



LIVING FOODS

**SYNERGY Kombucha International
Sell Deck**

GT's Living Foods is a leader in the functional food & beverage space



KOMBUCHA

Digestion & Gut Health



\$365.1M

+4.5%

PLANT-BASED YOGURT

Clean Nourishment



\$10.9M

+27.6%

OTHER FUNCTIONAL BEV

Energy & Vitality

Hydration & Replenishment



\$10.7M

+97.6%

WELLNESS SHOTS

Potent Nutrients



\$2.2M

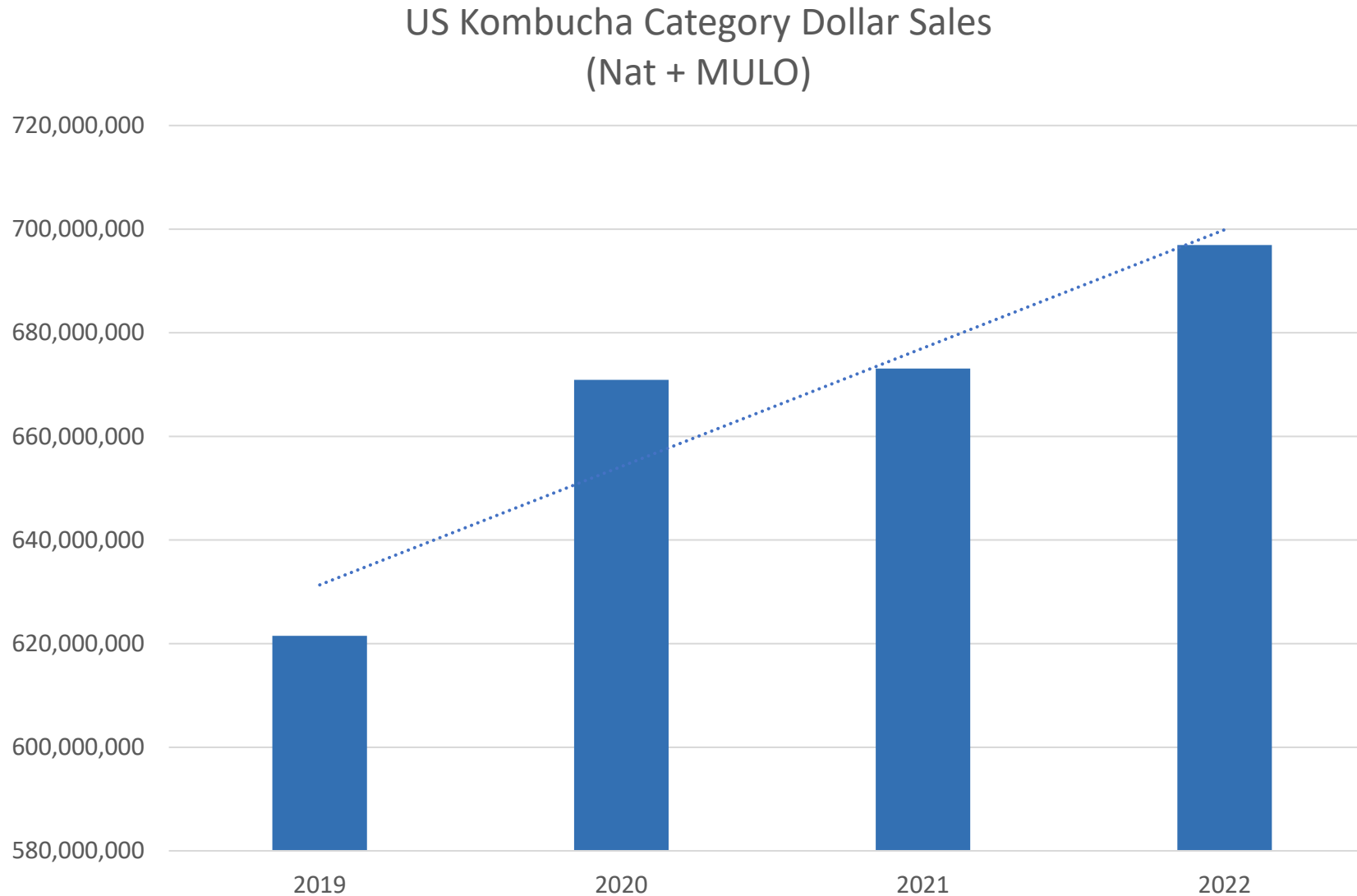
+99.1%

#1 buy rate in the kombucha category

#1 repeat rate in the kombucha category



The US Kombucha category is \$700M and has seen 4% 3-year CAGR



3.9%
3-year CAGR



GT's SYNERGY Kombucha continues to be the category leader in the US

2022 \$ Sales

\$353M

4.6% 3-year CAGR outpacing
category growth

L52W \$/TDP

\$115K

1.5x more productive than
category average and next
closest competitor

L52W Category \$ Share

51%

2x+ gap to next closest
competitor

SKUs

7

Of the top 10 items



NOT ALL KOMBUCHA IS THE SAME



GT's SYNERGY Kombucha



Other Manufacturers

How It's Made

Cultivated with a SCOBY
Fully fermented for 30 days
Brewed in small 5-gallon batches
Unpasteurized, unprocessed, and unfiltered

Made with vinegar concentrates or lab cultures
0 to 7-day fermentation
Produced in large 500+ gallon tanks
Pasteurized, filtered, & artificially carbonated

How It's Flavored

Crafted with 100% organic, whole, raw ingredients
No added sugars, no additives, nothing artificial

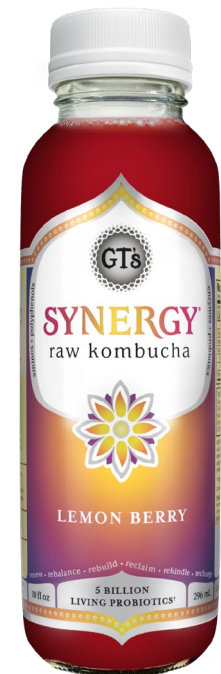
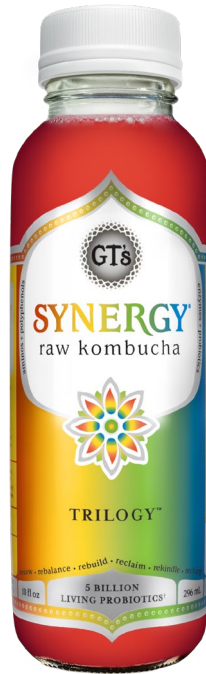
Created using "flavors" and refined sugars
Contains added sugar, or lactic/citric acid

What it Offers

Naturally effervescent with tangy bite and visible culture strands
Raw, living and active, must always be refrigerated
Naturally occurring beneficial nutrients (developed during fermentation) including 9 billion living probiotics

Diluted or watery taste with no visible culture strands
No living qualities, may be shelf-stable
Oftentimes, has no probiotic count on label

We are excited to launch SYNERGY internationally in our top 4 flavors in 10oz



L52W	Trilogy	Gingerade	Guava Goddess	Lemon Berry
\$ Sales	\$36.9M	\$32.3M	\$25.4M	\$14.9M
\$/TDP	\$212.5K	\$187.7K	\$156.2K	\$141.2K
Base U/S/W - Natural	10.7	10.3	7.6	7.0
Base U/S/W - MULO	4.2	4.0	4.4	3.8



Begin with Something Real

Comienza con Algo Real



Scan to
**BEGIN
WITHIN**
Escanea para
APRENDER MAS

- Roll out of our Spanish POS
- Clings, danglers and shelf strips available
- FPO only

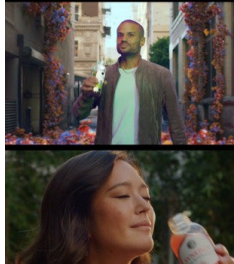
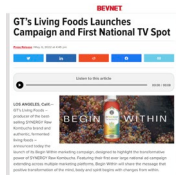


We have 360 marketing support for the brand throughout the year

C-Store Exclusive: SYNERGY Launches a 10oz Bottle

After conquering grocery, SYNERGY founder GT Dave tells us why he has big plans with a smaller-sized bottle for the convenience channel.

GT Dave founded SYNERGY Raw Kombucha at only 15 years old, back in 1995. Over the last 30 years, GT has become the market leader and SYNERGY has become the most loved, and recognized, Kombucha on the shelves. As a good leader, GT noted the increasing growth in the category and made plans to meet his consumers at their convenience (stores). Celebrating the launch of the new SYNERGY 10oz bottles we sat down with GT to learn all about Kombucha, why C-stores and why now.



PR & CONTENT

- Media outreach
- Editorials

DIGITAL & SOCIAL

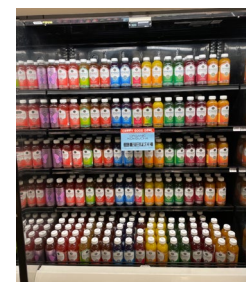
- Organic social
- Paid social
- Paid search
- Influencer collaborations
 - Static, Stories, Giveaway

DEMOS + MARKET DEVELOPMENT

- In-store demos
- In-store coupons
- C&U campuses
- Event activations

RETAIL ACTIVATION

- POS
 - Elastitags
 - Shelf strips
 - Shelf wobblers
- Rebate campaigns
- Digital offers



Get ONE (1) Free GT's Synergy Raw Kombucha

Exp. 08/31/2022
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