

**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 hand-crafted 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.

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



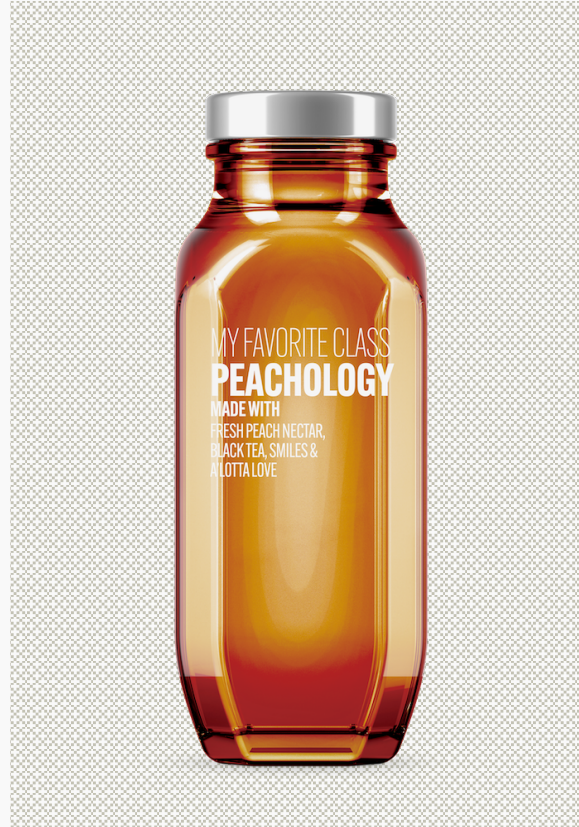
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## TRYB Branded Teas



### 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.*



# 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.

# 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





“

**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.**

# Margaritaville

Jimmy Buffett's Margaritaville is a global lifestyle brand inspired by the lyrics and lifestyle of singer, songwriter and best-selling author Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation. Margaritaville features 18 lodging locations and 24 additional projects in the pipeline with nearly half under construction, two gaming properties and over 60 food and beverage venues including signature concepts such as Margaritaville Restaurant, award-winning JWB Prime Steak and Seafood, 5 O'clock Somewhere Bar & Grill and LandShark Bar & Grill. More than 20 million travellers every year change their latitude and attitude with a visit to a Margaritaville resort, residential real estate destination, vacation club, vacation home rental or restaurant.

## Opportunity

TRYB has crafted a concept of non-alcoholic beverages that celebrate the spirit and culture of Margaritaville, everyday, with every sip.

- Fresh fruits
- *Branded Experiences*
- **The Margaritaville Spirit**
- **A'lotta Love**



# Custom Beverages



# Margaritaville Beverage Concepts



**PINK CADILLAC**

Cranberry & Orange Nectar



**FLORIDAYS**

Orange Nectar & Fresh Lime



**5 O'CLOCK SOMEWHERE**

Passion Fruit



**PEAR-A-DISE**

Prickly Pear & Peach Nectar

# Welcome to **Paradise**

All Margaritaville beverages are lifted by all-natural, fresh fruit nectars with just enough ginger added to grab the palate. TRYB crafts all beverages with the culture of the client brand front-and-center, with related palettes, typography and messaging.

We've crafted Margaritaville beverages with a sharp emphasis on aligning existing alcoholic themes with non-alcoholic options. The proposed beverages are a simple example of what's possible.