



# BLOW AWAY CONSUMERS' EXPECTATIONS

Drive Incremental Cooler Profits



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PEOPLE,  
PLANET &  
PURPOSE





**WE ARE A  
CAN DO COMPANY**

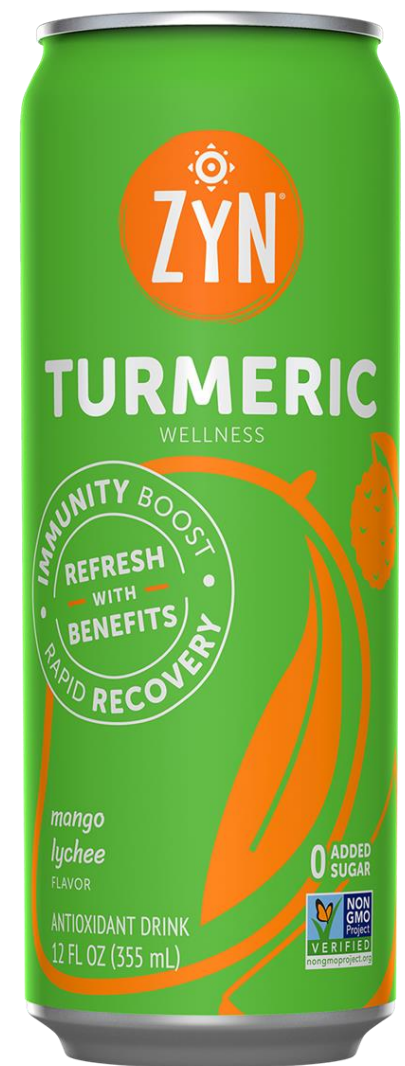
Personal Experience is Inspiring!



During a family trip, our diabetic father developed a terrible pain in his foot after a long flight.

Thank goodness for auntie's not-so-secret remedy, it was turmeric to the rescue. This "aha" moment ignited our passion to dabble with turmeric, make messes of our kitchens, and share nature's ancient wisdom with everyone.

- Asim & Qasim  
(brothers & co-founders)





## WE'RE A BRAND ON A MISSION

Our **amaZYN** Journey

**2016**

### HOW IT STARTED

"Aha" moment. The realization of what we and our ancestors have always known;  
**Food-is-Medicine**

**2018**

### OFF AND RUNNING

- January 2018-first sale to co-op customer
- 1000 stores by end of 1st year
- Certified B-Corp
- 6 professional & collegiate sports teams

**2020**

### WHAT? A PANDEMIC

- Consumers seeking immunity boost increases ZYN sales velocity at retail coolers
- 4000 stores
- 22 professional & collegiate sports teams
- **Forbes Best Wellness Drinks**

**2022**

### HOW IT'S GOING

- COSTCO Launch
- >10,000 stores
- 150+ professional & collegiate sports teams
- Increased sustainability
- Sales & marketing team growth
- Expanded distribution network

Extensive research and testing of turmeric, establishment of supply chain and development of ZYN

### LOT'S OF RESEARCH

**2017**

- UNFI, KeHE
- Albertson banners
- 3000 Stores
- Sysco, US Foods
- Non-GMO Project Verified

### REALLY GROWING

**2019**

- 6000 stores
- 78 professional & collegiate sports teams
- 500 hospital, corporate & university cafes
- US military, Meijer, Giant Eagle, and more
- New product launch (ZYN Daily Wellness Drink Mix)

### CAN'T STOP ZYN

**2021**



## REPUTABLE PARTNERSHIPS

6000+ Partner Strong Movement is Just the Beginning

**RETAILERS - CONVENTIONAL & INDEPENDENTS | CO-OPS/NATURAL & ORGANIC STORES | 5000+ PARTNERS**

meijer

COSTCO  
WHOLESALE

OUTPOST  
NATURAL FOODS

Papa Joe's  
GOURMET MARKET & CATERING

giant  
eagle

heinens

Southeastern  
Grocers

weis  
markets

**NATIONAL DISTRIBUTORS**

unfi  
united natural foods

Gordon  
FOOD SERVICE

US  
FOODS

KeHE

HENRY SCHEIN®

PFG  
Performance  
Food Group

Sysco

**ATHLETICS | CORPORATE CAFES | HOSPITAL SYSTEMS | 500+ PARTNERS**

NFL, NBA, NHL 50+ | Collegiate Programs 50+ | Hospital Systems 100+ | Corporate Cafes 100+ | University Cafes 200+

COMPASS  
GROUP

aramark

sodexo

**MEAL DELIVERY SERVICES | 20+ PARTNERS**

FRESHFITMEALS

REAL  
GOOD

MY KITCHEN  
INTUITION

**FITNESS STUDIOS | COFFEE SHOPS & CAFES | 200+ PARTNERS**

AddeoFit

CO

Orangetheory  
FITNESS

**US MILITARY ALL BRANCHES | GLOBAL COMMISSARIES | EXCHANGES**







## SUSTAINABILITY IS OUR RESPONSIBILITY

People. Planet. Purpose.

As a Certified B-Corp, it is our mission to prioritize people, planet, and purpose over profits. Positively impacting society is embedded in every decision we make because it matters to us how we affect the world around us.



Community

ZYN has been recipient of the Best for the World - COMMUNITY award since 2019.

ZYN's Overall B Impact Score: 108.2\*

*\*80 qualifies for B-Corp certification;*

*50.9 is the median score for ordinary businesses*

Certified



Corporation

PEOPLE,  
PLANET &  
PURPOSE



Sustainably sourced ingredients.  
Community-based farms that operate  
on solar energy.



Purposefully filled in aluminum cans,  
the most sustainable packaging  
option currently available.



The production of aluminum cans  
requires less energy consumption  
and the cans are infinitely recyclable.



Recycling just one aluminum can  
save 98.7 grams of CO2.



## THE POWER OF TURMERIC

ZYN Turmeric Wellness

### NATURAL ALTERNATIVE

Turmeric, consumed for thousands of years and researched extensively for decades, is one of the most potent natural anti-inflammatory foods Mother Nature provides. There are over 50,000 scholarly articles, scientific and medical research studies that have been published on curcumin (the source of turmeric's super powers) and its myriad of health benefits.



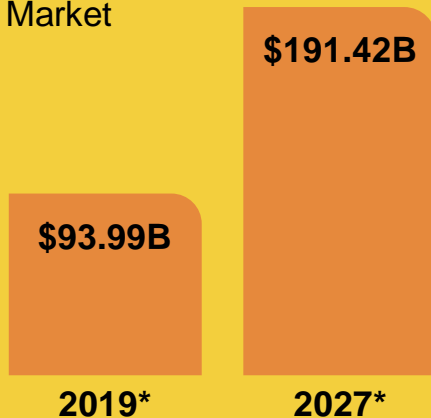


## CONSUMERS ARE SEEKING NATURAL REMEDIES

Turmeric to the Rescue

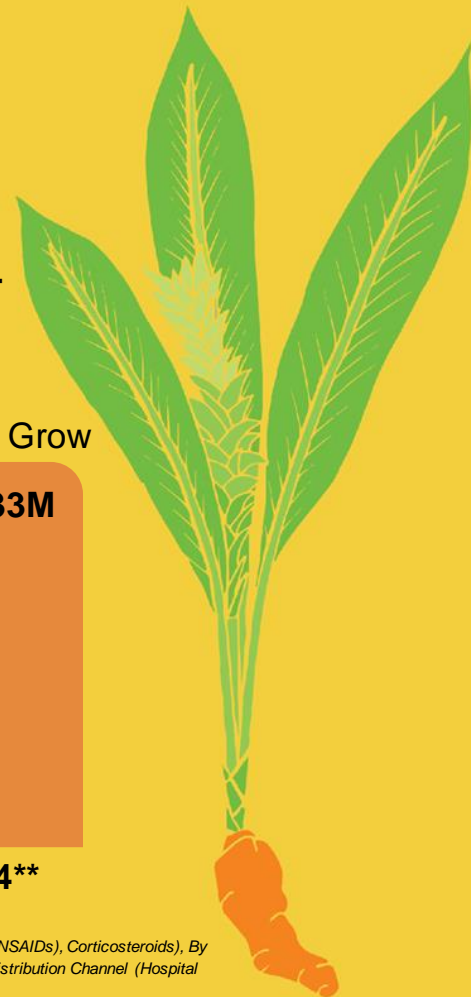
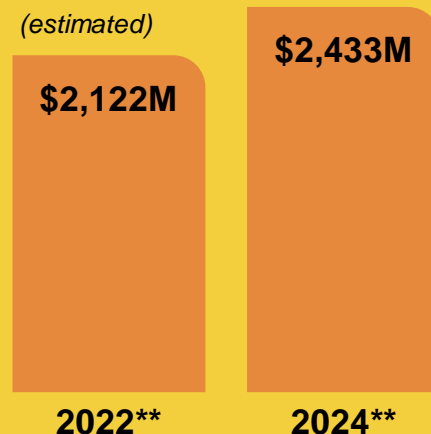
### NATURAL PAIN RELIEF

Growing Global  
Anti-Inflammatory  
Market



### CONSUMERS WANT NATURAL ALTERNATIVES

Demand Continues to Grow  
(estimated)



\* Fortune Business Insights. "Anti-Inflammatory Drugs Market Size, Share & Industry Analysis, By Drug Class (Anti-inflammatory Biologics, Non-steroidal Anti-inflammatory Drugs (NSAIDs), Corticosteroids), By Application (Autoimmune Inflammatory Diseases (Rheumatoid Arthritis Psoriasis), Respiratory Diseases), By Route of Administration (Oral, Injection, Inhalation, and Topical), By Distribution Channel (Hospital Pharmacy, retail Pharmacy), and Regional Forecast, 2020-2027." 2020.

\*\* Murthy, Meghana, Rudrappa Girish H., et. al., "Fast Relief of Acute Musculoskeletal Pain in Different Body Parts Following Exercise – A Randomized, Double-Blind, Placebo-Controlled Human Study with Curcuma longa and Boswellia serrata Extracts." Scholars J. of Applied Medical Sciences 2022. 10.36347/sjams.2022.v10i03.008



**CUSTOMER IS  
ALWAYS RIGHT**

All Good Things Begin with ZYN



Low Calories

15 TURMERIC  
ROOTS per Can  
With Black Pepper to  
Optimize Absorption

Nothing Artificial

Infinitely Recyclable



Plant-Based Nutrition

100% of Daily Value  
of Vitamin C & Zinc

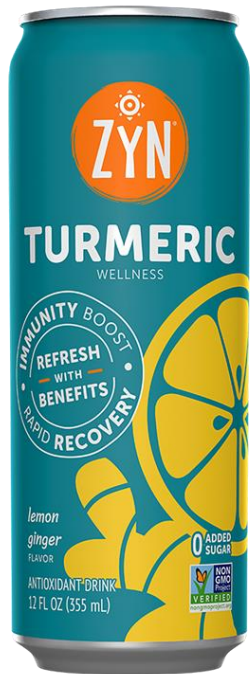
Zero Added Sugar





## IN THEIR WORDS

We Couldn't Say it Better



"I drink a Lemon Ginger ZYN every afternoon. It is refreshing and energizing. Then I fill the bottle with water for more hydration."

- Karen B., Ohio

"ZYN has become a regular part of my daily life now....I value it for quality of flavor but even more, the health benefits!"

- Kathleen L., Wisconsin

"ZYN has been an excellent product for our program!"

- Grant Geib,  
Performance Dietitian, Western  
Michigan Football

"I've been drinking ZYN for the past 3 years I love it so much. It's delicious, it makes u feel good about your choice of drink and has all turmeric in it. An amazing healing spice. Win win win all around. My favorite flavor is the pomegranate cranberry, but all flavors are delicious."

Shantel G., Washington

"Very tasty and refreshing. My friend Jessica ordered t hem for me for my birthday as a gift. I really enjoy them for the flavor and health benefits."

- Yasuyo, California



## WE ADD INCREMENTAL COOLER SALES & PROFITS

Hot Consumer Trend\*: #turmeric #foodasmedicine

*\* if a 5,000+ year-old lifestyle can be called a trend*

### TRUE INNOVATION FLOURISHES IN THE COOLERS

- Cooler shoppers are more aware of ingredients
- Cooler shoppers are willing to pay more for a premium products
- **ZYN is incremental**. It' won't replace what the shopper is already buying, rather increase their cart value
- Convenience for produce shopper seeking Turmeric





## PARTNERSHIP HAS PRIVILEGES

Here's a Sneak Peak

### REACHING THE COMMUNITY & DRIVING SALES

- Sponsoring local sports centers & league activities
- Tournament & race sponsorship (soccer, lacrosse, running, etc)
- Connecting with local moms' groups & parenting sites
- PR outreach to local publications
- Field banners with store call-outs
- ZYN sampling events (on and off premise)
- Rec. center in-house TV ads with store call-outs
- Targeted social ads
- Targeted influencer marketing





# SO MUCH GOODNESS

## Born From Mother Nature



### Mixed Berry

CONTAINS 4% JUICE

#### Nutrition Facts

Serving size 12 fl oz (355mL)

Amount per serving  
**Calories 10**

% Daily Value\*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 2g 1%

Total Sugars 2g

Includes 0g Added Sugars 0%

Protein 0g

Vitamin C 91mg 100%

Zinc 11mg 100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium, iron and potassium.

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** purified water, organic apple juice concentrate, fruit & vegetable juice (for color), ZYN blend (CURCUMIN & PIPERINE), natural flavors (strawberry & raspberry), malic acid, vitamin C (ascorbic acid), guar gum, organic stevia leaf extract, zinc citrate

NO ARTIFICIAL SWEETENERS,  
PRESERVATIVES, COLORS OR FLAVORS



### Mango Lychee

CONTAINS 7% JUICE

#### Nutrition Facts

Serving size 12 fl oz (355mL)

Amount per serving  
**Calories 15**

% Daily Value\*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 3g 1%

Total Sugars 3g

Includes 0g Added Sugars 0%

Protein 0g

Vitamin C 91mg 100%

Zinc 11mg 100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium, iron and potassium.

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** purified water, mango juice concentrate, citric acid, natural flavors (mango & lychee), ZYN blend (CURCUMIN & PIPERINE), vitamin C (ascorbic acid), guar gum, organic stevia leaf extract, zinc citrate

NO ARTIFICIAL SWEETENERS,  
PRESERVATIVES, COLORS OR FLAVORS



### Lemon Ginger

CONTAINS 3% JUICE

#### Nutrition Facts

Serving size 12 fl oz (355mL)

Amount per serving  
**Calories 10**

% Daily Value\*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 2g 1%

Total Sugars 1g

Includes 0g Added Sugars 0%

Protein 0g

Vitamin C 91mg 100%

Zinc 11mg 100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium, iron and potassium.

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** purified water, organic apple juice concentrate, natural flavor (ginger), citric acid, ZYN blend (CURCUMIN & PIPERINE), lemon juice concentrate, vitamin C (ascorbic acid), guar gum, organic stevia leaf extract, zinc citrate

NO ARTIFICIAL SWEETENERS,  
PRESERVATIVES, COLORS OR FLAVORS



### Pomegranate Cranberry

CONTAINS 6% JUICE

#### Nutrition Facts

Serving size 12 fl oz (355mL)

Amount per serving  
**Calories 15**

% Daily Value\*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 3g 1%

Total Sugars 2g

Includes 0g Added Sugars 0%

Protein 0g

Vitamin C 91mg 100%

Zinc 11mg 100%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium, iron and potassium.

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** purified water, organic apple juice concentrate, cranberry juice concentrate, natural flavors (pomegranate & raspberry), ZYN blend (CURCUMIN & PIPERINE), malic acid, fruit & vegetable juice (for color), vitamin C (ascorbic acid), guar gum, organic stevia leaf extract, zinc citrate

NO ARTIFICIAL SWEETENERS,  
PRESERVATIVES, COLORS OR FLAVORS



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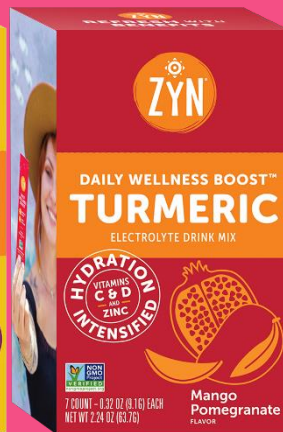
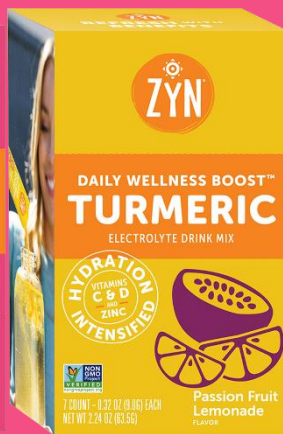
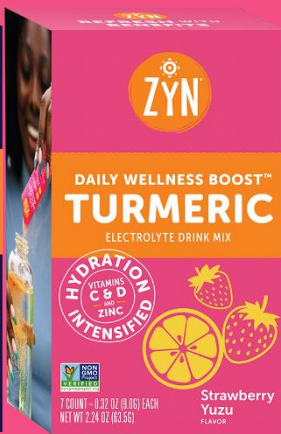
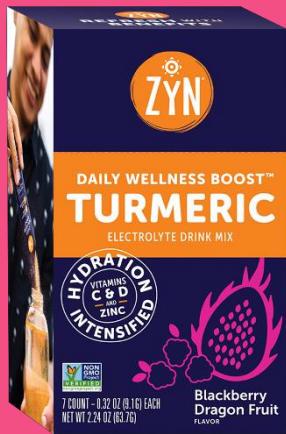
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# DAILY WELLNESS BOOST

IMMUNITY + RECOVERY + HYDRATION



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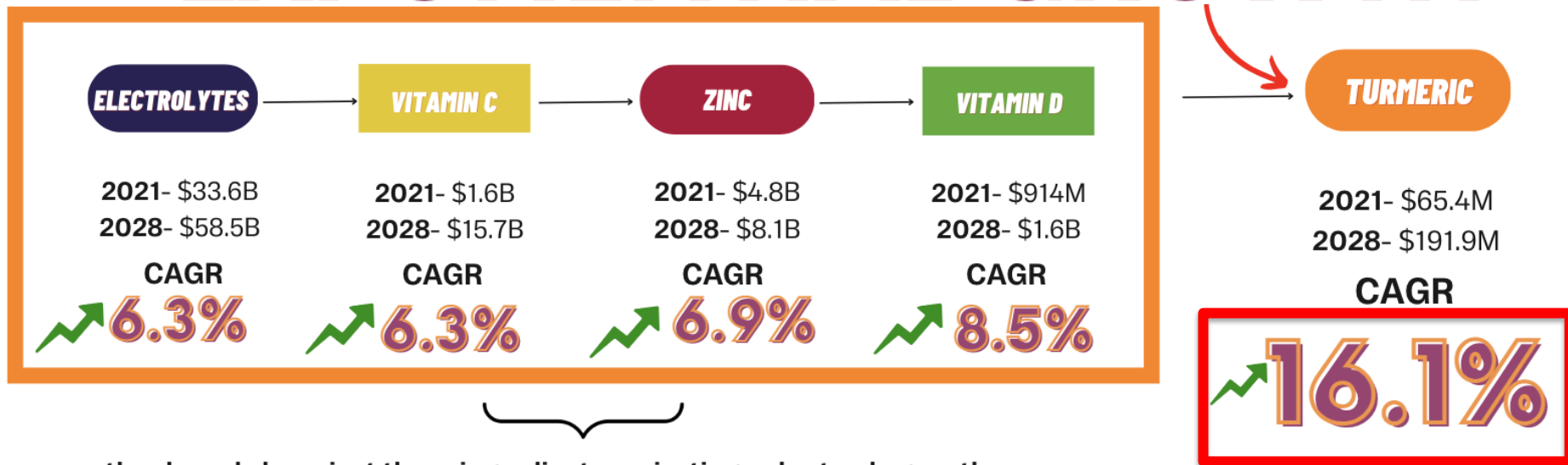
PEOPLE,  
PLANET &  
PURPOSE





Single Packet –\$41+ Billion  
Addressable Global Market

# EXPONENTIAL GROWTH



other brands have just these ingredients projecting only steady growth



## Why Stop at Hydration?

Deliver on shopper demands

Shoppers actively seeking to change their **DAILY** eating habits....taste and convenience key to purchase



Day Starter



Work



Afternoon Refresher



Workout



Travel



Hangover

Non GMO Project Verified foods are growing exponentially, shoppers want better for you products that also taste great!

Hydrate with an electrolyte boost



No artificial sweeteners, ingredients, flavorings, or preservatives

Research has shown **Turmeric** has immunity boosting and inflammation reducing power



Each stick contains up to **15 Turmeric roots** worth of CURCUMIN blended with Piperine to help boost absorption





## Flavor Story

On trend and delicious

Consumer trends show a rise in the popularity of exotic and unexpected flavor blends.

ZYN Drink Mixes combine the familiar with the exotic for a refreshing and beneficial experience.



**Strawberry  
Yuzu**  
FLAVOR



**Passion Fruit  
Lemonade**  
FLAVOR



**Blackberry  
Dragon Fruit**  
FLAVOR



**Mango  
Pomegranate**  
FLAVOR



# SO MUCH GOODNESS

## Born From Mother Nature

### Mango Pomegranate

#### Nutrition Facts

Serving size	1 Pack (9.1g)
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Amount per serving	
<b>Calories</b>	<b>10</b>

	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 360mg	<b>16%</b>
<b>Total Carbohydrate</b> 3g	<b>1%</b>
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 0g	
Vitamin D 20mcg	100%
Calcium 3mg	0%
Iron 0mg	0%
Potassium 470mg	10%
Vitamin C 90mg	100%
Magnesium 42mg	10%
Zinc 11mg	100%

\*Not a significant source of saturated fat, trans fat, cholesterol, potassium, dietary fiber, calcium, and iron.  
\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: citric acid, organic sugar, potassium citrate, Himalayan pink salt, natural flavors (mango & pomegranate), ZYN proprietary blend (CURCUMIN & PEPPER), magnesium citrate, bamboo fiber extract, vegetable powder (for color), vitamin C (ascorbic acid), stevia leaf extract, zinc (as zinc citrate), vitamin D (cholecalciferol)

### Passion Fruit Lemonade

#### Nutrition Facts

Serving size	1 Pack (9.0g)
--------------	---------------

Amount per serving	
<b>Calories</b>	<b>10</b>

	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 360mg	<b>16%</b>
<b>Total Carbohydrate</b> 3g	<b>1%</b>
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 0g	
Vitamin D 20mcg	100%
Calcium 3mg	0%
Iron 0mg	0%
Potassium 470mg	10%
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Magnesium 42mg	10%
Zinc 11mg	100%

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INGREDIENTS: citric acid, organic sugar, potassium citrate, Himalayan pink salt, natural flavors (passion fruit & lemon), ZYN proprietary blend (CURCUMIN & PEPPER), magnesium citrate, bamboo fiber extract, vitamin C (ascorbic acid), stevia leaf extract, zinc (as zinc citrate), vitamin D (cholecalciferol)

### Blackberry Dragon Fruit

#### Nutrition Facts

Serving size	1 Pack (9.1g)
--------------	---------------

Amount per serving	
<b>Calories</b>	<b>10</b>

	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 360mg	<b>16%</b>
<b>Total Carbohydrate</b> 3g	<b>1%</b>
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 0g	
Vitamin D 20mcg	100%
Calcium 3mg	0%
Iron 0mg	0%
Potassium 470mg	10%
Vitamin C 90mg	100%
Magnesium 42mg	10%
Zinc 11mg	100%

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\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



INGREDIENTS: citric acid, organic sugar, potassium citrate, Himalayan pink salt, natural flavors (blackberry & dragon fruit), ZYN proprietary blend (CURCUMIN & PEPPER), magnesium citrate, vegetable powder (for color), bamboo fiber extract, vitamin C (ascorbic acid), stevia leaf extract, zinc (as zinc citrate), vitamin D (cholecalciferol)

### Strawberry Yuzu

#### Nutrition Facts

Serving size	1 Pack (9.0g)
--------------	---------------

Amount per serving	
<b>Calories</b>	<b>10</b>

	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 360mg	<b>16%</b>
<b>Total Carbohydrate</b> 3g	<b>1%</b>
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 2g Added Sugars	<b>4%</b>
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Vitamin D 20mcg	100%
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INGREDIENTS: citric acid, organic sugar, potassium citrate, Himalayan pink salt, natural flavors (strawberry & yuzu), ZYN proprietary blend (CURCUMIN & PEPPER), magnesium citrate, bamboo fiber extract, vegetable powder (for color), vitamin C (ascorbic acid), stevia leaf extract, zinc (as zinc citrate), vitamin D (cholecalciferol)



## PROVIDING VALUE & HEALTHY BENEFITS

More Functional Benefits with  
Less Sugar

ZYN Daily Wellness Boost Drink Mixes provide a highly versatile, multi-faceted functional drink mix that has significantly more, much more, functional benefits than any other existing options for consumers.



	ZYN	Brand A	Brand B	Brand C
Immunity + Recovery + Hydration – All-in-One	YES	-	-	-
Zinc	100% of DV	-	20% of DV	-
Vit. C & Vit D	100% of DV of Vit C & D	Only Vit. C (110%), <b><u>NO Vit. D</u></b>	-	Only Vit. C (100%), <b><u>NO Vit. D</u></b>
Electrolytes (Potassium + Magnesium)	512 mg	370 mg	230 mg	393 mg
Sugar	2 g	11 g (wow!)	4 g	5 g
Calories	10	50	25	25
Non-GMO Project Verified	YES	ONLY 1 SKU	-	YES
B-Corp (People, Planet & Purpose)	YES	-	-	-





# ZYN's Daily Wellness Boost Delivers on Growing Shopper Needs and Demands

All-in-One Health Value

## Better-for-you (BFY)

Increase in health conscious consumer

## Convenience

BFY shoppers want convenience

## Hydration / Electrolytes

Increased demand from everyday shoppers, active lifestyle / exercise / sports focused shoppers

## Immunity: Zinc + Vitamin C + Vitamin D

Current environment has heightened the demand for Vitamin C, Vitamin D and Zinc. Research has shown these vitamins and minerals can support a better immune system

## Turmeric For Recovery : Joint Health / Gut Health / Health Inflammation Support

Turmeric has been used for 5000+ years for cooking and medical purposes. Significant body of research suggest that turmeric in daily use can provide healthy inflammation response for joint, gut and general good health

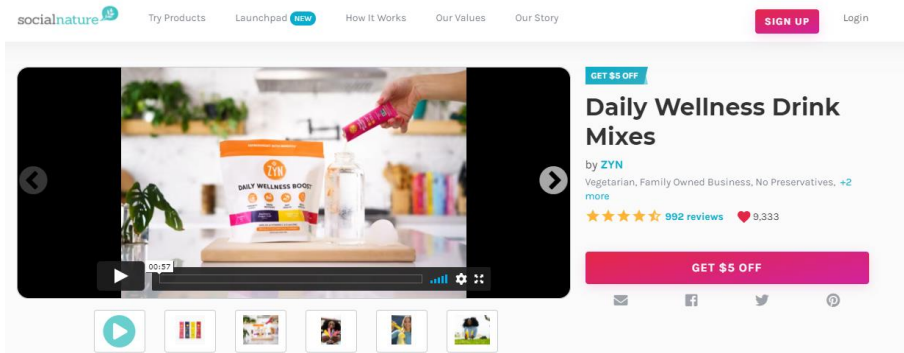
## ZYN's Daily Wellness Boost Drink Mixes Meet Shopper Demands:

Immunity  
+  
Recovery  
+  
Hydration/Electrolytes  
+  
Convenience  
+  
Better-for-You



## SO MUCH GOODNESS

Born From Mother Nature



Social Nature – Consumer Test Campaign

9,333 fans accumulated in 4 weeks

**1000 samples sent -**

**992 independent review!**



**88%**

Loved/Liked  
ZYN Drink Mixes



**89%**

Would recommend  
to friends



**83%**

B-Corp & Non GMO Project  
Verified important