

The MILE HIGH MARKET

A newcomer's guide to doing business at the foot of the Rocky Mountains

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Company: Izze Beverage Co.

Known for: Fruit fizzies that are 100 percent fruit juices without sugar, caffeine or preservatives. Izze is a subsidiary of PepsiCo.

Recent news: Izze partnered with fashion designer Loris Diran to create a new brand of Izze wear such as Izze men's polos, Izze ruffled camisoles and Izze European-fit men's dress shirts.

Location: Boulder, Colo.

No. of employees: 31

Public or private: Privately held

2007 revenue: \$5.2 million

Executive: John Bello, chairman

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