

- × *All Natural*
- × *Fresh*
- × *Aesthetic*

480 Kentucky Street
San Luis Obispo, CA
93405

Tipsy[®]
HARD KOMBUCHA

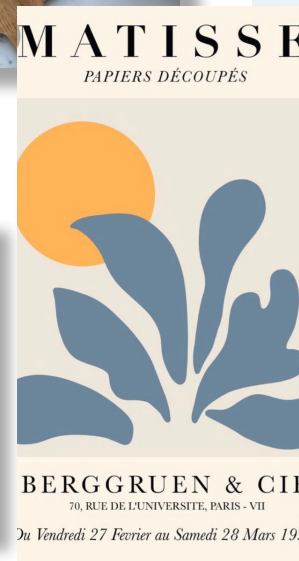
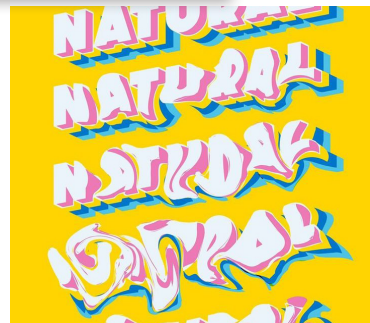
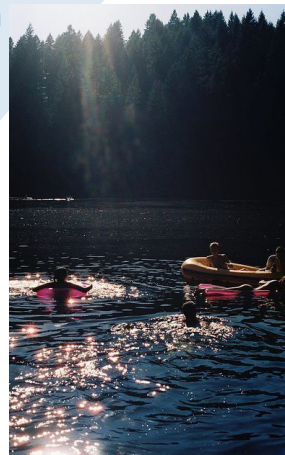
Tipsy[®]
HARD KOMBUCHA



Hard kombucha drinks are becoming increasingly popular among the younger demographic of those who consume alcohol (over the age of 21 of course). The draw to it comes from the fact that while it may give you a slight buzz, the fermentation process that goes into making kombucha produces probiotic bacteria, which can be beneficial for gut health. We have come up with our own crafted drink, with natural ingredients that are sold in cans or bottles to consumers.

Our product is named “Tippy” as the drink is not intended to have a high alcohol content but gives you the same feeling as a single beer or a glass of wine. The image we wish to portray is a weekend pick-me-up drink that also makes you look cool while drinking it. Through the use of aesthetic, more pastel colors in the labels and fonts depending on the flavor, the drink will look appealing to carry around in a social setting or pick it out among other similar hard kombucha brands.

The leading competitors in the hard kombucha industry have grown tremendously in the past five years and are projected to continue doing so.



HARD KOMBUCHA
Tippy®