



LUNCH RUSH.

EVENING YOGA CLASS.

EARLY MORNING GYM SESSION.

No matter the time, no matter the activity, no matter the setting, it was always the same. People grabbing sugar-packed ‘thirst quenchers’ and ‘natural beverages’ with ingredients we couldn’t even pronounce and throwing them back like shots.

We’d grown pretty tired of trying to tell our friends they had to stop drinking the stuff they thought was ‘ok for them’ and start caring about what they were putting in their body.

So we decided to do something about it.

**First, we thought about what people needed in a beverage.
TASTE. ENERGY. QUALITY INGREDIENTS. NUTRIENTS.**

Seemed to us a drink could offer all of that.

**Then we took a look at what existed in the market and
saw nothing we liked.**

**We wanted to make a beverage that could be enjoyed by
everyone and stand for something worthwhile. A properly
sourced, all-natural, great-tasting, fully functional tea that
wouldn't make you shudder if you looked at the ingredients
and wouldn't make you crash an hour after you drink it.**

So we did it.

It's called Titan Tea.



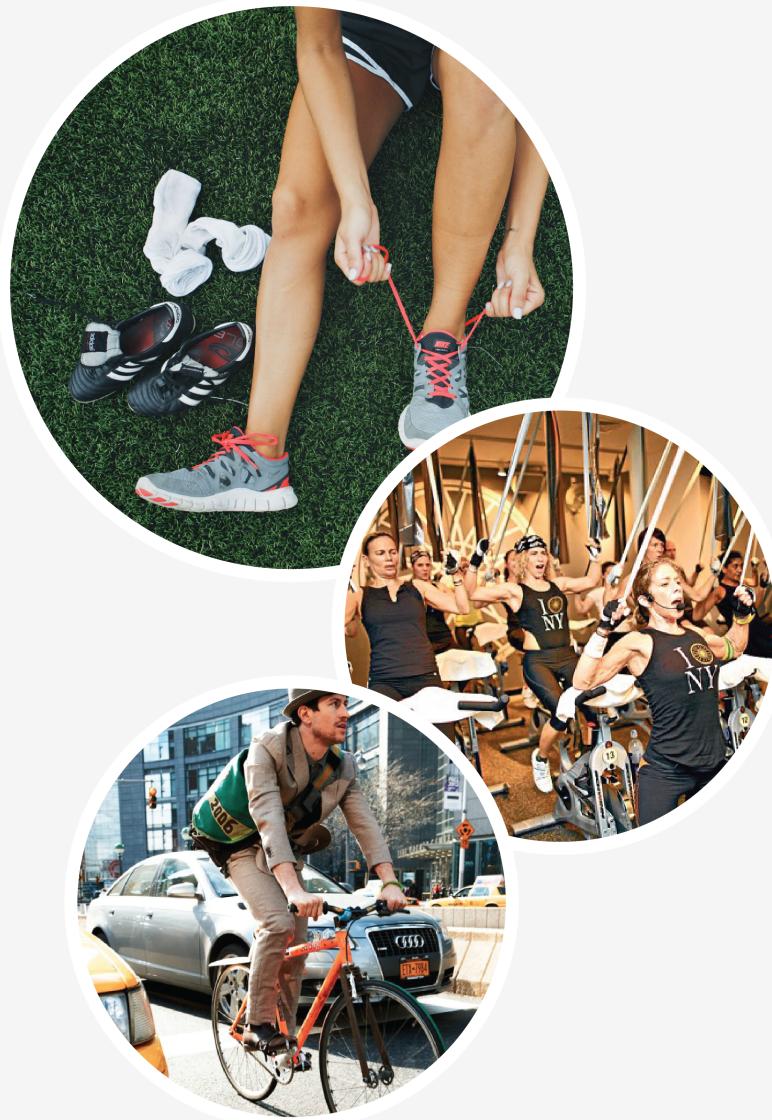
THREE TYPES OF HEALTHY ACTIVIST

The Athlete

16-35 M/F

Sports are what drive the Athlete's life. They need a drink to get them amped before a game or match, keep them up during, and replenish their electrolytes afterward.

They've never considered tea an option, but would be open to it.



The Connected Professional

25-40 M/F

The Connected Professional works out at Equinox 3-5x a week and is a member of summer and winter sports leagues.

Health is a secondary consideration for them, behind work; health is important within the limitations of having to fit into their schedule.

They need a drink to wake them up and get them going before their morning pre-work workout and a drink to keep them going during the afternoon lull.

The Early Adopter

18-35 M/F

Always at the forefront of the cultural zeitgeist, the Early Adopter believes that insider information is their social currency. They use knowledge of the new to separate from the pack.

Exercise generally comes from bike rides as commutes. They need a drink to get them going in the morning and through the afternoon lull.

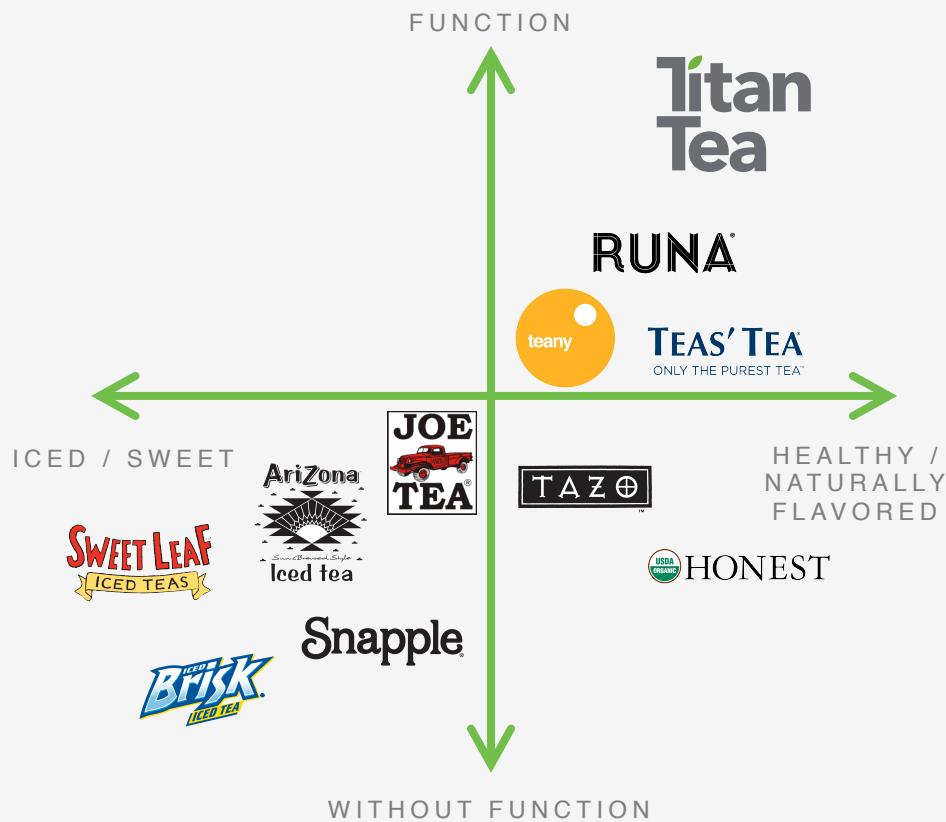
STANDING OUT ON SHELF

The ready-to-drink tea category is crowded but rapidly growing. 90% of the \$9 Billion tea category is RTD iced tea. In the next 5 years, the category will hit the \$XX billion mark.

The tea offerings range from completely artificial (Brisk), to non-specific all natural (Teany), to organic, healthy beverages (Tea's Tea).

Our major point of differentiation comes from the functional side of our product. Other than Runa, no other tea competitors can speak to that claim.

It's Tea, Plus More



TAKING SHARE FROM OTHER SHELVES

And we don't plan on only stealing market share from other RTD tea brands.

Our positioning, benefits, and taste make us a choice over the Gatorade's, the 5-Hour Energy's and the Yerbe Mate's of the world.

The nutritional drink category as well as the performance drink category are both expected to double in size with the next 5 years (Mintel).

Titan Tea is positioned perfectly to take advantage of both of those growing markets.



The Support Plan

A multi-channel approach will be key in supporting the launch and growth of the Titan Tea brand. Telling a unified story across all touch points will keep the brand in consumer's minds and show them why this product is superior.

Retail

The premium, clean bottle design will help Titan stand out on the cluttered tea shelf. Point of sale materials will drive home the value proposition.

Digital And Social

Website will clearly explain our product and its benefit – make it super easy to purchase. Social channels will immediately begin building lifestyle aspect of the brand.

Strategic Partnerships

Because of the nature and target of our product we feel that it can live in new environments. We will partner with fitness and athletic-focused clubs to bring tea to a whole new shelf.

Sampling And Events

Demoing at the correct stores and appearing at the right events will create a link with our consumers.

Influencer Marketing

We will utilize the reach of influencers who speak to our target consumers to create yet another connection between them and our brand.

PR

Copy about approach to PR...

