

**Fwd: Liquid Death + Circle K Grand Canyon Suction Cup Order**

1 message

John Wilson <jwilson@iseeinnovation.com>
To: Jessica VonderHaar <jess@iseeinnovation.com>, Aleah Stealey <aleah@iseeinnovation.com>, Melissa LaRose <mlarose@iseeinnovation.com>

Wed, Dec 13, 2023 at 11:15 AM

Jess,
Could you please help me get this order entered for Mike with Liquid Death? He is looking for 562 PowerBar 10C 1001 and 562 Metal Hook-6.33 Black? We are looking to have them produced and boxed together in China before CNY. I have attached the formal quote I put together on Hubspot for your reference but I quoted him at \$34.00 per PB and \$6.00 per hook for a total of \$22,480.00.

We do not have a ship list but we plan on sending them to regional DC when ready to fulfill. He asked if we could provide 2 invoices, one for the units and hooks and one for the freight and shipping once we have that established.

Please let me know what questions you have.

Thanks,
John

----- Forwarded message -----

From: **Mike Dallesandro** <m.dallesandro@liquiddeath.com>
Date: Wed, Dec 13, 2023 at 11:01 AM
Subject: Re: Liquid Death + Circle K Grand Canyon Suction Cup Order
To: John Wilson <jwilson@iseeinnovation.com>

Submit please!

Also, we can pay two separate invoices. So you can send over this invoice for the units. And then we can create a second invoice for all of the shipping costs.

Does that work/sound good?

All the Best,

Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Dec 13, 2023, at 11:59AM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
Yes the timing couldn't have been better. No questions on my part. I will have the order entered now if you say the word.
Thanks,
John

On Wed, Dec 13, 2023 at 10:57AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Hi John,

The timing on the tentative schedule below seems to be perfect timing. I know that Brian and Gulf Coast wanted to go live with this in March. So as long as we get product out within 1-1.5 weeks to the different distributor warehouses, then we should be good!

Any other thoughts or feedback?

All the Best,

Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Dec 13, 2023, at 11:45AM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
If we get the order placed today it would be done being produced in China before mid january and it would be at least a month on the water. I think we would be pretty close to the end of February to be on the safe side. I am going to reach out to Melissa on my team to see what the warehouse would charge us if it arrived on Feb 20th and you didn't want them to ship till the 26th. Let me know if shipping around Feb 20th would be an issue.
Thanks,
John

On Wed, Dec 13, 2023 at 9:58AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Good Morning John,

One last question - if I confirm the order today, can we control when the product is shipped out to distributors? For example, it would not be ideal for this to be shipped out and delivered in Jan and sit in distributor warehouses for 2 months. But if we could target end of Jan/beginning of Feb I think it would be ideal. Please let me know!

All the Best,

Mike Dallesandro
Director of Sales, Small Format
Cell: 561.309.1246

Liquid Death
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#DeathToPlastic

On Wed, Dec 13, 2023 at 9:22AM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
I just confirmed with Aleah and we can work out the shipping on the backend. She just asked if your company preferred to pay the shipping separately from the PO later or if you preferred to just adjust the PO once shipping is confirmed. Just let me know and I will get the order entered and we will be golden.
Thanks,
John

On Wed, Dec 13, 2023 at 7:19AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Good Morning John,

Thank you for the quote! We are aligned with Ops. Please keep me posted about if we can place this order and then have the shipping details confirmed afterwards. Thank you sir.

All the Best,

Mike Dallesandro

Director of Sales, Small Format
Cell: 561.309.1246

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On Tue, Dec 12, 2023 at 5:21 PM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
Sound like we are aligned with ops, below is a link to a quote for the 562 PBars and Hooks. Please let me know if you have additional questions.

<https://quotes.iseeinnovation.com/OBQF4CivZKsAD>

Thanks,
John

On Tue, Dec 12, 2023 at 3:57 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Okay, sounds good. I am logging off shortly and tomorrow is quite busy, but of course we will do whatever we can to try and meet this deadline. Thank you!

Mike Dallesandro

Director of Sales, Small Format
Cell: 561.309.1246

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On Tue, Dec 12, 2023 at 4:45 PM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
We will probably need to work quickly with CNY coming up quick. I will speak with Aleah shortly when she get out of a meeting and I will get more details.
Thanks,
John

On Tue, Dec 12, 2023 at 3:31 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Hi John,

We don't need them put up until March 2024, so I don't think we would ship them separately. I think it makes the most efficient and economical sense to combine/package them.

We would be shipping to regional warehouses like we did in the recent order.

There are no artwork or cart labels needs I believe.

Please let me know if this helps. I am going OOO Thurs/Fri so please let me know if we need to act somewhat quickly/by tomorrow, or this can be finalized by early next week.

All the Best,

Mike Dallesandro

Director of Sales, Small Format
Cell: 561.309.1246

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On Tue, Dec 12, 2023 at 4:26 PM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
We can certainly do the hooks but they aren't an item that we keep in stock and we believe Brain Larkin knows this. We have two options which you could go, one being to get the pbars separately from our stock and having the hooks manufactured in China and the other being having the units and hooks shipped together all together from China.

That being said, either way you go we are right up against our deadline to have items produced and put on a boat before Chinese New Year, that deadline is the 15th! So I would speak with Brian and see if both want to put them up without hooks while we wait but you could be at risk of the units being up incorrectly and them getting damaged.

Do you know if you would need any artwork or cart labels as the booth would be cheaper to produce in China. Also do you know if there will be a drop ship list or shipping them to regional warehouses?

I can put a formal quote together but you get the wide 10 cup Powerbars for \$34.00 and the hooks would be \$6 a piece adding them in the US. We could do \$39.00 for both packing together from China. We at iSee would prefer to ship them together to reduce the chance of potential failure but it is up to you.

Let me know if you have questions.

Thanks,
John

On Tue, Dec 12, 2023 at 1:41 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Good Afternoon John,

All is well on my end, thank you for asking! As far as I know, I believe everything went well with the suction cups. We will work to implement in-market 01/03/24-01/10/24. I will keep you updated should we have any unexpected issues/challenges. But hopefully, all goes smoothly!

I may have mentioned that we are partnering with the CK Gulf Division for 2024 for the suction cup program again. We are slated for 562 Stores with Suction Cups and they have suggested that we purchase the hook in the below image. Do those come in configuration together or separately? Also, would you be able to pull up an estimate for me of the price differential between 562 units suction cups alone vs. 562 units suction cups + hanging rack?

We will be shipping to multiple distributors so no need to factor that in for now. Please let me know sir!

<image.png>

Thanks so much!

All the Best,

Mike Dallesandro

Director of Sales, Small Format
Cell: 561.309.1246

Liquid Death

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On Tue, Dec 12, 2023 at 12:21 PM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
I hope you're doing well. I just wanted to follow up to see if everything went ok with your last orders. We aim for excellent customer service so please don't hesitate to let me know if there is anything we can do.

Thanks,
John

On Fri, Dec 1, 2023 at 5:02 AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Good Morning John,

Apologies for missing your evening phone call. I was traveling and am again today. Please let me know if we need to quickly connect.

All the Best,

Mike Dallesandro
Director of Sales, Small Format
Cell: 561.309.1246

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On Thu, Nov 30, 2023 at 4:43 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Good Afternoon John,

Thank you for checking/following-up on this today. Sincerely appreciated for both of your work on this. Look forward to having this delivered/landed tomorrow.

All the Best,

Mike Dallesandro
Director of Sales, Small Format
Cell: 561.309.1246

Liquid Death
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On Thu, Nov 30, 2023 at 12:12 PM John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,

I just went to see if your delivery landed yesterday but Central Transport tracking site said it was unavailable. I reached out to Erica and she followed up and your delivery shows it will be delivered tomorrow. Just wanted to keep you in the loop.

Thanks,
John

John Wilson
Senior Sales Representative
jwilson@iseeinnovation.com
(636) 626-4460
ISEEINNOVATION.COM

On Tue, Nov 28, 2023 at 10:04 PM, Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Sounds great. Thank you sincerely!

Mike Dallesandro
Director of Sales, Small Format
Cell: 561.309.1246

Liquid Death
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#DeathToPlastic

On Tue, Nov 28, 2023 at 11:00 PM Erica Wuest <ewuest@iseeinnovation.com> wrote:
Any time.

Just one pallet for you this round.

In case you need it: 1 PLT / 48x40x84" / 858 LBS

<155d92c0-e89b-4fdb-9209-bd73b717633a.png>

Erica Wuest
Operations Specialist + Special Projects
M: 636.675.5208
ewuest@iseeinnovation.com
iseeinnovation.com

On Nov 28, 2023, 9:33 PM -0600, Mike Dallesandro <m.dallesandro@liquiddeath.com>, wrote:

You are fantastic! Much appreciated.

A side question that either of you may be able to answer - do you know how many pallets this order contains?

Have a nice evening,

Mike Dallesandro
Director of Sales, Small Format
Cell: 561.309.1246

Liquid Death
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On Tue, Nov 28, 2023 at 10:32 PM Erica Wuest <ewuest@iseeinnovation.com> wrote:

Mike, you bet. That last bit was extremely helpful.

I've updated the address with the trucking company — there shouldn't be any problems here.

I'll get you guys an update in the morning.

Thanks so much,

<155d92c0-e89b-4fdb-9209-bd73b717633a.png>

Erica Wuest
Operations Specialist + Special Projects
M: 636.675.5208
ewuest@iseeinnovation.com
iseeinnovation.com

On Nov 28, 2023, 5:15 PM -0600, Mike Dallesandro <m.dallesandro@liquiddeath.com>, wrote:

Thank you both sincerely.

Unsure if this information is useful for you or not, but sharing just in case:

The receiving hours at TKC for POS, Displays/Suction Cup Racks are

Monday-Friday
8:00am – 3:00pm
Lunch from 12-1pm

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water

Cell: 561.309.1246
LiquidDeath.com

On Nov 28, 2023, at 6:04 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
I just got off the phone with Erica and she is going to speak with Nick at Echo about your request. She said it shouldn't be a problem. I will keep you posted.
Thanks,
John

On Tue, Nov 28, 2023 at 5:01 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Thank you John! And thank you Erica for working your magic. Please let me know if you need anything on my end.

All the Best,
Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 28, 2023, at 5:58 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Erica,
Mike from Liquid Death just asked if we could change the shipping location to:
Hensley Beverage
Attn: Hope Blanc
[4450 N 45th Ave, Suite 100
Phoenix, AZ 85031](https://www.google.com/maps/place/4450+N+45th+Ave,+Suite+100,+Phoenix,+AZ+85031)

Seems like it is next door to the location we tried to deliver it to. Let me know if you can make some magic happen.

Thanks,
John

On Tue, Nov 28, 2023 at 3:49 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Will do. Do you know if the other three orders had any issues with them?

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 28, 2023, at 4:46 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
I would reach out to your contact at Hensley and see if there is any necessary paperwork needed in order to receive shipments at their DC. I don't believe I have ever shipped to them so I am uncertain. Please let me know what I can do to help.
Thanks,
John

On Tue, Nov 28, 2023 at 3:38 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Good Afternoon John,

When they say "the consignee was waiting for paperwork" what can be done on my end?

Maybe I'm not understanding it correctly, but my idea is that this 1 order or broken down into 4 separate orders across different states. So please let me know what information or what I need to do to potentially help reconcile for delivery tomorrow.

All the Best,
Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 28, 2023, at 4:34 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
We just received this message from Echo our LTL coordinator:

Here is what they said, "Just got off with Central Transport. They advised this is going back out for delivery tomorrow. The receiving manager noted that they did not have the necessary paperwork to accept the order and to come back tomorrow. Was the consignee waiting for paperwork?"

Please advise.

Thanks,
John

On Tue, Nov 28, 2023 at 2:25 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Thanks for the update, sir. Much appreciated.

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 28, 2023, at 3:22 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
I just received the tracking information for your order. It appears that the large 550 drop location that was shipped LTL was attempted to be delivered this morning at 10am but there weren't a lot of details. My ops team is reaching out to the carrier now. I will let you know asap.

<ed71966d-a04e-43a8-8cb6-e7273185cfa5.png>

Thanks,
John

On Tue, Nov 28, 2023 at 1:27 PM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Good afternoon John,

Hope you had a nice Thanksgiving holiday. Just wanted to check in to see if the team had sent you over tracking for these orders.

Please let me know.

Thank you kindly,

Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 22, 2023, at 1:20 PM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
No worries, your order has been set up as S0# 7834 and should ship by Tuesday. I will send tracking as soon as I receive it.
Thanks,
John

On Wed, Nov 22, 2023 at 11:05 AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:
Sounds awesome. Thank you so much. I really appreciate you.

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 22, 2023, at 11:55 AM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
Confirmed 660, meant to type that. That \$23 break starts at 500, next break is at 1000.

Yes, working on shipping quotes now for the 4 locations, the 550 location will be shipped LTL and the samler ones will most likely ship UPS ground.

I will send a quote over ASAP and send you SO number once it is entered.

Thanks,
John

On Wed, Nov 22, 2023 at 10:50 AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Hi John,

You are correct on the suction cup - Apex 5C 1001. No artwork. You can bill on our account but please have 4 separate packages mailed out with the suction cup breakdown below.

Thanks for the update on cost. Is this because we are ordering a minimum of 550 units. Because the total that I'm looking for is 660 units. Please confirm before we begin to process the order. Thank you so much, sir.

All the Best,

Mike

Sent from my iPhone. Please don't murder me for any typos, abbreviations, or brevity. Murder your thirst instead.

Mike Dallesandro | Director of Sales, Small Format
Liquid Death Mountain Water
Cell: 561.309.1246
LiquidDeath.com

On Nov 22, 2023, at 11:45 AM, John Wilson <jwilson@iseeinnovation.com> wrote:

Mike,
Sounds good, I will get your order moving, just to verify you are looking for the Apex 5C 1001 that holds the standard 12z-25 oz

can. No artwork? Ship on our account?

Cost for 550 units would get you a cost of \$23 a unit versus the list \$26. Once you answer those questions I will send you a formal quote. Should ship early next week without any artwork due to the holiday.
Thanks,
John

On Wed, Nov 22, 2023 at 10:28AM Mike Dallesandro <m.dallesandro@liquiddeath.com> wrote:

Hi John,

Hope you're having a great week and hopefully working today! Can you please see the order below that I'd like to get placed asap. We are going live with the program on 1/1/24 so hopefully a standard shipping will get there with ample lead time.

Please see a total of 660 suction cups being ordered, broken out across 4 regions.

550 Suction Cups for Hensley Contract & Address

Hope Blanc
4201 N 45 St Phoenix
AZ 85031

35 Suction Cups for Romer Contract & Address

Sal Martinez
598 E 20th St Yuma
AZ 85365

30 Suction Cups for III Counties Contract & Address

Raven Linden
812 S 11th Ave
Safford AZ 85546

45 Suction Cups for Nevada Contract & Address

Ken Wrathall
3940 W Tropicana Ave
Las Vegas NV 89103

Please review and let me know if you need anything else on my end to help process the order as quickly as possible. Thank you sir!

All the Best,

Mike Dallesandro
Director of Sales. Small Format
Cell: 561.309.1246

Liquid Death
#MurderYourThirst
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