



**FOLLOW YOUR GUT!**

1-844-FERMENT

[info@health-ade.com](mailto:info@health-ade.com) [www.health-ade.com](http://www.health-ade.com)

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Health-Ade, LLC 23425 Crenshaw Blvd. #128 Torrance, CA 90505



**THE BRAND  
THE PRODUCT  
THE STORY**

LET'S START AT THE BEGINNING.

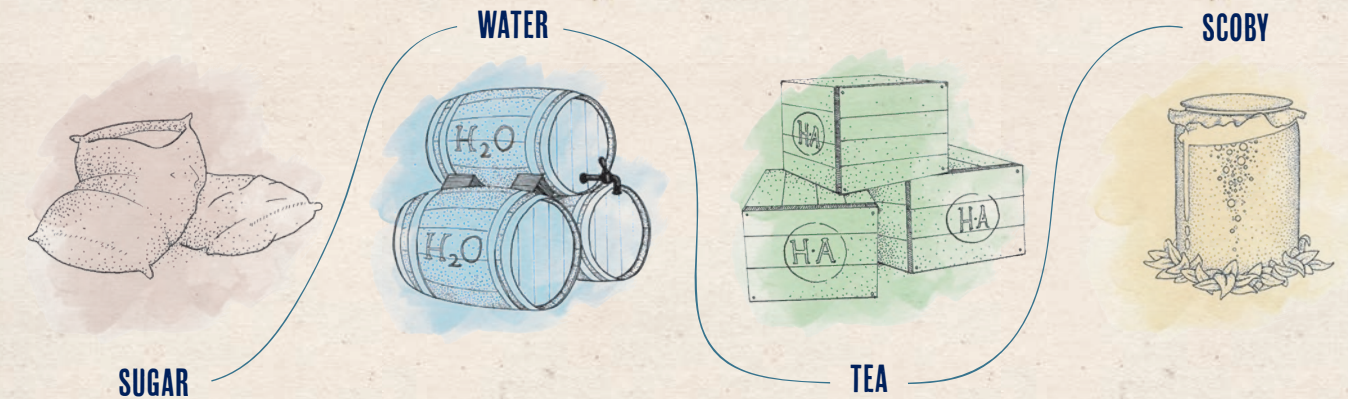
## WHAT EXACTLY IS KOMBUCHA?

Kombucha is fermented tea that naturally contains probiotics and healthy organic acids. It has been enjoyed across countless countries for thousands of years as a delicious and refreshing beverage that makes you feel good.



## THE INGREDIENTS IN KOMBUCHA ARE SIMPLE

Old-school kombucha is made via primary and secondary fermentation. Though many brands try to hasten this very natural process, Health-Ade does this the real way.



## WHY DRINK HEALTH-ADE

Because not all kombucha is created equal.

We make it 100% the all natural way, always giving you the BEST TASTING and HIGHEST QUALITY kombucha you can buy.

### 5 REASONS TO DRINK KOMBUCHA



Delicious, especially  
Health-Ade



Ready to drink for your  
on-the-go life



Naturally low in sugar,  
caffeine and calories



Makes you feel good:  
naturally contains B12,  
probiotics and healthy acids



Simply, real food

# THE DIFFERENCE

- ⚓ The best tasting and highest quality kombucha you can buy.
- ⚓ The only commercial kombucha fermented 100% in glass to prevent plastic and metal leaching.
- ⚓ Hand-crafted in super-small 2.5 gallon batches for premium quality.
- ⚓ Flavored with only the highest quality ingredients, like cold-pressed juice from organic produce.
- ⚓ Certified Organic, Non-GMO, Gluten-Free, Raw, Vegan, Kosher.
- ⚓ Naturally fermented using all stages; the brew tells US when she's ready.
- ⚓ We never hasten or adulterate the process with chemicals or synthetic probiotics.



BECAUSE NOT ALL KOMBUCHA IS CREATED EQUAL

THE BEST  
TASTING  
AND HIGHEST  
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## PRODUCT SALES

Since the first bottle was sold at a California farmers' market in early 2012, Health-Ade has experienced explosive growth, rapidly becoming the fastest growing kombucha brand in the industry. With orders multiplying 4X annually, it's poised to be the #1 brand in major US markets.

AVAILABLE ON TAP AND BY THE BOTTLE

COLD PRESSED

GINGER-LEMON



PINK LADY APPLE



CAYENNE



POMEGRANATE



ORIGINAL



GRAPE



BEET



BLOOD ORANGE



Power Greens



Maca-Berry



Sweet Thonn



Reishi-Chocolate



SUPER-TEAS

## CASES SOLD

Q1 2013



Q1 2014



Q1 2015



Q1 2016



# OUR CUSTOMER DEMOGRAPHICS

## ⚓ HEALTHY

Active lifestyle—hiking, yoga, running, dance  
Not only for health nuts  
For the “health it takes to be happy”

## ⚓ WEALTHY

Willing to spend more for a better tasting and premium product  
Passionate about the real food movement

## ⚓ WISE

Entrepreneurial  
Educated  
Creative and expressive

Health-Ade performs extremely well in a variety of establishments.



# HOW WE SUPPORT OUR DEMOGRAPHICS

## IN STORE EVENTS

Demos  
Pop-ups  
Educational  
Train the Staff

## SOCIAL MEDIA

Fastest growing kombucha brand on social media  
#FollowYourGut

## EXPERIENTIAL

Community Charity  
Lifestyle Events  
Regional Events

## PRESS/PR

Celebrity seeding  
Influencer events  
Magazine and digital/blog features

## MERCHANDISE

Wearables  
Fridges  
Custom POS

## ADVERTISING

Outdoor  
Magazine  
Digital



Follow Your Gut!



## TOP PRESS HITS

Los Angeles  
MAGAZINE

"When in doubt, go for the Health-Ade."

Life & Thyme

"Looks like their gut has led them a long way from the sidewalk on which this story began."

THE ZOE REPORT

"The fermented tea is a fantastic source of probiotics and, with a slew of options now on the market, comes in a variety of yummy flavors."

bon appétit

"We saw many brands boosting their products with adaptogenic herbs... Health-Ade Kombucha revealed a special adaptogenic blend."

SELF

"It's next-level kombucha"

InStyle

"Another favorite? Health-Ade shots of kombucha, which many stars sipped on and enjoyed together."

US

"On the way out, guests grabbed goodies from Coffee Bean & Tea Leaf, Health-Ade Kombucha, and Nourish Snacks."

FORTUNE

"What started out as a hobby is now an emerging brand."



## OUR STORY

Health-Ade was founded in 2012 by a husband, wife, and best friend all looking to make the best tasting & highest quality kombucha you can buy and find ways to pioneer the scaling of this very natural process without succumbing to market pressures or compromised quality. It's an old-school American start-up story, where tenacity and heart have inspired this trio to challenge convention and build an authentic brand they can be proud of. Hand-crafted the "old-fashioned way"--the way nature intended--Health-Ade does everything possible to guarantee the best kombucha out there, and relies heavily on nature, not dollars, to decide when the product is ready. Health-Ade supports the REAL FOOD movement in our local communities, and is actively expanding their reach to become a valuable national brand. Health-Ade makes it their mission to inspire you to "Follow Your Gut" and trust in yourself for a healthier and happier life, because that's been their proven business practice, since their start at the farmers' markets.