

Rocket Products, Inc.

We, at Rocket Products, Inc. would like to take a few moments of your time to introduce to you how Rocket Products came about.

Rocket Products, Inc. is launching their new Standard line of Lemonade, Orange and Fruit Punch beverages that have a 45 day shelf life. These products have less acidity which allows you to drink more of them. Rocket continues to use the same quality ingredients with this line. During these hard economic times we wanted to produce a product that would help the end consumer and the Dairy Industry. Charles E. Lazier, Jr's. family has been producing quality products since 1903. Rocket Products, Inc. has a pristine manufacturing facility and prides itself on putting out quality beverages that everyone can enjoy.

Charles Lazier Jr's. Grandfather, John Fredrick Lazier A.K.A. "Soda Jack", founded The J F Manufacturing Company which was established in 1903. John Fredrick Lazier made the first washed lemon-lime extract back in 1929 that today is known as 7up.

Charles Lazier Sr. was employed with 20th Century Fox until his father passed away and then he and his brother took over The JF Manufacturing Company. By 1935 the first orange drink made with real juice was called Mil-Kay Orange and by 1939 was selling 550,000,000 bottles a year. One day while driving around town in the family car in 1949, Charles Sr. scribbled out on a small piece of paper, a recipe for a new soft drink. He turned and handed the small piece of paper to his son, Charles Lazier Jr. who worked as a lab technician at his father's plant. That recipe became known as Sun Drop Citrus Soda in 1951 after being introduced at the American Bottlers of Carbonated Beverages Convention in Washington DC.

Charles Lazier Jr. left his father's company in January of 1952 and started his own company known today as Rocket Products, Inc. Ever since the start of his company, Charles continues to manufacture to this day, Lemonade Concentrate, Orange Juice Concentrate, and Fruit Punch Concentrate using only the finest ingredients available and we are well known for our ability to consistently produce the highest quality products. Our concentrates are never warehoused and they are manufactured upon placing your order.

Charles was born & raised in the juice industry and continues to this day, at the age of 85 to be involved in the day to day operations of his business. Rocket Products Incorporated comes from a three generation family all of which have been born and raised in the soft drink business since the early 1900's.

During these tough economic times, we continue to deliver a great tasting product that we believe is the best on the mar-



ket. For years, we have satisfied the market demand for a high quality product and we will continue to do so!

We want to personally assure you that you are buying the finest lemonade available on the market today. Thanks for believing in our products and your continued business with Rocket Products, Inc.

Sincerely,
Charles E. Lazier Jr., President / CEO

Rocket Products, Inc.
1740 Chase Drive, Fenton, MO 63026
636-343-9110, 800-325-9567
Fax: 636-343-9115
www.rocketproducts.com