



Taste a sip of the wild

Presented to:

WILD TEA
KOMBUCHA

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Emily Baadsvik & Brigitte Freel

WTK Co-Founders

Why are we different ?

- Former 2014 Olympic Team Member
- Former Provincial Health Inspector
- MBA & MSC
- Both passionate about health & fitness
- Fearless Trailblazers willing to push the boundaries in functional beverages



About Our Company

Changing perceptions about kombucha

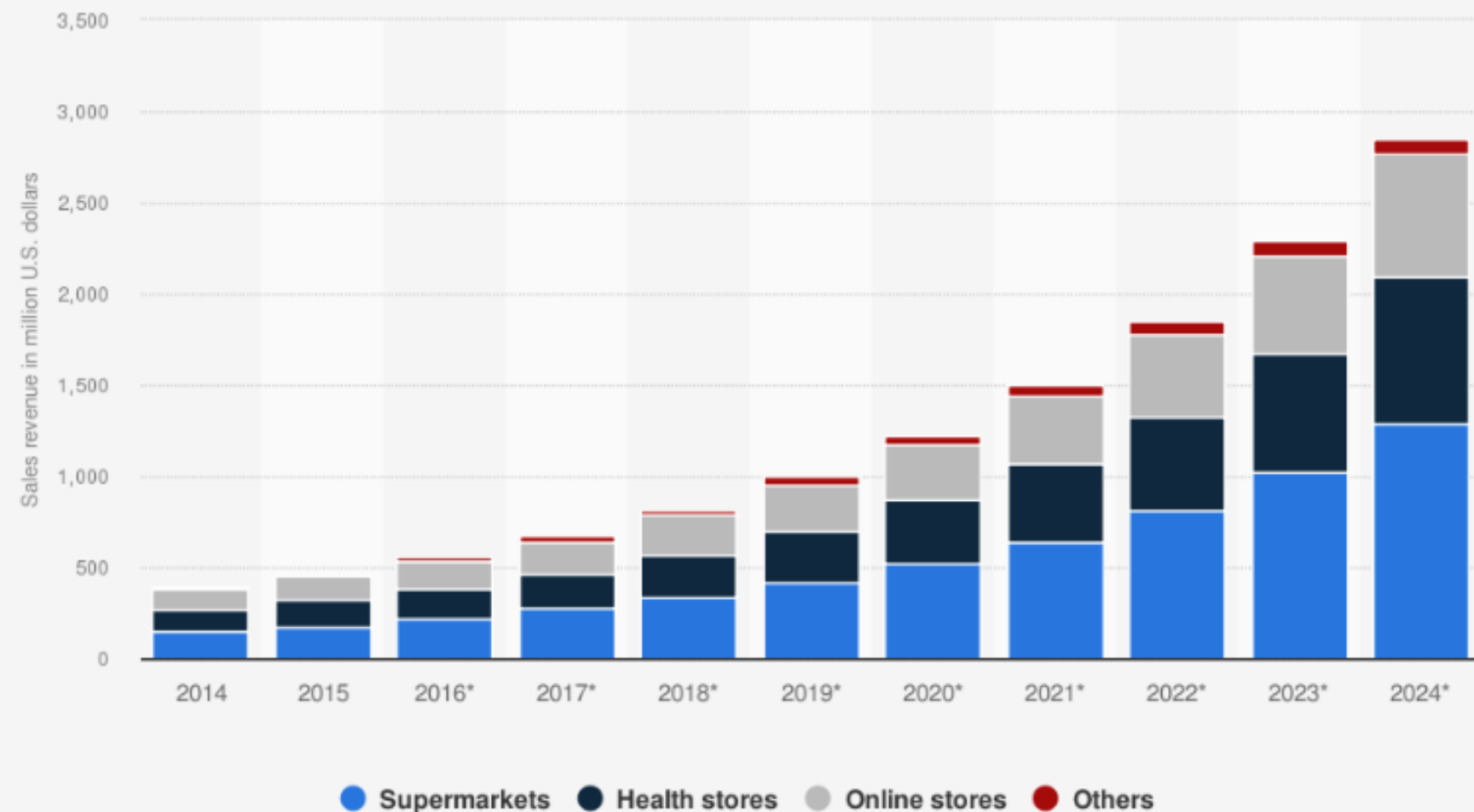
Wild Tea Kombucha has been brewing kombucha commercially since 2015 in Calgary, AB. Our two lines of non-alcoholic kombuchas are widely distributed throughout Canada.

Since founding Wild Tea, it's been Co-founders Emily Baadsvik, and Brigitte Freel's dream to brew an alcoholic kombucha with the same focus on high quality, better-for-you ingredients using the small-batch methods we know and love.



Problems Nowadays

Kombucha sales revenue in the United States from 2014 to 2024, by sales channel (in million U.S. dollars)



Sources
Grand View Research; Statista; Statista estimates
© Statista 2022

Additional Information:
United States; Grand View Research; Statista estimates; 2016

1 of 1

statista

Is the kombucha market saturated?
According to the experts- NO

Non-Alcoholic

- The next seven years will see the market size growing at a more consistent rate but with focused attention on spending, and more attention to value-added products and wider applications of current products.

Alcoholic

- According to our most recent analysis, the global Hard Kombucha market size is USD million in 2022 from USD 215.2 million in 2021. The global Hard Kombucha market size will reach USD 1081.1 million in 2028, growing at a CAGR of 25.9% over the analysis period

We Are Here To Bring You The 'boocho Solutions

Market Driven Results

- 38% growth from 2020–2021 fiscal year
- pivoted product development to enter new markets
- Nationally sold across Canada.
- Ready to export

Decision Making Based on Big Data

- Use data and analysis to customize our digital marketing strategy
- Key partnership with Canadian Government & Trade Accelerator programs
- Have absorbed inflation while maintaining healthy margins

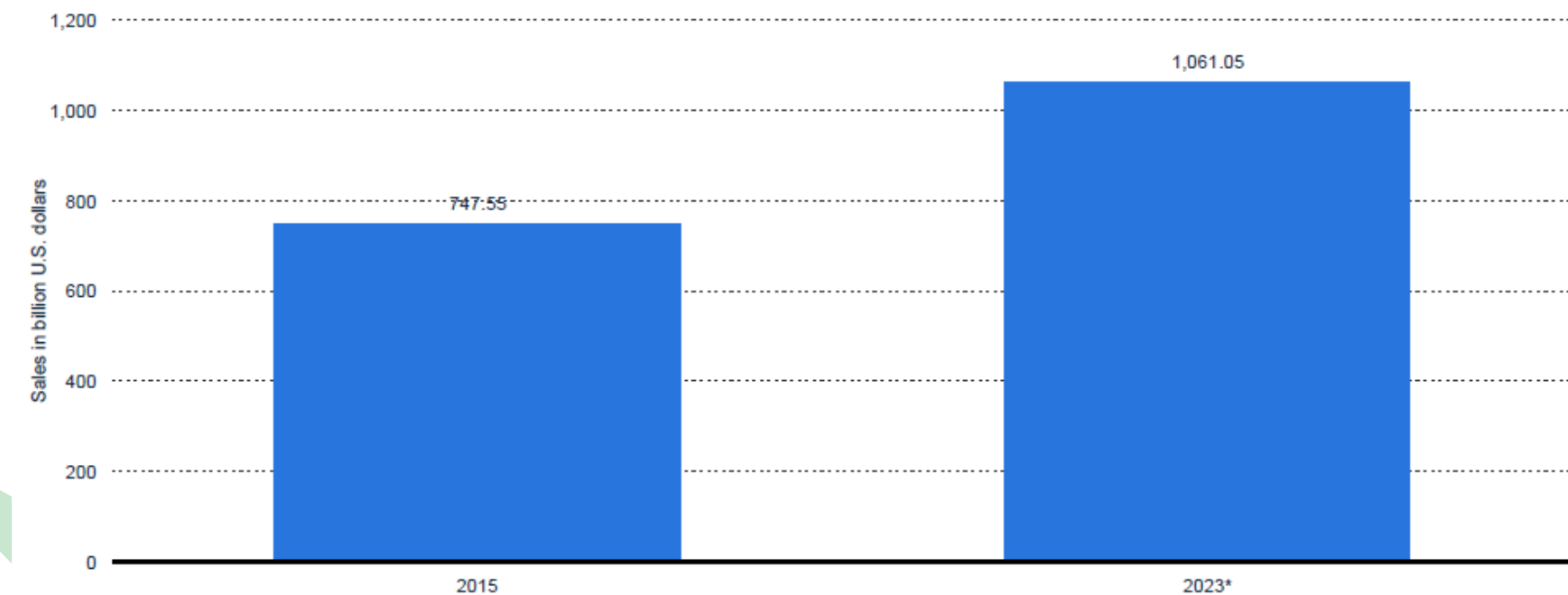
Capacity, Custom Flavours, Co-packing

- Operating at 33% capacity, we have room for growth
- Can create customized exclusive flavours

Why we sell in North America

Sales of fermented beverages worldwide in 2015 and 2023 (in billion U.S. dollars)

Global sales of fermented beverages 2015/2023



Note(s): Worldwide; 2015
Further information regarding this statistic can be found on [page 21](#).
Source(s): Credence Research; [ID 677595](#)

Global overview **statista**

- Consumers approach wellness in a holistic view, want beverages that give more health benefits
- Desire for functional and healthy beverages
- Social Media/Influencers promote healthy lifestyle trends
- On-the-go lifestyle, less time to exercise- starts with Millennials and amplifies with each younger generation
- These healthy generations are willing to pay premium prices to achieve their goals
- Looking to balance social and physiological desires with consuming alcohol, with increasing focus on need for healthy mind/body balance.

Not your basic 'buch

Product Overview: Cocktail Inspired



Case Cost (CAD):
\$27.80/100 level
Unit SRP: \$2.99-3.99

SKU Ranking:
1) Pineapple Mojito
2) Wild Ginger
3) Sparkling Rosé
4/5) Hard Lime & Strawberry Daiquiri

Shelf Life: 96 days
Must be
refrigerated
Can be modified**

Product Overview: Low sugar adaptogen kombucha sodas

bringing sexy sodas back



Case Cost (CAD):
\$27.80/100 level
Unit SRP: \$2.49-3.49



SKU Ranking:
1) Ginger Rootbeer
2) Schisandra Cream Soda
3) Elderberry Cola
4) Orange Ginseng



Shelf Life: 545 days
Shelf Stable

Taste a sip of the wild!

Product Overview: Hard Kombucha Cider



Case Cost (CAD):

\$63.00-\$ 71.10

4 pack SRP: \$14.99-\$15.00

SKU Ranking:

1) Mango Passionfruit

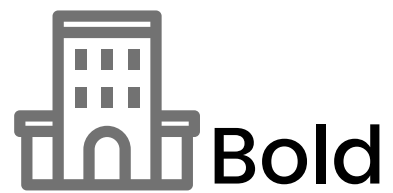
2) Blueberry Hisbiscus

3) Ginger Lime

Shelf Life: 545 days

Shelf Stable**

Competitive Advantage



Bold

Our products taste like something- it's not watery carbonated water.



Agile

Small but powerful team that is agile, able to pivot, and translate to sales



Functional

Pushing the boundaries with the functionality of kombucha with new innovation: scoby-related products



Newest

- We are always creating new innovative products, and are willing to work with our clients to collaborate on ideas!



Brand Comparison

Price

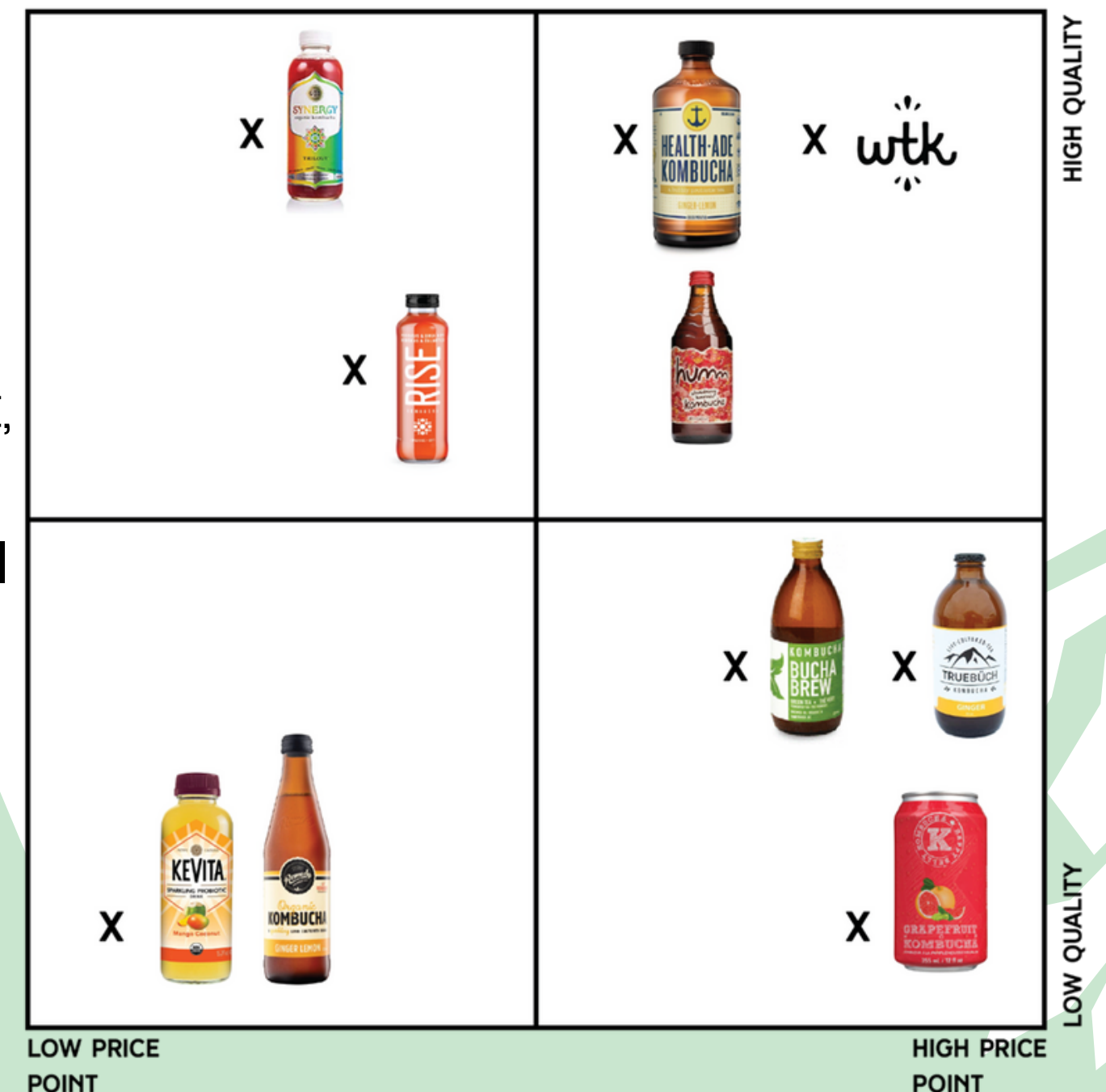
- Premium pricing with a strong promotion strategy
- Competitive pricing strategy

In Matrix:

- High quality (WTK): flavoured with juice, higher cost product, more nutritional benefits, real and raw, fermented product. Organic certification, women-owned certification, and small batch methodology increases WTK's perceived quality.
- Low quality: flavoured with teas or other infusions, weak or diluted taste. Taste artificial sweeteners or extracts,

Low Price: \$2.99

High Price: \$5.00



Thank You

Because, we're here to help grow your business too.
Thank you for your time!



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wtk

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