

INNOVATION DIRECT

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The Homemade Jinger Juice Invention In Search of Licensee

An innovative and diverse new beverage product, the ***Homemade Jinger Juice***, has been developed by Marvin J. Alerou of Mount Juliet, Tennessee. The invention's unique ingredients enable it to serve as a drink that can be enjoyed in a number of settings and can provide a wide variety of health benefits.

The ***Homemade Jinger Juice*** will effectively aid in the overcoming of health problems such as nausea, coughing, cold, flu, and poor circulation, among many others. The product is made from all natural ingredients with no preservatives. Additionally, the ***Homemade Jinger Juice*** promotes better overall health for those who drink it. Furthermore, it offers great taste and can be enjoyed equally well as a warm drink in the winter. Moreover, the ***Homemade Jinger Juice*** serves a great accompaniment to other snacks. It will also be competitively priced, adding to its appeal.

The ***Homemade Jinger Juice*** has been produced by inventor for years and consumed by many that have provided positive feedback.

Mr. Alerou now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the beverage products industry are currently being targeted as candidates to eventually commercialize the ***Homemade Jinger Juice*** on a worldwide basis.

In July 2014, Mr. Alerou contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Homemade Jinger Juice*** to potential licensees for a 2 year period. *Innovation Direct*™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that *Innovation Direct*™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Homemade Jinger Juice*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of *Innovation Direct*™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.