

New Product Proposal

Yaupon Tea: a native North
American tea alternative





Indigenous American Caffeine

■ Yaupon Holly (*Ilex vomitoria*) is a caffeine-producing evergreen shrub related to mate and guayusa but uniquely indigenous to North America. It has a long, storied presence in Indigenous cultures across the continent and thrives under water friendly and highly sustainable growing conditions in the Southeastern States.

A Warrior's Drink

- It's prepared exactly like tea and has comparable caffeine levels, though on the lower end of average (40-60mg per cup). Just like its South American cousins, it also contains theobromine (an element in dark chocolate) and quercetin. This chemical composition tends to negate the jitter and crash symptoms associated with caffeine.
- It's usually available in three roast levels—green, gold, and black—similarly to green, white, and black teas. Some companies offer flavored varieties and tea blends as well.



- Combined effects of tariff pressure, global climate change initiatives, and consumer interest in natural and organic projects have sparked a surge in Yaupon tea sales.
- According to market projections published by [IndustryARC](#) in 2024, the yaupon market size is estimated to reach \$10 million by 2030, with a forecast period CAGR of 8.2%.
- Yaupon hasn't made its way to Santa Fe yet, at least within the café segment. With a growing national interest in conjunction with its local rarity, there's an opportunity to premier the product to our customers during our [peak hot tea season](#) this fall and winter.

It's about to blow up



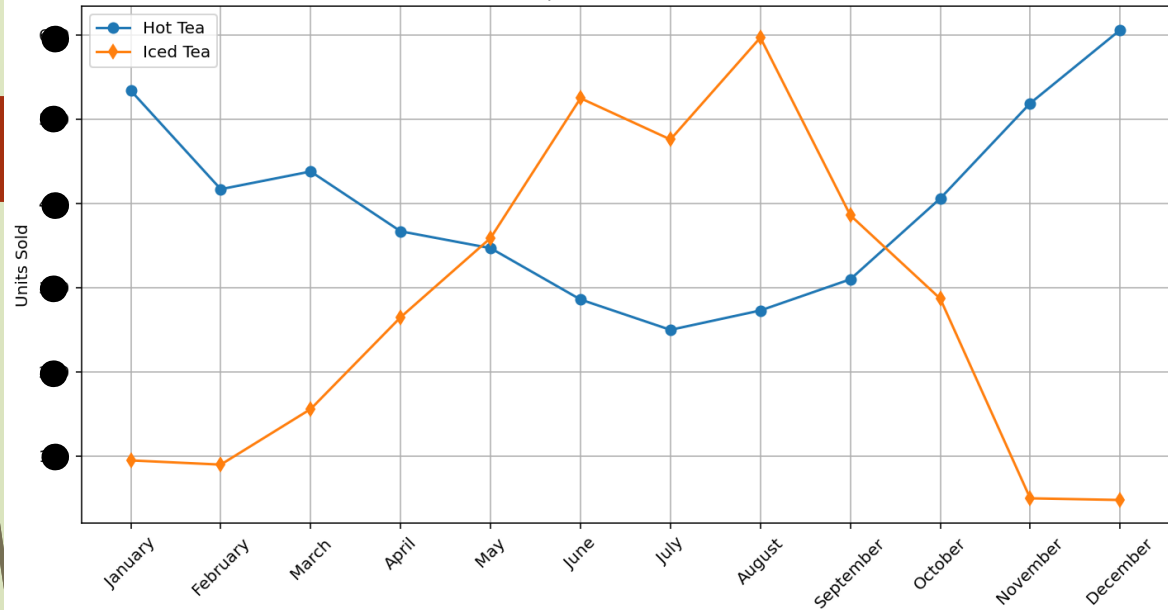
Provider Costs

| Company | Wholesale Price/lb | Cost/pot (est) | Origin |
|--|--------------------|----------------|--------------------------|
| CatSpring Yaupon | \$35-\$45 | \$0.34-\$0.59 | Texas (Indigenous Owned) |
| GoldHolly | Upon Request | N/A | Texas, Georgia, Florida |
| Yaupon Brothers American Tea Co. | \$90 | \$0.88-\$1.18 | Florida |
| Yaupon Tea Co. | \$104 | \$1.02-\$1.37 | North Carolina |
| Yaupon Tea Company | Upon Request | N/A | Florida |

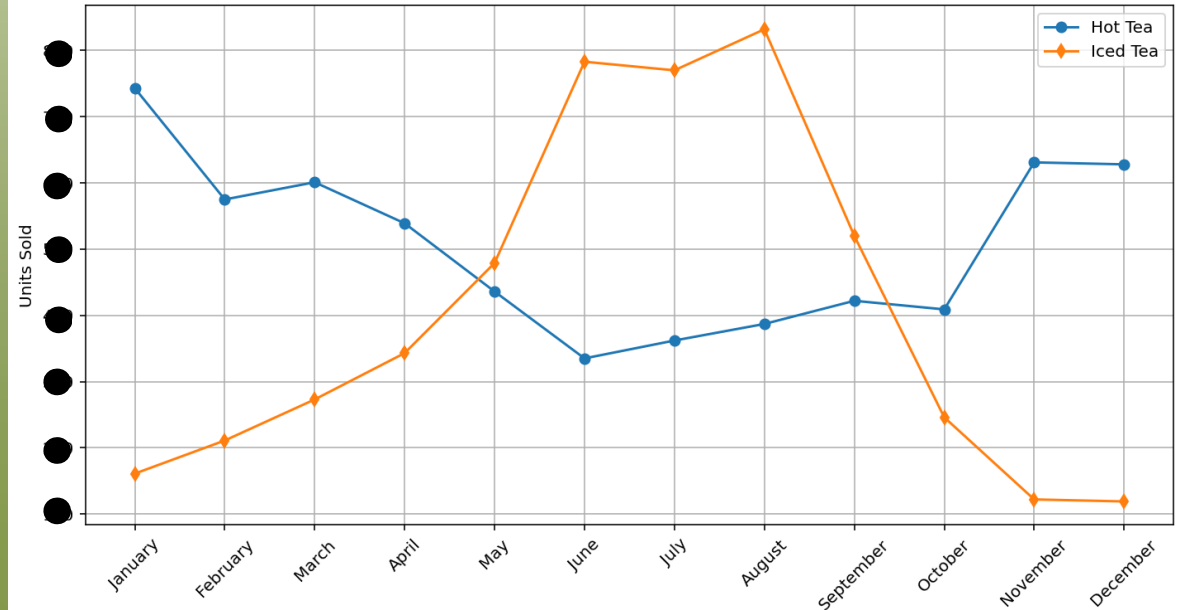
These are sample wholesale listings for loose leaf tea which do not include shipping costs or taxes. We can serve this product just like any of our teas, and cost per pot is based on an estimated recipe of 4.5-6 grams per 12 oz pot serving. Product can be re-steeped several times.

It's Tea-Time

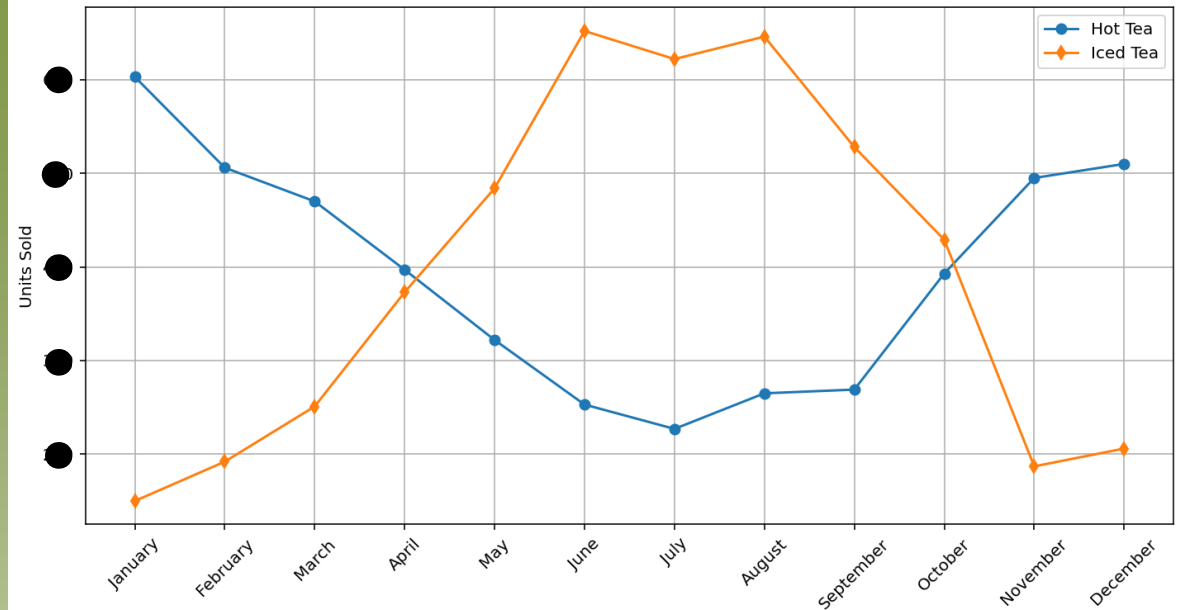
Lupe Tea Sales 2024



Prime Tea Sales 2024



Red Tea Sales 2024

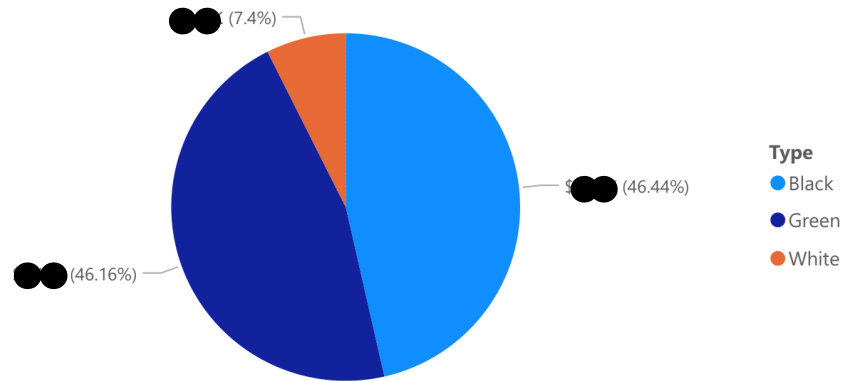


2024 Hot Tea Season Breakdown

As a straightforward brewed tea, yaupon can replace or be sold alongside our caffeinated options, including black, green, and white depending on the yaupon roast level.

Hot Tea Gross Sales

Caffeinated options only, distributed by type



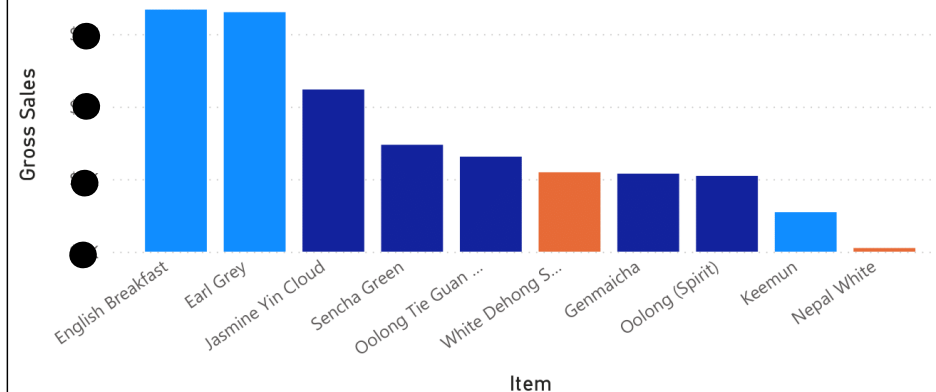
2024 September-December Hot Tea Sales Insights

- Hot caffeinated tea generated \$1,000,000 in gross sales
- Based on estimated growth projections of 10%, we can expect sales closer to \$1,100,000 for the remainder of 2025
- Black and green tea sales are roughly equal in distribution, but green tea lags far behind in modifier sales
- Keemun and Nepal White sales are distinctly weaker than the rest of our hot tea options and are the best candidates for replacement

Hot Tea Gross Sales by Item and Type

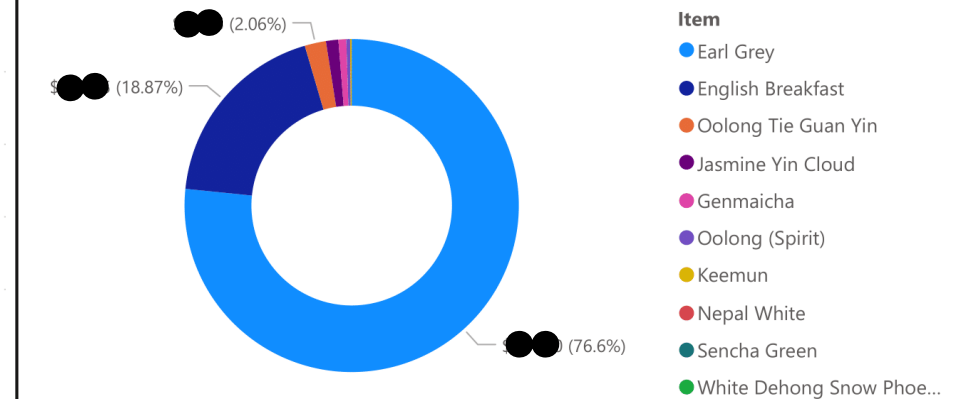
Caffeinated options only

Type: Black, Green, White



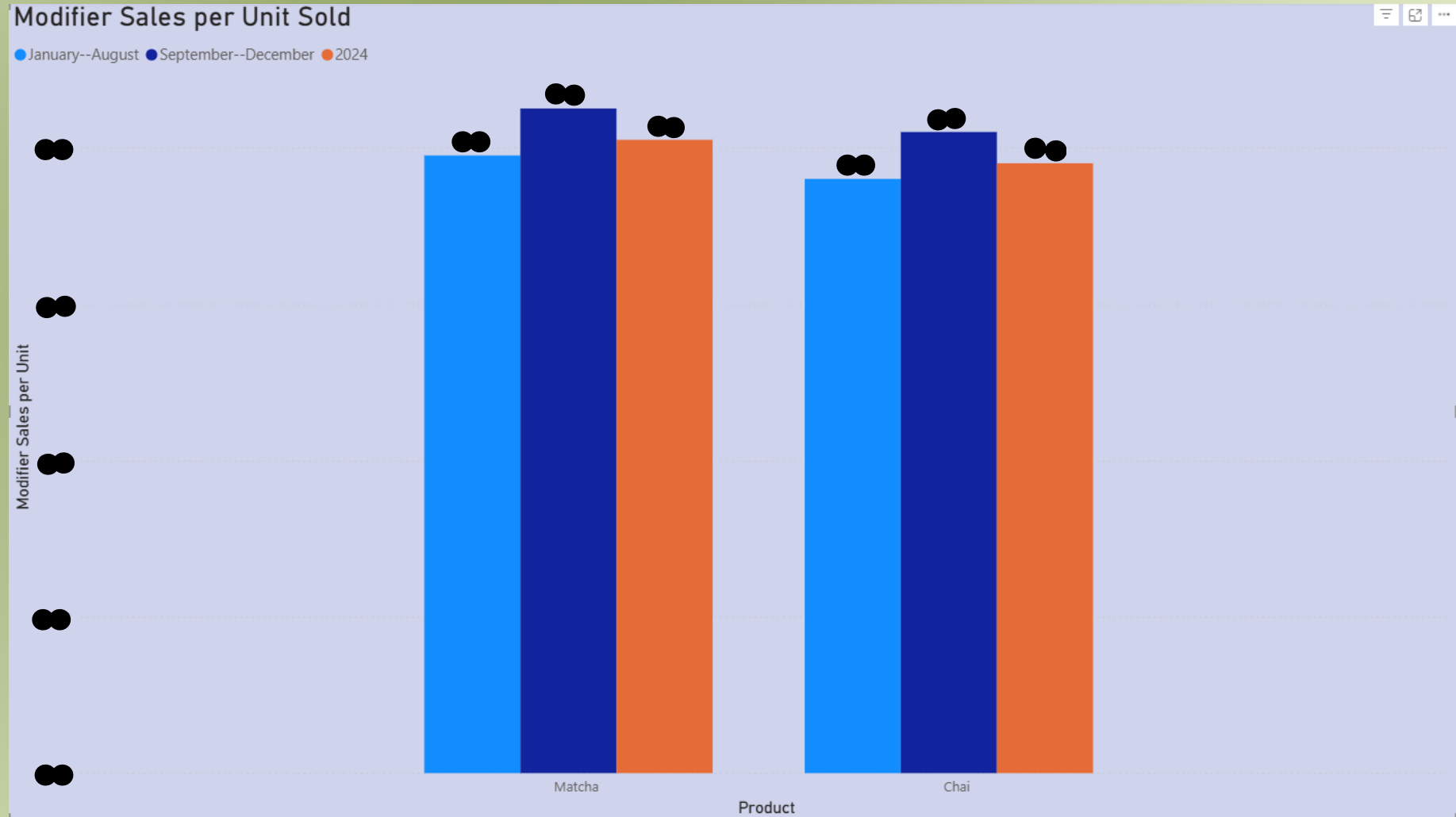
Modifier Gross Sales

Caffeinated options only, distributed by item



Tea Season is also Modifier Season

Not only are brewed tea sales highest from September to December, modifier sales jump during this period as well. This bar chart demonstrates a jump in modifier sales per Chai and Matcha Latte sold, representing a boost in sales across cafes.



Made to be Modified

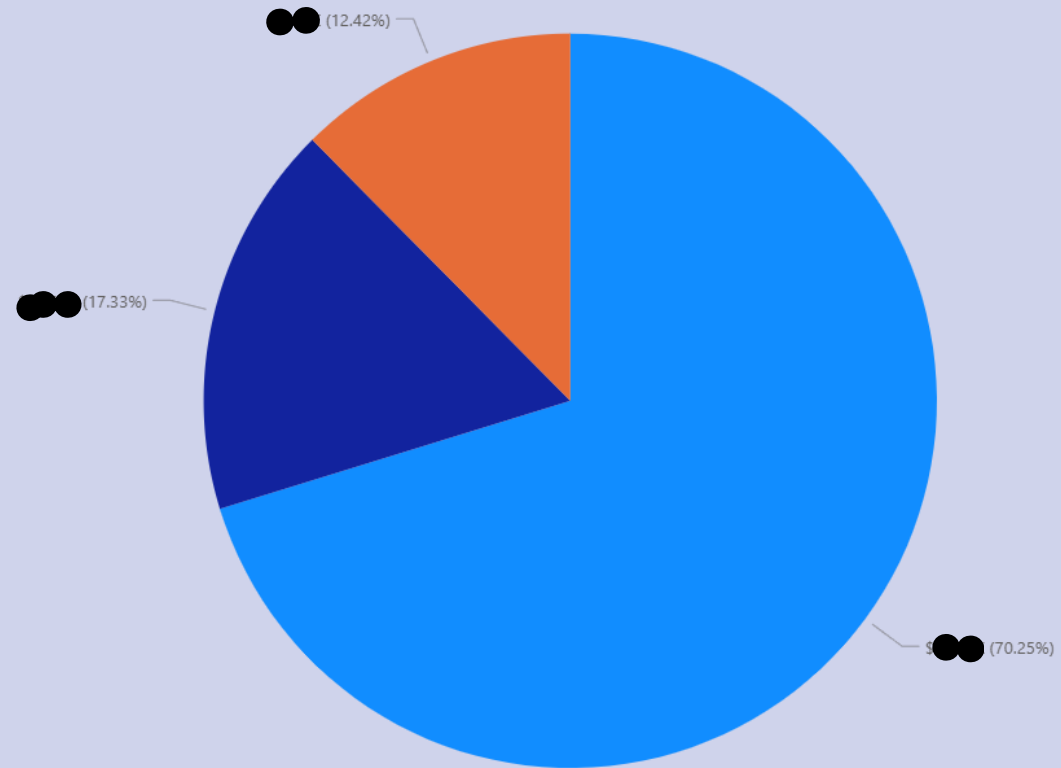
Beyond this seasonal jump, Chai and Matcha Lattes are heavy hitters when it comes to modifier sales throughout the year, composing nearly 85% of 2024's total bar drink modifier sales.

Yaupon could work well as a tea latte alternative, as its complete lack of tannic acids allow for long steep times, making it easy to produce in concentrate form.

Distribution of 2024 Modifier Sales by Bar Drink

Product

- Other Bar Drinks
- Chai
- Matcha





Yaupon Value Highlights



Low Cost

- Cheap and sustainable
- Shorter shipping distances
- Tariff resistant

High Perceived Value

- Eco-friendly
- Indigenous history
- Verified health benefits

Modifier Sales Magnet

- Novelty appeals to trendy crowd most willing to spend on modifiers
- Seasonal positioning can elevate a cost-effective product into a premium beverage experience
- A “yaupon spice latte” or similar could capitalize on seasonal interest in tea lattes as well as modifier upsells



Next Steps

Contact listed wholesale providers and request samples (1 week)

Group tasting with café managers and Director of Coffee to determine best price/quality ratio (1 day)

Develop concentrate/bar recipes and determine merchandising strategy (1-2 days)

Educate baristas on product, emphasize value of modifiers as a tip booster (3-5 days)

Simultaneous rollout of brewed yaupon and yaupon lattes at all three locations (1 day)