



## **CJ Rapp, Chief Executive Officer, Karma Culture LLC**

*CJ is a lifelong beverage executive with more than 30 years of leadership experience. He is the founder of Jolt—often credited as the original energy drink. Now the chief executive officer of Karma Culture LLC, CJ is responsible for overseeing the manufacturing, distribution, sales, and marketing for Karma® Wellness Water.*

*For CJ, the concept of karma is simple: what goes around comes around. He comes from a bloodline of beverage expertise, as his father owned and operated bottling facilities throughout upstate New York. And, he personally has been through an enlightening transformation, transitioning as the pioneer of energy drinks to forging new trails in wellness.*

*As the founder of Wet Planet Beverages, an international beverage company, CJ was the driving force behind Jolt's expanded distribution throughout the United States and Canada. During that time, he led the way to a new non-alcohol distribution system by persuading beer distributors to diversify into sales of specialty sodas and beverages. As others emulated this route-to-market system, the "New Age" beverage category emerged.*

*Innovation is a part of CJ's everyday life. His spirit comes alive when creating paths where no one has gone before.*

*After Jolt came Pirates Keg (gourmet soda), Thornwood Estates (Napa Valley wine), Autumn Frost (fruit-infused wine), and DNA (a malt alternative). He created and launched SUBWAY's private water initiative and collaborated with Caesars Palace, as well as other major casinos in Las Vegas that have proprietary beverage programs.*

*As a prominent voice in the beverage industry, CJ has made appearances on many popular radio stations and morning talk shows, including "The Today Show." He has also been featured in hundreds of newspaper articles and dozens of business and lifestyle magazines, including: People, Life, Playboy, Time, and Rolling Stone. Additionally, Jolt has appeared in a variety of Hollywood motion pictures, including "Jurassic Park," "Men at Work," "Wayne's World," and "Gremlins."*

*CJ is also credited for expanding Jolt globally with sales in Asia, Europe, South America, and the Middle East. It was during this time in his life that he began to appreciate the universal truth of karma. In fact, CJ's greatest karmic moment came when he realized the concept of cause and effect and the power of positive thinking and doing. He fell in love with the idea of karma and applies it to his life both professionally and personally.*

*CJ resides in Mendon, N.Y., with his wife, Lin. They have three grown children: Hunter, Courtney, and Taylor. He enjoys an active lifestyle, giving back to the community, and spending time on the water in the heart of upstate New York's Finger Lakes region.*

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