

sunwink™



# ANOTHER *YEAR* AROUND THE SUN

2022 IMPACT REPORT



sunwink™

## A NOTE FROM OUR FOUNDERS

Dear Plant Lover,

It was another incredible year growing the superfood beverage movement. In just 3 years we have grown our distribution from 0 to over 5000 stores, launched the Superfood Powders, became a Public Benefit Corporation, donated over \$125,000 -to world-changing non-profit organizations and served millions of people superfood beverages for bettering their health.

We founded Sunwink to change human health and the beverage industry for the better. We are humbled every day under the magnitude of this task. Our industry is still dominated by giants with sugar-riddled products and the pressure for profit over purpose has forced many incoming businesses to cut corners on ingredients just to survive. And it's not getting any easier.

Our forever commitment is to continue to do the good work: make delicious, clean-label beverages from superfoods, give 2% of net sales back to our community, build an inclusive company, and push the industry towards more sustainable practices.

We look forward to another year of building this together.

With gratitude,

Eliza and Jordan  
Co-Founders of Sunwink



# MEET *SUNWINK* A SUPERFOOD BEVERAGE COMPANY



WHAT IS A SUPERFOOD?

# su·per·food

/'so opər, fo od/

a food that is rich in compounds (such as antioxidants, fiber, or fatty acids) considered beneficial to a person's health



## HOW SUNWINK VALIDATES SUPERFOODS

**Nutrition Advisory Council** - Experts in herbal medicine and centuries-long global practices of plant powered healing practices.

**Secondary Scientific Studies** - We use ingredients that have been well documented and researched by established researchers and academic institutions.

**FDA GRAS Recognized Ingredients** - Our functional ingredients all have FDA GRAS recognition for safe consumption regularly.



# WELCOME TO OUR IMPACT REPORT

Each year we assess our business around 4 core objectives. These four objectives also align with our BCorp objectives. In 2022 our company's legal status changed to a Public Benefit Corporation, and we are hoping to achieve BCorp certification by the end of 2022.

**1****BETTER HUMAN HEALTH THROUGH  
SUPERFOOD BEVERAGES****2****STAND FOR A MORE INCLUSIVE  
BEVERAGE INDUSTRY****3****GIVE BACK TO OUR COMMUNITY****4****BUILD SUSTAINABLE PRACTICES  
IN THE BEVERAGE INDUSTRY**

01

**BETTER HUMAN  
HEALTH THROUGH  
SUPERFOOD BEVERAGES**



## TRENDS WE SEE IN THE INDUSTRY

### GM-NO

**More GMOs and processed foods disguised as good for you.**

More and more plant-based and plant-powered products are entering the market with more foreign modified ingredients coming along for the ride. Over 70% of the food on store shelves in the US contains GMO ingredients in one form or another.

**About half of U.S. adults (51%) think GMOs are worse for people's health than foods with no genetically modified ingredients.<sup>1</sup>**

### CHEAT THE SWEET

**Let's face it sugar alts are on the rise. From Stevia to Erythritol brands are cutting corners on calories and price to keeping consumers hooked on sweet.**

“It's uncertain, though, whether using calorie-free sweeteners like stevia can reduce caloric intake. A recent small study found, for example, that when participants had a drink sweetened with stevia instead of sugar in the morning, they compensated by eating more at lunch, along with bigger lunchtime spikes in blood glucose and insulin.”

Data on the impact of these sweeteners on overall health remains to be inconclusive with a number of established nutritionists recommending you approach consumption in moderation.

And some researchers worry that long-term use of nonnutritive sweeteners could have unintended metabolic effects that might not be detected using standard toxicological tests or other measures. “Over all, for nonnutritive sweeteners, we lack evidence, but that's especially true for stevia,” which has not been extensively studied, said Meghan Azad, assistant professor of pediatrics and child health at the University of Manitoba.<sup>2</sup>



<sup>1</sup> About half of U.S. adults are wary of health effects of genetically modified foods, but many also see advantages, [www.pewresearch.org/fact-tank/2020/03/18/about-half-of-u-s-adults-are-wary-of-health-effects-of-genetically-modified-foods-but-many-also-see-advantages](https://www.pewresearch.org/fact-tank/2020/03/18/about-half-of-u-s-adults-are-wary-of-health-effects-of-genetically-modified-foods-but-many-also-see-advantages).

<sup>2</sup> Are There Downsides to the Sweetener Stevia?, <https://www.nytimes.com/2018/05/04/well/eat/stevia-sweetener-sugar-side-effects-downsides.html>

# OUR IMPACT METRICS

At Sunwink we strive to use whole, nutrient-dense ingredients, vetted by nutrition experts and made super clean.

OUR ANNUAL GOAL	GOAL METRIC	2021 RESULT
<p>Formulate beverages with real, organic ingredients</p>	<p>No Fake Sweeteners (ex: stevia, monk fruit, sucralose)</p> <p>No gums, fillers, or preservatives</p> <p>100% of products are certified USDA Organic</p>	<p>100% of our Sparkling Tonics use lemon juice to preserve, not citric acid</p> <p>100% of products are certified USDA Organic</p>
<p>Work with nutrition experts on formulation</p>	<p>100% of our superfood beverages formulated with the help of our Nutrition Advisory Council</p>	<p>100% of our superfood beverages formulated with the help of our Nutrition Advisory Council</p>



02  
**STAND FOR A  
MORE INCLUSIVE  
BEVERAGE INDUSTRY**



# REPRESENTATION IN THE INDUSTRY

Consumers are seeking representation as a critical component of their purchases. “Two out of three Americans told us their social values now shape their shopping choices.”

Retailers are committing to bringing in more minority owned businesses than ever before. Target Commits to Spending More Than \$2 Billion with Black-Owned Businesses by 2025.

Female-only founded companies continue to receive only 2% of venture capital funding, showing women continue to be left out of the opportunity to create and build companies.<sup>3</sup>



● Female only % of deals

● Female only % of capital

<sup>1</sup> The Rise of the Inclusive Consumer, McKinsey & Company, 8 Feb. 2022, [www.mckinsey.com/industries/retail/our-insights/the-rise-of-the-inclusive-consumer](https://www.mckinsey.com/industries/retail/our-insights/the-rise-of-the-inclusive-consumer).

<sup>2</sup> Target Provides Update on Commitment to Spend \$2 Billion with Black-owned Businesses and Announces New Media Fund Initiative, Target Corporate Press Release 2021

<sup>3</sup> Female founders wrap up Q1 with nearly \$1.5B in VC funding, <https://pitchbook.com/news/articles/female-founders-q1-vc-funding>

# DIVERSITY & INCLUSION GOALS

At Sunwink we believe that in order to change the food and beverage world for the better we must make sure all communities are represented—whether that is our employees, marketing or board members.

OUR ANNUAL GOAL	GOAL METRIC	RESULT 2021
Conduct Positivity and Safety Internal Study	100% completion	100% Completion 100% Employees are satisfied at work
Employee Demographics	Gender – 50 % Women Race/Ethnicity – 50% POC 50 % of leadership roles held by women and POC	Gender – 87 % Women Race/Ethnicity – 60% POC 100 % of leadership roles held by women and POC
Diversity, Equity & Inclusion Training Attendance	100% Attendance	100% Attendance
Conduct Annual Stakeholder Surveys	100% Completion	Completed 2021 surveys with stakeholders representing customers, herbalist community, employees, contractors, suppliers, and owners
Board Demographics	50% representation by minority (women, non-binary, and POC)	66% representation by minority (women, non-binary, and POC)

03  
**GIVE BACK TO  
OUR COMMUNITY**

## CONSUMERS ARE PUTTING THEIR MONEY WHERE THEIR MORALS ARE

Consumers are more informed than ever around social giveback. It is no longer about how much you give but about HOW you give.

According to Mintel, a company's charitable giving affects three-quarters (73%) of Americans' purchase decisions.

**Half (50%) of Americans say that they would switch to a company that supports a cause they believe in, rising to 61% of adult iGeneration consumers (aged 18-23) and Millennials (aged 24-41), respectively.**



# GIVING IT BACK

At Sunwink we commit 2% of our revenue annually to organizations chosen by the individuals that inspire each of our products.

OUR ANNUAL GOAL	GOAL METRIC	2021 RESPONSE DONATIONS
Give Back	2% of net sales go back to organizations supporting community and planetary health chosen by our muses	<p><b>\$99,467</b> in donations split across the following organizations chosen by our muses:</p> <p><b>Sakhi for South Asian Women</b> - Turmeric Recover</p> <p><b>Cure Alzheimer's Fund</b> - Immunity Berry</p> <p><b>Marsha P. Johnson Institute</b> - Hibiscus Mint Unwind</p> <p><b>Breast Cancer Foundation</b> - Detox Ginger</p> <p><b>Amazon Frontlines</b> - Lemon Rose</p> <p><b>Best Friends Animal Society</b> - Cacao Clarity</p> <p><b>The Happy Organization</b> - Berry Calm</p> <p><b>Intersectional Environmentalism</b> - Berry Healthy Skin</p> <p><b>Annamrita Foundation</b> - Digestion Lemonade</p>
Support Our Community	Make response donations when our community is impacted	<p><b>Sogorea Te' Land Trust</b> - \$2,200</p> <p><b>National Forest Foundation</b> - \$284</p> <p><b>The Bail Project</b> - \$4,140</p> <p><b>Rainbow Railroad</b> - \$196</p>

04  
**BUILD SUSTAINABLE  
PRACTICES IN THE  
BEVERAGE INDUSTRY**



## WHAT WE SEE IN THE INDUSTRY

The beverage industry accounts for the largest percentage of total carbon emissions at roughly 20%.<sup>1</sup>



## WE ARE STILL IN THE DARK AGES OF PACKAGING.

Of all beverages sold in the United States 45% are packaged in plastic, 41% are packaged in metal and 10% in glass.<sup>2</sup>

29.1% of plastic bottles in the United States are recycled as of 2018.<sup>3</sup>

50% of metal beverage packaging is recyclable in the United States.<sup>4</sup>

While glass remains the only infinitely recyclable material, only 33% of glass bottles were recycled in the US compared to 90% in Europe.<sup>5</sup>



<sup>1</sup> Carbon Dioxide Global Market Report 2022, <https://www.thebusinessresearchcompany.com/report/carbon-dioxide-global-market-report> EPA.gov Sept 20, 2021.

<sup>2</sup> 2020 Euromonitor International; Packaging-Beverage data from trade sources/national statistics

<sup>3</sup> Facts and Figures about Materials, Waste and Recycling, EPA.gov Sept 20, 2021, <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/plastics-material-specific-data>

<sup>4</sup> Beverage Manufacturers Respond to Consumer Trends on Plastic Packaging, Packaging World 2021, <https://www.packworld.com/issues/sustainability/article/21509259/consumer-trends-on-plastic-packaging-impacting-beverage-manufacturers>

<sup>5</sup> Why glass recycling in the US is broken, Chemical & Engineering News 2021. <https://cen.acs.org/materials/inorganic-chemistry/glass-recycling-US-broken/97/i6>



## SUNWINK SUSTAINABILITY GOALS

We are building a food and beverage company for a planet our grandchildren can live happily on. We are committed to ensuring we minimize our environmental impact and maximize our environmental potential.

OUR ANNUAL GOAL	GOAL METRIC	RESULT 2021
Carbon Neutral	100 % by 2023	Completed baseline assessment - 109 tCO2e emissions in 2020
100% of packaging is recyclable or uses post-consumer recycled material	100 % by 2025	Obtained Plastic Neutral Certification in partnership with rePurpose Global

**THANK *YOU***  
**FOR ANOTHER AMAZING**  
**YEAR OF GROWTH**

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