

## COMPANY BACKGROUND

Tired of sifting lumps through your teeth?

So was Steve Sorensen, former software executive turned inventor and CEO of Sundesa, the manufacturer of the BlenderBottle® portable mixer products that are fast becoming a worldwide craze.

“Necessity is indeed the mother of invention,” says Sorensen. “One night on a business trip, I was in my hotel room trying to mix up a nutrition shake. It came out so lumpy I dumped it down the drain, along with my hopes for a successful diet, and headed to the hotel lobby for a chocolate bar instead. I kept thinking, ‘there has to be a better way’.”

There was. A week later, Sorensen had his first prototype for the now patented BlenderBall®. Made of electropolished surgical-grade stainless steel, the 2-inch BlenderBall wire whisk moves freely within the BlenderBottle® as you shake it. It effectively whisks even the thickest ingredients into a smooth and light consistency and is designed to remain in the bottle until you’ve enjoyed the contents.



“When I initially tested the product and found that it not only eliminated lumps from powdered drinks, but it would also whip cream, I knew we had something,” Sorensen said.

The BlenderBottle mixer is great for blending up everything from nutrition drinks and yogurt smoothies to salad dressings and hot fluffy omelets. No batteries, no cord, no hassle. It’s perfect for use at home, at the office, or on the go.

Another factor in the unusual success of the BlenderBottle product is its exceptional quality. “Since I am a perfectionist,” said Sorensen, “it took months of working with my design team before I was satisfied with the design, seal, and durability of the product.”



The end result? BlenderBottle enthusiasts say it is indispensable.

As one customer noted, “It’s the best thing since sliced bread. It has totally replaced me dragging out the large bulky [electric] blender to make my nutrition drink, which is really hard to mix up—and it’s great for making dressings, omelets, even whipping cream. I don’t know how I would live without it now.”

Founded in 2004, Sundesa, LLC is a privately-held manufacturer of clever problem-solving products, like the #1 selling BlenderBottle mixer, that help simplify everyday life. The company is located in Pleasant Grove, Utah and markets and sells its products to retailers and resellers worldwide.

### About the BlenderBottle® mixer

As effective as it is unique, the patented BlenderBottle® brand portable mixer will effortlessly mix lump-free protein drinks, nutritional supplements, and meal replacement drinks. It is also great for mixing eggs (omelets, scrambled, French toast), pancake batter, gravies, homemade dressings and marinades, pudding, yogurt smoothies, and much more!





The key to this unique product is what's inside—the BlenderBall® wire whisk ball. It's made of electro-polished 316 surgical-grade stainless steel, and moves freely through the bottle breaking up lumps and smoothly mixing the contents.

This patented shaker has been hailed by Good Morning America, Reader's Digest, The Nibble and others as one of the "hottest new products" on the market. BlenderBottle products are available in over 10,000 retail locations including GNC, Rite Aid, Vitamin Shoppe, Whole Foods, Vitamin World, Amazon and many others. Learn more at [www.blenderbottle.com](http://www.blenderbottle.com).

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