

# RISE

BREWING CO.



## SHOPPER & CONSUMER INSIGHTS

November 2022



RISEBREWINGCO.COM | @RISEBREWINGCO

# KEY QUESTIONS & DATA SOURCES

## KEY QUESTIONS:

- 1) Who is our customer REALLY? Not who do we want it to be. (Remember: they don't have to look like us!)
- 2) What else do they drink? What else do they buy at the same time they buy RISE? If they didn't buy RISE, what would they buy instead?
- 3) What do we offer them? Why do they pick RISE vs other options?
- 4) What is our message to them?

## DATA SOURCES:

- 1) **Numerator:** reports from Numerator, an analytics tool that provides shopper\* & consumer insights including demographics, where they shop, why they buy, and basket analysis. In the following slides RISE shoppers are compared to All Shoppers over the last 12 months.
- 2) **Customer Survey:** answers to a 10-question survey from 304 respondents to a survey sent out in November 2020 to 45k people on the RISE email list.

*\*Numerator is a panel data source that captures information based on uploaded receipts about the purchaser/shopper. A high concentration of females is typical in the grocery space and does not necessarily indicate the gender of the end consumer. The "All Shoppers" benchmark is total US shoppers based on their panel sources.*







**Who is Our  
Customer REALLY?**  
Not who do we want it to be.  
(Remember: they don't have  
to look like us!)





# Shopper Profile:

## Who is the RISE Customer?

Primarily educated, married, suburban & urban 25 to 44-year-olds with a high household annual income of over \$80K



Household income  
25% are \$80K+  
29% are \$125K+



40% live in suburban areas  
40% live in urban areas  
25% live in rural areas



61% married, or living  
with partner



54% are 25-44 years old  
38% Gen X (1965-1981)  
36% Millennial (1982-1995)  
22% Boomers (1946-1964)  
4% Gen Z (1997-2012)



71% female  
purchasers



## RISE Shoppers are Millennial Or GenX Females, Between the Ages of 25 and 44; Yet RISE Over-indexes with Male Shoppers

GENDER (APP OWNER)	% RISE RTD COFFEE SHOPPER	% RISE COFFEE SHOPPER	INDEX
Female	71.2%	77.3%	92
Male	27.3%	21.5%	127
Other	1.5%	1.2%	125

AGE (GENERATION)	% RISE RTD COFFEE SHOPPER	% RISE COFFEE SHOPPER	INDEX
Gen X [1965-1981]	38.3%	37.1%	103
Millennials [1982-1995]	35.9%	31.7%	113
Boomers+ [< 1965]	21.9%	25.5%	86
Gen Z [> 1996]	3.9%	5.7%	69

AGE (BRACKETS)	% RISE RTD COFFEE SHOPPER	% RISE COFFEE SHOPPER	INDEX
35-44	24.7%	22.4%	111
25-34	22.7%	20.2%	112
55-64	20.4%	19.4%	105
45-54	19.8%	20.1%	98
65+	9.4%	13.9%	68
21-24	2.7%	3.7%	72
18-20	0.4%	0.3%	117



# Psychographics: Who is the RISE Customer?

The RISE shopper reviews nutrition labels for quality ingredients, is concerned with eating healthy, is more likely to be concerned about the environment & pay a premium for green products and likes to try new things

They are casually active and enjoy being outdoors.

They like to cook creatively and eat adventurously. They are more likely to be vegetarian-leaning and prefer organic – but price value ultimately drives their decisions.



33% review nutrition labels  
94% concerned with healthy eating



44% walk  
21% gym/fitness classes  
24% hike



43% price driven  
54% coupon clipper



14% vegan or vegetarian



# The RISE shopper leans vegan and/or vegetarian, and enjoys cooking different types of food

DIETS IN THE HOUSEHOLD	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Vegan	6.1%	3.3%	185
Pescatarian	4.5%	2.5%	180
Vegetarian (w/Eggs)	2.5%	1.6%	158
Lactose-free	8.5%	6.2%	136
Gluten-free	7.1%	5.5%	129
Vegetarian (w/Dairy)	1.5%	1.3%	117
Vegetarian (w/Eggs, Dairy)	2.5%	2.3%	109
None of the above	76.0%	82.6%	92

DINING IN, COOKING ATTITUDES	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Cooks different types of food	42.3%	36.0%	118
Creative cook	25.9%	22.6%	114
Seeks recipes	52.0%	48.9%	106
Does not enjoy cooking	13.1%	12.7%	103
Cooks from scratch	43.0%	42.2%	102
None of the above	12.7%	12.9%	99
Sticks to cooking comfort zone	29.1%	30.8%	94
Picky eaters at home	8.8%	9.6%	92

<https://insights.numerator.com/#/browse/2432396/6215609>



# The RISE shopper is committed to the Organic movement

ORGANIC COMMITMENT	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Committed	14.9%	9.0%	166
Somewhat committed	30.2%	22.9%	132
Very committed	9.8%	8.0%	122
Slightly committed	19.4%	18.7%	104
Not at all committed	25.7%	41.4%	62

ORGANIC ASSOCIATIONS	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
To support organic movement	24.6%	12.5%	196
Taste better	22.2%	13.6%	163
Better for the environment	28.9%	18.5%	156
Fresher	26.8%	18.5%	145
Better regulated	19.4%	13.4%	145
Safer	31.5%	22.9%	138
Healthier	41.1%	31.0%	132
For social / peer approval	2.2%	2.1%	106
Rarely considers organics	29.4%	43.4%	68

<https://insights.numerator.com/#/browse/2432396/6215609>





# The RISE shopper is concerned about the environment and values sustainability

TABLE CONSIDERATIONS, MEAT	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Environmental sustainability	14.3%	7.7%	185
Non-GMO verified	18.1%	12.4%	146
Free-range / Pasture-raised / Cage-free	21.5%	15.2%	141
No hormones / antibiotics	31.4%	23.0%	137
Locally sourced	15.4%	11.6%	133
Grass-Fed / No pesticides	21.2%	16.5%	129
Nutrition content (e.g., protein, fat, so...	24.4%	19.3%	126
Food safety / Quality	35.3%	32.6%	108
Price / Value	51.7%	53.0%	98
Religious restrictions	1.8%	1.9%	96
Trusted brand	18.9%	20.8%	91
Other	17.7%	19.4%	91

CONCERN FOR ENVIRONMENT	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Extremely concerned	32.5%	25.4%	128
Moderately concerned	34.0%	33.8%	101
Somewhat concerned	21.3%	24.6%	87
Slightly concerned	6.0%	9.2%	65
Not at all concerned	6.2%	7.0%	89

<https://insights.numerator.com/#/browse/2432396/6215609>



# The RISE shopper is casually active and likely to participate in many outdoor recreation activities



ACTIVITIES	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Skiing / Snowboarding	3.1%	2.2%	145
Equestrian sports	3.4%	2.1%	165
Canoeing / Kayaking / Rafting	14.5%	9.2%	157
Water sports (surfing, paddle board...)	4.3%	2.7%	156
Marathons (Half or Full)	1.8%	1.1%	156
Yoga / Pilates	12.5%	8.4%	150
Crossfit / Bootcamp etc.	4.9%	3.3%	147
Climbing (indoor or outdoor)	5.2%	3.7%	142
Spinning (indoor cycling)	2.7%	1.9%	141
Backpacking	8.6%	6.1%	141
Biking (road, mountain)	14.5%	10.5%	139
Running	10.2%	7.4%	138
Hiking	23.1%	17.2%	134
Gym / Fitness classes	21.2%	16.6%	128
Rowing / Crew	0.7%	0.6%	124
Snowmobiling	1.4%	1.1%	122
Tennis	2.9%	2.4%	118
Team sports (baseball, basketball, soc...)	3.9%	3.6%	108
Bowling	15.4%	14.3%	108
Walking	43.7%	40.6%	108
Picnics	15.5%	14.8%	105
Camping	16.7%	15.9%	105

<https://insights.numerator.com/#/browse/2432396/6215609>





# The RISE shopper is ultimately driven by values, trying new things, and price



SHOPPING ATTITUDES	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Values-driven	16.2%	9.0%	180
Quality-driven	34.6%	27.6%	126
Status-driven	5.3%	4.4%	120
Price-driven	32.8%	31.9%	103
Budget-driven	28.3%	29.8%	95
Grocery shopping is a chore	30.7%	34.7%	89
Quick in-and-out	30.9%	35.9%	86
None of the above	9.9%	12.6%	79
SHOPPING BEHAVIOR	% OF RISE RTD COFFEE SHOPPER	% OF ALL SHOPPER	INDEX
Tries new things	35.0%	22.5%	155
Coupon clipper	47.2%	35.6%	132
Deal-focused, brand loyalist	11.9%	9.0%	132
Deal-focused, brand switcher	36.4%	28.8%	126
Impulse buyer	25.0%	20.4%	123
Display browser	20.1%	17.4%	115
Ad checker	39.8%	36.6%	109
Creature of habit	27.8%	29.9%	93
None of the above	10.9%	11.9%	92

<https://insights.numerator.com/#/browse/2432396/6215609>



**What else do  
they drink?**

**What else do buy  
at the same time  
they buy RISE?**

**If they didn't buy  
RISE, what would  
they buy instead?**





## What else does the RISE shopper consume & buy?

The RISE shopper is most likely to purchase breakfast items in the same trip as RISE and is most likely to also purchase fruits & vegetables in their grocery shopping overall.

The RISE shopper is most likely to also drink healthy beverages like waters, juices, or other coffee products.

If RISE isn't available, the shopper is most likely to replace RISE with hot coffee or another RTD / Cold Brew vs. an energy drink, a tea, or a non-caffeinated beverage.



# RISE shoppers frequently purchase nutrition bars, non-dairy milks, yogurt & sparkling water in the same shopping trip as RISE



CATEGORY	% OF TRIPS	AFFINITY INDEX
Dairy Free Cheese Alternatives	2.40%	1237
Frozen Meat Alternative	5.10%	848
Non-Dairy Yogurt	2.30%	795
Nutrition Bars	10.60%	672
Packaged Breakfast Loaves	2.20%	426
Almonds (Snack)	2.20%	408
Non-Dairy Milk Alternatives	11.70%	365
Hummus	3.10%	353
Mac & Cheese-Shelf Stable	8.40%	351
Greek Yogurt	14.60%	345
Packaged Flatbread & Wraps	2.20%	336
Specialty Leaf & Convenience Tea	3.60%	324
Wholesome Bars	9.60%	309
Energy Drinks	10.00%	296
Turkey-Deli	3.30%	294
Salsa	6.40%	289
Potato Mixes-Shelf Stable	3.40%	288
Seltzers & Sparkling Water	10.00%	281
Fresh Raspberries	3.80%	272
Yogurt	9.90%	273



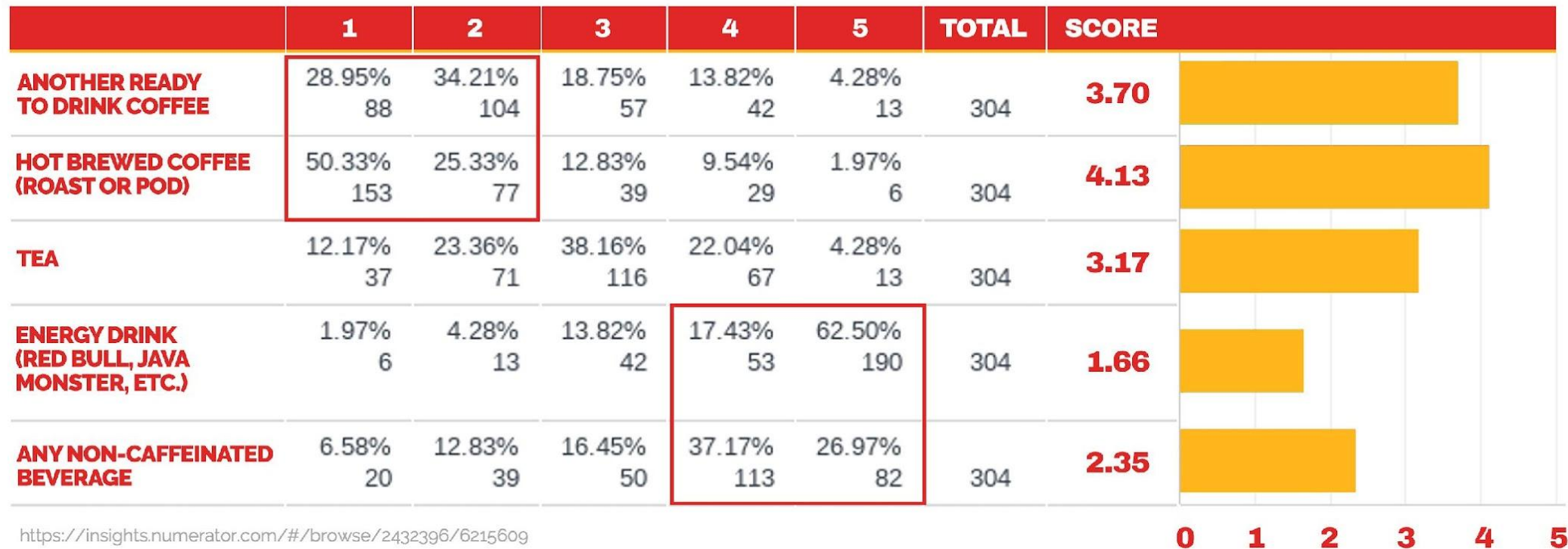


# RISE shoppers are more likely to buy prebiotic/probiotic products than other RTD Coffee Shoppers, as well as quinoa, kombucha & coconut water

MAJOR CATEGORY	RISE RTD COFFEE SHOPPER, % OF HOUSEHOLDS	ALL OTHER RTD COFFEE SHOPPERS, % OF HH	INDEX (% OF HOUSEHOLDS)	RELEVANCE SCORE
Prebiotic & Probiotic Soda	20.30%	5.90%	344	2.7
Frozen Soups	2.90%	0.90%	332	2.3
Fresh Meat Alternatives	30.90%	13.20%	234	1.4
Single Serve Breakfast	26.00%	12.50%	208	0.9
Capers	10.10%	4.90%	205	0.7
Kombucha	34.70%	17.60%	197	0.9
Quinoa	11.20%	5.70%	197	0.6
Pea/Bean/Vegetable Snacks	31.70%	16.90%	187	0.7
Smoked & Cured Fish	12.60%	6.90%	182	0.4
Shelf Stable Dairy	24.70%	13.80%	180	0.5
Exotic	4.80%	2.70%	180	0.2
Coconut Water	29.80%	16.90%	177	0.6
Liquid Aminos	5.60%	3.20%	173	0.2

# The RISE shopper is most likely to replace RISE with another coffee vs. an alternate caffeine source or non-caffeinated beverage, with hot coffee as the first choice

Q6: If you run out of RISE, which of the below might you drink instead? Please rank the below with 1 being the option you would reach for FIRST. You do not need to rank them all!





**What does RISE  
offer them?**



**Why do they pick RISE  
vs other options?**





## What drives the RISE shopper?

The RISE shopper is affluent but wants good value and is driven by promotional pricing & coupons.

They like to try new things, particularly when it comes to food & drink.

A clean (organic if possible) ingredient panel is important to the RISE shopper.

They drink RISE for the the delicious taste, the function (caffeine), and the ingredient attributes (organic and dairy free).





## Why do consumers buy RISE?

**The RISE shopper is driven by the perception of value:**

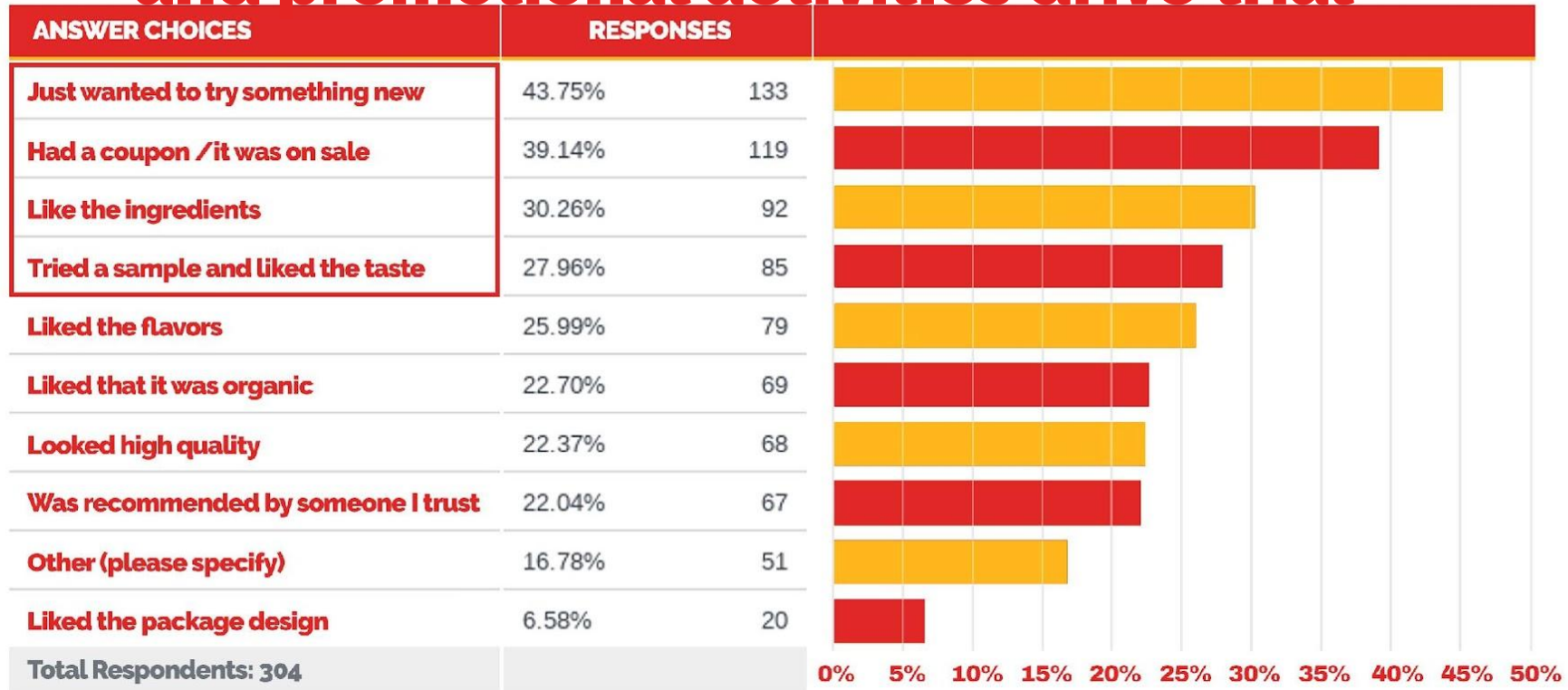
- Couponing & special promotions
- Promotional pricing at retail
- Loyalty pricing through subscription

**The RISE shopper is converted when they taste the product:**

- Engage trial through in store demos
- Utilize field marketing events to seed



# RISE acquires customers who are looking to try something new – and sampling and promotional activities drive trial



Customer Survey via SurveyMonkey to RISE email list November 2020





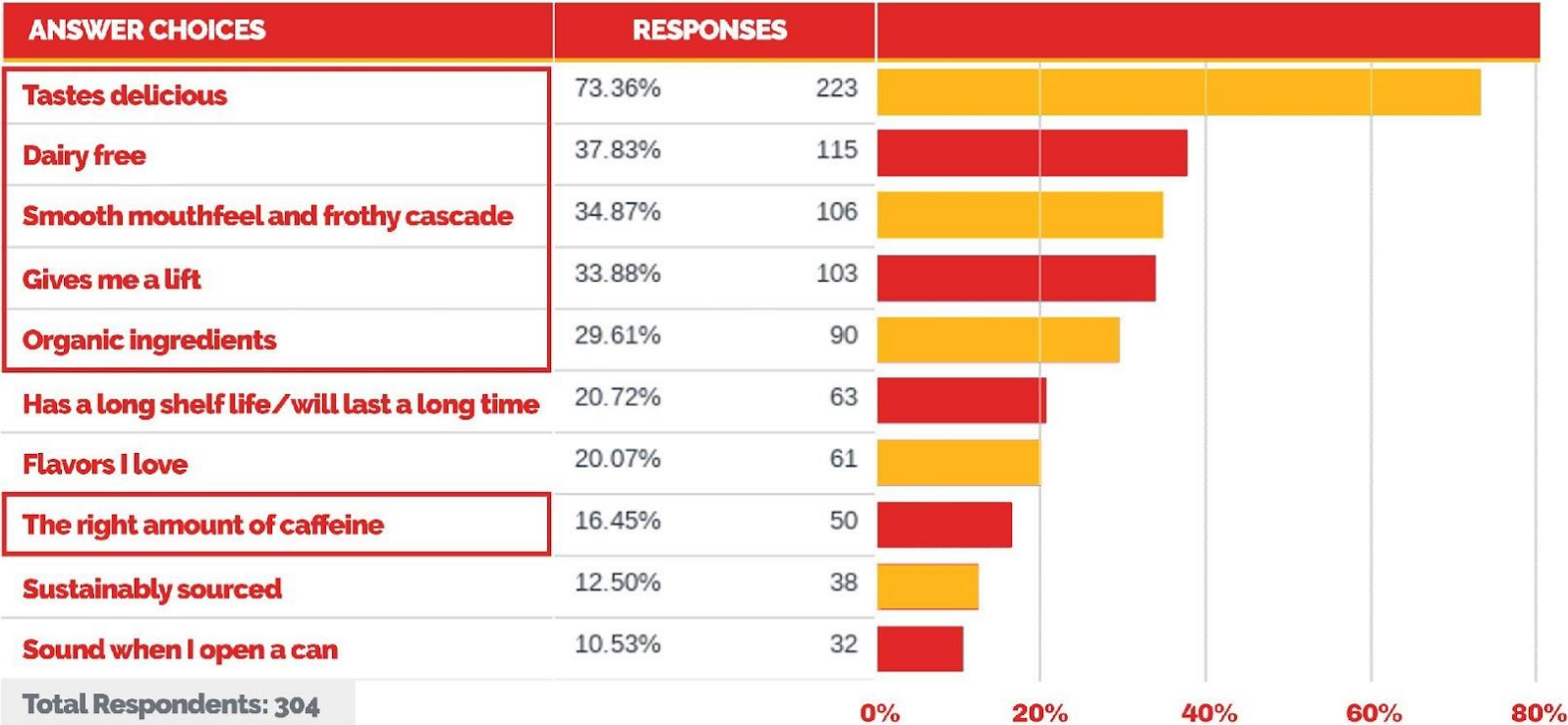
# The RISE shopper drinks RISE for the functional

benefits of the caffeine and as a delicious treat



# The RISE shopper picks RISE for the delicious taste, the ingredient attributes (dairy free, organic), and the caffeinated lift of RISE

Q7: Please tell us what you enjoy most about RISE. Please select up to 3 answers.



Customer Survey via SurveyMonkey to RISE email list November 2020







What is our message  
to them?





# Reasons to Believe

- Organic
- Plant-Based
- Great Taste/Delicious
- Refreshingly Smooth





# Why Organic?

**We're on a mission to brew the best-tasting beverages using the highest-quality organic ingredients we can source.**

**Organic doesn't just taste better, it is better for you, for the planet, for the water we drink, and for the future generations who depend on us.**

**We believe that what you put in is what you get out.**

**RISE from Within**



# Our Values

We celebrate  
the doers,  
the achievers,  
the game changers,  
and the collaborators







# APPENDIX





# How It All Got Started.

## **We take our ingredients seriously.**

We began cold brewing in our New York City apartments with organic beans from the Chanchamayo valley of Peru which gave birth to our bold, chocolatey, and naturally-sweet taste.

## **The magic is in the Nitrogen.**

We infuse our cold-brew with nitrogen to create a stunning cascade, creamy head, and refreshingly smooth taste that sets us apart from all the other sugar-filled, high calorie alternatives on the market.

Once we shared it, there was no turning back...





**We brew with the best ingredients  
we can source to create the best  
tasting beverages.**

**RISE**  
BREWING CO.



# WHAT'S THAT SOUND?

To replicate the draft experience of nitrogen infused cold brew coffee from a keg (where you see a cascade of nitrogen escaping into the air) we added a widget that contains liquid nitrogen into every can. When opened, the nitrogen is released into the coffee right when you are ready to drink it. The nitrogen bubbles rise to the top to create the cascade you see when you pour it into a glass. It also creates a unique sound which we like to call The RISE Roar. Let the frothy cascade rise to the top and enjoy!



**SCAN HERE TO  
HEAR THE ROAR!**





““

Staffers were surprised by the creaminess of this nondairy drink 'with the right kick of caffeine.' One taster declared: *'I'm obsessed with it!'*

””

**People**

““

Whether it's the plain black, latte with oat milk or another variety, a RISE subscription is a no-brainer for the coffee lover in your life. I'm a huge fan and can attest to its satisfying frothy texture and smooth taste.

””

**The New York Times**

““

What's better than oat milk coffee creamer? How about a ready-to-drink oat milk bottled coffee drink? RISE Brewing Co. offers a delicious oat milk latte.

””



““

RISE Brewing Co. has perfected the art of nitro cold brew in a can with naturally sweet, chocolatey beans for instant iced coffee with the creamy, frothy mouthfeel of stout beer.

””

**Forbes**

““

Made with purified water and organic coffee, this nitrogen-infused cold brew coffee is sugar-free and dairy-free plus paleo, vegan, keto, and raw-food diet-friendly.

””

**BRIT+CO**

““

RISE Brewing Co.'s Nitro Cold Brew Oat Milk Latte is the mightiest little canned coffee I've ever consumed.

””

 **msn**



**REFINERY29**

““

Love getting a true nitro cold brew experience out of a convenient can.

””

# Digital coupons are effective at incentivizing new buyers and building market share: For example, 20% of RISE buyers at Walmart & Kroger used a digital coupon

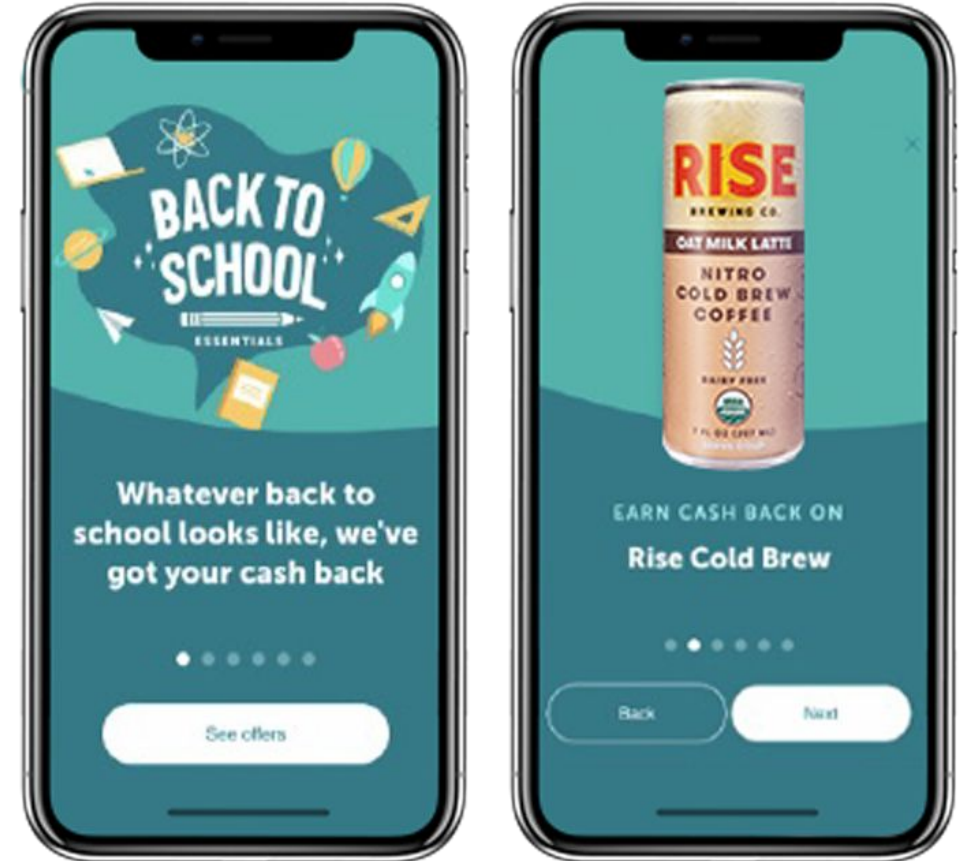
Case Study: Ibotta 3/20-7/21/2020

- Total Brand Impressions 27m, Buyer Intent (Total Add to List) 221k, Units Sold 105k □  
Effectiveness of converting buyer intent: 47.6%

- 70% of these buyers typically buy a competitor

Customer Survey via SurveyMonkey to RISE email list November 2020

- 23% of these buyers were new to category





# Longer Brand Message

We're on a mission to make the best-tasting beverages on the planet, using the highest-quality organic ingredients we can source. Organic doesn't just taste better – it's better for you, for our planet, and for the future generations who depend on us.

We believe that what you put in is what you get out.

The clean taste of our organic ingredients shine through in our refreshingly smooth lineup of nitrogen infused nitro cold brew coffee, oat milk lattes and our dairy-free oat milks.

We celebrate the doers, the achievers, the game changers, and the collaborators —

We RISE together, We RISE from within.



# RISE FROM WITHIN

**We believe that what you put in is what you get out.  
We celebrate the doers, the achievers, the game  
changers, and the collaborators —  
We RISE together, We RISE from within.**





# RISE

BREWING CO.

