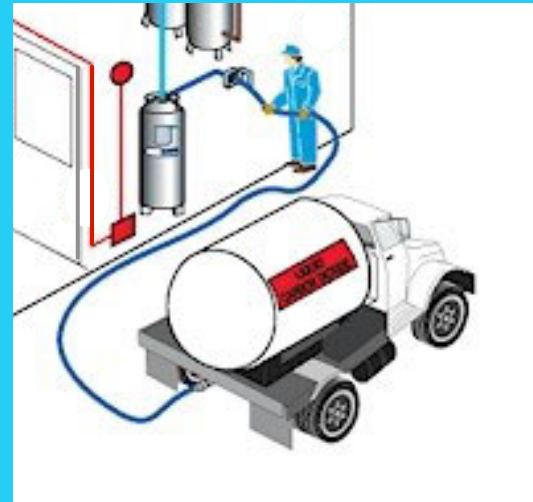
# Once upon a time...

## Chapter One Bulk CO<sub>2</sub>

High Pressure CO<sub>2</sub>  
Cylinders for Carbonating  
Fountain Soda



Bulk CO<sub>2</sub> System for  
Carbonating Fountain Soda



# Why?

- A better gas distribution model improved profit and safety for everyone in the fountain beverage ecosystem while reducing environmental impact of truck deliveries
  - Bulk CO<sub>2</sub> has become the expected standard

# Once upon a time...

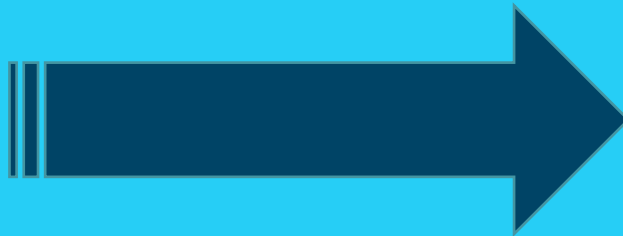
## Chapter Two Nitrogen Generators

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High Pressure Nitrogen and Beer Gas Cylinders



Nitrogen Generators and On-Location Gas Mixers



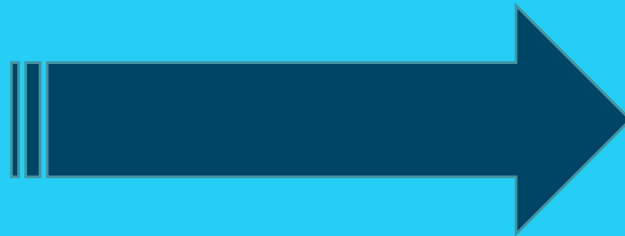
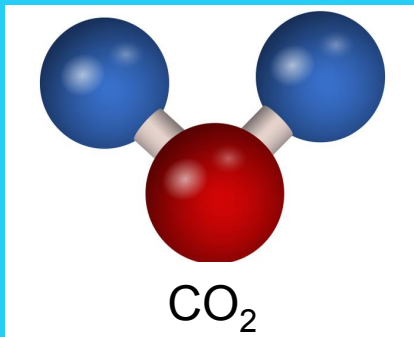
# Why?

- A better gas distribution model improved profit and safety for everyone in the draught beer ecosystem while reducing environmental impact of truck deliveries
  - Nitrogen generators have become the expected standard

# Writing the next chapter...

## PureAir

CO<sub>2</sub> Used As Utility Gas in Hospitality Retailers



PureAir Ultra Purified Air Generated On-Location Performs Non-Carbonation Functions



# Why?

- A better gas distribution model improves profit and safety for everyone in the hospitality ecosystem while reducing environmental impact of truck deliveries
  - Bulk CO<sub>2</sub> + PureAir become the expected standard

# Writing the next chapter...

## PureAir, more details

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### **Historic State**

Dirty, unreliable air compressors produced wet, dirty air used for utility purposes in hospitality retailers. BIB pumps and other equipment were damaged as a result. High pressure CO<sub>2</sub> cylinders provided expensive, troublesome CO<sub>2</sub> for carbonating soda.

### **Current State**

Reliable, inexpensive Bulk CO<sub>2</sub> encouraged the use of CO<sub>2</sub> for utility purposes, in addition to the carbonation function. Many locations may use half of their truck-delivered CO<sub>2</sub> for utility purposes.

### **Future State**

Bulk CO<sub>2</sub> continues to provide CO<sub>2</sub> for soda carbonation. Utility functions are supplied by Fizz PureAir, producing ultra purified compressed air. Better for the environment and ease cost and distribution burdens. The ability to add more stops to existing infrastructure.

# Why?

# Writing the next chapter...

## PureAir, continued

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### Why?

- Reduced delivery frequency to retailer account location, (or smaller Bulk CO<sub>2</sub> storage vessel required)
- Improved safety at retailer due to few CO<sub>2</sub> leak points, including BIB and beer pump vents
- Truck and driver can service more locations
- Pureair machine provides electrical platform for full restaurant telemetry platform
- Fewer deliveries reduce carbon footprint of retailer and Beverage Gas Provider
- Reduced retailer exposure to CO<sub>2</sub> shortages
- May reduce on premise CO<sub>2</sub> storage enough to avoid some regulatory costs

# Reference Information

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## Common Utility Uses

- BIB syrup pumps
- Beer pumps
- Automated Beverage System (McDonald's)
- Iced Tea Brewers
- Blended Ice Machines
- Bulk Condiment Pumps

## PureAir Specifications

- -40 deg F dewpoint air, meets standards for food contact such as British Compressed Air Society Best Practices 102; considered too dry to support microbiological growth
- Flow and other specifications pending Beta testing data