



INVEST IN WILD TONIC



From Hive to Thrive: Fueling the Future of Wellness with Clean, Raw Energy!

[OVERVIEW](#) [DETAILS](#) [POSTS](#) [WHAT INVESTORS SAY](#) [ASK A QUESTION](#)

Highlights

\$1M+ Revenue



Earned over the last 12 months



2024-01-15 10:00 AM - 674 investors - 100% funded

1 22 million+ units sold. \$54 million cumulative revenue.

- 2 Company-owned equipment has potential to scale to \$50M in annualized revenue.
- 3 #1 NA Jun. Ranked #6 kombucha in Natural Channel, #17 Conventional Food 52 weeks ending 10/24.
- 4 Nationwide distribution, e.g., Whole Foods, Safeway, Natural Grocers - soon Costco - among others.
- 5 Three product lines of Jun in unique flavors: non-alcohol, hard Jun and mocktails.
- 6 Loved by athletes, including Olympians, MLB World Champions, and other sports teams. NSF certified.
- 7 \$10+M spent on equipment and distribution infrastructure; full quality control on every unit sold.
- 8 Innovation includes a line of shelf-stable mocktails, and inspired blends of coconut water and Jun.

Featured Investors



Barbara Timm Brock [in](#)

Invested \$6,000 [i](#)

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Syndicate Lead

Multi-industry COO, President, CEO and strategist building high growth, scalable businesses, Private & Public • Passionate about Strategy, Operations, Transformation, Climate • P&L Leader • Technology Innovator

"I'm pleased to serve as lead investor for Wild Tonic's crowdfunding campaign on WeFunder. Founder Holly Skaggs has built a mission- and people-centered company

with premium products at the core. I support companies committed to sustainability, people, and the environment. Wild Tonic fits this perfectly. More bees please! I am a fan and customer of their delicious, organic, herbal tonics and low alcohol beverages that use green tea and honey to make "jun", a rare cousin of kombucha (but without the sour bite). I also appreciate that Wild Tonic beverages are loaded with prebiotics, probiotics, and antioxidants. After meeting the entire team at their first class brewing and distribution facilities near Sedona AZ, I also became a fan of their people and culture. Holly's principled leadership deeply resonates with me. While I cannot endorse or provide opinions on the investment opportunity itself, I'm impressed not only by the product quality, but also by Wild Tonic's commitment to sustainable practices, and the potential of this company."



Tyrone Hall

Invested \$10,000 

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MLB PERFORMANCE CHEF AND DIETITIAN, LOS ANGELES

"As a chef, dietitian, and someone who works closely with athletes, I'm always searching for companies that understand the critical role nutrition plays in performance and well-being. Wild Tonic aligns with my passion for promoting health and my commitment to fueling bodies."



Angie Cross

Invested \$10,000 

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Holistic Chiropractor, acupuncturist and Meditation teacher. A loving mom of 2 kids. A passionate Healer on a mission to impacting humanity.
drangiecross.com

"As a holistic chiropractic physician and passionate Mind-body practitioner who believes in energy medicine, I feel Wild Tonic is truly the best of the best Kombucha Healing beverage with high vibration, stellar ingredients, made with Love..... and for the most amazing Mission..... to help save the bees!!! I know and love Holly, she is also a dear friend. I have walked her orchards, enjoyed seeing her commune with Mother Nature with such reverence. For her to take her passion and turn it into a MISSION is truly a servant leader on the earth. Helping to restore health, a refreshing healthy beverage option, and all the while saving the bees. I love everything about WILD TONIC!!! From the love that goes into her facility, to the ethical harvesting, to the gorgeous bottle and labels, to the health benefits (and amazing flavors) and helping to save the bees. I tell everyone I know about this high vibe great tasting healthy drink option!!!"

**Kaulyn Koy**

Invested \$100

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"Holly, I invested because after researching Wild Tonic, I truly believe it can be a game changer in the food and bev industry. I am a strong believer in women founders and am excited to see Wild Tonic grow in a space that is known to be notoriously male dominated. My investment is small but I hope I and the Wild Tonic team can make a big impact. Looking forward to maybe meeting one day and seeing Wild Tonic expand. Best, Kaulyn Koy"

Team

**Holly Skaggs** Founder, CEO

Built a world-class brewery and created 3 award-winning lines of Wild Tonic - traditional, hard Jun and mocktails. Grew the company to national prominence as the leading Jun brand with thousands of points of distribution.

**Danusia Szumowski** VP, Business Development and Strategic Partnerships

As the head of a consulting firm, worked with 100+ companies world-wide in product development and commercialization. As lead with a filtered water company, landed accounts with major Blue Chip Silicon Valley accounts, increasing revenue x10.

**Alexander McElfish** CFO

Alex McElfish has empowered dozens of businesses through his expertise in finance, business strategy, and capital raising. He has a background in bioengineering and semiconductor process optimization.

**Rodrick Silverman** CMO

Rodrick has a decade of experience working within marketing teams of major brands including Campbell's, Kraft, Anheuser-Busch, and AFC. He also holds an automotive

brands including Coachella, Yelp, Amazon, and AEG. He also brings an extensive background in health and wellness CPG as a marketing and operations leader.



James Sanders Production Systems Director

With over 28 years in beverage alcohol, Jim has directed operations and provided support for small craft breweries up to industrial-scale distilleries. Oversaw production operations the Wild Turkey Distillery.



Al Alsedek Operations Manager

Al has extensive experience in Operations Management and Facility Management. A management professional with more than 30 years' experience in mechanical, electrical and brewing process equipment.



Raven Deidrich Manager, Marketing and Sales

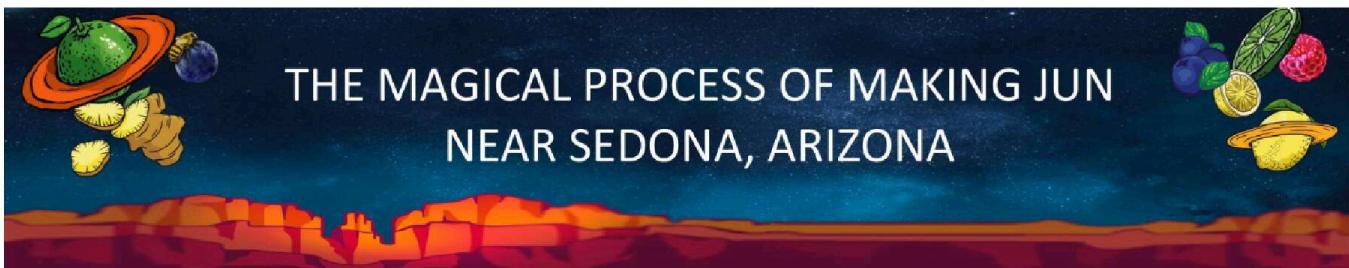
One of the first employees, Raven has developed a passion for driving business growth through sales and marketing strategies. She's seen the company go from 5 local accounts to national distribution - contributing to the success through her diligence.



Jennifer Thompson Controller

Jennifer is a CPA and has been working with the company since 2017. She helps with ensuring the financial data is accurate and controls are in place to keep the company in compliance with rules and regulations of the industry & state/federal agencies.

Why Invest in Wild Tonic?



Welcome to Wild Tonic, a **woman-owned and led company**, where we craft exquisite Jun in three vibrant forms: traditional non-alcohol, hard Jun blends and refreshing mocktails. Born in the breathtaking landscapes of Arizona—Wild Tonic is a one-of-a-kind line of beverages that are not only delicious but nourish your body with every sip.

Said to have originated in Tibet thousands of years ago, **Jun was cherished for its remarkable health benefits**. This time-honored brew—crafted with organic honey and brewed with green tea—forms the foundation of our three distinctive product lines. **What we craft is more than a beverage—it's a revitalizing experience born from the soul of**

Sedona.

Problem we solve. Wild Tonic's unique Jun is crafted to fuel you with raw, clean energy. The Legacy and Wanderer Series address a significant gap in the energy drink market, which is currently dominated by caffeine and synthetic stimulants. Unlike conventional energy drinks, Wild Tonic uses organic honey and green tea as natural energy sources, providing a clean, steady boost without the jitters or crashes associated with caffeine. Packed with probiotics and prebiotics, Wild Tonic supports gut health and energy production from within, offering a holistic approach to sustained vitality. This functional beverage appeals to health-conscious consumers looking for a natural, nourishing way to stay energized, redefining what an energy drink can be in a wellness-focused world. But before we delve into the wonder of Jun, let us introduce you to the visionary behind Wild Tonic.



Meet Holly Skaggs, the visionary artist and dynamic CEO of Wild Tonic, a trailblazing, woman-owned, and led company. With over 25 years of experience as the Director of William Morris, Inc., Holly has proven her ability to scale a multi-million-dollar enterprise from the ground up. Her background as a renowned artist adds a creative edge to her leadership style, fostering innovation and unique product development.





Driven by the ancient Tibetan legend of Jun, Holly revolutionized the kombucha market by embracing its distinct fermentation process, substituting organic honey for sugar and using green tea over black tea to create a more refined, healthful product. **From her kitchen to the national stage, Holly's passion and dedication propelled her to introduce Jun to the U.S. market for the first time.**

Under her stewardship, Wild Tonic became a pioneer not only in traditional Jun but also in launching the first hard Jun variants and a line of Jun-based mocktails. These products seamlessly combine rich flavor with functional health benefits, resonating with the Sober Curious movement and catering to the evolving preferences of health-conscious consumers. Holly's strategic vision and proven track record make her the ideal leader to continue scaling Wild Tonic, delivering growth and value for investors and customers alike.



Wild Tonic doesn't just craft Jun—we create three lines of ultra-

premium Jun that redefine the standard for beverages and set us apart from traditional and hard kombuchas as well as other mocktails. We're looking to disrupt large beverage manufacturers that are not committed to organic and provide limited or no "better-for-you" options.



As pioneers of the emerging Jun category, Wild Tonic proudly holds the **#1 Jun brand title in the U.S.**, reflecting both the uniqueness and strong consumer appeal of our products. Our dedication to quality and taste extends across our non-alcohol, hard Jun, and mocktail lines, each earning numerous awards for their innovative craftsmanship and standout flavors.

The Legacy Series, our non-alcohol line, is rich in prebiotics, probiotics, and antioxidants, making it a gut-friendly choice that fuels energy, promotes digestion in addition to well-being while delighting the senses. For those seeking options with a buzz, our award-winning hard Jun delivers the same exceptional quality with light, refreshing flavors in 4%, 5.6%, and 8% ABV versions. Meanwhile, our award-winning mocktails offer sophisticated, alcohol-free, cocktail-inspired flavors that are perfect for any time of day.

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NSF certified, our traditional Wild Tonic is loved for its pure energy boost - raw and alive with the vitality to fuel any adventure. Fans of all ages, including athletes, value the benefits of drinking Wild Tonic, including Olympic athletes and a range of well-known sports teams.

While Wild Tonic cannot make specific health claims, we have crafted our products to contain ingredients that are known to provide benefits to gut health, immune function, and energy levels given our premium ingredients of organic green tea, honey as well as our fermentation process which enhances the benefits of these two

superfoods.

Rich in Antioxidants: Green tea is well-known for its high levels of catechins, a type of antioxidant that helps reduce inflammation, fight free radicals, and protect cells from damage. These antioxidants can help promote overall health and reduce the risk of chronic diseases.

Supports Digestive Health: Like kombucha, Jun is a probiotic-rich beverage. The fermentation process creates beneficial bacteria and yeast (probiotics) that support gut health by maintaining a balanced microbiome. A healthy gut contributes to improved digestion, better nutrient absorption, and enhanced immune function.

Boosts Immune System: Honey, especially when raw and organic, contains natural antimicrobial properties and antioxidants that can help support the immune system. The combination of probiotics from fermentation and the benefits of naturally prebiotic honey can enhance overall immunity.

Natural Energy Booster: Green tea contains a moderate amount of caffeine and L-theanine, which provides a gentle, sustained energy boost without the jitters often associated with coffee. L-theanine also promotes relaxation and focus, leading to better mental clarity.

Promotes Weight Management: Green tea has been linked to increased metabolism and fat oxidation, which can support weight management when combined with a balanced diet and active lifestyle.

Anti-Inflammatory Properties: Both honey and green tea have anti-inflammatory effects, which can help reduce inflammation in the body, promoting overall well-being and potentially lowering the risk of chronic conditions like heart disease and arthritis.

Gut-Friendly Prebiotics and Probiotics: In addition to probiotics, Jun contains prebiotics from the honey which feed the good bacteria in the gut, further supporting digestive health and balance.

Supports Heart Health: The antioxidants in green tea, particularly catechins, have been shown to improve heart health by lowering LDL (bad) cholesterol levels and improving blood vessel function, reducing the risk of heart disease.



Wild Tonic has invested millions in state-of-the-art equipment, resulting in a brewery with the capacity to scale to \$50MM+ in annual revenue. While that level of revenue isn't guaranteed, the infrastructure is in place, and we are ready to grow with the flick of a switch. Every bottle and can are meticulously produced and filled onsite, giving us complete control over quality from start to finish with our state-of-the-art manufacturing equipment.



From sourcing the finest organic ingredients to carefully nurturing each Symbiotic Culture of Bacteria and Yeast (SCOBY), every step in the process is carried out with intention and a commitment to crafting the finest product possible.





Behind every bottle and can of Wild Tonic is a deep commitment to quality, sustainability and ethical practices. For example, the organic honey used in every batch is ethically sourced from trusted community groups in Brazil. Each day the team works to ensure that all ingredients are not only ethically sourced, but environmentally responsible and high quality. This mindful approach touches every aspect of production, from selecting the best honey farms to carefully nurturing the original SCOBY culture at the heart of our brewing process.



By partnering with trusted community groups and sustainable beekeepers, Wild Tonic is not just crafting Jun—we're supporting a

thriving ecosystem. In our continued commitment to sustainability, Wild Tonic is partnering with a local leader in sustainable practices to explore new ways of achieving **carbon neutrality**. The company is not just building a brand—we're laying the groundwork for a legacy of positive change that includes a steadfast dedication to environmental stewardship, sustainability, and community well-being.



Jun stands apart from kombucha through two key differences: its use of green tea and organic honey during fermentation, and our unique SCOPY (Symbiotic Culture of Bacteria and Yeast). Unlike kombucha, which is traditionally brewed with black tea and cane sugar, Jun's use of organic honey and green tea gives it a smoother taste profile, free of the sharp vinegar bite that is found in kombucha. This results in a more refined and approachable drink that appeals to a wider range of palates, making Jun a more pleasant experience without the tangy sharpness that can be polarizing for many consumers. With honey being 20 times more expensive than sugar, and the commitment to use organic ingredients, Wild Tonic is a premium beverage that proudly stands out from Kombucha in more ways than one.



In retail, captivating packaging is essential for standing out, and Wild Tonic's distinctive branding achieves just that. Amidst the crowded landscape of kombucha and functional beverages, our signature cobalt blue glass bottles and striking labels on both bottles and cans create a lasting impression. Our branding has earned recognition, including prestigious **Graphis Awards**, which are given by *Graphis*, an international publisher renowned for celebrating exceptional work in design, advertising, photography, and visual art. [Wild Tonic Rebrand - Graphis Portfolio](#)

Inspired by the wisdom of bees, the blue in our design reflects their favorite flower color, symbolizing our commitment to nature and drawing customers in at first glance. With a recent brand refresh, Wild Tonic's packaging now evokes the awe-inspiring beauty of Sedona's red rocks and blue skies, further enhanced by our golden logo and cap, representing the golden essence of honey. This thoughtful design alone

representing the genuine essence of honey. This thoughtful design, along with premium details, ensures that Wild Tonic stands out on the shelf, embodying natural beauty, quality, and a premium presence that sets us apart from competitors.



Owning our equipment has empowered Wild Tonic to continually innovate and diversify its product offerings. With three distinct product lines, we're always looking for ways to extend the benefits of Jun to

more, we're always looking for ways to extend the benefits of Jun to other beverage ideas.



Seasonal offerings with mouth-watering flavors provide unique, limited-edition options that keep customers coming back for more. We're very excited about the launch of shelf-stable mocktails in traditional cocktail-inspired flavors with a twist. In addition, we're exploring Jun-based energy drinks at the request of some of the professional sports teams that enjoy our products - and that's just a sneak peek of some of the innovation in the works.



Wild Tonic is not only the #1 Jun brand in the U.S., but also holds impressive industry rankings. According to SPINS Analytics, the gold standard in food and beverage analytics, Wild Tonic ranks #6 in the Natural Food market and #17 in Conventional Food in the Kombucha

sub-category. This success is driven by genuine consumer appreciation and organic growth, achieved with minimal paid marketing efforts—highlighting the immense potential for even greater growth with increased marketing and influencer campaigns.

We're also proud of the fact that Wild Tonic is gaining momentum in the sports world as a go-to beverage for top teams, including Major League Baseball clubs. NSF certification ensures that Wild Tonic meets the highest standards of quality and safety, making it a trusted choice for athletes. Our unique, honey-brewed Jun offers refreshing hydration and natural energy, which are winning fans both on and off the field. As more teams discover Wild Tonic, we're proud to support athletes with a beverage as clean and high-performing as they are.

Wild Tonic has also garnered numerous prestigious awards, including Beverage Industry's "Innovation of the Year" at its launch and a gold medal at the U.S. Open Beverage Championship for the Mango Ginger flavor of hard Jun. Recent accolades include Best Organic Alcoholic Beverage in the 2023 Best of Arizona Awards, Tasting Table's ranking of Wild Tonic mocktails as #1, and Google Trends naming them the most popular mocktail in Arizona.





MARKET OPPORTUNITIES

While market dynamics can change, we believe that Wild Tonic is well-positioned across four major high-growth market segments:

- **Kombucha Market:** Valued at \$2.6 billion with a CAGR of 15.6% through 2030, Wild Tonic is a standout in the broader kombucha market, holding the prestigious #6 spot in the natural kombucha category and #14 overall according to SPINS Data.
- **Functional Beverage Market:** Valued at \$213.74 billion with a CAGR of 7.45% through 2030, the functional beverage market is driven by increasing demand for health-focused products. Wild Tonic's Jun beverages, rich in prebiotics, probiotics, and antioxidants, are well-positioned to capture consumer interest in wellness, digestive health, and immunity support.

- **Hard Kombucha Market:** Growing consumer demand for low-ABV, health-focused beverages have driven this market to \$59.7 million in 2022, with a CAGR of 23.5% through 2030. Wild Tonic's hard Jun is well-positioned to capture this rising demand.
- **Mocktail Market:** Driven by the Sober Curious movement, the global market for ready-to-drink mocktails is forecast to grow by \$9.4 billion with a CAGR of 9.6% through 2028, offering significant potential for Wild Tonic's Wanderer Series.

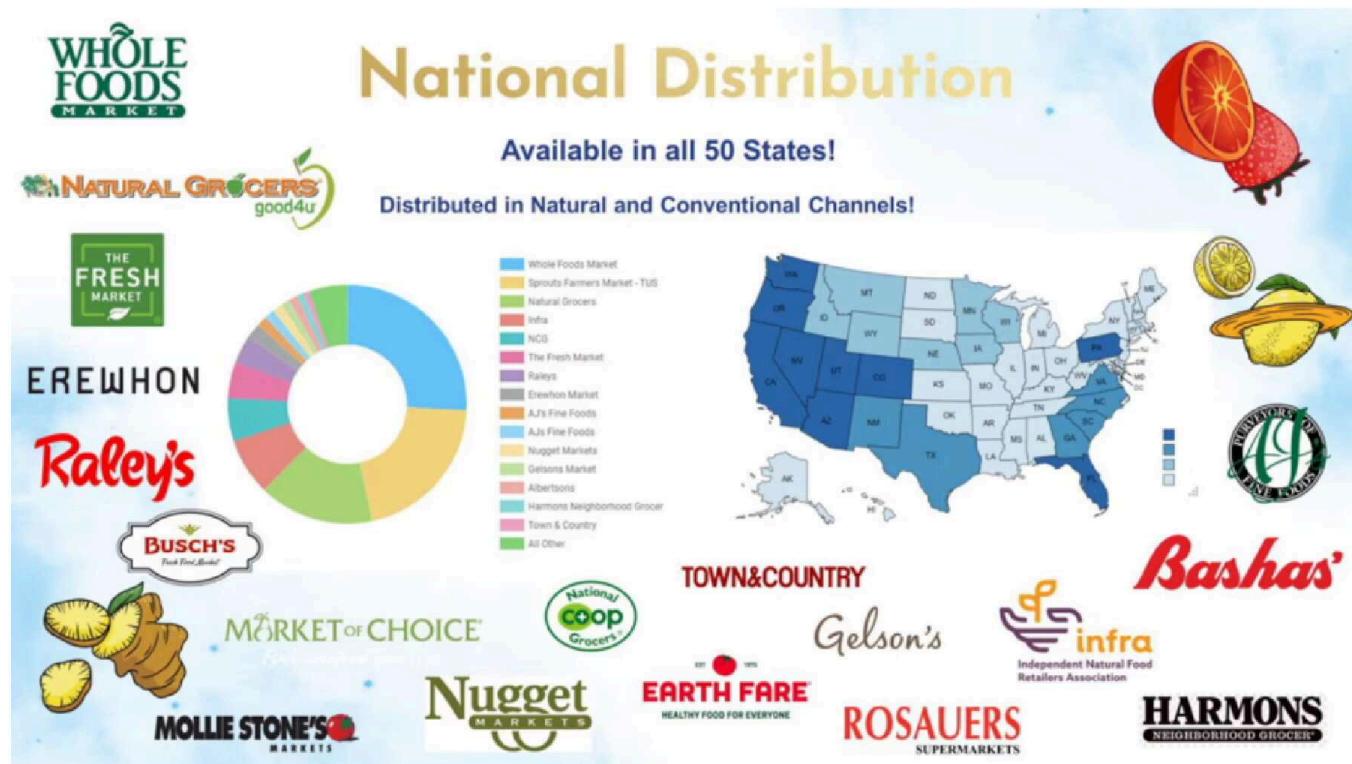
Based on the opportunities above - while we can't predict outcomes - imagine - just 1% of the kombucha market - that's \$26MM - and that's just a slice of the opportunities before us.



With company-owned, state-of-the-art equipment capable of scaling to \$50 million in annual revenue, we believe Wild Tonic is capable of rapid growth. The current focus is on expanding sales, fueling marketing, and fulfilling large orders. We've laid the groundwork. Over the last few years, Wild Tonic reduced COGS by 40%, saving over \$1 million annually by sourcing key supplies like bottles and honey from

new partners and cutting bottle costs by more than 50%. Additional operational savings were achieved through a company-wide review of all expenses.

Partnerships with distributors like UNFI and KeHE have expanded Wild Tonic's reach, leading to over 22 million bottles and cans sold through 6,800 distribution points. Chains like Whole Foods and Natural Grocers provide a solid foundation of revenue, along with many other retailers across the nation. Add that to the placement of Wild Tonic in Costco stores in SoCal in Q1 2025, and you can see we're making solid progress to build sales. We're thinking big - international expansion is planned for Canada, Mexico, and Asia driven by consumer demand.



Wild Tonic is also exploring new channels, including Food Service and Convenience, while expanding in bars, restaurants, stadiums, and beyond. We're queued up to talk to retailers like Safeway / Albertsons, Publix, Kroger and Target, among others, with the goal of solidifying our Conventional Channel retailer base as well as continually growing our presence in the Natural Channel where we can be found in over

60% of retailers. With alcohol sales recovering post-COVID and the launch of shelf-stable mocktails on the horizon, we believe that investment in sales and marketing could drive further growth in all three of our high-potential product lines.

Our plans for growth don't stop there. Wild Tonic's new **direct-to-consumer program** includes a subscription model for regular deliveries. The company is developing shelf-stable mocktail lines, eliminating refrigeration needs for added accessibility. Collaborations with national sports clubs and NSF certification allow Wild Tonic to supply professional sports teams nationwide. With products already in major league MLB clubhouses, including the LA Dodgers, Wild Tonic's momentum in the sports world is just beginning.

Bottom line - backed by distinctive branding, uncompromising quality, and an exceptional taste profile, **Wild Tonic is positioned to be a dominant force in the booming functional beverage market—including the rapidly expanding hard kombucha and mocktail segments.** Again, while we can't guarantee results, we are ready to take-off.





Wild Tonic's vertically integrated operations are designed to achieve profitability by 2026. By maintaining full control over the entire production process, we aim to maximize efficiency and investor returns. With a goal of reaching \$30-50 million in annual sales within 3-5 years, our strategy positions Wild Tonic for a successful exit, offering a compelling growth opportunity for our investors. Funding, market opportunities and other factors can affect this timeline.



Our comprehensive focus in 2023-24 on reducing COGS, optimizing operational expenses, and refining every facet of production positions us to achieve the revenue goals outlined in our projections. We anticipate revenue to reach **\$3MM in 2024, \$6MM by 2025, \$13MM by 2026, and nearly \$21+MM by 2027** as Wild Tonic continues to expand retail distribution across the U.S. and internationally. These figures are subject to change depending on market conditions and opportunities to secure and maintain placement with retailers.

While business success is never guaranteed, and timelines for exits cannot always be exactly predicted, Wild Tonic's distinctive branding, uncompromising quality, and exceptional taste profile set us apart as a leading force in the fast-growing functional beverage, hard kombucha, and mocktail segments. Our innovative approach to crafting ultra-premium beverages, paired with full control over production, positions Wild Tonic to set a new benchmark for excellence in the industry.



Our greatest asset is the Wild Tonic family—a team united by a shared passion for quality, innovation, and pushing boundaries. Every day, we work tirelessly to bring the magic of Wild Tonic into homes across the country. **At the heart of the company is a culture built on respect, collaboration, and a dash of wild spirit.** Whether in the office or on the production floor, every team member is valued, respected, and empowered to contribute to our shared mission, making Wild Tonic not just a brand, but a community committed to excellence.





We are grateful for our wild and far-reaching fan base—including Tibetan monks who tell us how much they love Wild Tonic. It's the passion and support of our fans that inspire us every day and remind us that we're more than just a beverage company; we're a community driven by a shared love for quality and wellness.

Under Holly's visionary leadership, Wild Tonic isn't just building a business—it's nurturing a vibrant and inclusive community. Through a unique equity-sharing program, every team member is valued and motivated to contribute to the company's growth and success. Holly's deep commitment to social responsibility goes even further: she has pledged to support charitable causes by establishing a Charitable Remainder Unitrust (CRUT). Through this vehicle, she plans to donate the majority of her net proceeds from the company's eventual exit to charity upon her passing.

This generous gesture underscores Holly's unwavering dedication to making a positive and lasting impact on society. With Wild Tonic, she aims not only for business success but also to create a legacy that ensures the company's achievements contribute to the greater good and embody her vision of a world enriched by compassion and community.



Join us on an exciting journey! With your investment, you're not just backing a brand—you're fueling a vision of sustainable growth, community empowerment, and unparalleled flavor. At Wild Tonic, we're building a future where gut health and enjoyment go hand in

hand. Every sip of our innovative beverages is a testament to our commitment to quality, wellness, and innovation. Your investment is more than financial support—it's an opportunity to help unleash the wild spirit that drives Wild Tonic to new heights. Together, we can push boundaries, inspire change, and make a lasting impact. Bee wild, bee the tonic—and let's build something extraordinary, together!

Special thanks to Renick Turley for red rock image and videography!



