

TASK AT HAND

We're refreshing our kombucha labels to better reflect the values and preferences of today's consumers. After conducting an in-depth, consumer-focused study, we gained valuable insights into the current mindset of ready-to-drink (RTD) beverage drinkers, particularly kombucha lovers.

We discovered that people are more than ever prioritizing delicious flavors, organic ingredients, and gut-supportive benefits. With this in mind, we're evolving our brand to meet those desires while staying ahead of trends in the industry.



Bright, Engaging Design

We've created a fresh, vibrant look that stands out on the shelf and captures the fun, lively spirit of HUMM.



Ingredient-Focused Imagery

Our packaging will showcase the organic ingredients and the billions of CFU probiotics packed into each can, giving consumers a closer look at what makes HUMM special.



Whole30 Approved® Flavors

We're introducing exciting new options to cater to the growing demand for lower-sugar beverages that still pack big flavor.

This rebrand isn't just about aesthetics—it's about making our kombucha even more exciting and aligned with what our customers want: vibrant flavors, clean ingredients, and gut-loving benefits.

OVERVIEW

1. FLAVOR IS A PRIORITY:

Over half of occasional kombucha drinkers cite a vinegar or bitter taste as the reason they don't repurchase. We're making sure it's easy for consumers to know that our flavors are delicious and drinkable.

2. FOCUSING ON GUT SUPPORT

"Probiotic Kombucha" was the most appealing and clear name to 55% of all customers surveyed.

3. 2 BILLION PROBIOTICS IN EVERY CAN

"PROBIOTIC" and "COUNT OF PROBIOTIC" are the words most associated with gut health. We're giving purpose to our products and making them easy to shop based on consumer need state.

4. QUALITY INGREDIENTS

The importance of tea type, origin, and quality is cited by 45% of kombucha drinkers. Our messaging will emphasize our use of high-quality, organic teas.

5. ALWAYS ORGANIC

"Clean" and "Organic" rank #1 and #4 in terms of most important product features, which is why we're moved this priority leading messaging to the front of pack.

6. LOWER SUGAR

71% of kombucha drinkers say amount of sugar is a very or most important factor in purchasing. Our lower or zero sugar flavors have simple and clear messaging when it comes to sweetness.

7. STANDING OUT ON SHELF

Surveyed consumers were drawn to the bright, vibrant colors and simple design focused on product attributes.



OUT WITH THE OLD



IN WITH THE NEW

