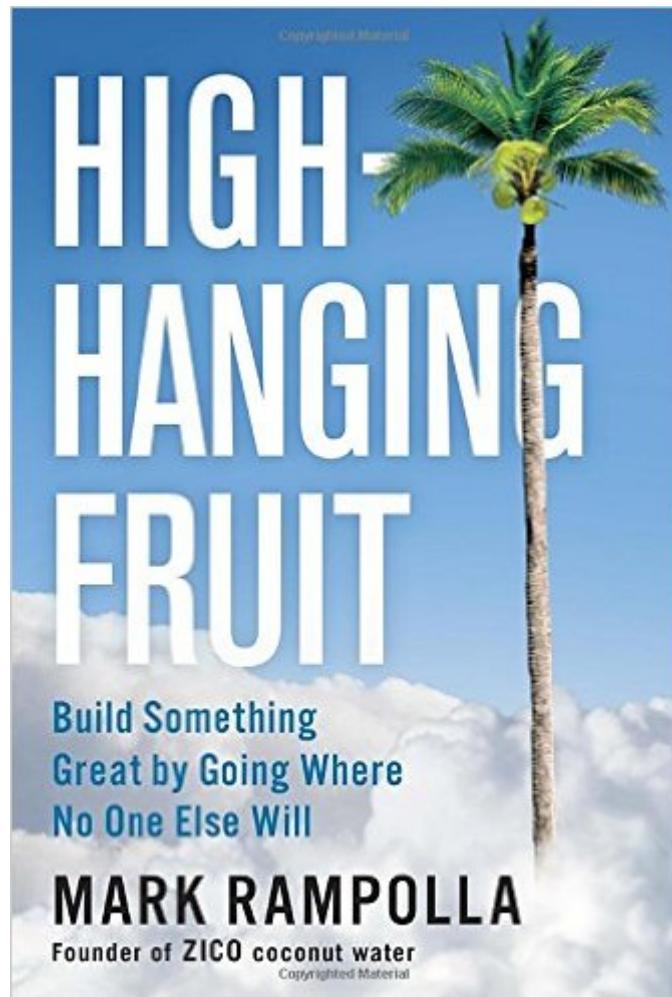


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# High-Hanging Fruit: Build Something Great By Going Where No One Else Will



## Synopsis

Grabbing the low-hanging fruit is no longer acceptable. ZICO Coconut Water founder Mark Rampolla argues that when you choose to reach higher, you can build an incredible business, be profitable, and maybe even change the world. In 2004, Mark Rampolla was successful by most standards. There was just one problem: He wasn't inspired in his job and believed he had something more to contribute to the world. When he asked himself, "What do I have to offer that will improve the world?" Rampolla realized that his big idea was hanging right overhead. From his time living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American beverage market dominated by a few big players. He wasn't just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to American consumers while also helping developing-world growers and suppliers profit from this resource. It was a win-win-win "good for Rampolla, his customers, and the world. So good, in fact, that in 2013 the Coca-Cola Company purchased ZICO and is scaling the brand around the globe. Rampolla wrote *High-Hanging Fruit* for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it's their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it's a call to arms for a new generation of entrepreneurs who want to disrupt the old model and do good by doing business.Â

## Book Information

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## Customer Reviews

When Mark said that he was going to write a book about starting ZICO, I thought, well that's great, but it is not going to interest the average reader. I was totally wrong. This book is not only about all the struggles and conflicts that Mark, and his wife Maura, went through to bring this very unconventional beverage to market, it is about the open and honest conversations these two had to clarify their goals and objectives, based on their shared values and their desire to start a business that they could both embrace with "passion". These are life lessons that can benefit everyone. Not only is this story well written, but it is a page turner at times. Even though I knew the outcome, I was totally engrossed in the battle that Mark had to wage with the "Big Beverage Guys" and very impressed that he had the courage to stand up for what he believed in. And there is another sub-text to this book. Mark wants to encourage young entrepreneurs to reach higher than the bottom line. He believes that if they remain true to their core values, they can be successful and bring about social change. Mark and Maura are living out this message..

As a founder and President of a startup beverage company I pre-ordered this book at the recommendation of another CPG entrepreneur. As soon as I picked it up, I could not put it down as it is a true representation of the trials and tribulations of a small consumer brand in the hyper-competitive beverage space. Although my company is still in the "Give Until it Hurts" stage, the book gave great perspective that any entrepreneur would gain from. Karsten Idsal Co-Founder and President Hapi Drinks, Inc.

Mark Rampolla's debut book, High Hanging Fruit, follows in the tradition of great business classics. As such, it deserves a place in physical and virtual libraries. Highly readable, Mark Rampolla delivers the inside story of ZICO in a truly intimate, revealing, insightful, and compelling manner. With High Hanging Fruit, not to mention the ZICO brand, Rampolla sounds a clarion call towards the commitments of creativity, innovation, and leadership. Buy this book for the entrepreneur in you or the entrepreneurs in your life. Read it with an ice cold ZICO and savor this fresh business classic by Mark Rampolla.

This truly is a transparent look at the roller coaster ride that the entrepreneurial path can take you on. Rampolla opens up to let readers in on the impact (both good and bad) that starting your own business can have in every aspect of your life. A very relatable read that combines the author's personal introspection and professional accomplishments throughout his journey. A great read for

all and a must read for new entrepreneurs!

I briefly met Mark and Maura earlier this year in a business setting. I was immediately drawn to their attractive energy. We had been introduced by a mutual friend who had asked me to share some of my expertise on a particular industry topic. This was the extent of our connection. Subsequently, I heard Mark had authored a book about his Zico life. I quickly purchased this book and he "had me at hello" in (Chapter 1). I was so moved by the substance of both Mark and Maura's upbringing; as they are truly "cut from a different cloth" than most people I know. Surely this became part and parcel for the foundation for Zico, its special culture and its meteoric story. What intrigued me was the transparency in which Mark shared the impact this journey had on his relationship with Maura. This refreshingly transparent share added so much to the storyline. Add to this were some world class business 'do's and don't' pearls. Some of these might sound quite basic like "telling your story to anyone and everyone", Easily said, but challenging to pull off. Yet the takeaway was that building this transcendent brand was considerably more than a labor of love. Mark's writing style is remarkably very good. The book reads so very well and I would recommend this to anyone with a desire to take either an idea or a great passion to build a brand or business. That, and to take a deep dive on how best to have an "open line of communication" with your family all along the way. In the end, I read this book in two sittings because I really could not put it down. Let that be your tip on how intriguing and compelling Mark's and Zico's story are.

Rampolla's thoughtful story of creating Zico Coconut Water could easily have been titled "How to Win in Business While Feeding Your Soul." My key takeaway: he defines "winning" as the journey that makes life better for one's family, customers, suppliers and investors. This is a tremendously difficult challenge as financial results are the most obvious metrics in business. Further, a start-up environment creates the most extreme potential for losing one's soul as running out of cash or getting crushed by a larger competitor are ever present threats. Rampolla readily admits mistakes made along the way, sharing his journey in a writing style that is relaxed and personal. I recommend High Hanging Fruit for any leader who is looking for lessons on how to build something special while balancing the inevitable conflicting demands of business and life. Tom Davin, CEO of 5.11 Tactical

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