

The Real Truth Behind Donald McDonald and Skinny Water - A Secret Dieters Must Read



Donald McDonald and Skinny Water are trying to succeed in a world of Cokes and Pepsi's. The company is now reaching out to investors to gain additional capital.

PHILADELPHIA - March 7, 2014 - [PRLog](#) -- [Skinny Water](#) is a brightly flavored fitness drink (water) that contains a natural appetite suppressant that is believed to help people lose and maintain a healthy weight. [Skinny Water](#), of Bala Cynwyd distributes this brightly-colored, fruit-flavored “zero calorie, zero guilt, zero sugar” Skinny Water at various drug stores, discounters and supermarkets. Trading recently at 6 cents a share, down from highs of 14 cents last year and 45 cents the year before, it has been labelled an “over-the-counter” penny stock.

Popular country singer Brad Paisley and former “Sixers” front man, Pat Croce, boosted the sales on this drink. The sales topped \$2.2 million for the three months ended June 30, from \$1.8 million in the first quarter and \$1.2 million a year ago. However, losses are also increasing in a market that is dominated by brands such as PepsiCo and Coca-Cola.

As of June 30, Skinny reported that they only had \$60,000 in cash left, along with a credit line from United Capital Funding Corp. and this was after raising 1.4 million from wealthy investors.

In a Securities and Exchange Commission filing, the company stated: “This amount of money is only enough to fund out anticipated levels of operations for a minimal amount of time.”

Chief financial officer, [Donald McDonald](#), figures \$25 million a year sales (at \$1.49/bottle) is the companies even breaking point. According to chief executive, Michael Salaman, on the side, the company is raising additional capital by asking more investors to fund deals with new distributors. Skinny is also extending their reach as they are signing up distributors for No. 3 soft drink maker Dr. Pepper Snapple Group and other soda-movers located on the West Coast and New England. It is not rare for Dr. Pepper to sign up brands in their contract distributors, such as Fiji Water and Big Red, to their larger distribution system, allowing them to make even more sales. However, no decision has been made in the case of Skinny Water.

Donald McDonald stated “We are definitely in the right place. We are a virtual company, we do not own a bottler ... we are simply two guys from the Philadelphia area who are taking on the Cokes and the Pepsi's

of today's world. That is what we want to be – a major beverage company specializing in the enhanced-water category.”

[About Skinny Water](#)

Skinny Water is a colorful drink that has zero calories, zero sugar and zero guilt. The drink is said to help individuals lose and maintain a healthy weight loss.

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Source	Skinny Water
City/Town	Philadelphia
State/Province	Pennsylvania
Country	United States
Industry	Advertising , Business , Health
Tags	Don McDonald , Donald MacDonald , Don McDonald Skinny Water , Donald McDonald Skinny Water , Skinny Water
Link	https://prlog.org/12292034



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