

CURIOSLY:

Jon Rockefeller commented: I pay people a million dollars a year to produce ideas like this just twice a year.

Cut From Nobility

Adelholzener is a premium water brand currently available only in mainland Europe. "Adelholzener" translated from German into English means "cut from the noble woods". At the source of their south German spring in Siegsdorf, where the company is headquartered, the proprietors also operate the world's only theme park devoted to water, "[World of Water](#)". Adelholzener is owned by the Congregation of the Sisters of Charity of the Society of St. Vincent de Paul and invests its profits conscientiously. I had the privilege of enjoying Adelholzener water while I lived in Germany in 2005-'06 and again in '08, but noticed it's missing from the North American market.

In 2014 I wrote an e-mail to the Chief Operating Officer of Adelholzener asking whether the company would be interested in moving 1 million gallons from Siegsdorf to the Port of Hamburg by truck for shipment on a container ship to the Port of New York where I planned to secure distribution to WaWa, Sheetz, and Wegmans in the Northeast, USA in order to secure my coveted bottle of Extra Soft and Lightly Infused Adelholzener, which I hadn't had in a long time. I figured I could move the water to domestic store shelves for US \$2.00 / gallon (herein I equate each gallon *falsely* with equaling 4 liter bottles) and assign a retail price of \$3.00 / liter once in the United States for gross retail income of \$12 / gallon or a markup of \$1 / litre for the point of sale retailer.

As a preliminary matter it's profitable to do business starting around moving 1 million or more gallons of salable premium Adelholzener water, which is right where I was at in 2014.

The Sisters of Charity expressed in return to my e-mail they had no interest in expanding their market share to North America.

Fast forward to the present day and I was recently working closely with a Saudia person on solving freshwater needs of the world. It occurred to me my operating assumption in 2014 with respect to Adelholzener was the company could double, or even triple its 10 million gallons a year output without bursting. I believed it still, so I shared my original plan from 2014 with my Saudia colleague, a member of the royal family interested in economic diversification of Saudia Arabia, and we devised to again approach Adelholzener about expanding into North America and this time to also Saudia Arabia.

We proposed to Adelholzener the following audacity: If Adelholzener can triple output to ca. 30 million gallons a year that would serve its market share in mainland Europe at 10 million gallons a year, feed the Northeast USA with 10 million gallons per year and also feed Saudia Arabia with 10 million gallons per year. This morning I confirmed a study of Adelholzeners water reserves is actually seriously planned. Our idea was for the Saudia to export Adelholzener to the USA out of Germany (consistent with the above costs and way of doing business) and return a net profit on 10 million gallons of US \$40 million which is consistent with my above speculation of US \$120 million in gross income per 10 million gallons. 10 million further gallons would move from Tirol, Italy through the Suez Canal to the Saudia, a socialist country, with the profits from North America offsetting the cost of the water delivered to the Saudia people and sold for "pure profit" at their local 7-11's.

This leaves 10 million gallons of Adelholzener's water delivered to a Saudi port at a cost of US \$20 million, where they've raked in a net profit of US \$40 million on the North American side, obviously profitable to the Kingdom, and price fixed at a further profit to the Kingdom at point of sale in the Kingdom – and more importantly, every bottle may be commandeered at a moment's notice in the event of crisis in the Kingdom at no loss to the government, who stands to pocket over US \$20 million in the middle.

As of this morning (ca. 11/01/2020) I have confirmed Adelholzener and the Saudi Arabians have tentatively agreed to do business consistent with the foregoing. As of about 12/1/2020 Adelholzener and the Saudia have agreed to do business starting with 1 million gallons *not* the 10 million proposed.

The foregoing an unedited rough draft by,

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