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Business Spotlight



Tobin Costen, center holding scissors, who has been active in sales, marketing and operations, is hopeful that Xaiko Beverages' innovative efforts will help introduce new drinkers to the cider category.

From record labels to hard cider, Costen ready to revolutionize the beverage industry

Xaiko Beverages, Inc. is a Pleasanton-based, beverage company that was the vision of founder Tobin Costen. He and Gonzaga University classmate David Griesthop decided to use their talents and passion for entertainment to create a beverage company that provides unique hard cider and "saki" flavored alcoholic beverages to the country.

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"Xaiko, pronounced psycho, has developed exceptional flavors and I am certain that we will be well-known in a short amount of time in the industry. Our number one priority is growth through continued packaging, innovation, promotion and brand communication initiatives, along with a rather significant acquisition," said Costen.

While Costen was in college, he met Percy "Master P" Miller during the beginning stages of independent music label No Limit Records. Costen left his distribution job and moved on to becoming the Vice President and General Manager of the record label. His duties at No Limit Records included finding and signing artists, and global promotions. Costen's passion for the fast-paced entertainment business drew him to the beverage business.

Passionate people who love delicious hard cider is what drives Xaiko Beverages. There is a sense of pride with how their cider tastes. You have a dry, flavorful cider that tastes



like a beer, a hard cider and a spirit. "We are excited about how we are starting to revolutionize the beverage business," said Costen.

Xaiko Beverages uses California harvested apples to produce their adult beverage. Many of their competitors utilize apples from Washington and Oregon, shipped to California to produce hard cider. Xaiko uses a high-end pippin apple for their hard cider. Pippin is a notably versatile apple, that is excellent for eating fresh, cooking, and for juicing for hard cider. Their product is fresh, all natural, gluten free with a low sugar content.

For more information on Xaiko Beverages, contact Chief Growth Officer Tobin Costen at 415-766-9116 or visit www.sipxaiko.com.