

Muse + Mettā™

Wholesale Deck



mindfully

brewed



Muse + Mettā
KOMBUCHA

BREWED IN TENNESSEE
NO 10

MINDFULLY BREWED

Nude

pure. simple. effervescent.
...to be simple is to be great."
-Ralph Waldo Emerson

BATCH
03

8.0Z

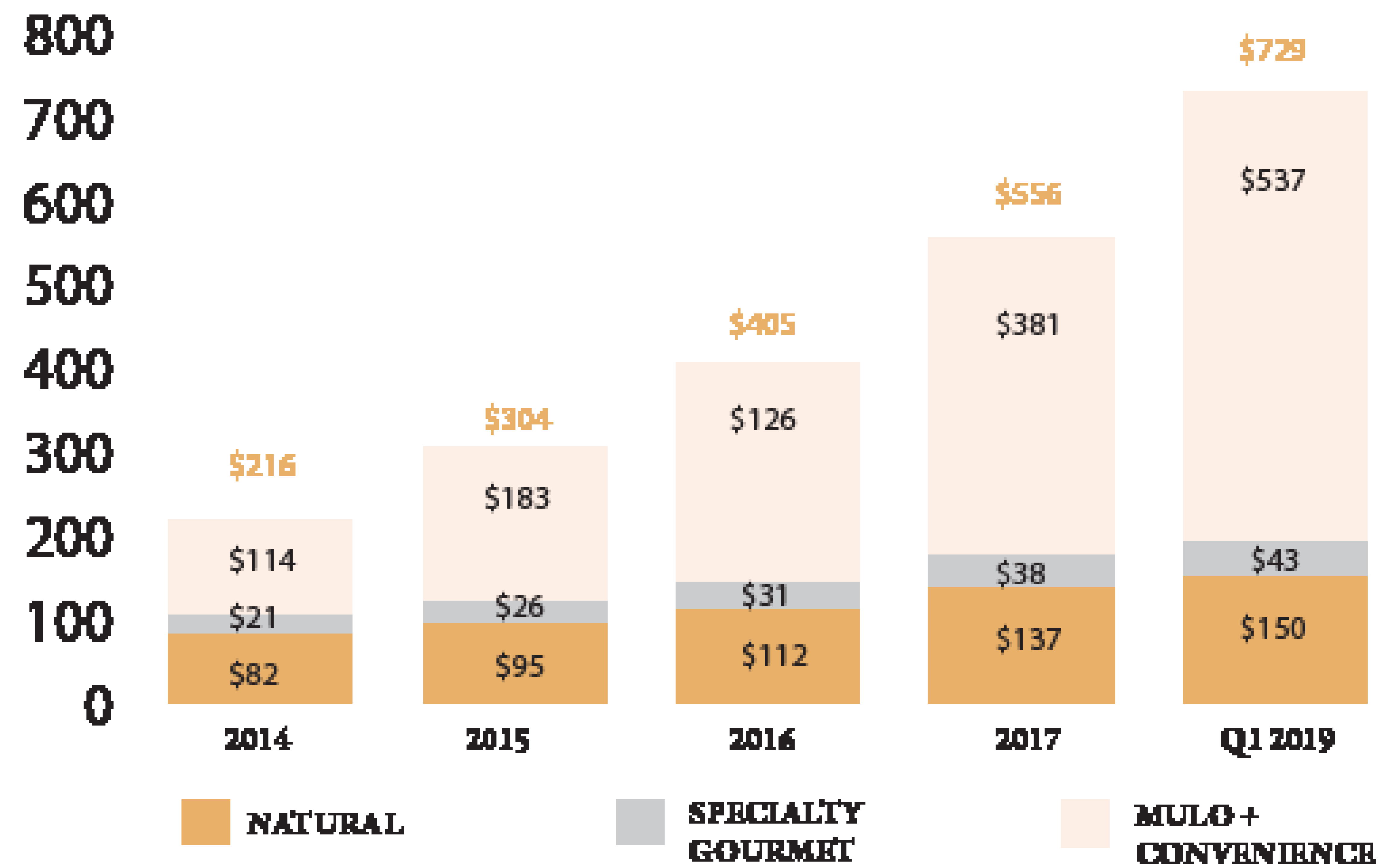
237ML

kombucha: a growing category

With a market size projected to reach \$5.45 billion by 2025, kombucha is one of the fastest growing segments in the functional beverage category.


This surge is largely driven by increasing consumer awareness regarding the health benefits associated with kombucha consumption.

As consumers increasingly turn to kombucha as an alternative to sugary carbonated sodas, retailers are adding this popular alternative beverage to their offerings.



KOMBUCHA BEVERAGE SALES BY YEAR (MILLIONS)

reference: SPINS Industry Data

A woman with dark, curly hair is lying on a blue tufted couch, wearing large headphones and smiling while drinking from a bottle of Muse + Mettā beverage. She is wearing a white t-shirt and white pants. The background is a bright, slightly blurred indoor setting.

Muse + Mettā:

Brewed in Chattanooga, TN, Muse + Mettā is an emerging brand leading the future of the industry with innovative brewing processes and a state of the art facility. Muse + Mettā uses art and award-winning packaging design to communicate to its loyal followers and has cultivated raving fans previously unseen in the functional beverage space.

Muse

+

Mettā

source of
creativity

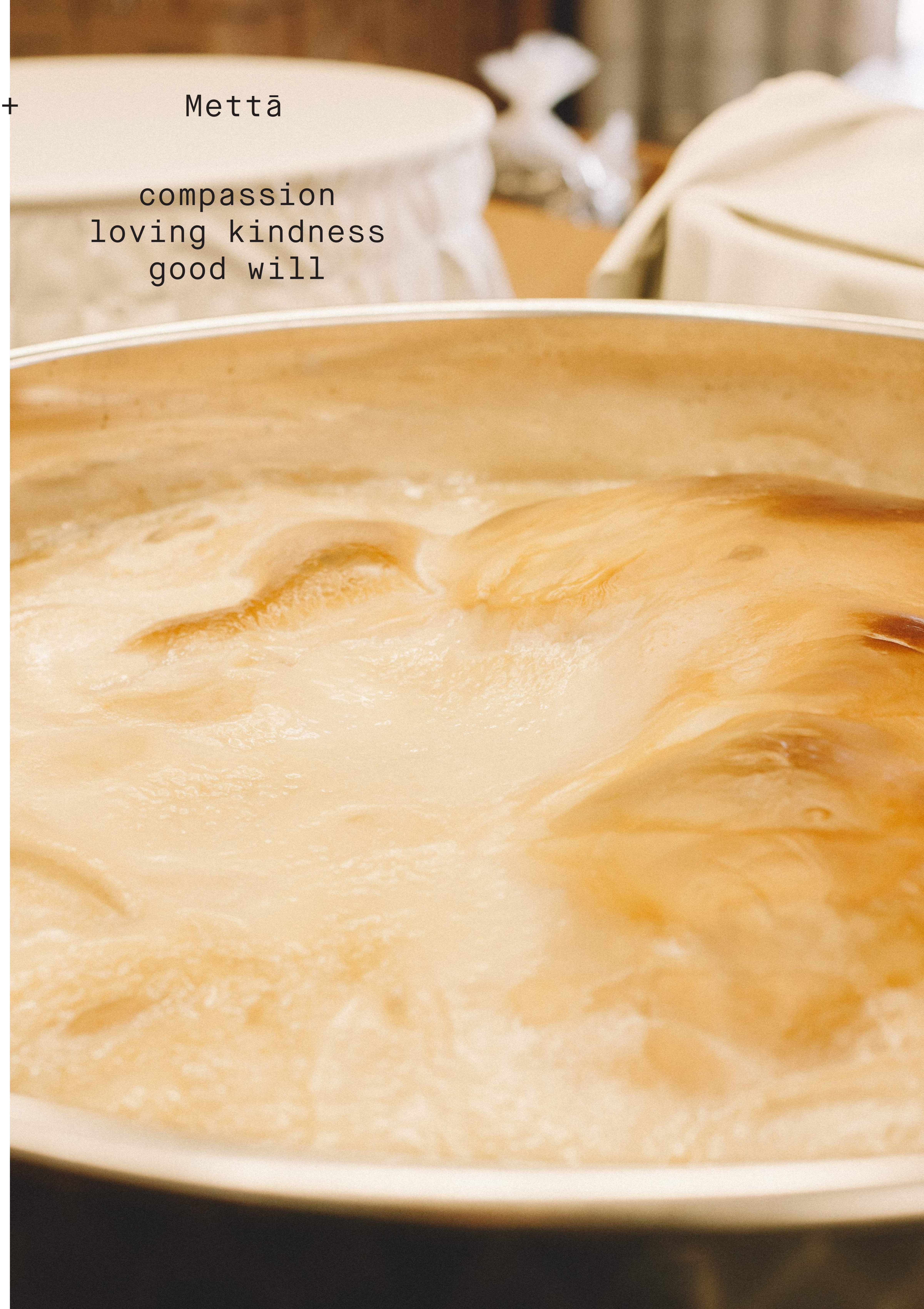
compassion
loving kindness
good will

KOMBUCHA

/kôm'bōoCHə/

We brew our kombucha with pure water, whole leaf organic tea, fair trade cane sugar, and our proprietary kombucha culture. This living culture of beneficial microbes converts sugars into health-giving organic acids to create a living, effervescent and probiotic-rich drink,

Kombucha has a profound effect on our micro-biome. Consumers report that daily kombucha consumption aids digestion, reduces stress, and strengthens the immune system. We pair our kombucha with herbs to enhance these benefits.



Why Muse + Metta?

Our unique approach blends artistic expression, modern design, and expert product formulation. This means that we are more than a beverage company—we are a lifestyle brand that just happens to brew the best kombucha our customers have ever tasted.

The end result is a loyal, dedicated customer base that is attached to the brand itself—not just kombucha in general.

Since launching product distribution in Spring 2018 in Chattanooga, we have grown our distribution range to include Nashville, Knoxville, and Birmingham.

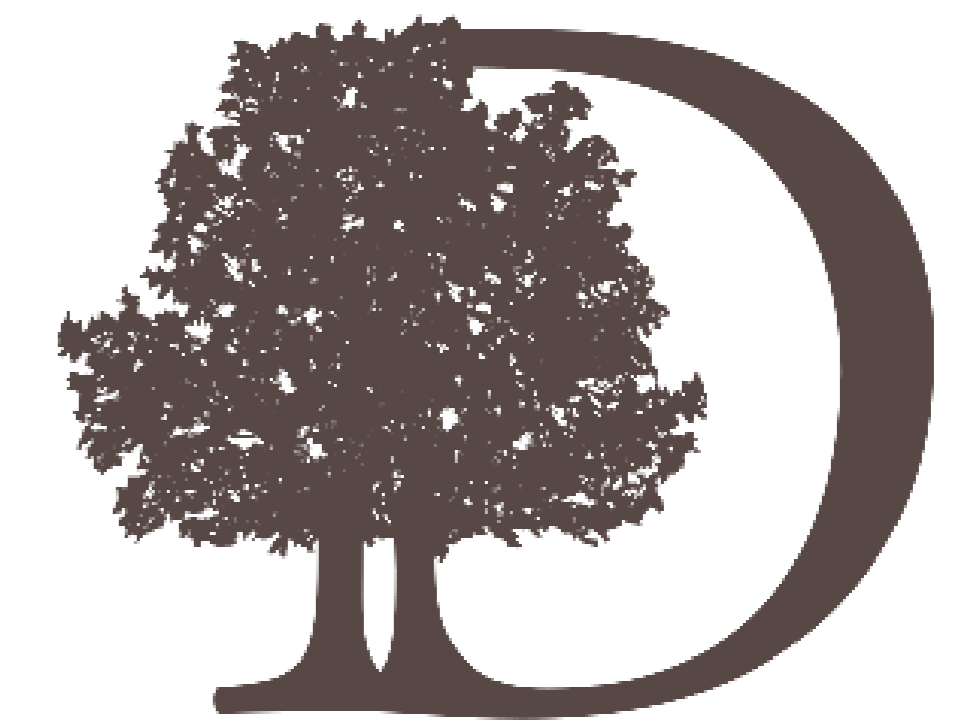
Our customers are thirsty for our kombucha—every day we receive inquiries from all over the country. Analysis of these inquiries points to our brand appealing to a broad base of consumers, particularly in urban centers like Nashville, Miami, and Los Angeles.



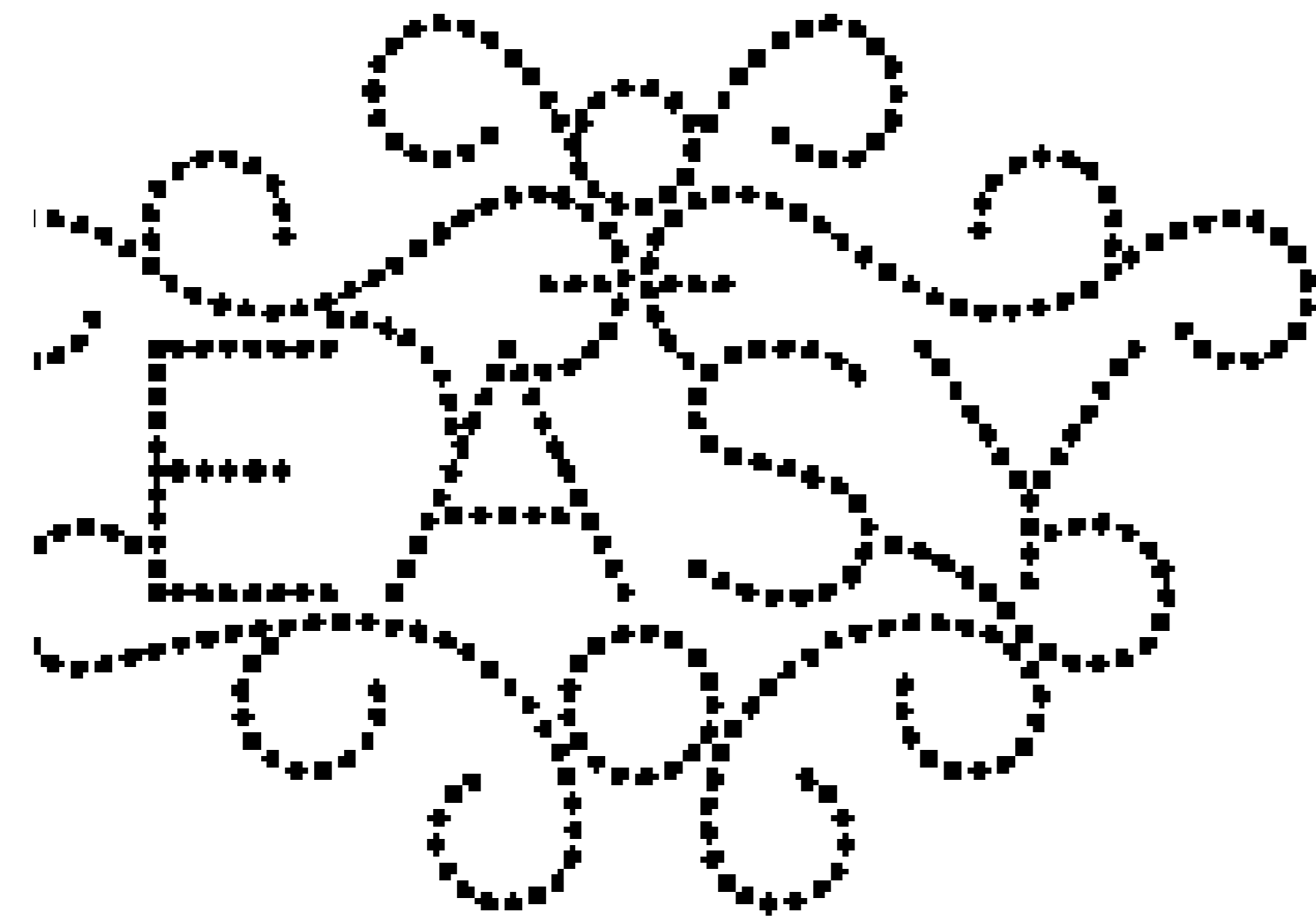
A selection of our current partnerships . . .



Creation Gardens



DOUBLE TREE
BY HILTON™



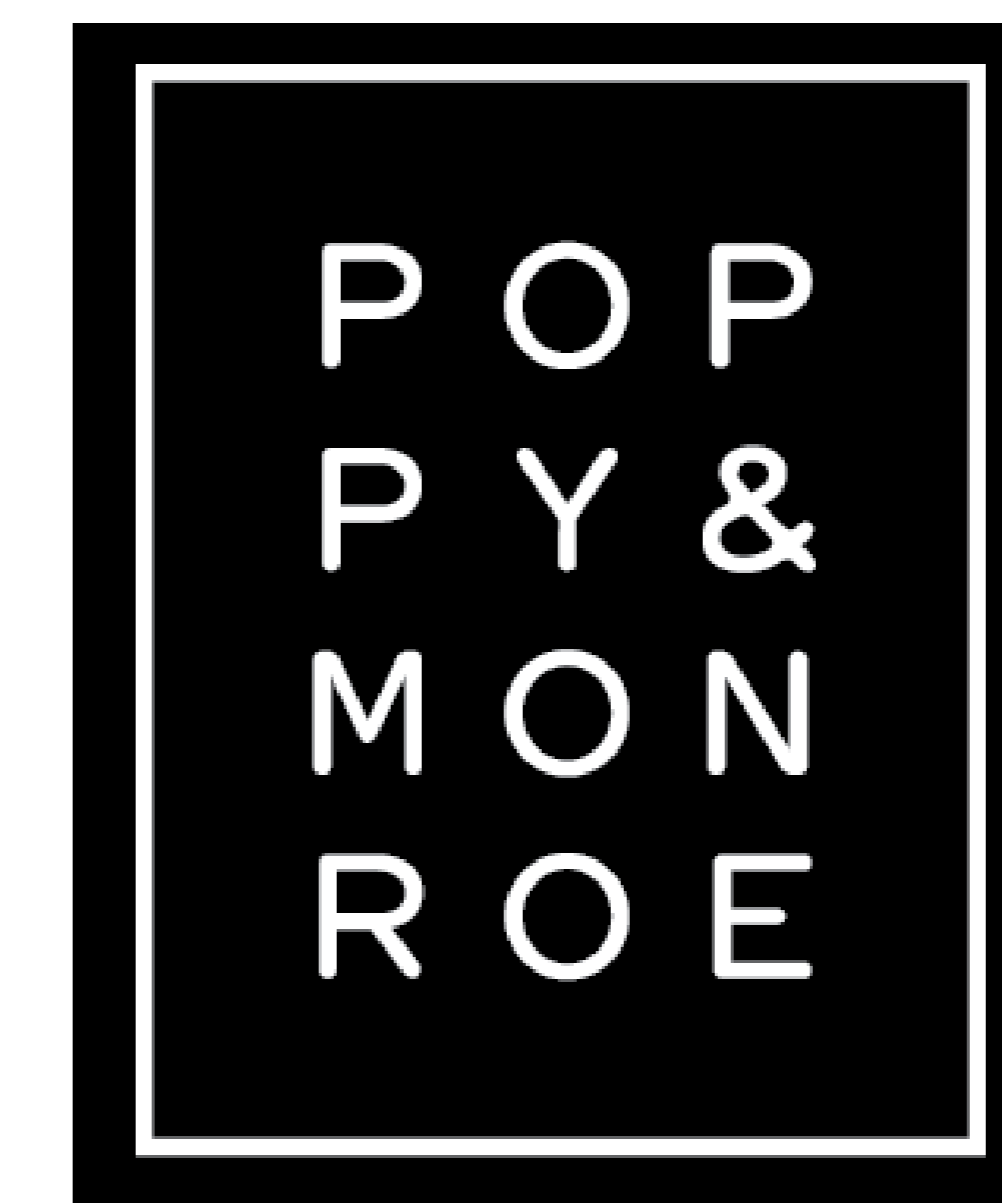
BISTRO & BAR



chattanooga, tn



ALL CITY
BARBER CO



Our products



20 Ct. Case

8 oz

Nutrition Facts

1 servings per container

Serving size 8 fl oz (240g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 11g 4%

Total Sugars 11g

Includes 11g Added Sugars 22%

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



No. 01



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Green Tea*, Ceylon Tea*, Oolong Tea*, Wild Yaupon Holly

**organic ingredients*

BREWED BY

Muse + Mettā™
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



20 Ct. Case

8 oz

Nutrition Facts

1 servings per container
Serving size 8 fl oz (240g)

Amount per serving
Calories 40

| | % Daily Value* |
|--------------------------|----------------|
| Total Fat 0g | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrate 10g | 4% |
| Total Sugars 9g | |
| Includes 9g Added Sugars | 18% |

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

No. 02



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Nettle Leaf*, Lemon Juice*, Ginger Juice*

**organic ingredients*

BREWED BY

Muse + Mettā™
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



20 Ct. Case
8 oz

| Nutrition Facts | |
|--|-----------------------|
| 1 servings per container | |
| Serving size | 8 fl oz (240g) |
| Amount per serving | |
| Calories | 40 |
| | % Daily Value* |
| Total Fat 0g | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrate 10g | 4% |
| Total Sugars 10g | |
| Includes 10g Added Sugars | 20% |
| Protein 0g | |
| Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium. | |
| <small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small> | |

No. 03



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Mango*, Chili Pepper*, Spanish Saffron

**organic ingredients*

BREWED BY

Muse + Mettā™
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



20 Ct. Case

8 oz

Nutrition Facts

| | |
|--|-----------------------|
| 1 servings per container | |
| Serving size | 8 fl oz (240g) |
| Amount per serving | |
| Calories | 40 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrate 10g | 4% |
| Total Sugars 9g | |
| Includes 9g Added Sugars | 18% |
| Protein 0g | |
| Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium. | |
| <small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small> | |

No. 04



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Peach*, Yarrow Flower*

**organic ingredients*

BREWED BY

Muse + Metta™
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



20 Ct. Case

8 oz

Nutrition Facts

1 servings per container
Serving size 8 fl oz (240g)

Amount per serving
Calories 45
% Daily Value*

| | | |
|--------------------------|-----|-----|
| Total Fat | 0g | 0% |
| Sodium | 0mg | 0% |
| Total Carbohydrate | 11g | 4% |
| Total Sugars 9g | | |
| Includes 9g Added Sugars | | 18% |

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

No. 05



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Pineapple*, Holy Basil (Tulsi)*, Moringa*

**organic ingredients*

BREWED BY

Muse + Mettā™
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



20 Ct. Case

8 oz

Nutrition Facts

1 servings per container
Serving size 8 fl oz (240g)

Amount per serving
Calories 50

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 11g 4%

Total Sugars 11g

Includes 11g Added Sugars 22%

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

No. 06



INGREDIENTS

Filtered Water, Kombucha Culture, Assam Tea*, Cane Sugar*, Wild Blueberry, Chamomile Flower*, Kava Root*, Lavender*

**organic ingredients*

BREWED BY

Muse + Mettā
624 E 11th St.
Chattanooga, TN 37403

Keep Refrigerated



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INCLUDED MARKETING MATERIAL

1. 8"x 11" poster for shop windows
2. Point-of-Sale promotional piece
3. Social Media Collaborations
4. Sales Training - City Sampling Events



Contact Info



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