

thaiwala<sup>®</sup>  
OBSESSIVELY AUTHENTIC

crazy good all-natural

THAI TEA  
concentrate



## WHAT IS THAI TEA?

- It's what's now
- A popular, vibrant orange, sweet milky drink from Thailand, served hot or cold
- Similar to chai, but smoother, with flavors of pandan leaf, vanilla and cocoa.
- It is ideal for: grocery, delis cafes, tea shops, juice bars & restaurants



The 2020 American Business Awards  
Gold Stevie Award Winner  
Best Consumer Product - Food & Beverage



Coffee Fest Coffee & Tea - 2019  
1<sup>st</sup> Place Winner  
Best New Product - Consumable

Thaiwala

## CONSUMERS



### A WIDE AUDIENCE

Thaiwala has appeal for a broad base of consumers, extending far beyond the natural-food-store consumer who first discovered ethnic teas. Thaiwala is positioned to be a new favorite for:

- Millennials and Gen Z, who can enjoy Thaiwala both at home and at their favorite café
- Coffee drinkers seeking new options, especially for healthier sweetened and unsweetened beverages
- Tea consumers who are interested in exploring specialty and flavored teas
- Chai, milk tea and boba tea lovers
- Amazon customer: 55% women, 45% men, avg age 40yrs, 250k/yr income.



## WHY THAIWALA?

- First clean-ingredient and authentic Thai tea on the market
- Woman owned and operated
- Easy to make vegan concentrate
- Excellent profit margins
- Year-round appeal:
  - Serve hot or iced – just add whole milk, half and half or dairy alternative
  - Add tapioca for bubble tea
  - Blend into a frappe
  - Shake into a cocktail
- 80% of people stop drinking coffee by 1 pm
- 47% of 18-29 year olds prefer tea to coffee
- 27% of 18-29 year olds only drink tea
- 45% of Americans seek out organic foods and drinks to include in their diets

Thaiwala meets these demands by providing a great alternative. An innovative Thai tea concentrate with organic & natural ingredients.



# THAIWALA SPECS

THAIWALA SPECIFICATIONS	
Pack/Size	6/32oz
Servings	8
Case Weight	14.16lbs
Case Cube	0.287 cubic ft
Shelf Life	18 months
Once Open	10-14 days
Packaging	Slimline
Ti-Hi	30 x 4 (= 120)
Pallet Weight	1749lbs
Pallet Height	38"
Case Dim	7.8dx7.6wx8.2h
Unit Dim	2.4dx3.6wx8h



ORIGINAL 32 FL OZ (946 mL)	
Nutrition Facts	
Serving size	4 fl oz (120 ml)
Amount Per Serving	
<b>Calories</b>	<b>60</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	
Total Sugars 15g	
Includes 15g Added Sugars	30%
Protein 0g	
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) 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.	

## ORIGINAL INGREDIENTS

\*Brewed black tea with organic pandan leaf, organic cane sugar, organic caramel, pure cocoa powder, organic vanilla flavor with other natural flavors, beta-carotene, ascorbic acid.

\*grown without herbicides or pesticides

## ORIGINAL

Unit Number: ORIG32

Unit UPC - 868070000401

Case Number: ORIGCASE

Case UPC - 30868070000402

UNSWEETENED 32 FL OZ (946 mL)	
Nutrition Facts	
Serving size	4 fl oz (120 ml)
Amount Per Serving	
<b>Calories</b>	<b>5</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) 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.	

## UNSWEETENED INGREDIENTS

\*Brewed black tea with organic pandan leaf, organic caramel, pure cocoa powder, organic vanilla flavor with other natural flavors, beta-carotene, ascorbic acid.

\*grown without herbicides or pesticides

## UNSWEETENED

Unit Number: UNSW32

Unit UPC - 868070000418

Case Number: UNSWCASE

Case UPC - 10868070000415



**WOMEN OWNED**  
CERTIFIED BY WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

## EVENT PARTICIPATION



Trade Show

### TRADE SHOWS

Natural Products Expo East & West  
Fancy Food Show  
Coffee Fest  
Specialty Coffee Association  
NACUFS



Distributor Show

### DISTRIBUTOR SHOWS

DPI  
KeHe  
UNFI  
US Foods / FSA



In-store demo setup

### DEMOS / SAMPLING

Thaiwala supports retail accounts with on-site demos, including 'road shows' and events.



## PEOPLE ARE SAYING ABOUT THAIWALA

*"This is a product we are extremely excited about and looking to add to our barista locations for Thai milk and boba teas."*

– Buyer | UCSD

*"I've never seen a new product take off like this before!"*

– Buyer | FSA

*"This has been on my unicorn list for 20 years!"*

– Buyer | PCC, Seattle

*"Nothing has taken off like Thaiwala."*

– Buyer, Fehrenbacher Hof | Portland, OR

*"As soon as we brought it in, people loved it."*

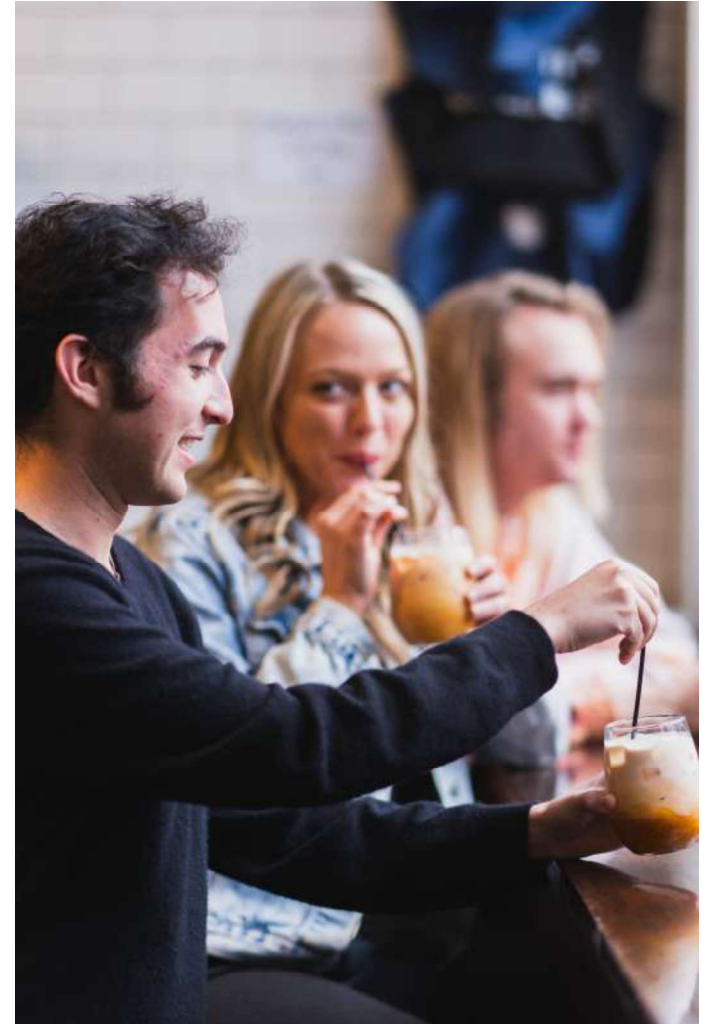
– Gluten Free Gem | Portland, OR

*"Thaiwala is so delicious, the best thing I have tried in a long time."*

– Consumer | Portland, OR

*"Thaiwala is magical."*

– Consumer | San Francisco, CA



# THAIWALA STORY

Thaiwala is the latest in drinkable euphoria from the Category 5 hurricane brain of Heather Howitt. You remember Heather. She's Oregon Chai's mom, single-handedly responsible for introducing the whole chai tea category to the western hemisphere; the high-priestess of the natural, the organic and the holy sustainable; the popular-izer of the whole "concentrate" thing to make preparing complicated teas quick and easy and fuss-proof.

And now Heather, being Heather, has done it again. This time with a Thai tea that is insanely good, sourced from a tea farm in northern Thailand whose organic cred is backed by mobs of ecstatic honeybees flitting about. (Short of angels singing, there's no better endorsement than that.)

Heather's taken traditional Thai Iced Tea and crafted a truly unique product with complete transparency and quality: importing that organic, butterfly-endorsed Thai tea, sourcing organic caramel, pure cocoa and cane - even tracking down fresh-cut organic Thai herbs. Fresh cut. (Let that sink in for a minute.)

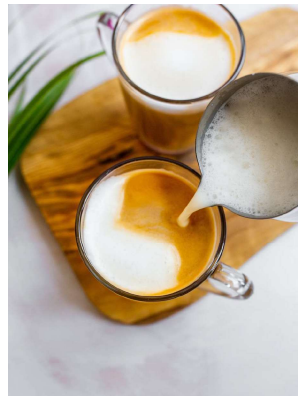
**The woman is out of her mind. But man, can she make a mean Thai tea.**

You need to understand that making Thai tea right is a lot of trouble. Even if you don't bother to source the best possible ingredients and even if you try to cut corners and use artificial this and processed that, making Thai tea is a convoluted, time-consuming, extremely messy proposition.

Plus, there are a couple of unexpected ingredients that nobody outside of Thailand seems to bother with. But those ingredients are the difference between "meh" and "Did the earth move for you, too?"

And that brings us to Thaiwala: Our new Thai tea concentrate. Ready to serve in mere moments. Drink it iced, it will make you ecstatic. Sip it hot, it will make you delirious.

Thaiwala. Obsessively authentic. Crazy good.





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OBSESSIVELY AUTHENTIC

Crazy good all-natural concentrate

