

Lightning Bolt Case Study



Mitch Gould and Actor Steven Seagal Bring Lightning Bolt Energy Drink to Market in Under a Year

After the powerhouse duo of Gould and Seagal bring Pure Force Energy Bar to market, they join forces to develop Lightning Bolt Energy Drink.

Executive Summary

Action star Steven Seagal often plays a lone wolf in his films. But when he wanted to develop an energy drink, Seagal turned to his friend Mitch Gould, founder and CEO of Nutritional Products International.

NPI's Gould Assembles Beverage Team, Distribution Strategy

Gould assembles a beverage team to develop an energy drink with all-natural ingredients and exotic herbs from all over the world. Then, Gould executes a national product launch that leaves competitors envious.

Gould targets Amazon, Walmart & 7-11

- Lightning Bolt launches on Amazon with two full truckloads.
- A deal is reached at Walmart headquarters to place Lightning Bolt in 3,500 supercenters.
- Gould arranges for 7-11 to place Lightning Bolt in 5,500 stores nationwide.



Seagal and Gould have another success, and they leave beverage makers jealous with their speed to market success and retail penetration of the product.