# BY FURY

### **OUR BRAND**

What makes the FURY brand so special? We believe it is our commitment to what we stand for. To have a cultural impact means to be able to be socially active and provide a connection with the people. One thing we always take pride in is our customers and fans. We will never compromise our customer relationships, it is the ultimate foundation of our brand. Innovation allows us to always set ourselves apart and gives us originality. We innovate in products, design, marketing and customer experience.





Sitting in the living room peeling and cutting boxes of lemons for FURY is how it all began.

Lemons, fresh filtered water and raw sugar is the essence of HANDS. No preservatives, high fructose syrups or artificial flavors needed.

Made by our hands for your hands.



### SQUEEZE LIFE SIPHANDS.

Our HANDS Strangle Berry Lemonade sells out at each pop up or event. Our customers literally get mad at us because we keep selling out of it! It is a hot market that few play in and we believe we'd be a hit to a target audience. It is completely organic and we use honest ingredients. Lemon juice, strawberries, filtered water and sugar that's it! It is lower in calories than most shelf stable lemonades that are extremely high in sugar in comparison to us. Absolutely no preservatives and still has a shelf life from pasteurization. It is a product of high demand because well who doesn't like lemonade?! Lastly the branding is strong, it can pop out on any shelf and will attract our customer fan base to your establishment.





## CONTACT

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