

# Mother Kombucha

Mindfully Sourced, Artfully Crafted

**Taste What Kombucha Can Be**





# Problem

**Distance Traveled** "Big Brands" all from West Coast

**Taste** too vinegary or too sweet

**Sugar/Calories** Average 70 cal/12g sugar per bottle



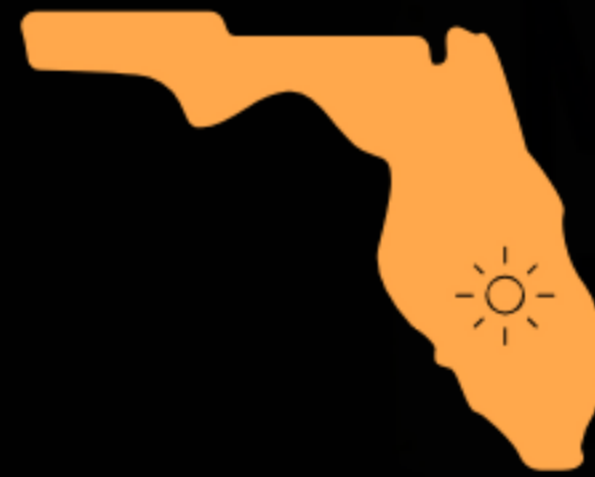
## Solution:

Crisp, unique flavors and disruptive packaging create a craft cocktail-like experience that pairs well with food with average 40% less calories/sugar than competition



### Clean Sourcing

Certified Organic and Vegan, B Corp Supplier Partnerships



### Local

Craft-brewed in the Sunshine State



### Community Minded

B Corp Values = Sustainability and Social Mission



**Mindfully Sourced** - Teatulia tea partnership raising women out of poverty in Bangladesh.



**Artfully Crafted** - sophisticated flavors taking kombucha beyond the health food segment and into everyday celebrations.



# Validation/Market Size

Estimated 750M Nationwide 2018

## Annual Kombucha Sales Florida

100  
million

dollars

30% FL Kombucha sales from Publix

## Kombucha Category YOY Growth

35%

past 4 years

10% Household Penetration



## **Business Model:**

Wholesale to Distributors and Direct Accounts

90%

**Conventional & Natural  
Grocery**

54%

**Gross Margins**

\$10

MILLION DOLLARS

**Revenue**  
Projected in 2021



# Growth Strategy

## Go Deep in Florida!



**Expand Multi Outlet Partnerships**  
Publix, WFM, Earth Fare



**Expand Field Team**  
Marketing, Sales and Merchandising



**Community Events**  
Vendor, Sponsorships, In Kind Donations



**Multi-packs**  
Maximize sales with "super users"



**Tasting Room**  
Workshops, Outreach, R&D



**12K "Super Users" = 10MM Revenue**  
2-3x/week target consumer



# Financial

Angel Round

Current

Angel Round

remaining investment  
opportunity

8%

Preferred Return

Non-diluting Shares

\$30M

Valuation

Projected 2021



