

INVESTMENT OPPORTUNITY

SipGood IP & Business Assets Sale

sipgood

Bev Co 2.0 Limited (trading as SipGood) - In Liquidation

For further information:

 **Sanderson Weatherall LLP**

sw.co.uk

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Key Details

Asset Type

IP & Business Assets

Brand

SipGood

Trade Marks

UK, EU, USA, Madrid

Customer DB

c.12,000 emails

Formulations

6 Completed Recipes

Process

Accelerated IP Sale

Contact

**Mark Crow/ Neil Simpson
Sanderson Weatherall LLP**

The Opportunity

A unique opportunity to acquire a consumer hydration brand with a registered multi-territory trade mark portfolio, six completed product formulations, an established customer base of approximately 12,000 consumers, and fully developed e-commerce infrastructure offered by the Liquidators of Bev Co 2.0 Limited (trading as SipGood).

8

Trade Mark Registrations

UK, EU, USA & Madrid

6

Product Formulations

Completed & ready to manufacture

~12,000

Customer Email Addresses

Shopify & Amazon customers

4

Domain Names Included

incl. drinksipgood.com

Acquisition Case

Strong Brand Foundation

- › SIPGOOD trade mark registered in UK, EU, USA and under the Madrid Protocol
- › Classes 5, 21, 30 and 32 – full product and vessel coverage
- › Multiple domain names and developed social media presence
- › Comprehensive brand guidelines and packaging artwork

Developed Product Range

- › Six completed flavour formulations developed with Symrise, Diana Foods and Nutraceuticals
- › Raspberry Hibiscus, Pear Ginger, Grapefruit Pomelo, Coconut Mango, Peach Strawberry, Apple Elderflower
- › New brand world and packaging design developed (near-complete)
- › Custom tablet press tooling available (bespoke I-Holland tooling)

Ready-to-Launch Platform

- › Active Shopify e-commerce platform with established customer database
- › Amazon trading history and seller account
- › c.12,000 customer email addresses for direct marketing
- › Finished product stock and ingredient stock available

Registered Trade Mark Portfolio

The SIPGOOD trade mark is registered across multiple territories, providing broad international IP protection across the key product classes.

Territory	Reg. Number	Reg. Date	Classes	Renewal Date
United Kingdom	UK00003836969	10 Mar 2023	5, 21, 32	7 Oct 2032
United Kingdom	UK00004010263	3 May 2024	30	7 Oct 2032
Europe (Int'l Designation)	1732053	18 Oct 2023	5, 21, 32	5 Apr 2033
Europe (Int'l Designation)	1802633	18 Dec 2024	30	10 May 2034
International - Madrid	1732053	5 Apr 2023	5, 21, 32	5 Apr 2033
International - Madrid	1802633	10 May 2024	30	10 May 2034
USA	79370667	13 Aug 2024	5, 21, 32	—
USA (pending)	App. 79401333	10 May 2024	30	—

class coverage: dietary supplement drinks, vitamin drinks, effervescent tablets, non-alcoholic beverages, fruit-flavoured drinks, beverage preparations, drinking vessels and containers (Classes 5, 21, 30, 32)

Product Formulations & Digital Assets

Recipes & Product Formulations

Six completed product recipes together with all associated formulation data, technical specifications, supplier and ingredient sourcing information, manufacturing instructions and product development know-how. Developed in conjunction with Symrise, Diana Foods and Nutraceuticals.

Raspberry	Completed
Pear Ginger	Completed
Grapefruit	Completed
Coconut Mango	Completed
Peach Strawberry	Completed
Apple Elderflower	Completed
Pineapple Lime	Pending trial

Domain Names & Digital Assets

- › www.drinksipgood.com
- › www.sipgooddrinks.com
- › www.drinksipgood.co.uk
- › www.rethinkdrink.com
- › All associated social media accounts and handles
- › Shopify website and e-commerce infrastructure
- › All digital content, photography and creative assets

Customer Database

An email database of approximately 12,000 customer email addresses collected via the Shopify website and associated domains. Transfer subject to applicable data protection legislation.

Brand Assets & Remaining Inventory

Brand Assets & Goodwill

Six completed product recipes together with all associated formulation data, technical specifications, supplier and ingredient sourcing information, manufacturing instructions and product development know-how. Developed in conjunction with Symrise, Diana Foods and Nutraceuticals.

- › Trading name "SipGood" and all associated goodwill
- › New brand world design (developed; final assets near-complete)
- › New packaging design (developed; final assets near-complete)
- › All existing logos, brand guidelines and packaging artwork
- › All marketing materials and creative content
- › All copyright in creative and design works

Remaining Tangible Assets

Finished Product Stock

Packs of Bliss, Zing and Spice products (old branding; held in the UK)

Ingredient Stock

Premixed powders and fruit juice powders for all flavour ranges, held with the manufacturer in Italy (supplied by Symrise, Diana Foods and Nutraceuticals)

Custom Tablet Press Tooling

Bespoke drop tablet press tooling manufactured by I-Holland (purchased February 2024; held in Italy). Bespoke to the SipGood tablet format and machine specification

Miscellaneous Office Equipment

MacBook, fridge, office chair and photoshoot props (held in the UK)

About SipGood

Company Background

SipGood was founded to develop and market a range of dissolvable hydration tablets sold primarily direct-to-consumer online. The business established a multi-territory registered trade mark portfolio, completed six flavour formulations, and achieved meaningful online revenues via Shopify and Amazon before entering liquidation. Bev Co 2.0 Ltd entered creditors' voluntary liquidation on 18 May 2026, with Frances Henshaw and John Dean Cullen appointed as Joint Liquidators.

The company developed its products in partnership with specialist ingredient suppliers including Symrise, Diana Foods and Nutracuticals, producing a range of flavoured effervescent tablets designed to be dissolved in water as a healthy alternative to sugary drinks.

A new brand world and packaging range were in development at the time of liquidation, with significant work completed on design and brand guidelines. The acquiring party would benefit from this near-complete rebrand alongside the established registered IP portfolio.

Key Facts	
Company	Bev Co 2.0 Limited
Trading Name	SipGood
Company No.	13695810
Appointment Type	Liquidation
Appointed Agent	Sanderson Weatherall LLP
Trade Marks	8 registrations / pending apps
Territories	UK, EU, USA, International
Formulations	6 completed, 1 pending trial
Customer Database	c.12,000 email addresses
E-commerce	Shopify & Amazon

Sale Process & How to Submit an Offer

01 Initial Enquiry

Contact Sanderson Weatherall to register interest. Requests for further information should be directed to SW in the first instance.

02 Information Pack

Further information provided to interested parties upon request. An NDA is not required for initial information but may be requested for detailed materials.

03 Offer Submission

Offers should be submitted in writing, clearly stating: the assets offered on (whole package or specified lots), the consideration offered (exclusive of VAT), any conditions attached, and confirmation of ability to fund and complete promptly.

04 Completion

The Liquidators will consider all offers received. The Liquidator reserves the right not to accept the highest or any offer. All offers on an "as is, where is" basis.

Offers Should Clearly State:

- › The assets being offered on (whole package or specified lots)
- › The consideration offered (exclusive of VAT)
- › Any conditions attached to the offer
- › Confirmation of the offeror's ability to fund and complete promptly

Offer Deadline

5.00 pm on Friday 31st July

Written offers should be submitted to Sanderson Weatherall LLP by this date. The vendor reserve the right to accept any offer at any time.

Further Information & Contacts

All enquiries and requests for further information should be directed to Sanderson Weatherall LLP in the first instance.

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Important Notice & Disclaimer

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