

SWEET TEA FACTORY[®]



Become a Mixologist overnight!
Tea+Fusion
Tea Cocktail Infusion Kit

Feel Fantastic!
teascrip⁺
You create your script

www.sweetteafactory.com

OUR BUSINESS MODEL



Our Mission

Our mission is to eliminate the negative impact of food deserts by providing communities with access to healthy and nourishing tea-based hydrating products. Through our efforts, we strive to enhance the health and well-being of individuals whilst also positively enriching their emotional and spiritual lives.

Our Vision

To be the world's favorite tea company, serving exceptional quality with uniquely crafted flavors that bring happiness to every sip!

Consumers' want their tea, their way

THIRSTEA?

- Opportunity #1** ♦ Blended teas have the potential to effectively cure conditions like insomnia, constipation, obesity and anxiety; however, these teas are frequently pre-blended, uncustomized, and only available in regional artisan markets.
- Opportunity #2** ♦ Customers are frequently forced to select from the current lineup of tea blends, which frequently does not suit their unique needs or preferences. Additionally, customers do not have the option of a fully automated (and data-driven), tailored, swift, clear, and succinct buying experience!
- Opportunity #3** ♦ There are many food deserts, thus health-conscious Tea Lovers frequently shop at various stores (in person or online) and outside of their areas to satiate their craving for food and drinks that don't include GMOs, processed products, or artificial chemicals.

Feel Fantastic!

teascrip⁺

You create your script

Create Your Own Individual Teascript

Offering data driven technology in the form of a mobile app that will allow Sweet Tea Factory to collect and analyze customer data for the purpose of allowing tea lovers to create custom blended tea infusions. We will leverage this data to personalize each customer experience.

Customized experiences boost revenue and customer loyalty, and they are increasingly demanded by consumers. Artificial intelligence (AI)-based "intelligent personalization" raises the relevance and engagement levels for each interaction, resulting in a superior CX overall.

Every time we interact with a consumer, we have a chance to solidify our relationship with them and increase their loyalty. Gaining deep customer insights that allow us to create a seamless customer experience (CX) across channel -- an experience that shows our customer that purchasing from Sweet Tea Factory is quick and simple, and fun.



**Digitizing and
personalizing
the customer
experience**

technology

MARKET LANDSCAPE

A logo featuring a stylized tea leaf with three leaves on the right side, and three interlocking gears of varying sizes on the left side, all in a light green color.

Tea actually started as medicine!

Healthy Hydration Drives Market Growth: In North America, consumers' preference for new beverages over sugary fruit juices and carbonated beverages is propelling tea consumption. There is still a strong correlation between tea and its health benefits in the market. Tea's market is expanding as a result of its healthy reputation and the availability of organic and herbal teas.

Tea drinkers (teatotalers) want to feel as though their choices are a part of the overall luxury beverage experience. We distinguish ourselves from the competition by offering tea infusions in both cocktail and mocktail mixers. We also sell bottled and loose leaf teas, sugars, spices, and sauces that have been specially blended for health-conscious customers.

Technology also allows us to expand rapidly by improving the efficiency of our operations, systems, goods, and services. Furthermore, we have the ability to communicate with customers clearly and in real time, which enhances our reputation.

\$266 Billion Dollar Global Tea Industry

Next to water, tea is the beverage that people drink the most around the world.

The trend in tea purchases is still moving toward natural and specialty/wellness teas. Sales of natural tea are up more than 6% from 2020, and sales of specialty/wellness tea are up more than 3%.

The range of tea products and its health benefits are being embraced by consumers.

Tea is quickly becoming popular in new categories. High-end speciality teas, refrigerated teas (bottled teas & tea cocktail mixers), and foodservice (bar & restaurant) all continue to increase at a pace of 7–10% annually. Over the next five years, tea sales are anticipated to expand by an estimated 30–35%.

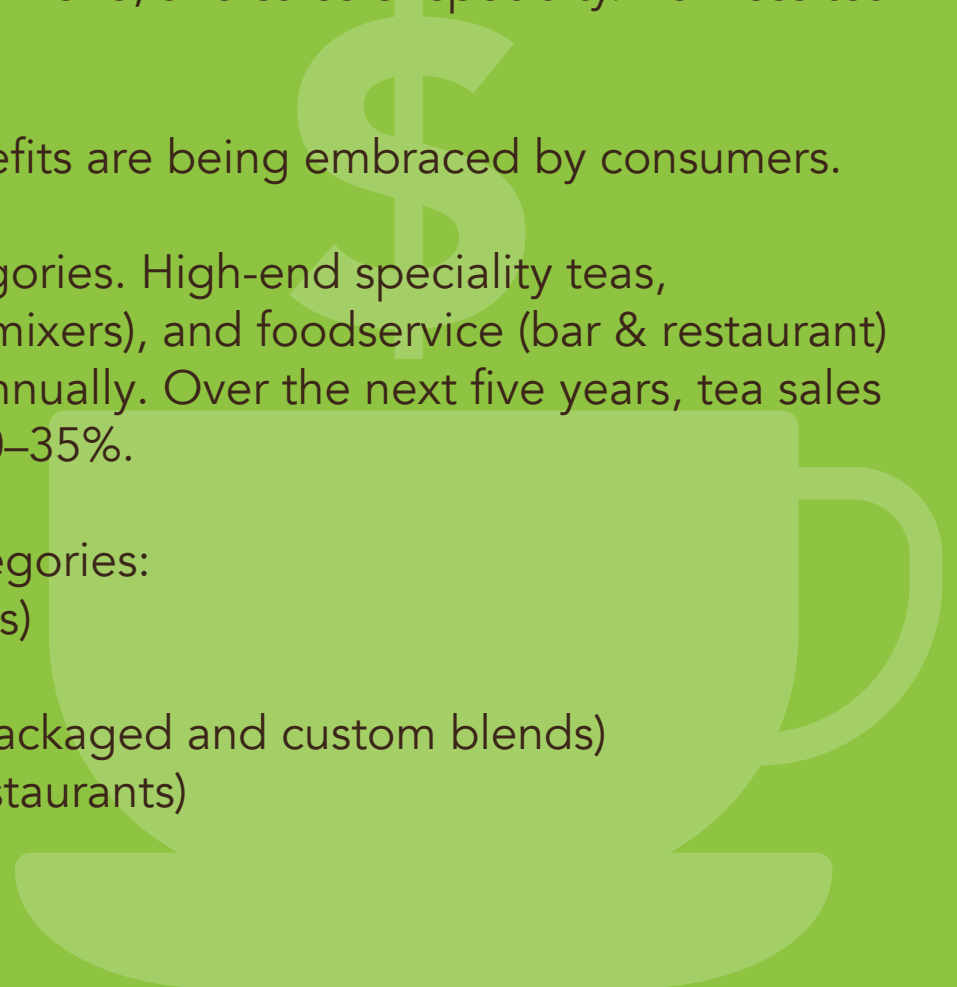
The tea market is divided into four major categories:

- RTD (ready-to-drink) tea (bottled teas)

- The customary market (tea bags)

- The specialized section (loose leaf packaged and custom blends)





- The sector of foodservice (bars & restaurants)



What Sets Us Apart

Trends come and go, but the tea industry is a constant that will continue to grow in North America and around the world. The way people shop is changing, and businesses are adapting to make experiences that people want to have.

Sweet Tea Factory is set up to give customers the cutting-edge goods and experiences they want because we are aware of the following.

-  Consumers want their tea their way, and we provide a fully engaged, personalized digital platform that will enhance their experience, meet and exceed their expectations, and create loyal fans.
-  We offer healthy hydration bottled teas as well as pre-packaged loose leaf and bagged tea blends to consumers who want healthy alternatives to sugary juice and carbonated beverages.
-  Customers are constantly on the lookout for one-of-a-kind experiences. They want to try new and innovative things, which is why we offer tea-infused cocktails, artisan tea-infused beer, and mocktail mixers.
-  We offer tea infused desserts in the form of popsicle, sorbet, slushy, ice cream, and other tea infused savory sauces and spices.

Streams of Revenue

(retail | wholesale | catering)

RETAIL: Online tea sales are profitable anywhere in the world. According to current and reliable reports, nearly 80% of all U.S. households consume tea, with the market expected to grow at a 5.74 percent annual rate between 2022 and 2025. There are both ready-to-drink, loose leaf and bagged teas in this industry. We provide a wide range of innovative tea products and accessories. www.sweetteafactory.com

WHOLESALE: We are tea sourcing and custom blending experts. Both nationally and globally, we sell to independent retailers, specialty stores, supermarkets, and large retail channels. In addition, we supply the food service and hospitality industries.

CATERING: Since perfecting the tea-preparation component of the equation, we have focused on delivering an incredible hot and iced beverage experience at private parties, business events, and conventions. Tea-infused culinary delicacies are also available in savory and sweet varieties.



We are Here

Expansion & Growth



Stage 4

Sell at over 150 Festivals Nationwide
Sell at over 70 Artisan Markets/Pop-Ups
Sell at over 20 Trade Shows
Sell Online (ecommerce Shopify platform)
Sell to Hotels, Bars & Restaurants
In over 25 retail stores Nationwide & Internationally

Stage 3

Stage 2

Created 36 Tea Blends
Acquired Tea Truck
Developed Tea infusions
Developed Packaging
Created Online Presence
Website & Social Media

Stage 1

Attended Tea Expos
Identified Suppliers
Learned the Art of Blending
Developed Brand
Created Marketing Strategy





CAPITAL

Capital raised

16 investors \$20K



REVENUE

Avg Monthly \$10,000



ASSETS

Equipment \$25k

Inventory \$5k

Founder Capital Infusion \$220K

OUR PROJECTIONS

Wholesale (B-to-B)



10+ new accounts monthly

Hotels

Bed & Breakfast

Restaurants/Bars

Spas

Specialty Stores

Gourmet Grocery Stores

Large chain retail outlets

Technology



E-Commerce Platform

100+ new subscriptions/mo

250+ online orders/mo



Data-Driven Technology App
digitizing and personalizing
the customer experience

Retail (B-to-C)



500+ new retail store customers thru
December 2023



\$50,000+ increased
revenue/mo

USE OF FUNDS

- **teascrip+**
Data-Driven Technology
Mobile App Development
- Operational Improvements
- Research & Development
- Efficient Production Facility
- Marketing and Branding
- Expansion to New Markets



\$500,000.00

TEAM

Founder



VERNELL STEWART, Founder, TEO
Tea Aficionado
Creative Director,
Marketing & Branding Specialist

Co-founder



STEPHANIE AIEISI, Co-Founder
Registered Nurse, BSN, MSN
Wellness/Fitness Coach
Nutrition & Herbalist

CTO



KENO MULLINGS
The Mullings Group
Information Technology Advisor
Software Engineer

Advisor



VONETTE STONE, EA
Stone Tax Consulting, PLLC
Retired IRS Enrolled Agent

COMMUNITY ENGAGEMENT

Aid in the elimination of food deserts thru tea COMPOSTING & Agriculture

PROBLEM

Communities that have limited access to affordable and wholesome food, or "food deserts," frequently deal with a variety of issues. They can include greater rates of obesity, diet-related disorders such as diabetes and heart disease, and malnutrition. Maintaining a balanced diet might be difficult due to limited access to fresh produce and other healthy food options. Food deserts can also have a negative effect on local economies and increase food insecurity, particularly for people with low incomes. These problems emphasize how crucial it is to solve food deserts and guarantee that all communities have equitable access to nutritious food options.

SOLUTION

COLLABORATION, GROWTH & ACCESS

Sweet Tea Factory provides composted tea leaves through partnerships with neighborhood farms, farming associations, medical professionals, and concerned citizens. For us, there is ZERO waste and a sustainable resource that feeds farming soils with nutrients to help produce superfoods.

- Local agriculture and community gardens
- Farmers and growers
- Estheticians, Body Care & Beauty Specialists
- Nutritionists and Naturopaths