

Introducing
ACG NJ's 2019 Corporate Growth Award Honoree

An Interview with
Laurel Whitney
CFO & Founder
PUSH Beverages

*Conducted by Sally Glick, President, ACG New Jersey
Principal of the Firm and Chief Growth Strategist, SobelCo*



At the Corporate Growth Conference and Award event, ACG NJ's yearly signature event, Laurel Whitney, co-founder of PUSH Beverages, will share her unique business approach and the company's exceptional results.

Laurel had worked in the vending industry for decades, so she was sensitive to the emerging changes and trends taking place that were resulting profit margins rapidly shrinking for the distributors and operators. "Meanwhile, beverage manufacturers continued to enjoy high profits under this scenario, and I knew we needed to address this disturbing shift," she pointed out when we spoke about the challenges she addressed when launching her company.

From the beginning, it was the goal of the founders of this Certified Woman Owned Small Business/NJ Woman Business Enterprise to build an organization that would change the game, presenting a new product in a new package that that would be sold through a new go-to-market strategy in a way that would help distributors and operators be profitable and successful again.

"I wanted to turn the industry upside down. To do this, I knew we would have to create a new beverage line that would be made of only the high-quality ingredients in order to provide a much healthier product that was as tasty as any of the leading global beverages. I knew the industry from the inside out, so I was able to tap into the expertise of the best package designers and flavorists in the sector to ensure the recognizability of the line and that the products have lower calories, significantly reduced sodium and are all gluten free."

From ingredients to packaging, to its go-to-market strategy, under Laurel's leadership PUSH Beverages continued to break the rules. The goal was to become a household brand name in under one year, building recognition for their ability to provide customers with a better beverage experience than the giant brands like Coke, Pepsi and Canada Dry! PUSH is now sold in 40 states.

On May 2, 2019, Laurel will offer her thoughts as a founder, entrepreneur and leader of an innovative start-up. "We entered the market in reverse order to become the ultimate disrupter in the beverage business. Instead of initially selling through retailers as every other manufacturer does, we leveraged their existing vending machine operators in the healthcare/hospitals, government buildings and corporate cafeterias to introduce this exciting new product using our captive vending machine audience."

Sign up at the Association for Corporate Growth NJ website and attend this one-of-a-kind breakfast event to get the inside scoop on how PUSH Beverages successfully embraced a strategy that was exactly the reverse of what the industry expected. Their willingness to think out of the box changed the way business is being conducted today - and in just five years Push Beverages is now being sold in 40 states and the distribution network continues to explode.

Register today and hear Laurel talk about the essential KPIs that helped guide her innovative strategy.

Please join us on May 2nd at The Palace at Somerset Park, Somerset, NJ, for networking, plated breakfast, panel presentations featuring our Corporate Growth Award Honorees, and Keynote with our Corporate Lifetime Achievement Award Honoree.

ACG NJ 2019 Corporate Growth Conference & Awards

Thursday, May 2, 2019

7:30 AM - 12:00 PM

The Palace at Somerset Park, Somerset, NJ

[Register Today](#)