



mix1 founders



Wes Brasher — co-founder

Wes Brasher brings leadership experience in food and beverage product development to mix1. He began his career at Ben & Jerry's ice cream, followed by 7-Eleven Inc., where he managed the nonalcoholic beverage business and saw thousands of new products come and go. He later started his own consulting business in brand and product development. In addition, Wes is very excited about the addition of mix1 to his golf bag. His first round of golf with mix1 resulted in his best score this year! Wes currently resides in Loveland, Colo., with his wife, daughter and son. His passions are his family, golf and his work.

Dr. James Rouse, N.D. — co-founder

Dr. James is mix1's formulator and health expert. His credentials include a doctorate in naturopathic medicine, post-doctorate work in acupuncture and Chinese medicine, a BA in transpersonal psychology and certification as a yoga teacher. Dr. James hosts Optimum Wellness TV news segments, "Wellness Wednesday" and "The Fit Kitchen," which air weekly on Denver's NBC affiliate, and "Living Well," which airs weekly on the CBS affiliate in Los Angeles. The author of several books: NutriSystem Nourish: The Revolutionary Weight-Loss Program; Grow Your Life from Average to Amazing; Health Solutions for Stress. Additionally, he is the creator of the Health Solutions Series with Gaiam, featuring DVDs, books and support tools. Dr. James knew he'd mastered the mix1 recipe when his daughters, Dakota and Elli told him they would drink it. Today, he emphasizes the importance of life balance and believes that mix1's recipe can benefit many people's busy lives. Dr. James currently resides in Evergreen, Colo., with his wife, two daughters and a basset hound.

Greg Stroh — co-founder

Greg Stroh is a seasoned beverage industry veteran with more than 15 years of customer relationship management, direct sales, channel marketing, and new product experience. Prior to co-founding mix1, Greg began his career at his family's brewery, the Stroh Brewery Co. Later, he co-founded the IZZE Beverage Co., which grew into a successful enterprise. He believes in the uniqueness of the mix1 product and feels mix1 has significantly helped his moves on the dance floor. Greg lives in Boulder, Colo., with his wife, daughter and two black Labs.