

**TRYB**

**we  
craft  
natural  
& great  
tasting  
beverages  
that  
celebrate  
who we are**



Let's Talk

# About TRYB

## 01. Our Passion

What has inspired us to spend our time, our resources, and our energy building a beverage company?

## 03. Our Mission

What is the CORE PURPOSE and the WHY of our business? Think of it as our guiding North Star or our core focus.

## 05. About The Company

Who is the TRYB founder and what inspires him to do more than simply build a company or sell beverages?

## 02. Market Challenges

What acute challenge or unique pain point are we solving?

## 04. Products

What are our core products and how do they align with our passion and mission?

## 06. Value Proposition

Why should beverage consumers choose TRYB?  
What makes us unique, memorable and a brand with lasting appeal?

**TRYB**



# What We'll do Today

## 07. Customer

Who is our core customer? How does this core customer line up with our products? Do they acutely face the pain point we are addressing?

## 08. Market Size

What's the size of our market? How many people are going to buy our products?

## 09. Growth Strategy

What is our strategy and plan to expand our market share and support Atlanta communities?

## 10. What's Next

Where do we go from here? How can we begin to work together to strengthen our brand and economies?



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# Hello, Welcome

I'm Ross, The Founder of **TRYB**

We realized many years ago that the convenience & premium beverage landscape is crowded by brands that offer products filled with artificial flavors, concentrates and syrups. Consumers, to date, are unfortunately left with few options that meet the ever-growing demand for truly all-natural great tasting beverages.

TRYB has genuinely listened to consumer demand and crafts teas, juices and coffees that are all natural. Further, we partner with brands to develop & bottle beverages that align with our core principal of "Natural First & Last".

TRYB also operates squarely within its commitment to support diverse communities by building regional bottling facilities within diverse communities once overlooked and forgotten, with the expressed goal of strengthen our communities.

About Us

# Our Mission

**TRYB's mission is to craft natural and great-tasting beverages that celebrate who we are.** Our mission is reflected in every bottle of tea, real fruit and coffee beverage that we offer.

## 01

### All Natural Ingredients

All of our beverages are made with a combination of natural fruits and/or teas, without additives or derived flavors.

## 03

### Globally Sourced

TRYB artisans rely upon our unique travel experiences and the myriad opportunities to learn about native cuisine and beverage blends.... And may now benefit from our experiences.

## 02

### Premium Tea Blends

Our premium teas are handcrafted by artisans who are committed to producing beverages that lift the palate.

## 04

### Locally Bottled

TRYB is committed to building sustainable and diverse economic communities within regions where our beverages are sold, via our local bottling model.

# About Our Company

## Getting to know TRYB

Founded in 2020, and developed by partner in business and in life, Willoughby Avenue, TRYB is a Black-owned company established in response to the growing consumer shift in building genuine brand relationships via an authentic embrace of culture and history.



Share the love

## Giving Back

TRYB has partnered with grassroots nonprofit organizations who inspire and nurture Black children to live a life of excellence and provide opportunities to help build global communities.

# Market Challenges

The consumer beverage market offers few options for those who prefer an all-natural, no artificial flavor or concentrate-based beverage. Leading beverage manufacturers rely upon heavy syrup-oriented flavoring and concentrates which differ significantly from the natural taste of fresh fruits. Further, such flavored beverages provide far less nutritional value. As consumer tastes continue to shift towards more health-conscious alternatives so should the beverage industry.

Premium tea & coffee shops possess few options for small-batch craft brewing and bottling for their products. The lack of small-scale artisan bottling services requires that shops forgo the opportunity to offer their customers grab-and-go variants of products, as well as the related profitability. As a private label bottler, TRYB is well positioned to help extend their product offerings.

## Pain Points

Consumers of bottled juices largely face the same pain points across the national marketplace.

- Few fresh fruit only options
- *Few non-flavored options*
- **Few non-concentrate options**
- **Few small batch artisan bottling solutions (B2B)**



Our Magic

# Our Products

TRYB currently produces more than twenty beverage options, to include both company-branded and private label options. Our company-branded product line, a wholesale variety of Lemonade, Half & Half Tea, Peach Tea and Jamaican Ginger Sorrel, are the ideal option for convenience stores that seek to embrace the palates of most consumers. TRYB private label varieties span the full spectrum of premium teas and herbs that reflect the rich cultures of the world.

TRYB



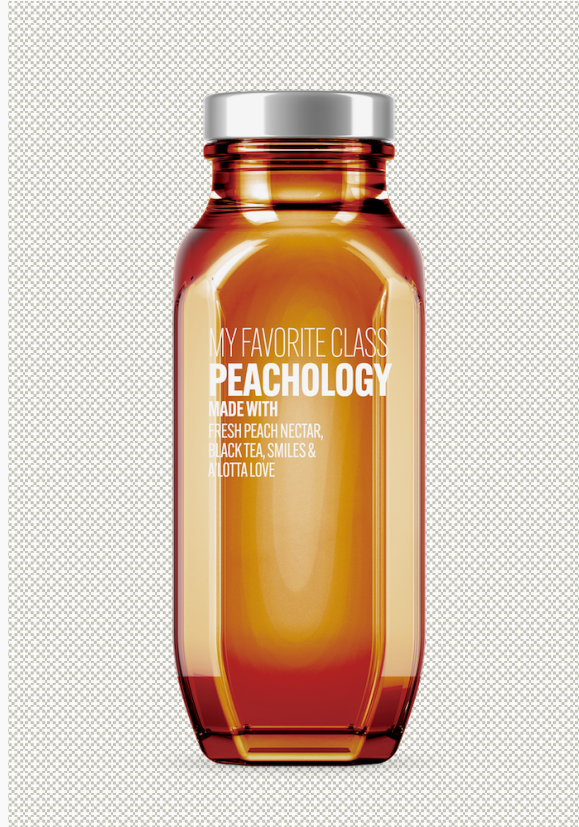
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## TRYB Branded Teas



### Theme Park Lemonade

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.



### Peachology Tea

We crafted this freshly blended favorite so that you may enjoy the tangy rich flavor of peaches combined with our black tea. If you enjoy the taste of naturally crafted fruit and tea, this is the choice for you.



### My Better Half & Half Tea

The ideal blend of our Theme Park Lemonade & the full-bodied taste of Black Tea. Lightly sweetened, its well-balanced flavors may be enjoyed at any time throughout the day.



### Jamaican Ginger Sorrel

Brilliantly red and sweet-tart, with a delicious bite from ginger and aromas of clove and citrus. The dried sepals of the hibiscus flower create a rich colorful red juice when infused with hot water and spices.



# Private Label Teas



**My Last Good Nerve  
Lemonade**

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.



**Panther ParTea  
Half & Half**

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.



**Triple Goddess  
Lemonade**

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.



**Love Potion  
Chai**

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.



**Monsoon Malabar  
Coffee**

We crafted this year-round favorite to celebrate the shared childhood memories of the best tasting & natural Lemonade on the planet. Perfectly sweetened and tart, Theme Park Lemonade is simply great.

# Celebrating Who We Are

All TRYB branded beverage bottles feature a local creative or cultural icon. TRYB Clayton County, Georgia produced beverages will continue to advance this commitment by highlighting community creatives and social change icons who represent the rich culture and historic significance of Georgia.

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Full Scope

# Our Product & Services



# Our Value

TRYB has fully embraced its commitment to serve consumers and communities nationally, by crafting great-tasting juices, teas and coffees while driving economic growth locally. Our greatest value proposition is humbly recognized as...

Fresh Fruit-ONLY Juices & Teas

All TRYB juices & teas are crafted with freshly squeezed or blended fruit... No artificial or natural flavors added.

Small-Batch Crafted Bottling For Local Specialty Shops

**Local speciality tea & coffee shops may now expand their product line and profitability via private label bottling partnerships with TRYB.**

Community-centric Growth Model

*TRYB drives local economic growth and sustainability by building bottling lines within underserved and economically challenged communities nationally... Offering market-leading compensation.*



# Our Customers

Our Core Customers are consumers of affordable, convenient and all-natural Ready-to-Drink (RTD) Juices, Teas & Coffees. TRYB Core Consumers span all gender, ethnic, cultural and racial demographics, as our products embrace the full range of preferred taste. Age, certainly, is the only limiting factor, as RTD Teas are most-commonly consumed by the Post Teen demographic.



Emily Jones

Health-forward Consumers



Robert Lang

Retail Shop Owner



Maureen Schmidt

Specialty Shop Owner

# 360

## Customer Profile

**Goals:** Purchase a fruit-based beverage, containing natural ingredients.

**Pain Points:** Few beverage options that contain 100% natural fruit ingredients only.

**Age:** 18 - 35  
**Gender:**  
**Marital Status:**  
**Location:** US North Eastern;  
South Eastern, Southern &  
Western Regions – Metro Area  
& Surrounding Suburbs

**Education:** High school, Some  
College, College Graduate, Post  
Graduate.

**Occupation:** Neutral  
**Annual Income:** \$30,000 +

**Behavior:** High-frequency (twice or more per week)  
Convenience Store and Specialty Shop patron; Metro area  
public transportation customer, Daily Driver (Commuter).



**Motivations:** Organic food  
sources, modest sweeteners,  
calories per serving, locally  
owned, social good focused.

**Channel:** Convenience &  
Grocery Stores, Specialty  
Shops and DTC.

**Key Strategies:** Highlight  
TRYB's All -Natural , No  
Added Flavoring Brand  
Position and Price Point.  
Further, effectively promote  
TRYB's ability to offer private  
label bottling and related  
vertical products.





“

**In the U.S., the RTD tea segment emerged as a dominant product in 2016, accounting for 76.2% of the total revenue share. The segment is expected to gain momentum owing to the rising demand for iced tea and concentrates.**



# Market Growth Atlanta

TRYB is committed to driving the economic growth of local underserved communities as it expands into new markets. Clayton County (Atlanta), represents such an opportunity for growth. We have developed an expansion model for the Greater Atlanta area that will be wholly supported by TRYB team members employed within Clayton County, serving all surrounding counties and retailers.

TRYB's compensation and benefits model significantly exceeds the current medium income metrics of Clayton County and Greater Atlanta. Further, our compensation model competes well within our industry.

## Retailers

Atlanta-based convenience stores and specialty retailers (250+) will be key to our shared success.

## Compensation

**A competitive salary range of \$40K – \$65K per annum for TRYB team members.**

## Benefits

***Health/Dental/Vision Care (75% Contribution), 401k Matching and Paid Time Off***

# TRYB Team Excellence

## Our Associates

TRYB will require the services of experienced team members for production line, sales, distribution, finance, human resources and general management support. We will prioritize the employment of Clayton County residence and have established a benchmark of at least seventy-five percent (75%) of our workforce being comprised of local employees.



## Team Members



### Production Associate

**TRYB \$40K** vs TCCC \$32K

Production Line team member for all TRYB beverages and food product offerings.



### Production Supervisor

**TRYB \$65,000** vs TCCC \$63K

Production Line team member for all TRYB beverages and food product offerings.



### Account Executive

**TRYB \$50,000** vs TCCC \$48K

Production Line team member for all TRYB beverages and food product offerings.



### Distribution Manager

**TRYB \$60,000** vs TCCC \$58K

Warehouse fulfilment & distribution management.

# TRYB Retailers

Our success will significantly depend upon customer relationships with local retailers, specialty stores, grocers, convenience stores and large-scale vendor partners.

TRYB is quite focused on building and nurturing relationships with established retail brands, within which our products align with their customer buying habits.



## Convenience Stores

Gas Stations (4,614) & Standalone Convenience Stores



## Specialty Shops

Starbucks (326), Racetrac (148), QuikTrip (144), Kwik Stop (100), Circle K (63), Trader Joe's (7), Whole Foods (6)



## Marketplace Retailers

Georgia State Government Cafeterias, Hartsfield-Jackson Atlanta International Airport, DeKalb-Peachtree Airport, Georgia State Colleges (13)

# Revenue Growth Projection

48%

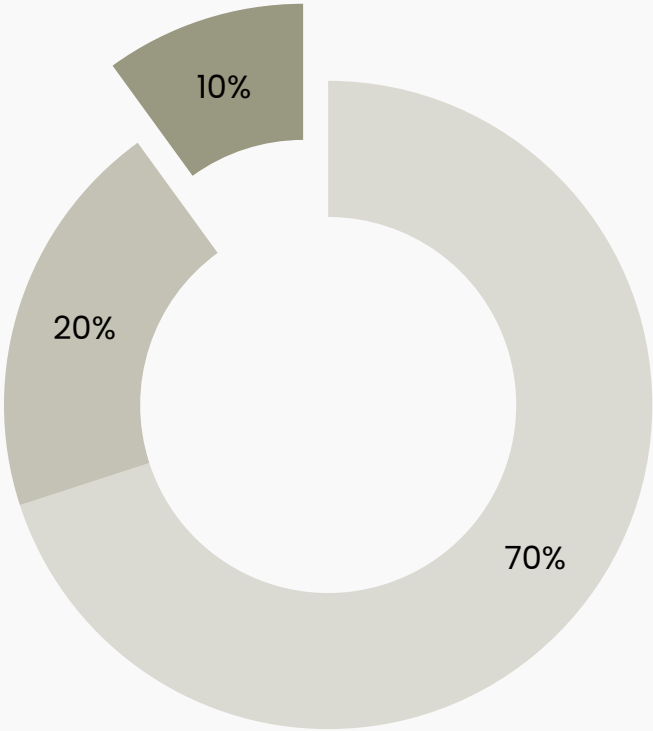
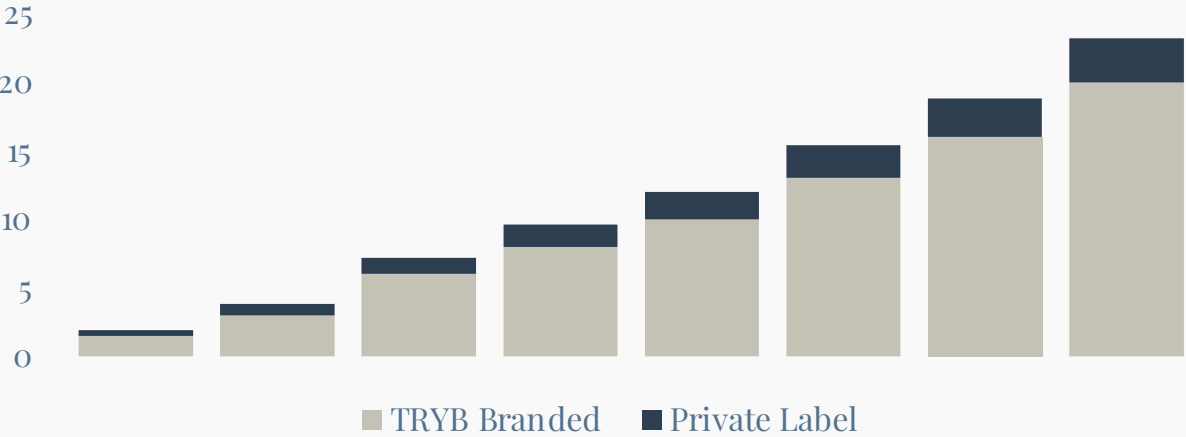
## TRYB Branded Beverages

Projected Average Annual Growth Rate (AAGR) of TRYB Brand beverages, attributed to expansion of wholesale retailer market share growth.

37%

## Private Label Beverages

Projected Average Annual Growth Rate (AAGR) of TRYB Private Label beverages, attributed to expansion of specialty wholesale retailer market share growth.



TRYB Branded Private Label Food Svc Brand



# A-Z

## TRYB Buildout

### Bottling Plant

TRYB will establish a regional bottling facility in Clayton County, Georgia, supporting all counties and neighbouring states.

We anticipate start-up costs of approximately \$750K - \$1M, secured by a combination of available grants, loans and investment capital. The scope of related cost includes facility buildout, bottling line equipment/services, water purification, initial inventory supplies, licenses, legal fees, operational costs (3 months), storage, refrigeration & freezing and support services.

The planned bottling plant will be capable of producing more than 20,000 bottles per hour (bph) and 2,250 ounces of fresh squeezed lemons per day.

# A-Z

## TRYB Distribution & Taxation

### Regional Delivery

TRYB will advance a partnership with a local, minority owned business-to-business (B2B) delivery service to support the distribution of our products. We will seek the noted partnership with a Clayton County recommended entrepreneur, and apply the same focus of local employment, to ensure that Clayton County, Georgia yields that greatest benefit of economic growth and sustainability.

### Taxation

**TRYB will neither advance nor accept any available local tax benefit, beyond credits offered to support local employment. We fully embrace the support of Clayton County, Georgia via taxation.**

# What's Next

TRYB is committed to being a true partner of all Georgia businesses and communities. Our proposed partnership will require that TRYB consistently meet and exceed the expectations of the noted communities of interest. Accomplishing this goal will require that Georgia, Clayton County officials and leaders provide the guidance necessary to navigate new opportunities and build mutually beneficial relationships.. We sincerely believe that every success is a shared success, and look forward to growing together.

## Bottling Plant Location

TRYB seeks flexible industrial space (>3,000 sq. ft.) within Clayton County, Georgia that can accommodate our production capacity, infrastructure needs, distribution and storage.

## Retailer & Wholesale Relationships

**TRYB seeks to supplement existing local government food services contracts with our branded beverages.**

## Grants

***TRYB seeks to gain access to grant and funding opportunities supported by state government and local programs.***