

## NutriPure Beverages, Inc. Subsidiary Inka Grill Franchise Systems Describes Alliance with Francorp, Inc., Introduces Management Team

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NutriPure Beverages, Inc. (Pink Sheets: NUBV) subsidiary Inka Grill Franchise Systems has released further details regarding its unique partnership/alliance with Francorp, Inc. Francorp, a Chicago-based firm founded in 1976 by industry legend Don Boroian, has consulted with over 10,000 companies and created over 2,000 full franchise programs, some of which have gone on to become global market leaders

Francorp, Inc. is convinced that a major international franchise opportunity exists with the exploitation of the Inka Grill brand and has committed significant operational, legal, marketing and strategic consulting expertise to the project. Mr. Boroian will personally oversee the Inka Grill franchising operation.

### Key Factors To Inka Grill'S Franchisability

Excellent track record - low cost basis with strong year-on-year profitability.

New and exciting casual dining concept with 'first mover advantage' - currently no significant Peruvian restaurant franchises exist in the USA.

Unique alliance/partnership with global franchise leader.

Delicious, affordable cuisine with broad geographic appeal.

Strong customer turnover and high customer revisits.

Restaurants run to peak efficiency at below average cost basis (28%), yielding above average margins.

Easily duplicated.

Unique food and beverage lines ready for retail sales in major outlet and club stores.

### **Inka Grill Management Team**

#### **Ana Kishiara, Founder and Chairman of Inka Grill Franchise Systems.**

Ana was born the 10th child in a family of 12 children, grew up in Peru, married in Greece, and traveled the world before settling in America. Growing up in a large family meant that every meal was an event, and the bustling family kitchen was always the center of life in Ana's home. Ana sees Inka Grill as an extension of her home and her guests as an extension of her family. For this reason, all the food served at Inka Grill is prepared using only the finest and freshest ingredients and utmost care - a true recipe for success that has put Peruvian food on the map in Southern California. Inka Grill serves the ultimate Peruvian food experience, based on Ana's home-style recipes from the Northern Provinces of Peru, where seafood, chicken, lamb, beef and potatoes are the staple. Every dish is prepared to order and only the freshest organic ingredients and care are used in all of Inka Grill's preparations.

#### **Donald Boroian, Founder of Francorp, Inc.**

Donald has personally committed to a hands-on approach to the future of a global Inka Grill franchise program. Donald knows franchising, having literally written the book on the subject (two books, actually). Donald pioneered the franchise consulting industry in 1976 working with such clients as Hershey Foods, Arco, Texaco, Nutrasweet, Nestle, John Deere, Popeye's Fried Chicken, Ryder Trucks, USA Baby, and Valvoline. Donald has invaluable knowledge of the restaurant and franchise industries, and also brings with him a team of the country's top franchise industry analysts, lawyers, sales and marketing executives to help steer Inka Grill to achieve maximum success.

#### **Alan Rothman, CEO of Inka Grill Franchise Systems.**

Alan is a serial entrepreneur and practicing attorney who is well connected with Fortune 500 CEOs and global business leaders. Alan's primary strength lies in his ability to quickly assimilate information and develop tactical and strategic strategies that greatly enhance position in the marketplace. Alan is also well versed in the complexities of public companies and will be instrumental in guiding the company's efforts in this regard.

#### **Mairead Howe, VP Franchisee Management/Marketing & PR.**

Mairead is a strong and strategic communicator who has had a distinguished career as Marketing and Communications Manager for The Vintners' Federation of Ireland (VFI), one of Ireland's leading political lobby groups. Representing over 6,000 independent business owners, Mairead was responsible for the development, management and execution of all internal and external media and member driven communications. Her ability to communicate complex information into easy to understand terms is a valuable asset to the legal and commercial aspects running a service orientated business.

## About Nutripure Beverages, Inc.

NutriPure Beverages, Inc. is focused on growth and diversification in the healthy food/healthy water industries. NutriPure currently owns two subsidiaries that operate independently and synergistically: XND Technologies, Inc., which is bringing to market a complete line of nutrient-enhanced bottled water products using a revolutionary patented cold-filling process that enables the adding of organic nutrients while retaining the appearance and taste of pure water, and Inka Grill Franchise Systems, which is franchising a highly successful Peruvian restaurant concept in partnership with franchising leader Francorp, Inc. NutriPure also has signed an LOI to acquire Jayger International, Ltd., an import/export company with strong ties and long-term relationships in Asian markets

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