



Contact:
Colleen Ward
Office: 314.880.8873
Cell: 314.623.0450
cward@biostl.org

BioGenerator Invests in YourBevCo

Beverage innovation company set to launch first-to-market sulfite removal device for wine

ST. LOUIS – February 19, 2015 – BioGenerator, an evergreen investor that creates, grows and invests in promising companies and entrepreneurs, announced a pre-seed investment for YourBevCo, a beverage device company. The funds will help YourBevCo launch their first product, [StiQit™](#) a consumer friendly, single use, disposable stick that instantly removes all sulfites from a glass of wine without impacting the aroma, appearance or the taste.

Wine makers are required to add sulfites to wine, as a preservative for shipment and to ensure a longer shelf life. Individuals with sulfite sensitivity suffer from symptoms that range from mild to life threatening. These symptoms include headaches, skin rashes, respiratory issues, nasal congestion, diarrhea, vomiting, low blood pressure and dizziness. YourBevCo's StiQit is a simple easy-to-use device that consumers place in their wine glass, stir to remove sulfites and discard the recyclable stick before enjoying sulfite free wine.

“There is a significant portion of the population with sulfite sensitivities. YourBevCo created an elegant, consumer-friendly product, the StiQit, to help these consumers,” said Charlie Bolten, vice president of BioGenerator. “Considering the number of individuals with sulfite sensitivities as well as the growing consumer population that want to avoid preservatives to enjoy a healthier lifestyle, BioGenerator believes the market potential is significant and YourBevCo's leadership team has the right combination of experience to take the company to the next level.”

The company's leadership team has a unique mix of experience in both the beverage and consumer packaged goods industries as well as pharmaceuticals. Its executives have worked for some of the world's leading consumer packaged goods companies and research institutions – Anheuser-Busch, Diageo, Pfizer, and Washington University in St. Louis. By combining consumer products with a life-science background, the team was able to develop StiQit, an effective user-friendly product backed by science.

“We wanted to give consumers the freedom to choose their own beverages without worrying about side effects of sulfites,” said Alan MacInnes, CEO of YourBevCo. “The investment from BioGenerator provides the resources necessary to help us bring this new product to consumers.”

In addition to investing, BioGenerator also supports YourBevCo by providing lab and office space at the BioGenerator Labs and through its Entrepreneur in Residence (EIR) program: MacInnes is an EIR with BioGenerator.

About BioGenerator

BioGenerator produces a sustained pipeline of successful bioscience companies and entrepreneurs in St. Louis by creating, funding, and growing promising new enterprises. BioGenerator is a nonprofit subsidiary of BioSTL, which advances St. Louis' prosperity by cultivating a thriving bioscience sector, building regional capacity to capitalize on St. Louis' world class medical and plant biosciences. Please visit www.BioGenerator.org for additional information. Follow BioGenerator on Twitter [@BioGeneratorSTL](https://twitter.com/BioGeneratorSTL).

About StiQit

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