KALEIDOSCOPE

KOMBUCHA TEA

COMPETITIVE LANDSCAPE

Market share is concentrated on the west coast where there are several established brands with super regional or national reach. GT's Kombucha has been the market leader since shortly after they launched in the late '90's/early '00's with some estimates placing them at 50-60% market share.

Regionally there are only a few established and rapidly growing brands, including Katalyst in MA, Aqua Vitea in VT, and Bootleg Bucha in Buffalo, NY. Katalyst and Aqua Vitea focus regionally on keg distribution for the kombucha-on-tap business model and have the potential for strong continual growth. Bootleg is NY state's largest kombucha brewery and does not currently appear to distribute beyond NY. They are mostly distributed in the western part of the state with some availability in NYC.

Locally there is limited established competition. There are a few new and growing brands in the local market, but currently have narrow reach

Cross Culture - new entrant; simple offerings; polished branding; currently focused on Fairfield County. Potential for quick growth

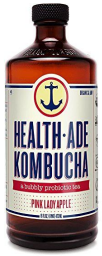
Live On Calm - farmers market focused in rural North East CT; limited marketing/branding

National / Super Regional

(CA)

(CA)

(OR)



(CA)

(CA)

(OR)


(WI)

Northeast Regional


(MA)

(VT)


(NY)

Local - CT, NY, MA

BRANDING AND MARKETING CONCEPTS

INITIAL PRODUCT PORTFOLIO

3 - 4 flavors with wide appeal

1 rotating seasonal

Experimental flavors will be shared with friends and influencers to gain honest feedback and explore the possibility of future product offerings

Cranberry, Ginger

Juniper, Rose

Blackberry, Vanilla

Blood Orange, Coriander

Seasonal:

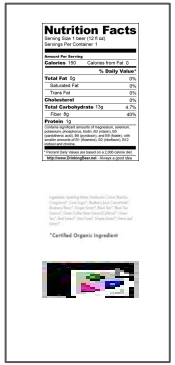
Winter - Spiced - allspice, cinnamon, nutmeg, clove, orange peel

Spring - floral - apricot, ginger / marigold

Summer - shandy; Jun(e) tea - green tea, honey, lemongrass

Fall - Harvest - Apple

BOTTLE AND LABEL DESIGN CONCEPTS



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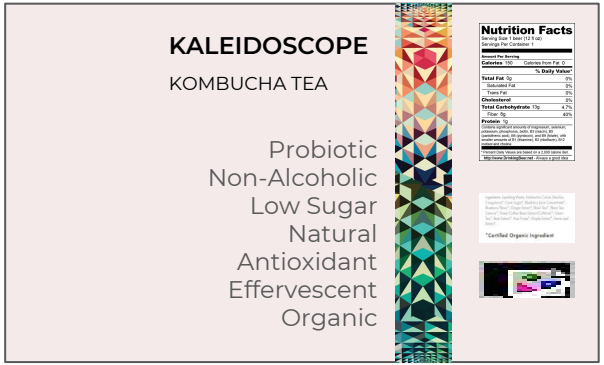

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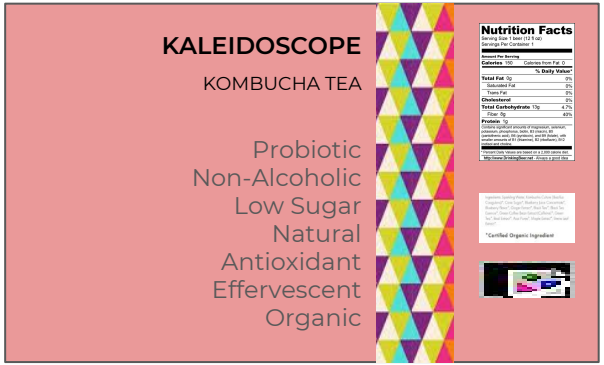

BOTTLE AND LABEL DESIGN CONCEPTS