



HEALTH-ADE & GROVARA KICKOFF

Nov 17, 2022

WHO IS HEALTH-ADE?





Our Story

Health-Ade was founded in 2012 by a wife, a husband, and a best friend in true farmers market fashion. With a small SCOBY and a big dream Daina, Justin, and Vanessa set out to help people unlock the power of their gut by brewing the best-tasting kombucha. And that's exactly what they did.

Today, Health-Ade has evolved into champions of gut health. We believe in the power of your gut and that if you follow it, you'll discover a healthier, happier you. We're on a mission to make gut-health digestible for everyone. By developing bubbly new products and flavors we hope to inspire you to follow your gut!

Follow Your Gut!®



HEALTH·ADE

To inspire you to
discover the power of
your gut and become
YOUR happiest and
healthiest self.



ESTABLISHED BRAND & BUSINESS



\$220MM+ in retail sales
in 40K+ doors



#1 dollar growth to the category
since 2019



Most talked-about kombucha brand
in social media and
most searched (#1 ranking)



Top National kombucha brand
in \$ sales and \$ROS, recently ranked #2

STRONG SCALE & RESOURCES



165 employees
Established national field support



State of the art manufacturing
With capacity to grow kombucha to \$1B



Supported by top investors
First Bev & Manna Tree

Source: SPINS L104W, Sprout Social

WHAT IS KOMBUCHA?



A bubbly fermented tea packed with living probiotics & detoxifying acids to promote feeling good from the inside out

Simple organic ingredients brewed together to create a variety of delicious flavors

No artificial flavors or sweeteners—just cold-pressed juice from organic produce

Certified Organic, Non-GMO, Gluten-free, Vegan and Kosher

HEALTH-ADE KOMBUCHA KEY DIFFERENTIATORS



REAL GUT HEALTH BENEFITS

- ✓ **1 Billion CFU of Living Probiotics** at time of bottling
- ✓ Detoxifying Acids and Natural Antioxidants from our fermented tea base
- ✓ **Organic, Vegan, Gluten-free and Non-GMO Certified**

INVESTING IN THE CATEGORY

- ✓ **Launching Marketing Campaigns** to drive category growth and velocity
- ✓ Investing in **Clinical Trials for Kombucha**
- ✓ **Launching Nutritionist Partner Program**

BEST TASTE & BEST FLAVORS

- ✓ **Only Use Cold-Pressed Juice for Flavoring**
- ✓ **270 Day** Shelf Life
- ✓ **No Stevia or Artificial Sweeteners**
- ✓ **No Artificial Ingredients** or Flavors
- ✓ ≤ 80 calories per serving



BIGGEST FAN BASE

- ✓ **Most loyal consumers:** More claimed loyalty than other top 2 kombucha brands.
- ✓ **Most popular:** Majority share of voice & most social media brand engagements
- ✓ Most searched kombucha brand (Google)

COMMITTED TO QUALITY

Always made with real food and simple, healthy ingredients

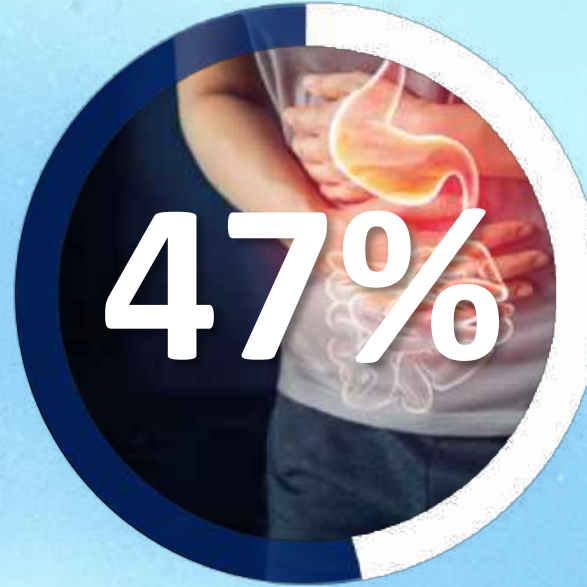


CONSUMER & CATEGORY INSIGHTS





Nearly half of consumers today believe that a happy, healthy gut is key for overall wellbeing



of US adults struggle with digestive irregularity

72%

of US consumers **have tried or are interested in trying** prebiotic and/or probiotic supplements

20%

of US consumers are interested in a **more natural approach** to gut health

33%

of consumers would be more likely to purchase a food or beverage product if the label indicated it **helped balance their digestive system**

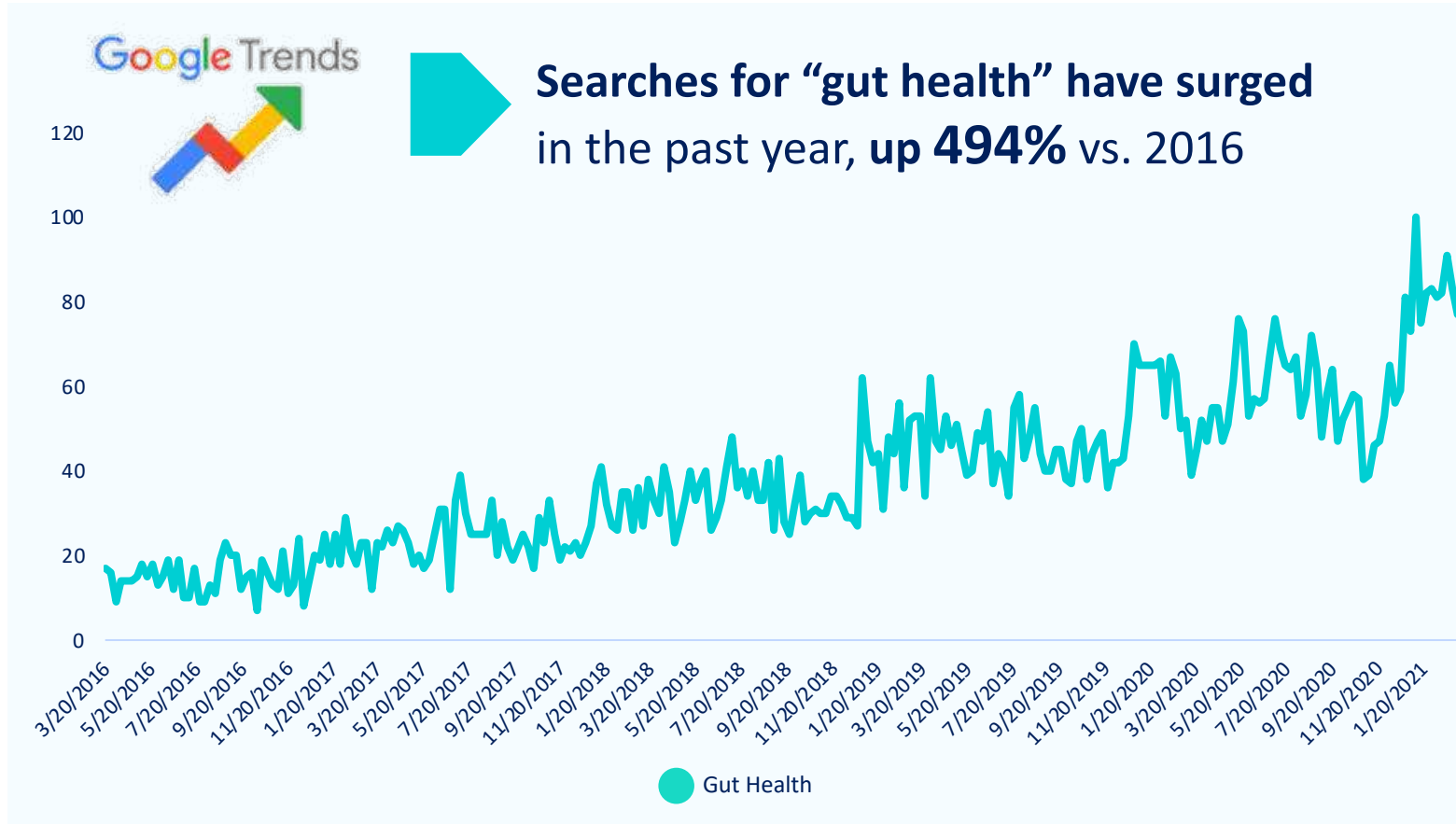
1 in 4

would be more likely to buy a food/beverage product if it **optimized their gut health**

GUT HEALTH CONTINUES TO BE A TOP & GROWING HEALTH TOPIC



CONSUMERS ARE LOOKING FOR GUT HEALTH PRODUCTS



72% of US consumers want to try **prebiotic or probiotic** products

It's making national headlines:



Source: Google Trends : Mintel | CARBONATED SOFT DRINKS, US - APRIL 2019; (Mintel Gut Health Report, July 2020)

HEALTH-ADE KOMBUCHA OUTPACES CATEGORY + LEADS TOTAL GROWTH



Kombucha Category

\$816M
+3.7%



HA \$ Sales

\$144M
+17.7%



Store Count

40K
STORES



Dollar Share

17.6%
SHARE
L12W






HEALTH-ADE OUTPACES CATEGORY GROWTH; #1 CONTRIBUTOR



CATEGORY	52 WEEKS		12 WEEKS		4 WEEKS	
	\$	% Change	\$	% Change	\$	% Change
All Channels	\$816.1 MM	3.7%	\$190.3 MM	0.0%	\$61.6 MM	-2.4%
Total MULO	\$570.7 MM	6.2%	\$133.4 MM	2.1%	\$43.1 MM	-0.5%
<i>Total Food</i>	\$418.2 MM	4.3%	\$97.7 MM	1.5%	\$31.5 MM	-1.9%
<i>Total Mass</i>	\$169.4 MM	17.9%	\$39.8 MM	9.0%	\$13.1 MM	10.2%
Total Natural	\$211.7 MM	-0.8%	\$49.0 MM	-3.0%	\$16.0 MM	-4.4%
Total Regional	\$6.8 MM	9.2%	\$1.7 MM	4.9%	\$535 K	2.7%
Convenience	\$27.0 MM	-9.4%	\$6.3 MM	-17.9%	\$1.9 MM	-24.1%
Drug	\$16.8 MM	0.3%	\$3.7 MM	-15.2%	\$1.2 MM	-15.6%

HEALTH-ADE	52 WEEKS		12 WEEKS		4 WEEKS	
	\$	% Change	\$	% Change	\$	% Change
All Channels	\$143.6 MM	17.7%	\$34.6 MM	10.8%	\$11.0 MM	8.9%
Total MULO	\$100.7 MM	23.0%	\$24.5 MM	12.4%	\$7.8 MM	9.8%
<i>Total Food</i>	\$71.3 MM	17.2%	\$17.5 MM	13.8%	\$5.6 MM	10.5%
<i>Total Mass</i>	\$21.9 MM	43.0%	\$5.1 MM	6.5%	\$1.7 MM	6.6%
Total Natural	\$37.9 MM	4.1%	\$8.8 MM	3.3%	\$2.9 MM	3.6%
Total Regional	\$311 K	12.7%	\$78 K	16.4%	\$24 K	11.2%
Convenience	\$4.7 MM	34.9%	\$1280 K	45.4%	\$366 K	38.9%
Drug	\$5.7 MM	23.8%	\$1.4 MM	11.0%	\$432 K	6.9%

Top 5 Brands – All Channels (L52W Ranked by \$\$ Contribution)

- 
\$143.6 MM
 + 21.6 MM
 + 17.7%
- 
\$408.9 MM
 + \$17.4 MM
 + 4.4%
- 
\$48.2 MM
 + \$3.0 MM
 + 6.5%
- 
\$30.1 MM
 + \$1.3 MM
 + 4.5%
- 
\$74.8 MM
 - \$11.4 MM
 - 13.2%



COMPETITIVE CASE STUDIES

HA SHOPPERS DECREASED OTHER BRAND SPEND, INCREASING LOYALTY TO HA



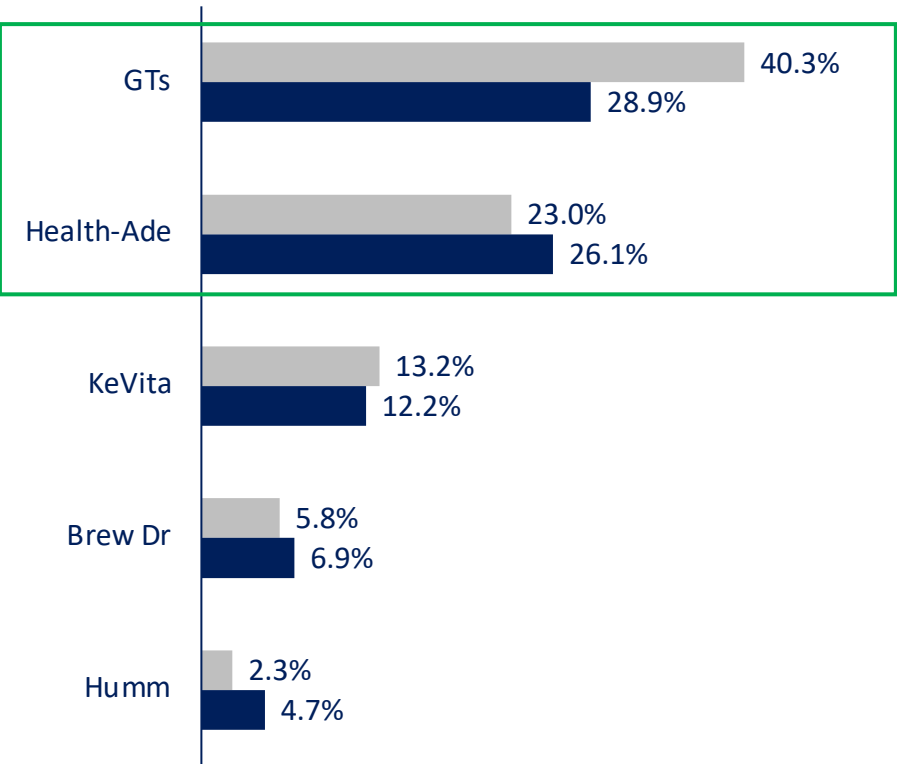
Health-Ade Shoppers Decreased Share of Spend On GTs By 12pts

Kombucha Parent Brand Spend

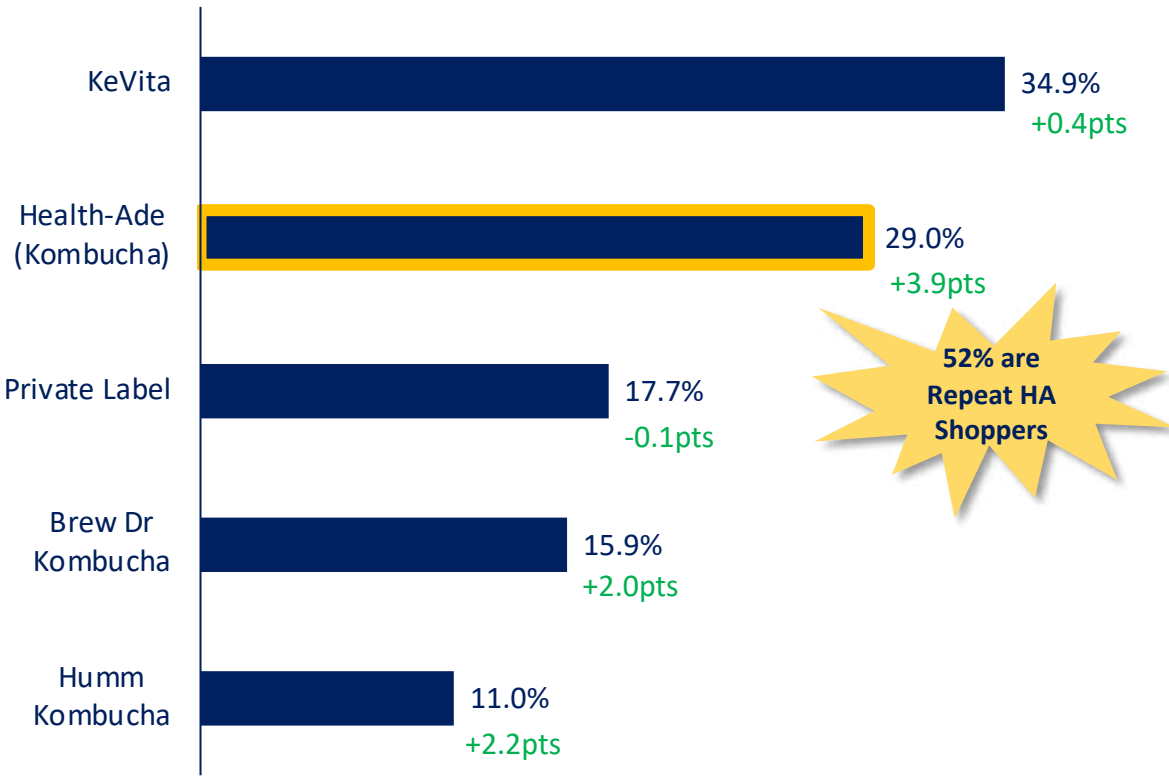
Health-Ade Shoppers, All Retailers, 3/8/21-3/6/22 vs. YA

■ HA Shoppers' Item Spend YA

■ HA Shoppers' Item Spend L52W



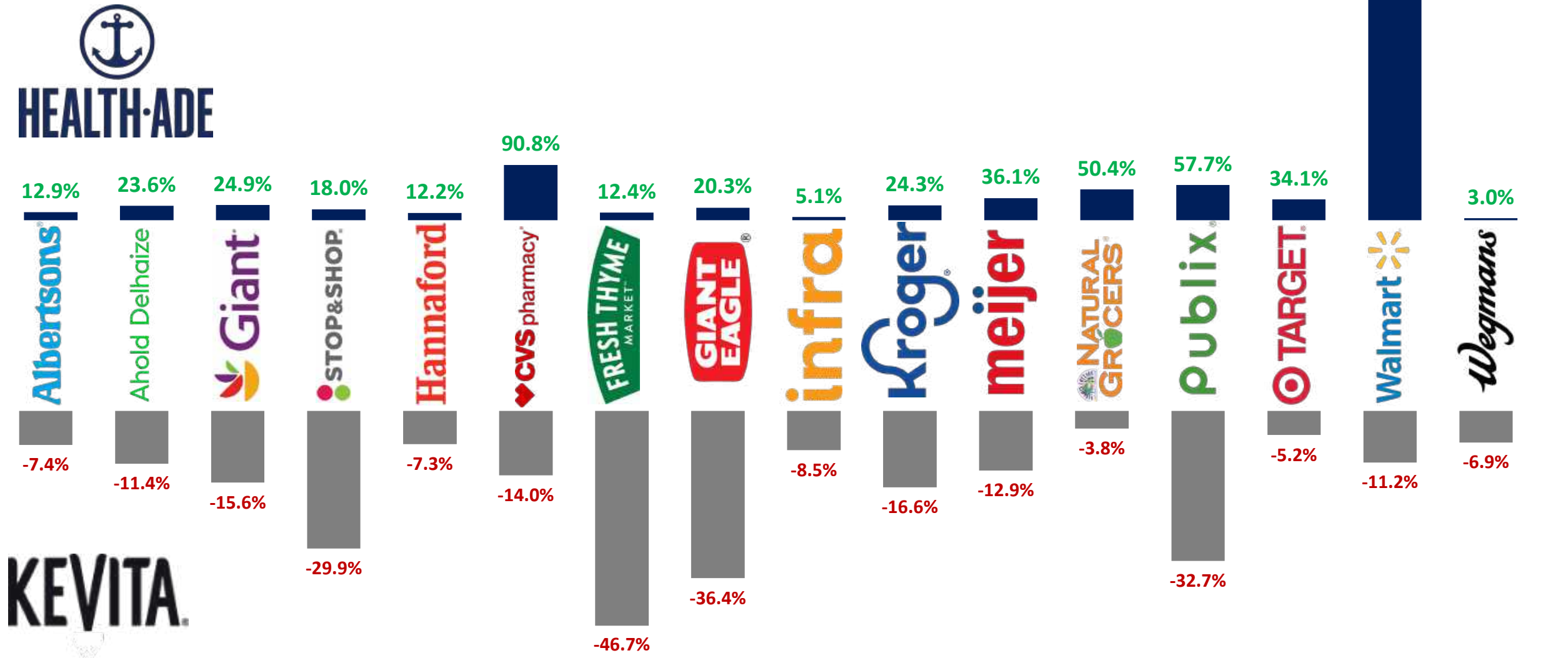
% of GTs Shoppers Who Purchase Other Brands



HEALTH-ADE GROWING WHILE KEVITA DECLINING IN KEY ACCOUNTS



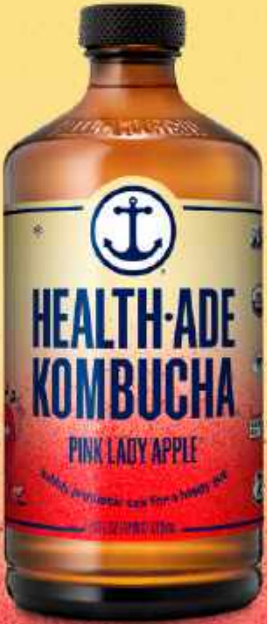
\$ % Chg | Q1 2022



HOW WE WIN, TOGETHER



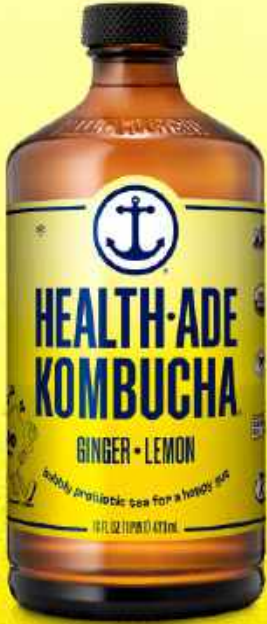
HEALTH-ADE_GROVARA SELL SHEET



Pink Lady Apple®



8 51861 00612 6



Ginger Lemon



8 51861 00609 6



Pomegranate



8 51861 00611 9



Passion Fruit
Tangerine



8 51861 00686 7



Berry Lemonade



8 11184 03125 0

16oz

Amber Glass Bottles

Refrigerated Beverage

Ingredients

Organic Kombucha*, Cold-Pressed Juice†, Live Active Cultures (Bacillus Coagulans MTCC 5856)

*Organic Kombucha: Filtered Water, Acids from Fermentation (Acetic†, Lactic, Gluconic, Tartaric), Cane Sugar†, Live Kombucha Cultures, Black Tea†, Green Tea†, Carbonation †Certified Organic

Shelf Life

9 Months

Single 48oz Bottle Dimensions

2-15/16" D x 6 3/4" H

Units per Case

12

Case Dimensions

12 1/2" L x 9 1/4" W x 7" H

Case Weight

23 Lbs

Pallet

75 Cases (D-Stacked)

Case Cube

0.47

TI x HI

15 x 5

SELL-IN FACTS BY FLAVOR



PINK LADY APPLE



- #1 Health-Ade SKU in MULO
- Within the top 10 SKUs in the category overall
- Outpacing all other top 10 SKUs in both dollar and unit trends

POMEGRANATE



- #2 Health-Ade SKU in MULO
- Showing growth across all trends
- Outperforming all total category trends

GINGER LEMON



- #1 Health-Ade SKU in the Natural Channel
- Within the top 10 SKUs for the category in the Natural Channel
- Greater Unit ROS than half of the top 10 category SKUs

PASSION FRUIT TANGERINE



- #4 Health-Ade SKU within MULO
- Top \$ROS trend HA 16oz SKU
- Greatest dollar and unit trends within the top 20 SKUs

BERRY LEMONADE

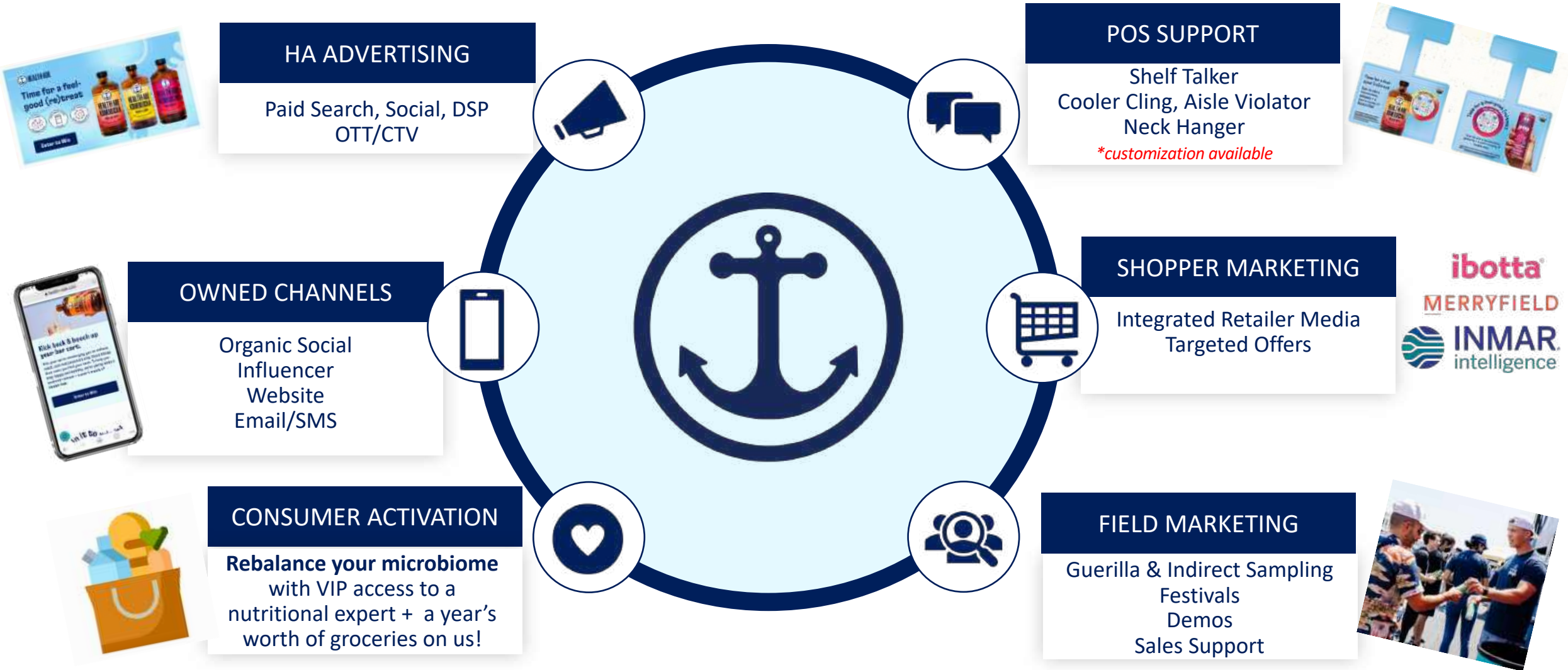


- Mainstream flavor appeal
- 50% of US Households are Lemonade Buyers

HEALTH-ADE MARKETING SUPPORT



360 DEGREE MARKETING SUPPORT



COLD EQUIPMENT OFFERINGS



G6

Exterior Dimensions (wDh)
22.25" x 21.5" x 36.25"

Shelf Dimensions (wD)
17.5" x 11.5"

Pack Out Capacity
(72) 16oz HA bottles; 6 cases

Facings
6 Wide, 4 Deep

of Shelves
2+ Bottom shelf

G9

Exterior Dimensions (wDh)
20" x 21" x 63"

Shelf Dimensions (wD)
14.25" x 12.98"

Pack Out Capacity
(104) 16oz HA bottles; 8.67 cases

Facings
5 Wide, 4 Deep

of Shelves
4+ Bottom shelf

G10

Exterior Dimensions (wDh)
25" x 24.3" x 54"

Shelf Dimensions (wD)
20.875" x 17.375"

Pack Out Capacity
(140) 16oz HA bottles; 11.75 cases

Facings
7 Wide, 5 Deep

of Shelves
4+ Bottom shelf

G26

Exterior Dimensions (wDh)
30.5" x 30.5" x 79"

Shelf Dimensions (wD)
26" x 23.25"

Pack Out Capacity
(336) 16oz HA bottles; 28 cases

Facings
8 Wide, 7 Deep

of Shelves
5+ Bottom shelf

E-Barrel

Exterior Dimensions (wDh)
22.5" Dia. x 32.75" H x 17.83" Deep

Shelf Dimensions (wD)
N/A

Pack Out Capacity
(36) 16oz HA bottles; 3 cases

Facings
N/A

of Shelves
N/A

Ice Barrel

Exterior Dimensions (wDh)
21.25" Dia. x 36" H x 14.5" Deep

Shelf Dimensions (wD)
N/A

Pack Out Capacity
(34+) 16oz HA bottles; 3 cases

Facings
N/A

of Shelves
N/A



Cooler Cling



**with pricing*

**with pricing*

Shelf Strips



**will have Glow Up option in 2023*

Shelf Wobbler



Shelf Talker



Aisle Violator





HEALTH·ADE



Follow your gut!