Press Releases

Cie Nicholson Joins Lavit as Advisor and Investor

Former CMO of Pepsi provides deep beverage expertise and contacts to help beverage technology company further expand its branded beverage portfolio

NEW YORK, Nov. 29, 2017 /PRNewswire/ -- Cie Nicholson, a highly accomplished global marketer and entrepreneur and former senior vice president and chief marketing officer of Pepsi, has joined Lavit®, LLC's advisory board and growing roster of high-profile investors.

Lavit is a New York City-based beverage technology company seeking to disrupt the multi-billion-dollar bottling industry. Its Cooler Water Cooler™, now installed in more than 1,000 locations nationwide, helps encourage hydration by making the act of drinking water more fun, varied and personal. Lavit's patented, single-serve cold beverage water cooler allows users to enjoy chilled, filtered, still or sparkling water as well as craft a broad selection of flavored waters and better-for-you beverages from the world's first easy-to-recycle aluminum capsules (EcoCaps™). Brand partners include Juice Press and AriZona Beverages.

Nicholson is a renowned world-class marketer and early stage investor with 30 years of successful experience at building brands and businesses. She spent over 11 years with Pepsi rising to senior vice president and chief marketing officer (CMO) of Pepsi North America, where she led all marketing and a team of 300 for the $5b division. Nicholson has also been CMO of Equinox, the fitness club operator, as well as Softcard, a mobile payments venture acquired by Google several years ago. She now holds two board positions and is the CMO of Forkcast, a user-to-user marketplace for food enthusiasts, restaurants, chefs and customers that offers a new way to discover and purchase food that maps human social behaviors around eating and emerges out of a generational shift in how people are sharing and consuming food today.

"Cie's addition to our investor group and active participation in our advisory board represents an important maturation point for our company as we accelerate our growth and footprint across the country," said Gian Matteo Lo Faro, founder and CEO, Lavit. "Cie brings critical beverage experience and industry relationships to Lavit that will help ensure our beverage offerings are as exciting as our technology."

"I couldn't be happier with my involvement with Lavit," said Nicholson. "The company is so well positioned to take advantage of the growing trends towards water and better-for-you beverage consumption. It's an innovative system that, importantly, provides a great customer experience as well. Adding additional delicious, refreshing and functional beverage brands to Lavit's portfolio will only make that experience more compelling."

About Lavit, LLC

Lavít (pronounced "LA-veet"), founded in 2011 and headquartered in New York City, is an eco-friendly, beverage technology company seeking to disrupt the multi-billion-dollar bottling industry. The company's Cooler Water Cooler™ helps personalize the way people stay hydrated by allowing them to craft the cold beverage of their choice in seconds with just a push of a button. Beverage options include still or sparkling water or they can choose from a growing roster of popular brands and flavors – all with zero preservatives and just 10 calories or less per 12-ounce serving. Users craft their beverages by inserting fully recyclable aluminum flavor capsules (EcoCaps™) into a Lavit cooler and then adjusting flavor intensity and carbonation level. For every EcoCap sold, Lavit donates to onedrop.org, providing clean drinking water for those in need around the world. Learn more at www.drinklavit.com.

Lavit is a registered trademark and EcoCaps and Cooler Water Cooler are trademarks of Lavit, LLC. All other tradenames are the property of their respective owners.

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