

# Male Order?

*Despite its female-friendly marketing, Skinny Water's CEO expects men to ultimately gravitate to the product.* By Amanda Baltazar

It happened with many diet soft drinks and it could happen with Skinny Water: A beverage targeted at women becomes a favorite among men.

The attraction to women is in the name of the product and its ingredients, says Ron Wilson, president and CEO. Indeed, it seems there's not much for women to dislike: Skinny Water contains no calories, sugar, sodium or preservatives. So what is it made up of? Well, each bottle contains vitamins, electrolytes and antioxidants—each flavor designed for different health benefits for the body.

But Wilson thinks the brand is likely to resonate with male



« AT FIRST SIGHT, Skinny Water might appeal to women, but Ron Wilson, president and CEO of the company believes the flavor will get men drinking this product too.

consumers, too. "The word 'skinny' might put men off like it did with Diet Coke at the beginning," says Wilson, who, three years ago, retired as president and COO of Philadelphia Coca-Cola Bottling Co., "but if the taste is good, they'll come to it."

To target men, convenience stores are the next market that Skinny Water plans to tap into, although currently around two-thirds of sales are in grocery stores.

Supermarket sales are high, says Wilson, because Skinny Water does a good job of merchandising and marketing the products. The company brings in special pallet displays that are easily dropped into the stores.

Skinny Water does sampling in the stores, which, says Wilson, "is really crucial to us, and so is couponing." The employees manning the tasting booth hand out Skinny Water coupons.

Skinny Water also is being sold in some school districts, including Monroe Woodbury Schools, N.Y., and it's sold in some offices, hospitals, cafeterias and lobby areas, where, explains Wilson, "I think the decision makers are trying to look for something healthier."

Next up for Skinny are new flavors by the beginning of next year and then maybe some tea products.

For now, the company's doing well. It might still be just mostly in the Northeast, but Skinny Water already has a network of around 60 distributors. "Our biggest challenge is finding distributors," says Wilson. **BW**



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