

**ALKALINE88:  
LIQUID FOR AN  
OPTIMAL BODY,  
OPTIMAL PORTFOLIO**

**JIM WOODS  
SPECIAL REPORT**

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**Published by:**

Eagle Products, LLC  
122 C St. NW Suite #515  
Washington, DC 20001  
1-800-211-4766

**Email:** [CustomerService@JimWoodsInvesting.com](mailto:CustomerService@JimWoodsInvesting.com)

**Website:** [www.JimWoodsInvesting.com](http://www.JimWoodsInvesting.com)

## **Alkaline88: Liquid for an Optimal Body, Optimal Portfolio**

*“Water, water, everywhere, Nor any drop to drink.”*

This is the famous line from Samuel Taylor Coleridge’s, “The Rime of the Ancient Mariner.”

In the poem, the speaker is a sailor on a becalmed ship, who is surrounded by salt water that, alas, he cannot drink despite his beckoning thirst.

Now in many ways, I can relate to Coleridge’s sailor. You see, despite all of the water available to us here in the United States, and all of the various bottled beverages we are offered at grocery stores, convenience stores, restaurants, etc., most of it I have to unfortunately classify as “Nor any drop to drink.”

That’s because most bottled beverages today are filled with fructose, preservatives, artificial flavors, artificial sweeteners, artificial colors, artificial tastes—ugh! The whole idea of it is making me queasy. Indeed, even most regular bottled “purified” water is nothing short of municipal tap water that’s bottled, put in a cheap plastic bottle with a cheap label—and then sold at a cost that is exponentially more expensive than tap water.

Yet there is one water that defies Mr. Coleridge’s distinction, and that water is Alkaline88.

As its name suggests, Alkaline88 refers to alkaline nature of the product, and its specific pH level. The pH level measures how acidic or alkaline a substance is. Fitness and health experts have determined that alkaline water can neutralize acidity in the body caused by stress, diet, and other exogenous influences such as environmental hormesis.

And again, as its name implies, the pH level in Alkaline88 is “8.8.” Now to my palate, this is easily the best-tasting, smoothest and most thirst satisfying beverage on the market today.

Moreover, as you will soon discover, The Alkaline Water Company, makers of Alkaline88 the company, and its common stock --symbol WTER listed on the Nasdaq – also is a way that investors can hydrate their portfolios with what I suspect will be a lot of liquid profits in the years to come.

## How It Came to Be

In 2012, The Alkaline Water Company was co-founded by entrepreneur Ricky Wright. As president and CEO, Mr. Wright embarked on a mission to create what he called the best tasting water in the world.

To understand the Alkaline88 concept, we have to go back about a decade and note that at the time, there were two emerging trends in the health-conscious consumer industry. One was the growing interest in the alkaline diet and the second was the perceived health benefits of pink Himalayan rock salt.



Wright and company decided to combine these two concepts in an alkaline water, and hence the “Alkaline88” trademarked product was born.

The flagship bottled water is made by what Wright describes as an ionized process that purifies water enhanced with pink Himalayan rock salt and electrolytes. It is the Himalayan rock salt and the electrolytes that give Alkaline88 its unique texture. And when I say unique, I mean it.

As a fitness freak, former competitive bodybuilder and martial artist, I have tried all sort of performance hacks. And while many of these hacks have been of little benefit, I can anecdotally attest to the fact that Alkaline88 is an extremely satisfying hack that’s as easy to administer as drinking a glass of water—because that’s literally what you are doing with this product. The only difference is you’re ingesting what I consider to be a perfect blend of pH balanced minerals that also happen to taste great.



“Your Editor always has plenty of Alkaline88 on hand.”

### **The Distinctive Water’s Edge**

Thanks to the company’s proprietary electrolysis process, Alkaline88 remains at 8.8 pH for two years as long as the bottle remains sealed, is stored below 100 degrees Fahrenheit, and is kept away from direct sunlight. Even after the two-year expiration date, the water remains stable and safe to drink.

Already, Alkaline88 has penetrated over 75,000 retail outlets nationwide and has become the 10th largest enhanced water brand in the country. And in its sub-niche of alkaline water, it is the No. 1 brand. Yet because of this water’s distinctive edge, I believe Alkaline88, and the company and its stock price, are positioned perfectly to profit from the burgeoning thirst of consumers.

But just how thirsty are things getting?

According to the Beverage Marketing Corporation, alkaline water category sales are projected to be over a \$1.2 billion by 2024. That’s a robust metric, but to really understand the current pro-water zeitgeist, we can turn to a recent incident involving one of the world’s most-famous athletes.

At a recent Euro 2020 press conference, soccer star Cristiano Ronaldo sat down just before his interview, and promptly removed two Coca-Cola

bottles from the table. He then held up his bottle of water and said “Agua,” which is the Portuguese word for water, in what was an unabashed plea to urge people to drink water instead of Coke.



The result wasn't positive for Coca-Cola (KO) or its shareholders, as the stock lost about \$4 billion in market value on the day of Ronaldo's rejection. More importantly, the legendary footballer's endorsement of “Agua” exemplifies the trend that Alkaline88 is currently benefitting from, i.e. the current health focus on water as the new, hip beverage of choice.



According to a recent Benzinga article on the water market, alkaline water is on the rise.

“From caffeinated snack bars to bulletproof coffee, consumers are constantly on the lookout for products that can give them an energy boost. In recent times, alkaline water brands, which often emphasize a product’s energizing nature, are tapping into this trend.”

The article goes on to explain that alkaline water sales in recent years have been astounding.

“In 2013 and 2018, the volume of alkaline water sales rose from 357 million liters to 635 million liters globally, representing a CAGR of 12.2%, according to Zenith Global. It predicts sales will continue to rise, outpacing the overall premium water market, to reach a value of \$4.32 billion by the end of 2023.”

In my investment analysis methodology, I call this bullish “NewsQ,” meaning the news and the current milieu are positive for a product and/or a service simply because of the current state of society. And there’s no better positive NewsQ validator than the world’s most-famous athlete urging on a product—and summarily rejecting its competition.

### **The Wet and Wild Facts and Figures**

As you now know, The Alkaline Water Company (WTER) is a leading producer of premium bottled alkaline and flavored water sold under the brand names Alkaline88, and also A88 Infused, which is their flavored water line of products.

According to the company’s official fiscal 2021 financial results (released in July 2021), it saw revenue of \$46 million, which represents year-over-year growth of 20%. For fiscal 2022, Alkaline Water expects revenue of \$62 million.



Per the company's press release:

“Fiscal 2021 was another record year for The Alkaline Water Company continuing our streak of never having a down or a flat year,” said Richard A. Wright, President and CEO of The Alkaline Water Company.

“Our employees and business partners rose to the occasion throughout last year and we have seen significant sales acceleration into fiscal 2022. We delivered to our customers and consumers when they needed us most. The trust and appreciation we earned from our strong performance throughout the pandemic allowed us to continue to see more organic and new-store growth, and an expanding presence in more key channels. Our guidance for the full fiscal year 2022 is \$62 million which would represent year-over-year growth of 35%.”

These results are fantastic; however, digging into the details the water gets even more satisfying.

Here's a look at some of The Alkaline Water Company key fiscal 2021 statistics.

- Record revenue of approximately \$46 million, an increase of approximately 20% over fiscal 2020.
- Compound Annual Growth Rate of 52% for revenue since fiscal 2015.
- Cost of Goods sold equal to approximately \$29.6 million, a 17% increase over \$25 million in fiscal 2020.
- Gross Profit of approximately \$16.4 million, a 25% increase over \$13.1 million in fiscal 2020.

Market Penetration and Channel Expansion:

- Alkaline88 water is now available in over 75,000 stores across all trades in the U.S.
- Launched Direct Store Delivery (DSD) strategy with Mahaska, Nevada Beverage Company, and Hensley Beverage Company who serve a combined 16,000 clients in five states.
- Began first international partnership with Tiendas Sindicales in Mexico who sells to approximately 6 million customers a month in the Mexican Free Trade Zone.
- Expanded into multi-billion-dollar Hospitality and Foodservice channel.
- Added Dot Foods Inc., the largest food redistributor in the U.S., to present our Alkaline88, A88 Infused, and eco-friendly aluminum bottles to its 4,300 customers nationwide.
- Added Independent Broker Alliance (IBA Foodservice), an alliance of 30 independently owned and operated foodservice sales agencies.

## CBD and the Shaq Factor

In addition to the company's proprietary alkaline water offerings, its newest venture also is a trend whose time has come. That trend is in CBD infused products.

In case you don't know, CBD is shorthand for "cannabidiol," which is a naturally occurring compound found in the resinous flower of cannabis, a plant with a rich history as a medicine going back thousands of years. Today the therapeutic properties of CBD are well known and are continuously being tested by scientists and doctors around the world.

The promise of CBD for treating all sorts of neurological, pain and inflammation-related ailments is that it offers a non-addictive substance that's given relief to millions of users who have embraced this new, yet also quite ancient, medicinal plant.

Last year, The Alkaline Water Company announced a broad line of CBD infused products, which includes ingestible and topical products. For its topicals line, A88 Infused Products Inc. produces salves, balms, hand and foot lotions, essential oils, bath bombs, and bath salts. For its ingestible line, the A88 Infused Beverage Division Inc. intends to produce CBD-infused drinks, CBD infused water, beverage shots, tinctures, capsules, gummies, and powder packs all made with lab-tested full-spectrum hemp.

The company also is pursuing an aggressive growth strategy with numerous organic initiatives focused on a national multichannel, mass-market expansion with a direct-to-warehouse model and co-packing facilities that are strategically located within 600 miles of 95% of the U.S. population. The overall brick-and-mortar strategy is complemented by a recently launched B2C E-commerce platform (A88CBD.com) and aggressive digital marketing campaigns.

According to CEO Wright:

"In Fiscal 2021, we continued to innovate our A88CBD line. Despite the challenges of last year, we made moves to continue to grow our brick-and-mortar presence through strategic partnerships with distributors and brokers like KeHE, BettermentRS, and UNFI. Our A88CBD products are also available through several online retailers including our own e-commerce site, a88cbd.com. In fiscal 2021, our CBD portfolio expanded with new water flavors, powders, gummies, and additional topicals. Products are

available in hundreds of locations across the country now and we have gained great momentum for A88CBD going into fiscal 2022. We're most looking forward to the functional CBD waters which we developed in fiscal 2021 to make it to market this year."

As a regular user of CBD products to alleviate the aches and pains I've accumulated during my nearly five decades of self-inflicted physical abuse, I can vouch for its efficacy. Indeed, after decades of heavy weight training, years of martial arts and boxing, football, motorcycle crashes, being thrown off horses, and of course, jumping out of planes for Uncle Sam and landing very hard on my "fifth point of contact" (you Airborne readers will get the inside reference) well, one needs a little CBD therapy—and now I can get that CBD from the same high-quality, innovative and satisfying spring that I get my water.

Now, if the aforementioned positive tailwinds lifting The Alkaline Water company into preferred investment status, consider the company recently partnered with one of corporate America's most beloved spokesman, basketball legend and business tycoon Shaquille O'Neal.



The "Big Fella" is one of the most recognizable faces in all of pop culture, and his engaging personality and ubiquitous presence in the media, movies, TV, music, sportscasts and for so many championship-winning NBA teams has helped make him one of the most successful sports entrepreneurs ever.

As one of the most dominant big men in basketball history, O'Neal reportedly made more than \$285 million as a player. Yet it is O'Neal's post-basketball career success that's perhaps even more impressive. According to

most estimates, Shaquille O’Neal’s net worth is roughly \$400 million, making him one of the richest athletes in the world.

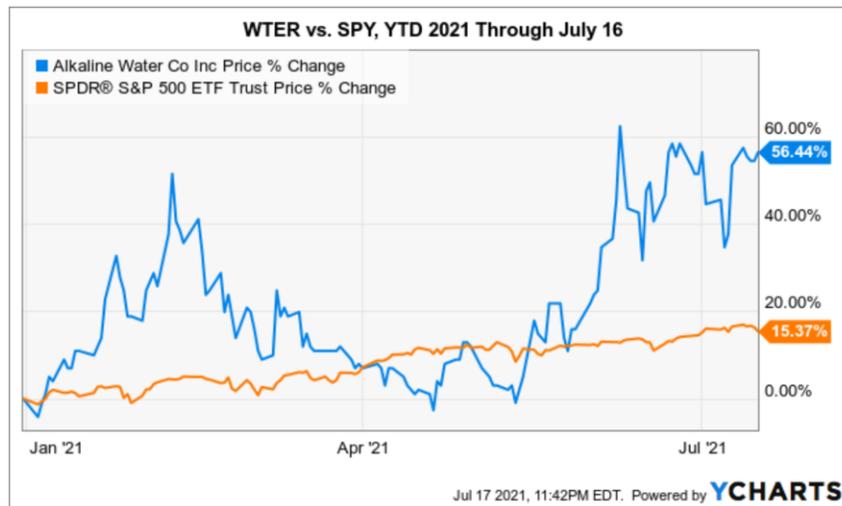
So, with Shaq on your team, you’re not losing. The Alkaline Water company knows this, and now the world knows it.

### A Few Final Considerations

Whenever I look at a company, I do so via the lens of revenue and earnings growth, the stock’s relative share price performance (how well has the stock performed vs. the rest of the market), the aforementioned NewsQ (is it bullish or bearish). Yet there is also the technical pattern of the stock that also should be analyzed for sound entry points.

Now, we’ve already mentioned the strong actual revenue growth, and the robust forecast in fiscal 2022 for more of the same on the revenue front. Yet when it comes to relative price, here the waters are definitely bullish.

Year to date through July 16, 2021, WTER shares were up some 56.4%. By comparison, the S&P 500 Index was only up 15.4% over the same period. That’s nearly 3.5 times better upside in WTER than in the broad measure of the domestic equity market.



The price action in WTER has been quite positive since it fell to its April 20, 2021, low of \$0.98 per share. On July 16, 2021, shares closed at \$1.58. That’s a surge in the share price of more than 60% in just three months, which tells you the smart money is jumping headlong into the alkaline water pool.

The bottom line here is that The Alkaline Water Company and its products are now hitting their stride. And the 2021 share price performance reflects that Wall Street also thinks there are profitable waters ahead for investors.

Finally, my recommendation is to jump into The Alkaline Water Company (WTER) stock with both feet, and definitely allow yourself to drink that water.

It will very likely make you healthy, wealthy—and just a little bit wiser knowing you made a good decision for your mind, your body, and the vitality of your investment portfolio.

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## Biography



Jim Woods is the editor of *Successful Investing*, *Intelligence Report*, and *Bullseye Stock Trader*, his newest trading service. He is a 20-plus-year veteran of the markets with varied experience as a broker, hedge fund trader, financial writer, and newsletter editor.

His books include co-authoring, “Billion Dollar Green: Profit from the Eco Revolution,” and “The Wealth Shield: How to Invest and Protect Your Money from Another Stock Market Crash, Financial Crisis or Global Economic Collapse.” He’s also ghostwritten many books and articles, as well as edited content for some of the investment industry’s biggest luminaries.

His articles have appeared on many leading financial websites, including InvestorPlace.com, Main Street Investor, MarketWatch, Street Authority, Human Events and many others.

Jim formerly worked with *Investor’s Business Daily* founder William J. O’Neil, helping to author training courses in the CANSLIM stock-picking methodology.

In the five-year period from 2015 to 2020, the independent firm TipRanks ranked Jim the No. 1 financial blogger in the world (out of more than 7,000). TipRanks calculates that during that period, he made 361 successful recommendations out of 497 total, earning a success rate of 73% and a +16.6% average return per recommendation.

He is known in professional and personal circles as “The Renaissance Man,” because his expertise includes such varied fields as composing and performing music; Western horsemanship, combat marksmanship, martial arts, auto racing and bodybuilding.

Jim holds a BA in philosophy from the University of California, Los Angeles, and is a former U.S. Army paratrooper. A self-described “radical for capitalism,” he celebrates the virtue of making money from his Southern California horse ranch.