

Private Label Energy Drink Development: From Product Concept to Market

How Originem Ventures guided Starter Boost Inc. from an initial brand vision to a structured, production-ready private-label beverage roadmap for the Canadian market.



CLIENT
Starter Boost Inc.

MARKET
Canada

CATEGORY
Functional / Clean-Energy Beverage

ORIGINEM VENTURES

Case Overview

Client Starter Boost Inc.	Target Market Canada	Category Functional / Clean-Energy Beverage
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Project Scope: Private Label Product Development, Beverage Sourcing, Packaging Direction, and Production Planning for the Canadian market.

Core Focus: Developing a natural, clean-energy beverage concept focused on mental energy, focus, clarity, and entrepreneurial performance.

Strategic Outcome: Transformed an initial brand vision into a structured, production-ready private-label beverage roadmap — connecting formulation preferences, supplier discovery, flavor design, and pilot-scale production options (such as Bevmax and Drink Labs capabilities).

01 — The Client: Starter Boost Inc.

Starter Boost Inc. approached **Originem Ventures** with a clear vision: to create a new generation of functional energy drinks built around mental clarity, focus, and digital productivity. Rather than positioning the product as a traditional sports or physical-endurance beverage, the brand carved out a modern niche tailored for digital workers, entrepreneurs, creators, students, and high-performing professionals aged approximately 18–35.

Target Market Canada	Core Audience Entrepreneurs, creators, students, digital workers, and young professionals.	Market Position A beverage that feels relevant to modern consumers who work, build, and create digitally.
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02 — The Product Vision

Building a Modern Clean-Energy Beverage

The objective was to conceptualize a natural, clean-energy drink that combined functional ingredients with premium beverage branding. Starter Boost aimed to bridge the gap between natural wellness positioning and modern, energetic design aesthetics.

- Key Pillars:** Functional ingredients, modern visual identity, premium packaging, fruity/exotic flavor profiles, and convenient single-serve formats.
- Core Brand Message:** "Activate Your Aura" — a concept representing Clarity → Energy → Focus → Vision.

03 — Product Development Brief & Formulation Parameters

The initial product brief established the framework for supplier engagement and product formulation discussions:

Brand Identity • Brand Name: Starter Boost Mind+ • Product Type: Natural Energy Drink / Functional Beverage • Can Size: 355 mL Slim Can (sleek format)	Formulation Preferences • No taurine • Plant-based and natural ingredients (Green Tea Extract, Ginseng, Guarana, L-Theanine, Adaptogens like Ashwagandha, and Electrolytes) • Natural sweeteners (Stevia or Monk Fruit / Erythritol) • No aspartame • Approximately 140 mg of natural caffeine per 355 mL can • Sugar-Free (0g sugar, under 10 calories per can) • Shelf Life: 12–18 months
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Note: The ingredients and parameters above represent the client's requested formulation direction and specification targets rather than a claim that Originem independently formulated, tested, manufactured, or clinically validated the final beverage.

04 — Flavor Development Direction

Starter Boost wanted to steer clear of conventional, heavy energy-drink flavor profiles. The requested direction focused on being:

Fruity + Exotic + Refreshing + Modern

Initial flavor concepts explored included:

1 Berry Focus	2 Citrus Zing	3 Tropical Rush
4 Mint Charge		

05 — Packaging Development & Visual Concepts

The packaging brief centered on a **355 mL slim can** format utilizing a clean, minimalist design system that communicates tech-forward energy and premium lifestyle branding.

- **Visual Inspiration:** Clean minimalism paired with modern beverage aesthetics.
- **Conceptual Product Visualization:** 3D renderings (such as the *Peach Clarity* and *Tropical Elevate* mockups) were utilized during the development process to evaluate can proportions, label hierarchy, color differentiation, and shelf presence.



Concept render — Starter Boost Mind+ "Peach Clarity"



Concept render — Starter Boost "Tropical Elevate"

Disclaimer: The product visualizations shown represent conceptual design work developed during the project phase and do not represent final manufactured retail packaging unless explicitly stated.

06 — Originem's Role: Full Product Development & Production Support

Originem structured its support around guiding the client from initial concept toward actionable production pathways:

- 1 **Product Brief Development** — Translating the brand vision into a structured sourcing and product-development specification.
- 2 **Supplier & Manufacturer Sourcing** — Identifying qualified co-packers and formulation labs (such as Bevmax and Drink Labs) capable of handling functional beverage formats.
- 3 **Product Specification Review** — Evaluating supplier proposals against the client's ingredient, MOQ, and cost targets.
- 4 **Formula & Flavor Direction** — Aligning client requirements with co-packing development stages.
- 5 **Packaging Coordination** — Factoring in 355 mL slim-can requirements, labeling, and tray configurations.
- 6 **Production Roadmapping** — Organizing preliminary cost structures and proof-of-concept run sizes.



Illustrative supplier workflow: initial contact through production, packing, and shipping (reference material reviewed during supplier evaluation)

07 — Supplier Discovery & Comparative Evaluation

Through structured supplier evaluation, Originem mapped out viable co-packing and formulation partners across North America:

- **The Drink Labs (Toronto, Canada):** Ideal for local Canadian entrepreneurs, offering functional beverage expertise, pilot batches, and regulatory support (Health Canada compliance). Initial formulation services span research, tasting samples, nutritional panels, and commercial batching sheets.
- **The Drink Ink (Las Vegas, USA):** Suited for lower MOQs and fast branding, offering in-house formulation, shrink-sleeve full-color processing, and flexible production runs across North America.
- **Bevmax (Canada):** Structured co-packing and private-label partner offering multi-stage formulation (from ideation to lab testing, pH analysis, and shelf-life testing) alongside Proof of Concept (POC) runs (e.g., pilot runs starting at 1,800 cans per SKU in 355 mL sleek cans).

Report:

1. The Drink Labs (Toronto, Canada)

- Perfect for **functional beverages, energy drinks**
- Offers **pilot batches**, full regulatory support (Health Canada)
- Great for local Canadian entrepreneurs



Supplier reference sheet — The Drink Labs (Toronto, Canada): wellness/functional and energy product portfolio

- Best for **low MOQs and fast branding**
- Handles **everything in-house**: formulation, design, production, logistics
- Flexible for new beverage brands across North America

THE DRINKINK

1181 Grier Dr. Suite A | Las Vegas, NV 89119

888.454.3466

www.thedrinkink.com

FAST TURNAROUND TIME

NO SET UP FEES

12 oz Energy Drinks

AVAILABLE IN REGULAR AND SUGAR FREE
FULL SHRINK SLEEVES WITH A FOUR COLOR PROCESS
12 CANS TO A CASE (20 CASE MINIMUM)

CASES:	20-49	50 - 99	100 - 207	1 PALLET (208 CASES)
	\$21/case	\$19/case	\$17/case	\$16/case

PRICING DOES NOT INCLUDE SHIPPING

*A LESS THAN MINIMUM FEE OF \$100 WILL BE APPLIED TO ORDERS UNDER THE MINIMUM.
NO ORDERS LESS THEN 8 CASES PER DESIGN WILL BE ALLOWED.

2 = PALLETS
CALL FOR PRICING

2 oz Energy Shots

BERRY FLAVOR
FULL SHRINK SLEEVES WITH A FOUR COLOR PROCESS
PACKAGED 50 SHOTS PER BOX

SHOTS:	500	1000	2500	5000 +
	\$1.79/shot	\$1.59/shot	\$1.39/shot	Call For Pricing

PRICING DOES NOT INCLUDE SHIPPING

12 oz Sodas

AVAILABLE IN ROOT BEER (REG OR DIET), ORANGE, BLACK CHERRY,
RASPBERRY LIME-RICKEY, GINGER ALE, GRAPE
OTHER SEASONAL FLAVORS AVAILABLE PLEASE INQUIRE.
24 BOTTLES PER CASE (4 CASE MINIMUM)

CASES:	4	8-9	10-29	30-59	1 PALLET (60CASES)
	\$44/case	\$42/case	\$32/case	\$30/case	\$27/case

PRICING DOES NOT INCLUDE SHIPPING

12 oz Energy Drink Template

THE DRINKINK

NOTES:

- Label size w/bleed 153mm H x 188mm W - File is set to size.
- Hide or delete these guides before saving your final file.
- Save file as PDF, High Res JPEG, AI (text outlined), PSD (layered).
- Make sure your image covers entire template including the bleed.
- Optional to add to design "Caffeine 116mg Per Can"

REQUIREMENTS:

- All graphics must be in CMYK and 300 DPI minimum.
- Must include "Energy Drink" and "12 FL OZ (355mL)".
- In the Principle Display Panel
- All text must be at least a 7 point font.

- ☐ Safe Area - Make sure all logo's and text stay within this area.
- ☐ Bleed Area - Make sure background images or colors fill this area.
- ☐ Principle Display Panel - Area between the dotted lines represents the front of the can.
- ☐ Nutrition/Facts - Added by The Drink Ink. Make sure background images or colors fill this area.

NUTRITION FACTS

Manufactured for:
Company Name
1181 Grier Dr.
Website (optional)

SAFE AREA

BLEED

For art questions, please call (888) 454-3466 Ext. 102

Supplier reference sheet — The Drink Ink (Las Vegas, USA): 12 oz energy drink, energy shot, and soda pricing tiers, plus can label template requirements



Additional beverage-format reference reviewed during formulation and co-packer discovery (Wana Beverage JSC catalog)

Co-Packer & Partner Comparison

To support the client's decision-making, Originem compiled a side-by-side comparison of manufacturing, branding, and distribution partners considered during supplier discovery:

Feature	BEVA PACK	First Choice Beverage	MetaBrand	Black Fly Beverages	BevMAX
Primary Role	Contract Manufacturer (Co-Packer)	Contract Manufacturer (Co-Packer)	Brand Development & Consulting Firm	Beverage Brand & Manufacturer	Vending Machine (Sales Channel)
Key Services	Canning & Bottling · Alcoholic & Non-Alcoholic Production · Private Label Manufacturing · Formulation & Packaging	Canning & Bottling · Beverage Production · Private Label Services	Brand Strategy · Product Formulation · Go-to-Market Plan · Connecting brands to co-packers	Produces & markets its own brand of RTDs · Serves as a market competitor or case study of success	Vending of cans & bottles · Glass-front for product visibility · A piece of sales equipment
Who Uses Them?	Startups & established brands needing a production partner.	Startups & established brands needing a production partner.	Entrepreneurs at the idea/concept stage of a new beverage.	Consumers buying drinks	Vending operators, facility managers, brands looking for distribution points.
Stage in Lifecycle	Production & Packaging	Production & Packaging	Ideation & Brand Creation	All stages (for their own brand)	Distribution & Point of Sale
Location Focus	Concord, Ontario	Ontario, Canada	Global (serves the Ontario market)	London, Ontario	N/A (Global product)
Main Benefit to You	They can physically make your drink. You provide the formula, they produce it in cans (355ml sleek).	An alternative option to BEVA PACK for manufacturing your beverage.	They help you build the brand and business plan before you go to a manufacturer.	An example of a successful Ontario brand. Study their branding, products, and market position.	A potential sales channel to get your finished product directly to consumers.

Me

Here's your custom offer

End-to-End Support for "Starter Boost Inc."

Read more

Your offer includes

🕒 63 Days Delivery

Milestones

○ Product Finalization (Formula, Flavors, Design)

○ Compliance & Labeling (Canada-Specific)

○ Production Management

○ Logistics & Delivery to Client

28 days \$300

14 days \$350

14 days \$350

7 days \$300

63 days \$1,300

See full offer details

Type a message...

Create an Offer

THIS AGREEMENT (the "Agreement") is made and entered into as of this Montasir Mehedi Ovi

BETWEEN:

Montasir Mehedi Ovi

(hereinafter referred to as the "Company")

* and -

Bevmax Inc

(hereinafter referred to as "Bevmax"),

WHEREAS the Company and Bevmax wish to engage in discussions regarding a potential future business relationship (the "Future Relationship");

AND WHEREAS the parties anticipate that either party may disclose or deliver ("Disclosing Party") certain business, technical, marketing and financial information of a confidential and proprietary nature to the other party ("Receiving party");

AND WHEREAS the parties have entered into this Agreement in order to assure the confidentiality and restricted use of such confidential or proprietary information that may be disclosed or delivered by Disclosing Party to Receiving Party.

NOW THEREFORE in consideration of the mutual premises and other good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Proprietary Information
- As used in this Agreement, the term "Proprietary Information" shall mean all information including, without limitation information concerning marketing plans, product and sales concepts, sales, customers, future plans, financial forecasts, intellectual property, know-how, trade secrets, inventions, drawings, diagrams, specifications, documentation, data, processes or confidential or proprietary information of any nature and in any form, disclosed to Receiving Party by Disclosing Party, including any information which is orally disclosed and any documents or tangible manifestations, notes, analysis, summaries, compilations, studies, electronic or computer recordings, of Receiving Party containing or based upon such information.
- Proprietary Information also includes any information which Disclosing Party obtains from another party and which Disclosing Party treats as proprietary or designates as Proprietary Information, whether or not such information is owned or developed by Disclosing Party.
1. Disclosure of Proprietary Information

Engagement Milestones

Milestone	Duration	Investment
Product Finalization (Formula, Flavors, Design)	28 days	\$300
Compliance & Labeling (Canada-Specific)	14 days	\$350
Production Management	14 days	\$350
Logistics & Delivery to Client	7 days	\$300
Total	63 days	\$1,300

08 — Business Value & Key Takeaway

The Starter Boost project highlights how Originem bridges the gap between early-stage brand concepts and structured execution. By connecting product strategy, supplier sourcing, packaging specifications, and commercial positioning into a unified workflow, Originem provides founders with a clear, reliable roadmap from concept to production readiness.

KEY TAKEAWAY

A product idea becomes commercially actionable when the brand vision, product specification, supplier capabilities, and production requirements are brought together into a single cohesive strategy.



Starter Boost Mind+ — Peach Clarity & Tropical Elevate concept cans