

THE FIRST AND ONLY **WHOLE30** APPROVED[®] KOMBUCHA

WHOLE30 IS A 30-DAY RESET WITH A GOAL OF FINDING “FOOD FREEDOM” BY ELIMINATING PROBLEM FOODS.

- Eat real, whole, & unprocessed food.
- Avoid alcohol, grains, legumes, soy, dairy, and added sugar.
- Feel great!



humm[®]
DRINK BETTER

[HUMM.COM](https://humm.com)

*SPINS 24wk Data ending 3.20.22 †At time of bottling/canning. ‡Contains less than 0.5% alcohol



HUMM WHOLE30 APPROVED® PROBIOTIC KOMBUCHA

- Multi-year exclusivity in the kombucha category
- Sales velocities elevated from the full weight of Whole30 marketing throughout the year
- Live & raw, packed with probiotics & B12, verified non-alcoholic

“Kombucha is a staple in my healthy lifestyle. I drink it daily for the gut-healthy probiotics, and it’s my go-to at gatherings as a fun alternative to alcohol. Our new Whole30 line has all the fizzy, bubbly benefits with zero added sugar — something we didn’t think was possible until Humm’s innovation team made it happen. Finally, the first and only kombucha that is guaranteed Whole30 compatible.

It’s a total game-changer!”

– MELISSA URBAN, WHOLE30 CO-FOUNDER

12oz (6ct CASE)



ASK ABOUT OUR SEASONAL OFFERINGS



humm
DRINK BETTER

HUMM.COM

*SPINS 24wk Data ending 3.20.22

†At time of bottling/canning.

**Contains less than 0.5% alcohol