

The Virginia's Finest Program is Revolutionary.

If you think the American Revolution began in 1776, then you haven't experienced Revolution X's "Revolutionary Mixers."

"We introduced three new mixers so that more people could make a rich bloody mary, tangy sour and a delicious strawberry daiquiri," says Whit Whitley, president, Revolution X. "And, the response has been overwhelming."

Whitley noted that when you are trying to get a unique product into an established market, any competitive edge is helpful.

"The Virginia's Finest program symbolizes quality, and that is foremost in the consumer's mind these days," he said. "When you have the trademark on your product, then the message is that this product has been quality approved."

Whitley explained that because the mixers are not staple



*When Quality Is At The Top
Of Your Shopping List.*

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foods, but rather party items, credibility is particularly important.

"It isn't like we are selling sugar or flour — consumers don't have to purchase the mixes for everyday life," he noted. "However, we want them to buy the mixes, so the trademark makes a positive statement to the consumers."

And, while participation in the Virginia's Finest program won't guarantee you a revolutionary experience, it does ensure your product the added benefits of statewide marketing, publicity, special promotions and catalog listings.

"The Virginia's Finest program provides a new, small business with the back-up it needs to be successful," Whitley said. "I don't think we would be where we are without it!"

