



GROVARA

**humm**<sup>®</sup>  
KOMBUCHA

***THE low/no sugar  
kombucha brand***

# Who is Humm Kombucha?

THE **innovative, low sugar** kombucha brand, making absurdly **tasty**, super **functional, low sugar** probiotic beverages **accessible** to all.



## WOMEN FOUNDED & OWNED

Our founders and owners  
Michelle & Jamie

## HUMM – OUR WHY To help you feel good.

It may seem like a simple statement, but we don't do this because we try to be, we do this because WE ARE:

Believers in **taking exceptional care** of all stakeholders

**Insanely optimistic** that we can change the world

**Bold and innovative**, constantly finding new ways to deliver goodness to our consumers

**Committed** to exceeding the highest standards in consistency and quality with every sip

Fermenting at our state of the art brewing facility in Bend, Oregon



## State of the art brewing process delivering:

- ✓ Consistency, craft brewed in a controlled environment
- ✓ Delicious, approachable flavors
- ✓ 2 billion probiotic cultures
- ✓ Verified non-alcoholic
- ✓ 12 month shelf life
- ✓ Always raw & live

# WHAT IS KOMBUCHA?

Kombucha is a lightly effervescent drink made from fermenting sweet tea with live bacteria and yeast resulting in a sometimes sweet and sometimes tangy beverage



Traditionally made  
fermenting a SCOBY and tea  
**S**ymbiotic **C**ulture **O**f **B**acteria and **Y**east

# BENEFITS OF KOMBUCHA

**PROBIOTICS**

**ORGANIC**

**GF**

**VEGAN**

**ENERGY**

- Boosts immune system
- Increased energy, better focus
- Support healthy digestion and gut function
- Improved sleep
- Stabilizes mood
- Promotes healthy gut bacteria



# Types of kombucha

STRONGER,  
VINEGARY PROFILE



MEDICINAL



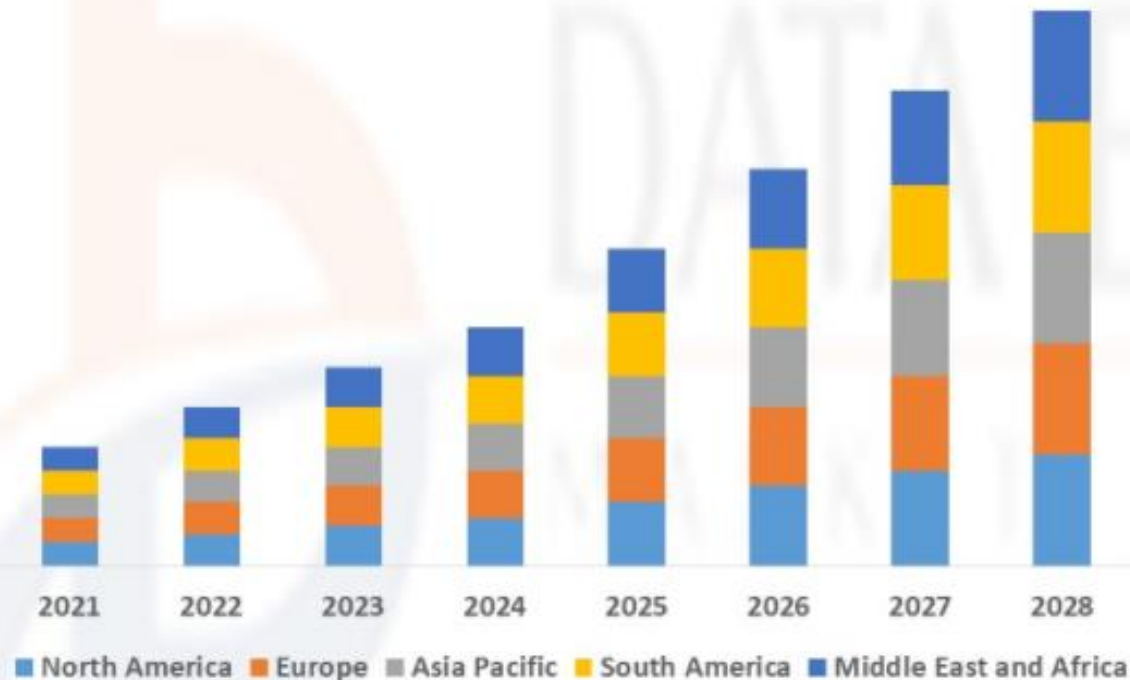
EASIER TO DRINK,  
APPROACHABLE



## Market Analysis and Insights : Global Kombucha Market

The kombucha market is expected to witness market growth at a rate of 22.35% in the forecast period of 2021 to 2028 and is expected to reach USD 54.19 billion by 2028. Data Bridge Market Research report on kombucha market provides analysis and insights regarding the various factors expected to be prevalent throughout the forecast period while providing their impacts on the market's growth. The expansion of beverage sector globally is escalating the growth of kombucha market.

Global Kombucha Market is Expected to Account for  
USD 54.19 Billion by 2028



Global Kombucha Market,  
By Regions, 2021 to 2028



DATA BRIDGE MARKET  
RESEARCH

# Low/no sugar kombucha is a huge opportunity

- Kombucha Industry
  - \$1.3B+, growth slowing, **distribution** growth continues while **velocities** are declining due to less productive new distribution and lack of imagination
- Growth will be driven by **new consumers** and expanding consumption **occasions**
- Sugar content and taste are two reasons people do not drink kombucha
- 2020 label law changes impacted category



60%

of total Coke franchise

CSD: \$80B+



40%



>50%

beer sold in the U.S.

Beer: \$120B+



???

Kombucha: \$1.3B+



# Humm IS THE DRINK BETTER COMPANY

## Humm. Drink Better

### Lowest Sugar Kombucha Brand

Offer a variety of no/low sugar kombucha options, without sacrificing taste, to fit healthy aspirational's lifestyle

Continue to expand Zero and Whole30 offerings

### Healthy Beverage Portfolio

Diversify into non-kombucha healthy beverages

Continue to increase the health and functional benefits of Humm products

Offer easy/convenient ways to consume healthy beverages

### Great Taste

Ensure Humm is always the great tasting, approachable flavor brand





# Humm's low/no sugar lineup

Driving total category growth with THE low/no sugar kombucha

## HUMM ORIGINAL LOW SUGAR



Fresh new look  
New low-sugar formulation  
Same great taste

## HUMM ZERO SUGAR



Zero sugar  
Plant based & all natural  
Absurdly tasty

## HUMM WHOLE30



First ever Whole30 approved  
Multi-year category exclusivity  
Bringing new users to kombucha

# Humm Original

Live & Raw

Not Pasteurized

Verified Non-Alcoholic

Organic

2 Billion Probiotics & B12 Vitamins for Energy

4 Flavors: Blueberry Mint, Coconut Lime, Pomegranate Lemonade, Hopped Grapefruit

12oz/355ml Single Serve Cans



- Cans are more accessible to more consumers
- Increased usage occasions – take them where bottles don't go
- Better for the environment
- 60% cans recycled vs. 26% Bottles
- Cans are driving over 1/3 of U.S. category growth in the latest year



# Humm Zero

## Zero sugar, shelf-stable kombucha.

Live & Raw

Not Pasteurized

All-Natural Plant Based Sweetener Blend (no Stevia)

Verified Non-Alcoholic

Made with 95% Organic Ingredients

2 Billion Probiotics & B12 Vitamins for Energy

4 Flavors: Peach Tea, Blood Orange, Ginger Lemonade, Raspberry Lemonade

11oz/325ml Single Serve Sleek Cans SRP



# Humm Zero targets a significant consumer base

## Humm Zero consumer target: “**Healthy Aspirationals**”

Consumers who are interested in health, but believe life is about balance

Functional  
Beverage  
Consumers

Core Kombucha  
Consumers

- First adopters of health trends
- Health over taste

Capturing the huge number of functional beverage consumers who aren't currently drinking kombucha due to:

- Taste
- Sugar
- Understanding
- Approachability



Because healthy should be convenient  
and taste great – no compromises.



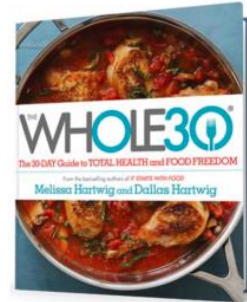
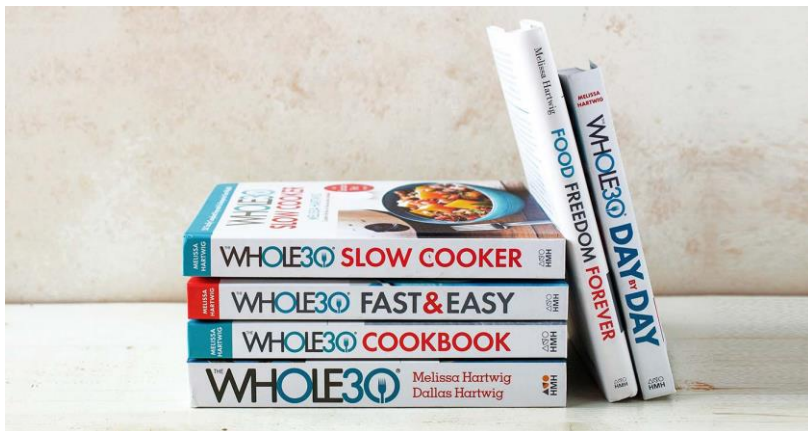
# WHAT IS WHOLE30?

The Whole30 is a 30-day reset with a goal of finding “Food Freedom” by eliminating problematic foods

- ✓ **EAT** real food, whole and unprocessed
- X **AVOID** alcohol, grains, legumes, soy, dairy and added sugar

Thirty days of self-care. Thirty days of new, healthy habits. Thirty days of community. The Whole30 has the power to change your life, and you are worth it.

**Melissa Hartwig Urban**  
CO-FOUNDER & CEO



OVER  
**1.5M**  
copies of  
the flagship  
book sold

OVER  
**14M**  
Page views on  
Whole30.com  
annually

OVER  
**3.6M**  
Social media  
fans & followers  
  

**THERE HAS BEEN NO FUNCTIONAL BEVERAGE COMPLIANT WITH WHOLE30 UNTIL NOW...**

# Introducing – Humm Whole30 kombucha

First ever Whole30 approved functional beverage, **bringing a new wave of consumers into the kombucha category**

Humm's innovative proprietary brewing process allows us to make Whole30 compliant products, developing

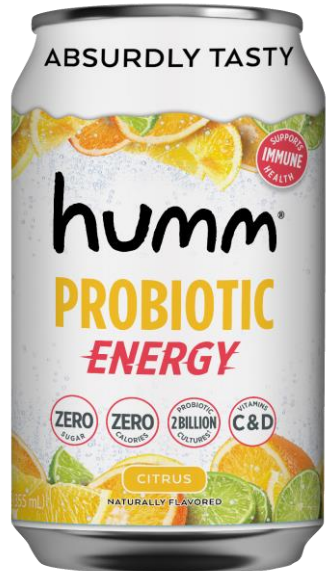
**the first and only Whole30 approved**  
functional beverage

- ✓ Multi-year exclusivity in the kombucha category
- ✓ Live & raw, non-pasteurized
- ✓ Packed with probiotics & B12 vitamins
- ✓ Verified non-alcoholic
- ✓ Absurdly tasty
- ✓ Appeals to a broad consumer base





# HUMM PIPELINE



- Shelf Stable
- ZERO Calories
- ZERO grams of Sugar
- B12 Vitamins for Energy
- Vitamins C+D for immunity support
- Delicious Taste
- All Natural Plant-based Sweetener



humm®  
kombucha



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Questions?  
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