



FROM OUR KITCHEN TO YOURS

Drink More Good

Beacon, NY

Before Jason Shuler sold a single bottle of his handcrafted soda syrup commercially, he embedded good into the company mission. He signed a contract to donate 10% of Drink More Good's net profits to Generosity.org. In doing so, his company supports their work in ending the clean water crisis in developing countries.

When Jason Shuler was fourteen, his father took him out for pizza at their favorite spot in town. He'd been having a hard time finding his first job. So, his father asked the pizza owner if he was hiring. Indeed he was. The next day, Jason started the job that put him through high school, college, and a year of law school. Once he realized he didn't want to pursue law, he returned to restaurant life. Looking back, it was pizza with Dad that began Jason's eighteen-year career in food and bar hospitality.

"I used to think of my time in restaurants as the way to pay bills while I figured out what I wanted to do," says Jason, "But really it was eighteen years of training and preparation for owning my own business in the world of handcrafted food."

For seven of these years, Jason worked for Mario Del Pero of Mendocino Farms in Los Angeles. Del Pero spoke often of his disdain for the "poison" of commercial soda. At the same time, Jason immersed himself in city's culture of historic cocktails. When he came back east, Jason landed a job managing the cocktail program at Gleason's in Peekskill. Yet Jason is also a seltzer drinker, and soon he started mixing his syrups into the bubbly water. The idea to create soda was born.



"My first customer was a regular at the bar where I worked. He came in right before Christmas and said, 'I need nine bottles of your syrup to give to my family.' With that, I figured there might be a market for what I was doing."
- Jason Shuler

He starts every batch of syrup with the same two ingredients: organic cane sugar and distilled water. Then he hand crushes his own spice blends by mortar and pestle to create distinct flavors.

With this simple formula, he's building a local business based in the artistic town of Beacon, NY. "For me, local means a sense of community. As we grow, we look to help the community as much as we look to the bottom line," he says.



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