

DRINK BETTER

ZERO SUGAR KOMBUCHA

Humm Zero: a drink so fizzin' good, you'll have to taste it to believe it. This crazy-delicious 100% real kombucha is packed with billions of probiotics, B12 vitamins...and ZERO sugar. Yup, you read that right.

70% 

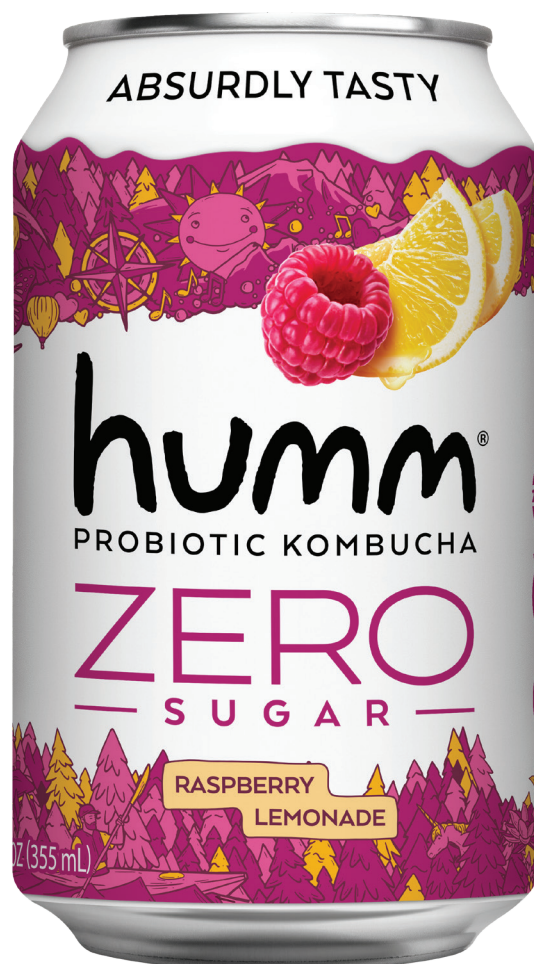
OF AMERICANS ARE
CONCERNED ABOUT HOW
SUGAR IMPACTS THEIR OVERALL HEALTH¹

60% 

ARE LOOKING TO REDUCE SUGAR,
CHOOSING LOWER-CALORIE
ALTERNATIVES INSTEAD OF FULL-CALORIE
PRODUCTS²

CONSUMERS WANT HEALTHIER, LOWER SUGAR, REFRESHING
BEVERAGES THAT TASTE GOOD

- 70% of US Consumers are concerned about how sugar impacts their overall health¹
- 60% of consumers want to reduce sugar in their diet²
- Explosive growth with zero type products across all other beverage categories
- 56% of healthy beverage drinkers say taste is the most important product attribute
- Keto-Friendly with less than 1 net carb per can



ZERO SUGAR • LIVE AND RAW • B12 • MADE WITH ORGANIC KOMBUCHA



1 - Ipsos, Global Market Research and Public Opinion Specialist study conducted with more than 2,000 adults in the U.S.
2 - Based on a consumer survey including 2,079 Humm Kombucha drinkers

humm[®]
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FOUR FLAVORS AVAILABLE IN SINGLE SERVING

6 cans/case

