



- **With lid-locking and spring technology, the Bev-Saver changes the way we transport our beverages.**
- **Bring any 8.4 to 40 oz size beverage on-the-go with ease.**

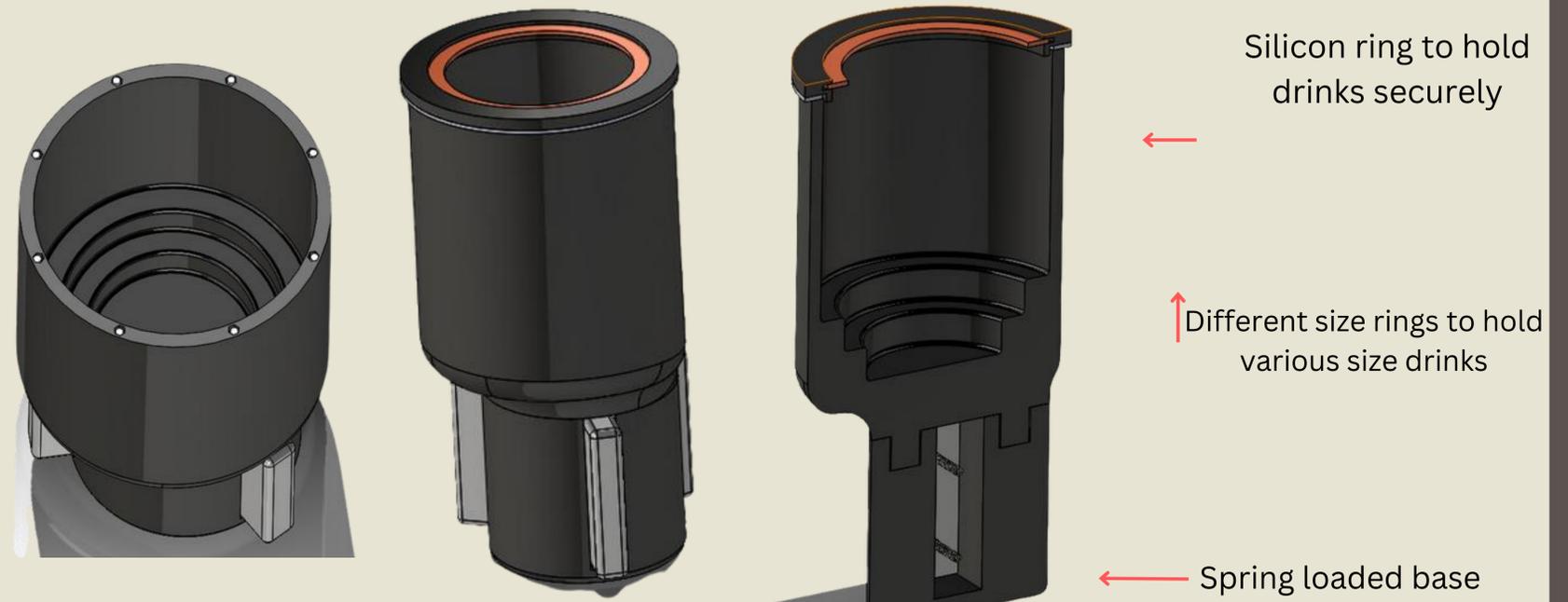
Target Market:
Over 90% of American households own a vehicle
(281 million vehicles)

Year 3 Sales:
\$2.7 million
~1% Market Share

Feature	Function	Benefit
Multiple Lid Options	Interchangeable magnetic lids give users the ability to securely hold beverage containers ranging from 2.2 inches in diameter to 3.6 inches in diameter	Users need only to buy one Bev-Saver for all their beverages which saves them money and widens their drink selections
Lower Spring Support	Users need only to buy one Bev-Saver for all their beverages which saves them money and widens their drink selections	Provides stability when making sharp turns, during acceleration, and hitting bumps. Allows for easy installation and removal
Compact Size	Does not get in the way of the driver or restrict access to other cupholder. Fits into standard American glove compartment	Easy removal and stored away for future use when not needed

The portable cupholder insert

MSRP:
\$17.50



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