

KABAKI[®]

KENYAN PURPLE TEA

**PURPLE IS THE
NEW GREEN!**[™]



GET TO KNOW WHY PURPLE IS THE NEW GREEN!



INTRODUCING KABAKI KENYAN PURPLE TEA

A new tea variety with the highest antioxidants levels found in any tea (Black or Green)

Now in a ready to drink beverage.

Deliciously clean formulas, unsweetened or lightly sweetened with organic cane sugar.

Every purchase supports Kenyan Tea Growers and helps provide medical services and equipment.

THREE TRENDS PAVING THE WAY FOR PURPLE TEA EXPLOSION

RTD Tea Growth & Upside

Consumers continue to look for RTD tea products as category rises nearly 4% to \$10.3B.

However, it lags RTD Coffee in growth, which is up 14% fueled by premium innovation indicating a BIG opportunity for RTD tea innovation.

(Source: Beverage Marketing Corp)

Superfoods: Antioxidants

More and more consumers are looking for functional benefits in beverages, and 2/3rd of consumers are specifically looking for antioxidants

60% of consumers are looking for beverages that are good sources of antioxidants – EcoFocus

Green Tea Saturation

Consumers have doubled-down on their love for green tea with the explosion of matcha. From matcha tea shops, to matcha ice cream, to matcha detox masks, green tea has reached saturation

GrubStreet: *RIP Matcha, The Ancient Delicacy America has Ruined*



THE CONSUMER DEMANDS MORE FROM THEIR RTD TEA

OUR TARGET CONSUMER: 24-49, males and females, above average income, concerned about nutrition and desirous of a healthy lifestyle.

Taste is Forever King

Our consumer is not willing to trade taste for anything else and has learned that you can have delicious taste and health in the same product



Balance is Key

It's not about counting calories or grams of sugar, but about authenticity and balance in the products you choose



Nutrient Value

Most consumers may not understand the science behind them, but they understand the value of antioxidants and other nutrients that fuel our bodies for longevity and optimal performance



Social Responsibility

They actively search for brands that mirror their views – 68% of millennials agree that creating a change in the world is a personal passion they actively pursue.



OUR PRODUCT:



UNIQUE PROPERTIES:

- The next Super-Tea with more potent antioxidants than even green or black tea!
- Key support for hydration, immunity, inflammation, and disease prevention
- Pure and simple ingredients grown by organic and sustainable practices. Nothing artificial
- Herbal, low in caffeine
- Clean, transparent label
- From Kenyan tea growers committed to sustainable, organic and fair trade practices

PRODUCT APPEAL:

- Available in 5 Ready-to Drink Varieties
- Refreshing, delicious, earthy taste
- 16 oz. PET bottles/6-pack case
- \$2.99 SRP
- Shelf Stable with 12-month Shelf Life

KABAKI KENYAN PURPLE TEA - PRICING AND PROMOTION

- Unit cost: \$1.79
- Suggested Retail Price: \$2.99
- Gross Margin: 40%
- Case Pack: 6
- Promotional Program: Introductory and Four Monthly Promotions at 20%
- Advertising Participation
- Ship Date: February 2019



BOTTLE UPC #: 851915008052
CASE UPC #: 00851915008106

UNSWEETENED

10 CALORIES PER BOTTLE
16 FL OZ PET BOTTLES
6 UNITS PER CASE

INGREDIENTS: BREWED PROPRIETARY BLEND OF KENYAN PURPLE TEA AND ORGANIC HERBAL TEA (WITH PURIFIED WATER).



BOTTLE UPC #: 851915008076
CASE UPC #: 00851915008113

LIGHTLY SWEETENED

100 CALORIES PER BOTTLE
16 FL OZ PET BOTTLES
6 UNITS PER CASE

INGREDIENTS: BREWED PROPRIETARY BLEND OF KENYAN PURPLE TEA AND ORGANIC HERBAL TEA (WITH PURIFIED WATER) AND ORGANIC CANE SUGAR.



BOTTLE UPC #: 851915008083
CASE UPC #: 00851915008144

WITH LEMON FLAVOR

110 CALORIES PER BOTTLE
16 FL OZ PET BOTTLES
6 UNITS PER CASE

INGREDIENTS: BREWED PROPRIETARY BLEND OF KENYAN PURPLE TEA AND ORGANIC HERBAL TEA (WITH PURIFIED WATER), ORGANIC CANE SUGAR, ORGANIC LEMON FLAVOR AND CITRIC ACID.



BOTTLE UPC #: 851915008069
CASE UPC #: 00851915008120

WITH RASPBERRY FLAVOR

110 CALORIES PER BOTTLE
16 FL OZ PET BOTTLES
6 UNITS PER CASE

INGREDIENTS: BREWED PROPRIETARY BLEND OF KENYAN PURPLE TEA AND ORGANIC HERBAL TEA (WITH PURIFIED WATER), ORGANIC CANE SUGAR, ORGANIC RASPBERRY FLAVOR AND CITRIC ACID.



BOTTLE UPC #: 851915008090
CASE UPC #: 00851915008137

WITH PEACH FLAVOR

110 CALORIES PER BOTTLE
16 FL OZ PET BOTTLES
6 UNITS PER CASE

INGREDIENTS: BREWED PROPRIETARY BLEND OF KENYAN PURPLE TEA AND ORGANIC HERBAL TEA (WITH PURIFIED WATER), ORGANIC CANE SUGAR, ORGANIC PEACH FLAVOR AND CITRIC ACID.

