



## INVEST IN TEECCINO

# The #1 best-selling and most-loved coffee alternative

### LEAD INVESTOR



**Torsten Kuenzlen** CEO Live Well Brands

Having worked for Coca-Cola and Molson Coors in senior global management positions for over 20 years and subsequently leading a \$34 million Canadian per-revenue start-up as CEO to over \$130 million annualized revenue and a >\$1 billion unicorn Nasdaq IPO, I see great national and international potential for Teeccino. Caroline and the entire team have built a great brand and company. With additional investment I am confident that growth and the value of the company and shares will continue to grow significantly. I am therefore very excited to be Teeccino's lead investor.

Invested \$50,000 this round

[teeccino.com](http://teeccino.com)

Santa Barbara California



## Highlights

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- 1 🏆 #1 coffee alternative brand with \$13M trailing twelve months revenue
- 2 ☕ 100+ million cups served & 10+ million packages sold
- 3 🚀 4,000 major retailers, including Whole Foods, Sprouts & Wegmans
- 4 📊 43% share of the coffee alternative category in speciality grocery
- 5 📢 Featured in Rolling Stone, Men's Health, Forbes, Goop & Martha Stewart
- 6 🏆 Outperforms Amazon competitors - 46% better ROAS & 40% higher repeat purchase rate
- 7 ★ Founded by award-winning beverage designer for Yogi Tea & The Republic of Tea
- 8 📈 We believe we're on clear strategic path to \$75M+ in 2027, taking on \$670B coffee & tea market

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## Our Team



**Caroline MacDougall** Founder, Creator & CEO

Serial entrepreneur & herbal product innovator. Sourced thousands of herbs globally. Former VP of Purchasing at Celestial Seasonings. Award-winning tea designer for Yogi Tea & Republic of Tea. Co-founder of tech company that IPO'd.



**Galen MacDougall** Vice President of Sales

Lifelong health enthusiast & sales whiz. Expanded Teeccino sales team to a network of 150+ sales brokers nationwide, growing sales from \$2.5M to \$12M. Personally served Teeccino to customers at over 500 retailers throughout North America. UCLA BA.



**Jerry Isenberg** CFO & Chairman of the Board

Entertainment sector entrepreneur. Former COO of Hearst Entertainment Productions. Founded & exited 2 production companies. Former board member at Kayne Anderson MLP Energy Funds. Former Head of Worldwide Production for ABC Movie of the Week. Harvard MBA.



**Chris Linzey** National Sales Manager

Grocery industry veteran. 35+ years experience in retail, distribution & manufacturing. Led sales team at Tree of Life, driving \$400M in annual sales. Doubled revenue from \$15M to \$30M at Avalon and Alba before their sale to Hain.



**Dar Ringling** Controller

Seasoned CFO/Controller at high growth manufacturers and large NPOs. Former Controller, Bragg Live Food Products, and prepared Bragg for a \$400M Equity Sale. Certified Management Accountant (CMA) and Certified Financial Manager (CFM). MBA.

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## Why Teeccino?







The **coffee alternative**  
that's just like the real thing – **but better**

Teeccino is on a mission to help millions of people optimize their health. Our coffee alternative blends are proprietary, delicious, and they taste, brew, and *feel* just like the real thing. Teeccino is the gateway beverage to a healthier, **caffeine-free life**—with all the satisfaction and authenticity that coffee and tea drinkers crave.

**We're the category leader –  
and we're just getting started**

**#1**

Coffee alternative  
brand on Amazon

**#1**

Coffee alternative brand  
in natural & specialty  
grocery

**4K+**

Grocery retailers  
including Whole Foods,  
Sprouts, Wegmans





## Millions love coffee but hate its side effects

Our everyday lives are demanding. Our bodies think so, too:

- 75% of all doctor visits are stress-related
- 66% of Americans think it's essential to reduce coffee and caffeine
- 50% of adults suffer from sleep disorders such as insomnia
- 40% of adults have digestive disorders

For many, caffeine is a stopgap solution to the demands of daily life. Millions of people love coffee, but hate the jitters, sleep problems, acidity, and afternoon crash. Yet they still crave the taste, richness, versatility, routine, and energy of the real thing.



People are **searching** for a **coffee alternative** that **satisfies** every need

Replacing coffee is a big challenge. Tea is too watery and weak to produce the robust taste a coffee drinker loves. Decaf still has caffeine and is highly acidic. Plus, people are attached to their particular ritual of brewing their morning cup.

Here are the four main needs that a caffeine-free coffee alternative must meet:



**Provides  
roasted, rich,  
bold flavor**



**Brews like  
coffee**



**Gives a natural  
energy boost**



**Relieves  
acidity**



**Introducing Teecino**





The caffeine-free coffee alternative that tastes like coffee  
but feels better for you

Teeccino is a delicious blend of organic herbs like chicory, carob, dandelion and ramón seeds plus fruits and nuts that are roasted and ground to brew like coffee or steep like tea.

All our products contain the highest quality ingredients without any artificial flavors, preservatives, chemicals or stimulants like caffeine and sugar.

A cup of Teeccino brims with many health benefits including natural energy from nutrients, heart-healthy potassium and prebiotic inulin.

Teeccino's all-purpose grind can be brewed in any kind of coffee maker and our tea bags are convenient, easy to use, and preferred by tea customers .



## Why is Teeccino the **leading** coffee alternative?



- Tastes like coffee
- Brews like coffee *and* steeps like tea
- 40 delicious flavors that meet every taste preference
- Rich, bold, and satisfying
- Organic, gluten-free, & Kosher-certified
- Contains naturally occurring prebiotics, potassium, and pinitol
- Offers a range of functional health benefits from wellness mushrooms, adaptogenic herbs and prebiotic ingredients

- Tea bags contain 3x more herbs than standard tea bags



Teeccino provides **health benefits** that include a real, **natural energy boost** from nutrients, not stimulants

When people quit coffee, one of the hardest challenges they face is fatigue due to their dependency on caffeine for quick energy. After a short period of adaptation, however, thousands of our customers have reported experiencing **more energy** than ever before after switching to Teeccino.

## Natural Energy Boost from Teeccino

Pinitol from carob  
boosts cellular  
energy

More potassium  
than sports drinks







**There are 5 major health benefits in every cup of Teeccino:**



Teeccino comes in 40+ blends that meet the desires of both coffee and tea drinkers for a wide variety of flavors, different lifestyle requirements and functional effects.

Teeccino has 5 blend collections:

**Maya Blends:** Our most coffee-like blends featuring roasted ramón seeds from the Maya Biosphere Reserve.

**Mediterranean Blends:** Light & medium roasted blends enriched with golden roasted almonds and lightly sweetened with dates & figs.

**Dandelion Blends:** Certified gluten-free blends with roasted dandelion root blended with super herbs to satisfy a wide variety of taste preferences.

**Mushroom Adaptogen Blends:** Hot trending blends featuring wellness mushrooms optimally paired with adaptogenic herbs for stress relief and increased immunity.

increased immunity.

**Prebiotic SuperBoost:** Enhanced prebiotic blends with a proprietary supplement of plant-based prebiotic concentrates that promote good gut health.



**Teeccino** is positioned to **take on** the **\$670B** Coffee and Tea Market





## We pioneered the coffee alternative category – and it's taking off

Teeccino is an established brand. Now, as the category experiences explosive growth, we're ready to become a household name—one that'll revolutionize the multibillion-dollar coffee and tea market.

### We lead the coffee alternative category with powerful omni-channel distribution



- 43% share of the Coffee Alternatives category in Natural & Specialty Grocery
- Teeccino.com has experienced 430% growth over the last 5 years
- Largest Coffee Alternative brand on Amazon with 905% growth in last 5 years.
- Exporting to 6 countries with launch in the UK and EU under progress

Teeccino's **repurchase rate** is

extraordinary

Teeccino has a **64% repeat purchase rate** versus **39%** for competitor brands on Amazon. In addition, over **12%** of Teeccino Amazon customers **purchase 10 or more times** per year.

The reason? There's simply nothing else like Teeccino! Our brand is 'sticky' because it's so unique and coffee drinkers drink it frequently just like coffee. Plus, Teeccino helps people transform their health!

We're on a **clear strategic path**  
to **\$75M**

A capital injection will  
turbocharge revenue to **\$75M+**



\*Projections; future growth can't be guaranteed

A **world-class team**  
with decades of experience



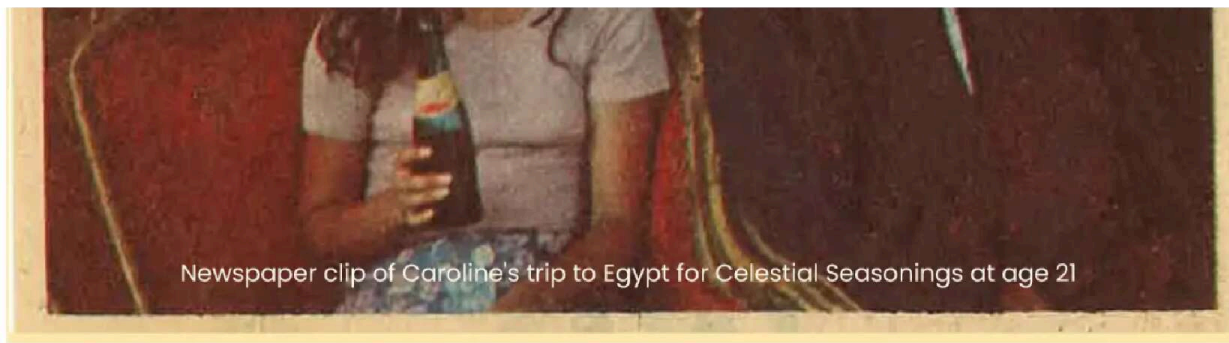
Teeccino's team is driven by award-winning coffee and tea veterans with deep experience in the natural foods industry who are committed to an inspired vision of bringing the health benefits of herbs to everyone's cup.



Teeccino is led by Caroline MacDougall, a true pioneer in the herbal and tea industries. Caroline began her career studying, growing, and importing herbs. As Vice President of Celestial Seasonings, Caroline developed supplier partnerships and imported herbs across 6 continents when she was in her early '20's. She has designed award-winning herbal beverage lines for top tea companies including Yogi Tea, The Republic of Tea and Organic India.

Caroline's inspiration for creating Teeccino came to her in a dream when she was deeply involved in rainforest preservation work in Central America. She awoke after hearing herself say, "The next product I'm going to create is a caffeine-free cappuccino and the name of the product is Teeccino." She began roasting and grinding herbs in her kitchen to create the first herbal beverage to match the rich, roasted flavor of coffee.





The **health** of **people** and the **planet**  
are at the **heart** of everything we do

**Teeccino is building a fairer and healthier world, one delicious beverage at a time.**

**We are committed to maximizing impact in our partner communities, especially for women and smallholder family farmers. Teeccino's trading practices are rooted in best practice ESG standards.**



## Teeccino's impact includes:

- Creating new trade with smallholder farmers in rural communities
- Pioneering the harvest of wild, non-timber forest products
- Providing income opportunities for women in developing economies
- Financing rewilding projects for reforestation
- Promoting, fundraising, and donating to environmental NGOs



The press can't stop talking about us!

**Men'sHealth**

"Your favorite morning brew, minus the caffeine."

**Forbes**

"Tasty, calming and comforting."

**Parade**

"#1 Coffee alternative recommended by Dr. Josh Axe"

**RollingStone**

"#1 brand of coffee alternatives"



We have thousands of five star reviews and enthusiastic testimonials on our website and Amazon.

Approximately half of our customers still drink coffee but they drink Teeccino either blended with coffee or in place of it in the afternoon and evening to reduce their caffeine consumption.

Tea drinkers are thrilled to have a caffeine-free herbal beverage that is full-bodied and can be enjoyed with creamer like regular tea.

Health-motivated customers are driven by many different conditions that are aggravated by coffee and caffeine.





and quality without giving me any jitters or heartburn."  
Jacqueline B.

...in the afternoon to give some pizzazz to my day."  
Rachel M.

drinker...this absolutely fits the bill!"  
Bev G.



**20K+** reviews on Amazon and Teeccino.com

We're raising capital  
to **turbocharge growth**

With funding we will:

- Provide promotional support to drive retail distribution
- Implement our digital marketing strategy, including investing in ad spend
- Drive sales expansion via new product lines and a global Amazon launch
- Scale our team with Marketing & E-commerce specialists

**Injection of capital  
to accelerate  
growth:**



#### **New Product Innovation**

- ✓ SuperBoost™ supplements
- ✓ Compostable pods



#### **Brand Investment**

- ✓ Social & paid advertising investment
- ✓ Digital campaign development
- ✓ Influencer marketing



#### **Drive Sales Expansion**

- ✓ Chain grocery placement expansion
- ✓ Global Amazon launch
- ✓ Food Service & hospitality

Our **accelerated growth** will position  
us for a strong strategic exit

## IPO or acquisition for strong return

### Merger With Public Food Company



Hain Food Group's merger with Celestial Seasonings to create The Hain Celestial Group

**5.7x EV/Revenue**

### Acquisition by Tea Company

TAZO

Ekaterra's (Unilever) acquisition of Tazo

**6.0x EV/Revenue**

### Acquisition by Beverage Company



Nestle's acquisition of Blue Bottle Coffee

**18.8x EV/Revenue**

## Potential Return

'22 VALUATION:  
**\$60M**

'27 REVENUES:  
**\$75M**

'27 VALUE 6X:  
**\$450M**

'27 VALUE 18X:  
**\$1.4B**

Future exit & investment return are not guaranteed.

## Investment Perks

(more reasons to invest in Teeccino!)

### LEVEL 1: (\$250+)

- 15% off first purchase
- Free Herbal Tea or Herbal Coffee Sampler\*



or



\*Does not include shipping

### LEVEL 2: (\$1,000+)

- 15% off first purchase
- Free Herbal Tea or Herbal Coffee Sampler\*
- 50% off Wellness Sampler Box:



### LEVEL 3: (\$5,000+)

- 15% off first purchase
- Free Herbal Tea or Herbal Coffee Sampler

### LEVEL 4: (\$25,000+)

- 15% off first purchase
- Free Herbal Tea or Herbal Coffee Sampler



#### **Sampler**

- **50% off Wellness Sampler Box**
- **50% off "The Works" Basket**



#### **Sampler**

- **50% off Wellness Sampler Box**
- **50% off "The Works" Basket**
- **Innovation Panel with Caroline:**  
  
Invitation to brainstorm with us and give your feedback on future products and flavors (virtual).

#### **LEVEL 5: (\$50,000+)**

- **15% off first purchase**
- **Free Herbal Tea or Herbal Coffee Sampler**
- **50% off Wellness Sampler Box**
- **50% off "The Works" Basket**
- **Innovation Panel with Caroline**
- **Tour of the factory and a cup of Teeccino with the founder**



#### **LEVEL 6: (\$100,000+)**

- **15% off first purchase**
- **Free Herbal Tea or Herbal Coffee Sampler**
- **50% off Wellness Sampler Box**
- **50% off "The Works" Basket**
- **Innovation Panel with Caroline**
- **Tour of the factory and a cup of Teeccino with the founder**
- **Dinner in Santa Barbara with Caroline MacDougall (CEO) and Galen MacDougall (Vice President of Sales)**

#### **LEVEL 7: (\$250,000+)**

- **15% off first purchase**
- **Free Herbal Tea or Herbal Coffee Sampler**
- **50% off Wellness Sampler Box**
- **50% off "The Works" Basket**
- **Innovation Panel with Caroline**
- **Tour of the factory and a cup of Teeccino with the founder**

- Dinner in Santa Barbara with Caroline MacDougall (CEO) and Galen MacDougall (Vice President of Sales)
- A custom blend of Teeccino formulated according to your lifestyle and flavor preferences.

**Invest** in the gateway beverage to optimal living – for **healthier people** and a **healthier planet**

