

# NEWS RELEASE

Wilfrid Laurier  
University



## **Beverage company looks to Laurier students to energize business** *Business students develop growth plan for Want Beverage's energy drinks as part of integrated case exercise*

**For Immediate Release**

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WATERLOO – The boost provided by Want Beverages' action sports energy drinks may be just what Wilfrid Laurier University business students need to fuel their fast-paced journey through this year's Laurier school of business and economics' (SBE) integrated case exercise (ICE), as they work to develop a growth plan for the small energy drink company.

The bachelor of business administration (BBA) students received the case details this morning, and by Tuesday of next week they must develop a written plan for Want Beverage's financing, staffing, manufacturing, distribution and promotions. "Students are facing real-world time constraints and applying the knowledge gained through their business courses to develop real-world solutions," explains Ruth Cruikshank, director, undergraduate business programs. "The program provides a significant educational opportunity that gives students the chance to step into a company, determine how they would make it succeed if it were their own, and ultimately add value."

"This year's case study is particularly interesting," adds David Rose, the SBE lecturer who co-authored the case with SBE professor Hugh Munro. "The beverage industry is an appealing industry that's relevant to students, and this case is challenging in that it requires a

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truly integrated approach. To be successful, students will have to incorporate marketing, finance, organizational theory and operations.”

Burlington-based Want Beverages, makers of berry, lemonade and lemonade lite energy drinks, is asking the students – who are also part of their 14- 24-year-old target market – to help the small, year-old company win in the industry despite limited resources.

Bill and Angela Moffat, Want Beverages’ founders, have invested personally and financially in the company, as well as in the action sports community. They deliver and promote their products themselves, and donate 15 cents of every bottle sold to local action sports such as skate parks, snowboard hills and bike trails.

The Moffats started Want Beverages in June 2005, after exposure to the action sports industry through a retail clothing business made them aware of the potential of an energy-drink product geared toward action sports enthusiasts.

“The average teenager only buys two or three shirts a year,” explains Bill Moffat. “But the same person buys 24 beverages per month. If we can become the beverage company that the young action sports crowd can call their own, then we have an opportunity to build a very large market.”

The program’s tight timelines make completing ICE an action sport in itself. The 345 students, who have been organized into 80 teams, must submit their written plans on Tuesday July 18, and present their ideas to an internal SBE faculty board on Thursday July 20. Sixteen semi-finalist teams are then selected, who present to a different internal board on Friday morning. The four finalist teams selected then present to an external board, including the Moffats, on Friday afternoon, and the winning team is announced on Friday evening.

With more than 3,000 students enrolled in its programs and more than 100 full-time and 65 part-time faculty members, the Laurier SBE is one of Canada’s largest and most innovative business schools, with campuses in Waterloo and Toronto. Visit [www.wlu.ca/sbe](http://www.wlu.ca/sbe) for further information.

To learn more about Want Beverages, please visit [www.wantbeverages.com](http://www.wantbeverages.com).

## ICE Program Schedule

EVENT	TIME	LOCATION
Thursday July 13, 2006		
Case Announcement	11:30 a.m.	P1025/27*
Friday July 14, 2006		
<b>Student Question &amp; Answer session with Company Executives</b>	<b>3:00 p.m.</b>	<b>BA201</b>
Thursday July 20, 2006		
Internal Board Presentations	8:00 – 11:10 a.m.	Group 1: P1019, P1021, P1007, SBE1240 Group 2: P1013, SBE1210, SBE1230, SBE1220
	1:00 – 4:20 p.m.	Group 3: P1007, P1013, P1017, P1019 Group 4: P1021, SBE1230, 1C16, 1C17
Announcement of Semi-Finalist Teams	5:00 p.m.	Schlegel Centre for Entrepreneurship Auditorium
Friday July 21, 2006		
Semi-Finalist Presentations to Internal Board	8:00 – 11:00 a.m.	SBE1210, SBE1230, SBE1220, SBE1240
Announcement of Finalist Teams	12:30 p.m.	Schlegel Centre for Entrepreneurship Auditorium
<b>Finalist Presentations to External Board</b>	<b>1:00 – 3:00 p.m.</b>	<b>SBE 1220</b>
<b>Award Ceremony – winner announced</b>	<b>4:00 p.m.</b>	<b>SBE1220</b>

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P = Peters Building

BA = Bricker Academic Building

SBE = Schlegel Centre for Entrepreneurship