



# BLOW AWAY CONSUMERS' EXPECTATIONS

Drive Incremental Cooler Profits



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PEOPLE,  
PLANET &  
PURPOSE





**WE ARE A  
CAN DO COMPANY**

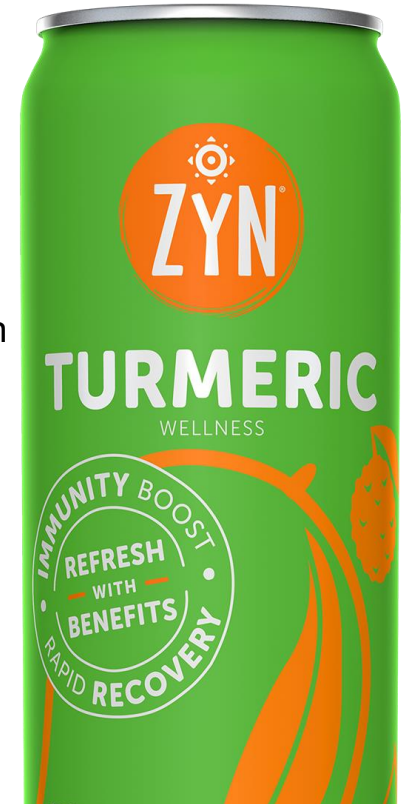
Personal Experience is Inspiring!

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)





## 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.





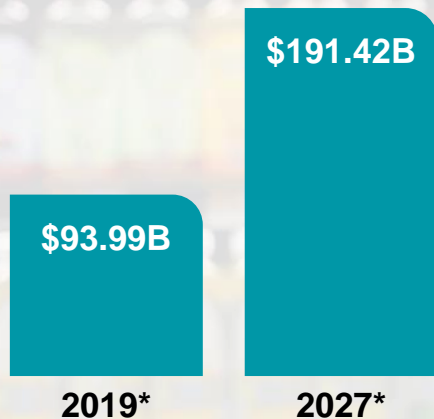


## CONSUMERS ARE SEEKING NATURAL REMEDIES

Turmeric to the Rescue

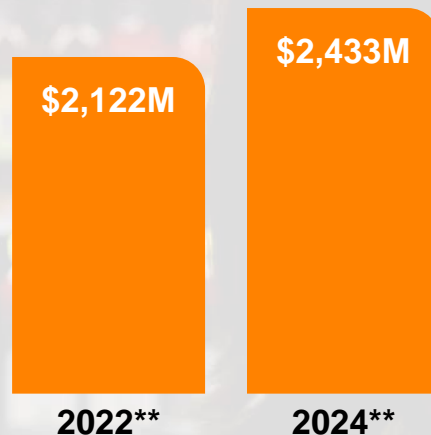
### NATURAL PAIN RELIEF

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



## 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 CO<sub>2</sub>.



# WE'RE A BRAND ON A MISSION

Our **amaZYN** Journey

## HOW IT STARTED

**2016**  
"Aha" moment. The realization of what we and our ancestors have always known;  
**Food-is-Medicine**

**2017**  
Extensive research and testing of turmeric, establishment of supply chain and development of ZYN

## LOT'S OF RESEARCH

## OFF AND RUNNING

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

- 2019**
- UNFI, KeHE
  - Albertson banners
  - 3000 Stores
  - Sysco, US Foods
  - Non-GMO Project Verified

## REALLY GROWING

## WHAT? A PANDEMIC

- 2020**
- Consumers seeking immunity boost increases ZYN sales velocity at retail coolers
  - 4000 stores
  - 22 professional & collegiate sports teams
  - **Forbes Best Wellness Drinks**

- 2021**
- 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

## HOW IT'S GOING

- 2022**
- COSTCO Launch
  - On pace to be in 15000 stores
  - 150+ professional & collegiate sports teams
  - Increased sustainability
  - Sales & marketing team growth
  - Expanded distribution network



## CUSTOMER IS ALWAYS RIGHT

All Good Things Begin with ZYN



LOW CALORIES

NOTHING ARTIFICIAL

15 TURMERIC ROOTS PER CAN

INFINITELY RECYCLABLE



ZERO ADDED SUGAR

PLANT-BASED NUTRITION

VITAMIN C & ZINC



## MEET OUR EXCITING FLAVORS

Turmeric NEVER Tasted SO GOOD!



**PACK SIZE** 6pk  
**FL OZ** 12 fl oz  
**SRP** \$2.69 - \$2.89  
**DEAL SRP** BOGO & 2/\$4  
**ITEM#** MB6PK

### Mixed Berry

*Focused on Doing  
Good, Loves  
Sweet Things*



**PACK SIZE** 6pk  
**FL OZ** 12 fl oz  
**SRP** \$2.69 - \$2.89  
**DEAL SRP** BOGOs & 2/\$4  
**ITEM#** LG6PK

### Lemon Ginger

*Admired by Many,  
Natural Athlete*



**PACK SIZE** 6pk  
**FL OZ** 12 fl oz  
**SRP** \$2.69 - \$2.89  
**DEAL SRP** BOGO & 2/\$4  
**ITEM#** ML6PK

### Mango Lychee

*Adventure  
Seeker, Avid  
Hiker*



**PACK SIZE** 6pk  
**FL OZ** 12 fl oz  
**SRP** \$2.69 - \$2.89  
**DEAL SRP** BOGO & 2/\$4  
**ITEM#** PC6PK

### Pomegranate Cranberry

*Passionate about  
Travel, Yoga  
Enthusiast*





## IN THEIR WORDS

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We Couldn't Say it Better

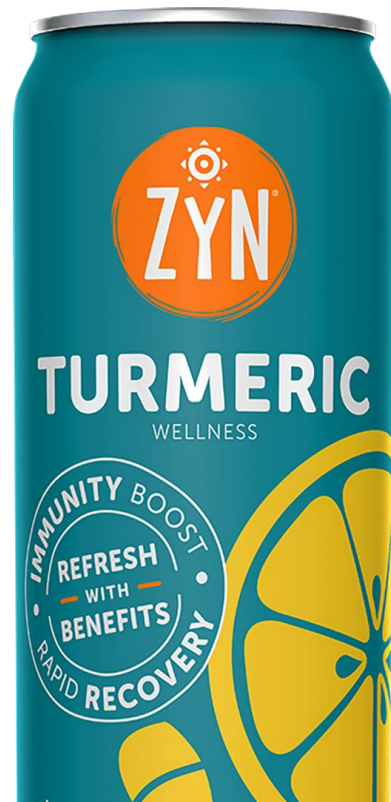
"ZYN has become a regular part of my daily life now....I value it for quality of flavor but even more, the health benefits!" -Kathleen L., Wisconsin

"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

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

"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

"ZYN has been an excellent product for our program!" - Grant Geib, Performance Dietitian, Western Michigan Football





## 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





## EXPERIENCE IS EVERYTHING

Attractive Case Stack Displays to Drive Velocity

### WOW YOUR SHOPPERS ON A CASE BY CASE BASIS

- Small real-estate footprint, high sales dollar potential
- Attractive displays - increase shopper basket size
- External or internal merchandising team to execute displays





## 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  
NATURAL MARKET & CATERING

giant  
eagle

heinen's

goodharvest  
market

**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  
FOODS

MY KITCHEN  
INTUITION

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

AddeoFit

ALPHA

Orangetheory  
FITNESS

**US MILITARY ALL BRANCHES | GLOBALCOMISSARIES | EXCHANGES**







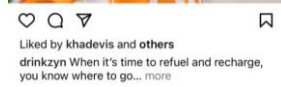
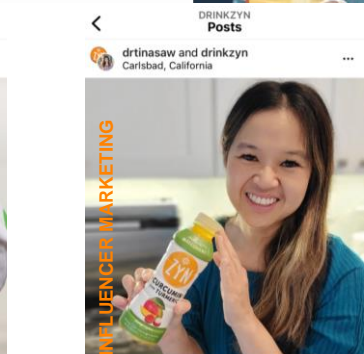


## PARTNERSHIP HAS PRIVILEGES

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



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



**MIXED  
BERRY**



8 50032 94524 0

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



**MANGO  
LYCHEE**



8 50032 94523 3

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



**LEMON  
GINGER**



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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



**POMEGRANATE  
CRANBERRY**



8 50032 94525 7



**THANK YOU  
FOR THE OPPORTUNITY**

[drinkZYN.com](http://drinkZYN.com)

