

Client: Margo's Bark

Publication: *Brand X*

Date: June 17, 2009

Circulation: N/A

FREE >>> WEEK OF 6.17.09 >>> VOL. 1, NO. 10

BRAND X

ThisisBrandX.com



'09 Innovators

One scientist's blue revolution, a trio of night life visionaries and a 7-year-old entrepreneur — these are among the Angelenos imagining our future.



>>> The golden iPhone app >>> Hybrid sea animals >>> Indie rocker caterers and more

BEVERAGE BIZ INNOVATORS

Quaff a bit of creativity

BY KRISTA SIMMONS The beverage biz is by no means parched for new gimmicks. Sifting through the excess packaging and honeyed marketing, it's often hard to find alternative products that are worth your dollar. Luckily, there's a crop of promising, up-and-coming libation visionaries right here in our backyard.



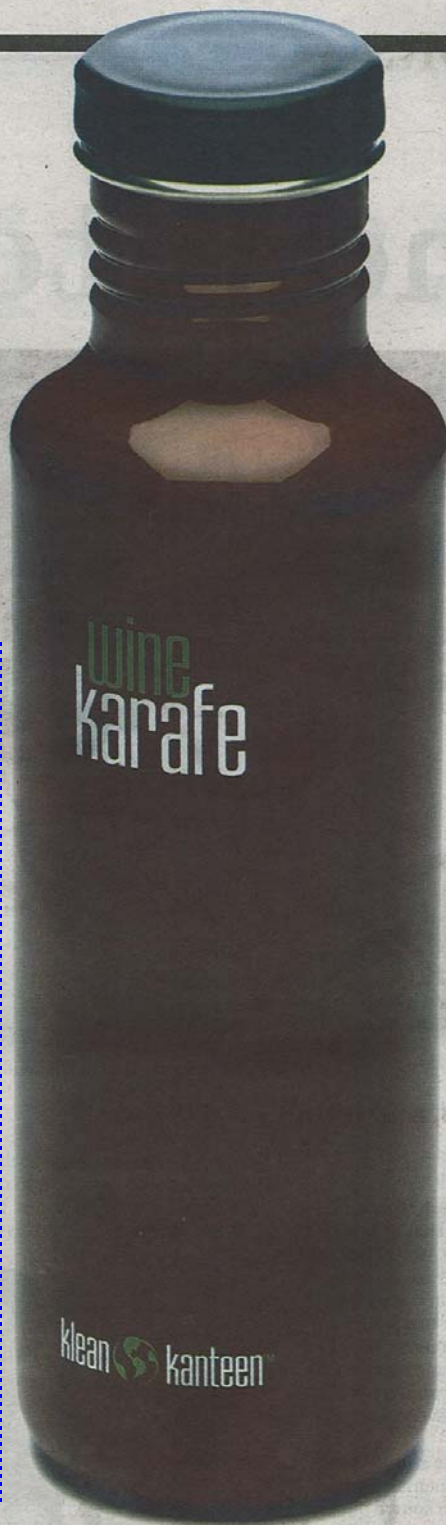
Function Drinks

A mad scientist tinkers with gurgling test tubes and steaming beakers, laboring over a recipe that could be the elixir of life. No, it's not Dr. Frankenstein; it's Dr. Adam Hughes of Function Drinks. Hughes and his friends Josh Simon and Dayton Miller started the business in a small warehouse in L.A., where Hughes uses his medical background to pinpoint health-boosting ingredients like n-acetyl cysteine (which he adds to Urban Detox to promote healthy lungs and sinuses) and epigallocatechin gallate (used in the Light Weight elixir). We haven't conducted scientific experiments to back that up, but we can vouch that Function's Alternative Energy drink is a much more effective pick-me-up than Frankenstein's galvanic stimulation. www.functiondrinks.com.



Margo's Bark Root Beer

Most elementary school science experiments simply involve baking soda volcanoes and soup can telephones, but 7-year-old L.A. local Oscar Youd is already thinking outside the box. With the help of his parents, Youd brewed up Margo's Bark Root Beer for a science fair as a way of showing how yeast eats sugar to create carbonation. His project, which is named after his black Labrador and pit bull mix, was such a hit that the line of beverages has recently been picked up by the Larchmont Larder. All proceeds go to Youd's favorite animal shelters and protection programs. www.margosbark.com.



Klean Kanteen Wine Carafe

Klean Kanteen's wine carafes are classy flasks for oenophiles. Michelle Kalberer and Jeff Cresswell, a NorCal brother and sister team, designed the 800-milliliter aluminum bottle, which is non-leaching, toxin free and incredibly lightweight compared with its glass counterparts. Its portability makes it perfect for outdoor adventurers, hikers, picnickers and rock climbers who'd like a tippie at the summit. There are also adorable insulated sleeves that will help keep your wine at an ideal drinking temperature. www.kleankanteen.com.



Fireman's Brew

Rob Nowaczyk and Ed Walker conceived Fireman's Brew while fantasizing about a cold one during a battle with one of Southern California's notorious fires. Shortly after, Nowaczyk started microbrewing in his garage while working at the West Hollywood Fire Station — and they now have three flavors: Fireman's Brew Blonde, Fireman's Brew Brewnette and Fireman's Brew Redhead. Even hotter: A percentage of their proceeds go the National Fallen Firefighters Assn. www.firemansbrew.com.

Photographs, from left, by BOBBY OULLARD, CHRISTINA VON MESSLING, STICKEEN PHOTOGRAPHY, FIREMAN'S BREW

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