Press Releases

Lavit Appoints Xavier Unkovic to Company's Board

Former Global President of Mars Drinks brings extensive industry experience and deep single-serve beverage expertise to company's management team

NEW YORK, September 5, 2017 – Xavier Unkovic, former global president of Mars Drinks and current global president of Amy's Kitchen in San Francisco, has joined the board of directors of beverage technology company Lavit®, LLC (www.drinklavit.com).

Lavit is seeking to disrupt the multi-billion-dollar bottling industry, while encouraging hydration, by making the act of drinking water more fun, varied and personal. Its patented, single-serve cold beverage water cooler allows users to enjoy chilled, filtered, still or sparkling water as well as craft a whole host of flavored waters and better-for-you beverages (low/no sugar, no preservatives, natural flavors, etc.) from the world's first easy-to-recycle aluminum capsules (EcoCaps™). More than 1,000 Lavit Cooler Water Coolers™ have been installed in a broad range of commercial locations throughout the U.S. since their launch in 2015.

As global president of Mars Drinks, and previously as regional president, Single Serve, Unkovic was instrumental in shaping the leading beverage company's development and marketing of the popular FLAVIA® office coffee machines, ALTERRA® Coffee Roasters coffees, THE BRIGHT TEA Co.® teas and DOVE® hot chocolate products. He was part of the Mars organization for more than 25 years.

"We have all admired Xavier's work and career for a number of years, and his active participation on our board will pay Lavit great dividends during this key time in our growth and development," said Gian Matteo Lo Faro, CEO and founder of Lavit. "The thought leadership and market experience he brings to the table will help us navigate our equipment and beverage product roadmap and contribute to the success of our diversified domestic and international growth efforts."

"Lavit is the real deal in the cold single-serve beverage space," said Unkovic. "I welcomed this board appointment because the company has only scratched the surface of its potential. I look forward to collaborating with Lavit management and supporting the company's development and planning efforts."

Lavit's board includes Chris Stevens, the former head of sales and marketing and one of the earliest employees of Keurig.

About Lavit

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 hydration for those in need around the world. Learn more at www.drinklavit.com.

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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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