

## Ex-Vitamin Water execs bring Agua Enervivá to LI

by [John Callegari](#)

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Agua Enervivá, a new beverage company formed by former executives at [Vitamin Water](#), has leased 3,000 square feet in the Bethpage Business Park.

Created in 2012, Agua Enervivá is a line of low-calorie, natural energy drinks targeting the Hispanic marketplace. The company, founded by Energy Brands COO Carol Dollard and CFO Michael Venuti, initially operated out of Greenwich, Conn.

Venuti, who lives on Long Island, approached Nassau County about locating some space for the fledgling company, currently employing 15.

County officials worked with [Steel Equities](#), owners of the Bethpage property, to find space for Agua Enervivá. The current space can be expanded as the company rows – it has plans to hit 25 employees by next year.

“This company has the foundation for greatness,” Nassau County Executive Ed Mangano said today at the company’s headquarters grand opening. “We want to see even more jobs brought back to this park.”

Steel Equities received benefits from the [Nassau County Industrial Development Agency](#) earlier this year to renovate 372,000 square feet of former Grumman Aerospace factory into leasable space for companies looking to locate in the county.

Venuti said Agua Enervivá looked at other areas to locate to as well, including Queens, where Energy Brands has continued to be based, even following its acquisition by [Coca-Cola Co.](#) for \$4.1 billion in 2007.

“We were just looking for the ideal location that would allow us and our employees to easily get into New York City,” Venuti said, “and not too far from our manufacturer, which is also the manufacturer for Vitamin Water, located in Union, N.J.”

Venuti and Dollard helped grow Vitamin Water from 50 employees to 500 before it was sold to Coca-Cola. The pair say they hope to do the same with Agua Enervivá.

“Carol is a chemist by trade and after we left Vitamin Water, she made this product in her kitchen,” Venuti said. “She called me and said she wanted to start a new company. I wasn’t sure about starting over again, but once I tasted it, I knew we had a winner.”

Agua Enervivá is currently available in five flavors: pomegranate berry, orange passion, fruit punch, kiwi strawberry and tea plus lemonade.

Agua Enervivá is currently available in select stores in the Greater New York City metropolitan area and upstate. The company plans to expand distribution along the East Coast beginning next year, with goals to hit the West Coast by 2015.

“We’re committed to growing the company and making this into something great,” Venuti concluded