

The brief: Create rebranded web copy for LOLIWARE. The company was featured on SHARK TANK on 10/2/15 with the co-founders pitching for a \$150K investment. They landed \$600K from Mark Cuban and Barbara Corcoran! Here is the copy I wrote:

**IMAGINE A DISPOSABLE CUP THAT YOU CAN ACTUALLY EAT
INSTEAD OF THROWING AWAY. LOLIWARE IS THE DISPOSABLE CUP
THAT LEAVES NOTHING BEHIND.**



LOLIWARE CHERRY 4 PACK

Take a bite of our favorite flavor— Tart Cherry! Perfect pairing for fruity cocktails, tiki drinks, juices, and shaved ice.

FREE SHIPPING INCLUDED!

\$14.99

BUY

LOLIWARE EDIBLE PARTY PACK

Sample all of our amazing flavors! You get 16 cups, 4 cups of each flavor. Our party pack comes with Yuzu Citrus, Matcha Green Tea, Tart Cherry, and Vanilla Bean.

FREE SHIPPING INCLUDED!

\$49.99

BUY

THE CUPS

Imagine a disposable cup that you can actually eat instead of throwing away. LOLIWARE is the disposable cup that leaves nothing behind.

LOLIWARE is a revolutionary new drinking and eating experience. The first and only edible disposable cup, it is 100% all natural, non-GMO, gelatin-free, gluten-free, plastic-free, BPA-free, non-toxic, and FDA approved.

Currently, our LOLIWARE collection is available in Yuzu Citrus, Tart Cherry, Matcha Green Tea, Vanilla Bean, and an unflavored "natural clear," to complement drinks and desserts.

LOLIWARE is made from seaweed, organic sweeteners and flavors and colors derived from fruits and vegetables. The single-use cups are designed to serve room temperature, chilled, or frozen drinks and desserts.

Considered the 'Cup of the Future,' these premium disposable cups are the first product in what will be an expanded line of 100% biodegr(edible) tableware and packaging. The future of biodegr(edible) includes cups in a variety of sizes, straws, functional food additions, and even edible water bottles.

PATENT-PENDING LOLIWARE IS A GAME-CHANGER IN THE WORLD OF PACKAGING AND SUSTAINABILITY.



LOLIWARE CHERRY 4 PACK

\$14.99

FREE SHIPPING INCLUDED!

LOLIWARE are 100% biodegr(edible) cups* designed to complement a variety of beverages, cocktails, and desserts. For the full and delicious LOLIWARE experience, sip from your cup and then eat it. Simply home compost any leftovers to return LOLIWARE back to the soil in 60 days.

LOLIWARE is made from seaweed, organic sweeteners and flavors and colors derived from fruits and vegetables. The single-use cups are designed to serve room temperature, chilled, or frozen drinks and desserts.

A delicious alternative to disposable cups, LOLIWARE is the future of sustainability. Our Tart Cherry is a perfect pairing made for fruit cocktails, tiki drinks, juices, and shaved ice.

Flavors: Tart Cherry

Quantity: 4 cups

Volume: 5oz

*Due to high demand from our Shark Tank episode, this is a pre-order item and will ship in 2-6 weeks.

Quantity:



LOLIWARE EDIBLE PARTY PACK

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A delicious alternative to disposable cups, LOLIWARE is the future of sustainability. Our Party Pack features 16 delicious cups and comes in 4 great flavors! Mix and try to your hearts desire!

Flavors: Yuzu Citrus, Matcha Green Tea, Tart Cherry, Vanilla Bean

Quantity: 16 cups

Volume: 5oz

*Due to high demand from our Shark Tank episode, this is a pre-order item and will ship in 2-6 weeks.

Quantity:

FLAVORS

Made from real Madagascar vanilla this delicious cup is ideal to serve creamy cocktails, soda floats, milkshakes, sundaes, and iced coffee. Real vanilla bean specks are visible through the cup's clear texture.

Our Tart Cherry Cup has a sweet aroma that is derived from real cherries. Sophisticated yet unobtrusive, the Tart Cherry Cup is a perfect pairing for fruity cocktails, Tiki drinks, juices, and shaved ice. Its vibrant crimson color is eye-catching.

Made from the finest ceremony grade Japanese Matcha Green Tea powder, this earthy, creamy, full-bodied flavored cup is absolutely exquisite. Enhancing focus, energy, and alertness are just a few of the inherent superfood qualities that are Matcha. The subtle sweetness of this cup delicately enhances any Matcha drink, ice cream, and chocolate desserts.

Our Yuzu Citrus Cup puts a Japanese spin on a classic. Pair this cup with fresh cocktails, summer spritzers, fruity sorbets, or champagne. An effervescent blend of fresh Yuzu Citrus and Pink Grapefruit, each nibble is a culinary treat, perfectly blending the citrus rind and juicy fruit tastes to complement cool drinks and desserts. Its vibrant, sun-warmed yellow color will brighten any occasion.

ABOUT US



Award-winning industrial designers and LOLIWARE co-founders Chelsea Briganti and Leigh Ann Tucker combined their concern for the environment and passion for social innovation to invent a new category of sustainable materials that they have coined, biodegr(edible). LOLIWARE launched with the world's first biodegr(edible) cup in March 2015. The company's mission is to transform the tableware and packaging industries by creating products that are non-toxic, fun, and delicious.

"Every year, Americans throw away 25 billion plastic cups that end up in landfills, never to decompose. We wanted to find a solution," says Briganti and Tucker.

What began as a Jell-O design competition in 2010 quickly grew into a high-demand business attracting global attention from the media, major brands, and consumers in 40 countries across 6 continents. Most recently, on October 2, 2015, LOLIWARE appeared on ABC's Emmy Award-winning television show Shark Tank. LOLIWARE has been featured in Time, The New York Times, Entrepreneur, Fast Company, The Washington Post, CBNC, Bloomberg TV, Oprah, and more. Find LOLIWARE at Loliware.com, Thrive Market, and Four Seasons Hotel, or through Aramark, and caterers and event planners across the country.

FAQ

- You Mean I Can Really Eat This Cup? Seriously?

Yes! The entire cup is biodegradable and edible, hence biodegr(edible)! Since LOLIWARE is a food, it's safe to eat, 100% all natural, and FDA approved.

- What Does LOLIWARE Taste Like?

LOLIWARE tastes like a delicious adult fruit roll-up.

- What Does LOLIWARE Feel Like?

LOLIWARE is both flexible and pliable so it's easy to eat, and structurally sturdy. When LOLIWARE is filled with a cold liquid or dessert, the cup becomes even sturdier.

- What Are The Ingredients In LOLIWARE?

LOLIWARE is made from organic sweeteners, filtered water, seaweed (agar-agar), and flavors and colors derived from fruits and vegetables.

- What Are The Calories In A LOLIWARE Edible Cup?

67 Kcal per serving. (Each cup = two servings)

- Why Would I Want To Eat My Cup?

For several reasons. LOLIWARE is a delicious alternative to disposable cups that are destined for landfill. When you eat a LOLIWARE cup, there is no trace left behind. If you prefer not to eat the whole cup, simply toss it into your home compost where it will return to the earth in 60 days.

LOLIWARE is a fully eco-friendly experience that adds fun and sustainability to celebrations of all kinds.

- What Is The Pattern On The Cup All About?

The matte surface, textured pattern helps you grip the cup and is designed for beauty and function. We will be launching more beautiful design patterns in 2016.

- Is There Gelatin In LOLIWARE?

LOLIWARE is made from SEAWEED and is 100% GELATIN-FREE.

- Is LOLIWARE Certified NON-GMO AND GLUTEN FREE?

We are still waiting for our formal certifications but unofficially, LOLIWARE is 100% NON-GMO AND GLUTEN-FREE.

- When Should I Use LOLIWARE?

Replace all disposable cups with LOLIWARE. Our cups are perfect for any occasion and are especially great for high-waste events such as weddings, parties, food fairs, conferences, conventions, concerts, outdoor festivals, marathons, etc. Because you can either eat the cup or home compost it, there is no trace left behind. LOLIWARE is the future of waste-free disposables.
