

MARCH 2020



Todd Waks



Anna Geller



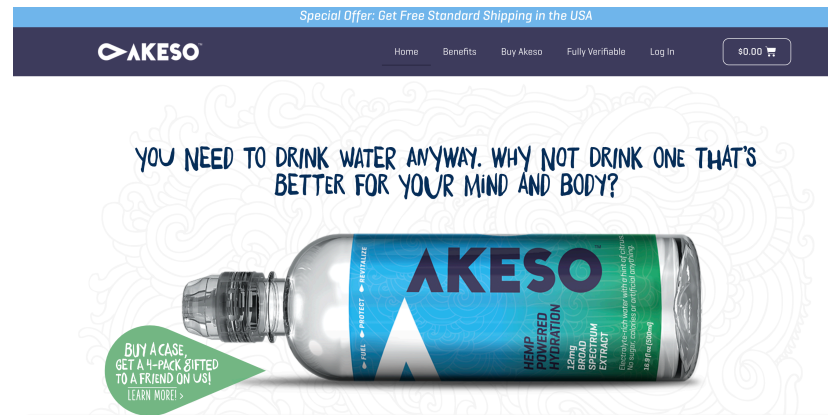
Tommy Stephenson

**NXT Water is co-founded by Todd Waks, former sports/entertainment marketing executive [SFX, Live Nation & Dick Clark Prod] – Tommy Stephenson, cannabis technologist and ecommerce expert [Microsoft, WeedMaps & TruTrace Technologies]– Anna Geller, beverage executive with M&A & innovation expertise and Operating Partner at Cava Capital [PepsiCo & Deutsche Family]. Secured distribution at Erewhon and Gold’s Gym in SoCal as partners for initial in-market test with tremendous results.**

APRIL 2020

**Cava Capital provides initial investment for NXT Water. NXT performed several rounds of consumer research and developed brand DNA for AKESO with beverage brand development expert, Iain Douglas. Dennis Magner joins as Head of Creative and led complete product/brand redesign as well as web, print & collateral.**

cavacapital



AUG-SEP  
2020

**LATEST NEWS**

People Moves: La Colombe Names New VP of DSD; Califia Introduces Ginestro As CMO

BevNET 2020 Best Of Awards: Submit Your Nominations

Backed by Hershey's, Chocolate Star

## NXT Water Officially Launches AKESO Hemp Powered Hydration in Conjunction with New Management, Investment Capital and Distribution

Press Release | Sep. 14, 2020 at 2:10 pm

0 SHARES

*Announced formal launch of Akeso as well as onboarding of 6-person sales team under the leadership of 30-year beverage sales veteran, Tony Kalich. Experienced COVID-related delays on securing organic hemp from initially determined "non-essential" supplier and some production challenges at Riviera Beverages, (our production partner) halting sales efforts until October.*

OCT 2020

Election 2020. Coverage by state and across America. >

Leafly Dispensaries, strains, products...

Home > Brands > Akeso CBD Water, Hemp Powered Hydration for Mind and Body™

**Akeso CBD Water. Hemp Powered Hydration for Mind and Body™**

FUEL > PROTECT > REVITALIZE. Broad Spectrum CBD + Water

*Launched robust national influencer marketing campaign in social along with dedicated paid media outlets and search engine marketing. Onboarding distribution partners in Southern CA and New York metro areas to drive retail sales.*

akesowater

akesowater You can't be your best self if you're not giving yourself the best.

#AkesoWater #wellness #wellnessproduct #healthylifestyle #health #naturaliving #stressrelief

13w

jess\_hay22 @gabbyallen.r beautiful

13w Reply

xxjvilla A que huele? A queso

13w Reply

Liked by annageller128 and 58 others

2020-10-10

Add a comment... Post

Instagram

akesowater Edit Profile

24 posts 251 followers 292 following

Akeso Water  
Fuel, protect and revitalize your mind and body with the power of botanical extracts and electrolytes. DM for our ambassador program.  
linktr.ee/akesowater

Community Press

POSTS IGTV SAVED TAGGED

WHAT'S IN IT? Akeso Water ingredients list.

multiple classes every day Akeso helps me naturally, without harmful...

TER + HEMP NATURAL WELLNESS