

KOMBUCHA “BIOHACK”

BIOHACK

A NEW HEALTHY LIFESTYLE AND NUTRITION TREND!



KOMBUCHA! WHAT IS IT?

In Scientific language: Kombucha is a symbiotic culture of bacteria and yeast (SCOBY), botanical name — *Medusomyces gisevi*.

BioHack Kombucha – is a slightly carbonated, natural, fermented drink rich in probiotics, antioxidants and beneficial acids.

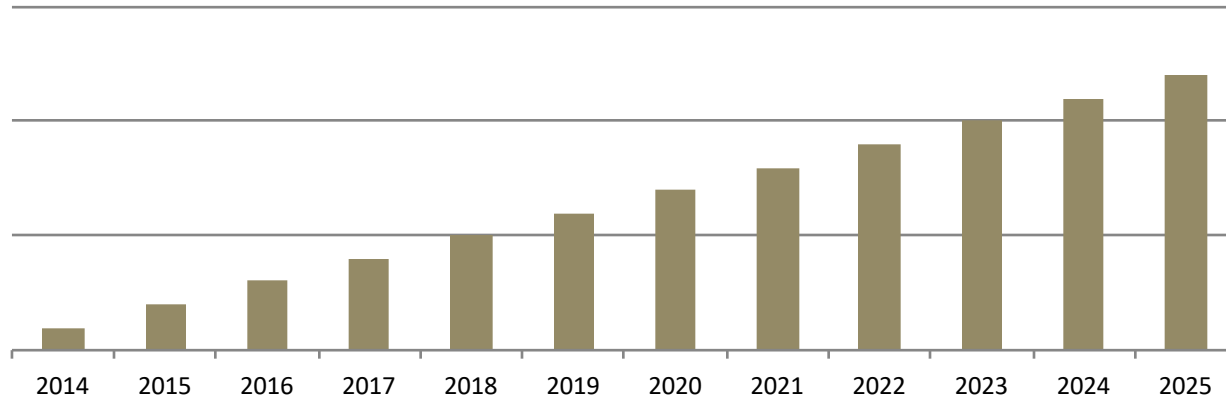
Besides beneficial characters is has a very pleasant and refreshing taste.



KOMBUCHA MARKET

The global kombucha market was valued at around USD 1,06 billion in 2016 and is expected to reach approximately USD 2,5 billion by 2022, growing at a CAGR of around 25.0% between 2017 and 2022. (see the links below)

Global kombucha market, (Kilo Liters) (USD Million), 2014-2025



<https://www.zionmarketresearch.com/news/kombucha-market>

<https://www.grandviewresearch.com/industry-analysis/kombucha-market>

Not only **TASTY**
BUT ALSO **HEALTHY!**



FOR WHOM?



WHY BIOHACK KOMBUCHA?

■ Production Volume

Our production facility is the only in the CIS able to produce Live Drink (production capacity up to 1 mln bottles/month). So we can provide rather big volume which means also invest in export and marketing programs.

■ Packaging

Visual – premium quality label, bottle/can, show-box. Possibility to offer a 6-bottle kit.

■ Patent

Patented cultures of microorganisms.

■ Shelf-life

We managed to extend the shelf life to 360 days without pasteurization, but keeping all the beneficial feature of the drink

■ BioHack kombucha - is a healthy substitute to sweet, carbonated and energy drinks

■ BioHack kombucha - is an additional source of probiotics, acids and vitamins.

■ BioHack kombucha - is a Live drink produced without pasteurization, all the beneficial features are kept in the bottle.

■ BioHack kombucha - is 100% natural product with no preservatives, added sugar, colorants etc, which is quite unusual for the trade.

■ BioHack kombucha - is in trend of healthy lifestyle

KOMBUCHA IS A REALLY HEALTHY DRINK TO REFRESH YOURSELF WITH A PLEASANT TASTE.

The sugar content in ready good is minimum. For the moment of bottling all the sugar is fermented with Kombucha culture. That is the reason why Kombucha fits perfectly to those who care about their weight.

For comparison:

Coca-Cola	12 gr. of sugar in 100 ml
Apple juice	11 gr. of sugar in 100 ml
BioHack Kombucha	4 gr. of sugar in 100 ml



BENCHMARK

RRP(recommended retail price):



2,99 \$



3,5 \$



3,99 \$



3,69 \$



BIOHACK KOMBUCHA CLASSIC

Enjoy the classic kombucha taste - refreshing, with a slight sourness and pleasant sweetness that we have received, adding a natural sweetener – stevia.

Our Kombucha contains useful acids, enzymes (protease, lipase, amylase), B vitamins, vitamin PP, C, caffeine. The product is rich of probiotics, antioxidants and beneficial acids.

Ingredients: water, Kombucha culture, organic black tea, stevia extract

BIOHACK KOMBUCHA GREEN TEA

Appreciated for rich aroma and taste of Chinese Green Tea.

Green tea catechins are an excellent antioxidant. They remove toxins, help burn fat. Caffeine, which is contained in green tea invigorates, tones and gives vitality

Ingredients: water, Kombucha culture, organic green tea, stevia extract.



BIOHACK KOMBUCHA HIBISCUS

Hibiscus petals contain anthocyanins, which help strengthen the walls of blood vessels. Hibiscus helps to reduce blood pressure, has a beneficial effect on the functioning of the gastrointestinal tract and liver.

The vitamins and trace elements that are contained in this drink improve immunity, increase the body's resistance to colds, and reduce nervous tension.

Ingredients: water, Kombucha culture, organic green tea, dried hibiscus, stevia extract.



BIOHACK KOMBUCHA GINGER AND HONEY

The combination of ginger and honey accelerates many internal processes in the human body.

These are two powerful antioxidants that can resist aging, improve memory, normalize metabolic processes, and cleanse toxins. Both natural products are rich in vitamins A, E, C, B1 and B2, K, PP, such important trace elements as iron, potassium, magnesium, manganese, phosphorus, flavonoids, antibacterial components.

Ingredients: water, Kombucha culture, natural honey, fresh ginger, organic green tea, stevia extract.



BIOHACK KOMBUCHA WILLOW-HERB

It's hard to believe, but Willow-Herb contains 3 times more vitamin C than in oranges and lemons.

Therefore, it is effective in metabolic disorders, vitamin deficiency, and a decrease in the body's immune defense. Ivan tea is also rich in beta-carotene, a powerful antioxidant that removes toxins.

Ingredients: water, Kombucha culture, Willow-Herb, Stevia extract.



PRODUCT SPECIFICATION

NUTRITION FACTS per 100 ml:	
Carbohydrates	1,0 g
Protein	0,1 g
Fat	0 g
Calories	4,4 cal
Alcohol	Less than 0,2 %

1 bottle/can

330 ml

1 box

24 bottles/cans

Shelf-life

360 days

Customs code

220600



MARKETING

INTERNET

Internet is the main tool to promote our product:

- SMM promotional activities
- Partnership with Bloggers
- Promo, contests and quests
- New tastes development together with our consumers
- Trade shows, exhibitions, festivals fairs

POINT OF SALES

Promotional materials in Points of Sales.

We offer POSm to all our customers: flyers, posters, coasters

TRAINING TO SALES CREW

We are ready to share with our partners and their sales teams all our knowledge about the product provide training to sales crew.

We are also open to any proposals how to promote Kombucha



MERCHANDISING

Branded clothing and accessories - as an additional advertising tool.



THANK YOU FOR YOUR ATTENTION!

PLEASE CONTACT US FOR ANY ENQUIRY:

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