

CA CRAFT
Babe
KOMBUCHA



SANDIA
watermelon & cucumber
Craft Kombucha

OUR COMPANY

WE ARE A FAMILY & WOMAN-OWNED CRAFT KOMBUCHA BREWERY LOCATED IN SAN DIEGO, CALIFORNIA. OUR PRODUCTS ARE SOLD IN 850+ RETAIL STORES LOCATED IN CALIFORNIA, TEXAS, OREGON AND ARIZONA. OUR SALES ONLINE REACHED 25 STATES IN 2021.

We provide customers a farm-to-can experience, using fresh and organic ingredients from local farms, such as Stehly Farms and San Gabriel Ranch. Our kombucha is Certified USDA Organic and we use premium, high quality ingredients to create a delicious, refreshing and easy to drink kombucha.



OUR TEAM

CAROLINE JOB PAVAN | FOUNDER/PRESIDENT

Caroline prior to Babe had a successful career as an architect. She contributes ten years of experience in management and contract negotiation with clients and partners. She is the glue that bonds the entire Babe team, from the production crew to sales team and tasting room staff.

VINNIE PAVAN | FOUNDER/VP OF MARKETING & SALES

Vinnie has an innate talent for building and creating unique experiences for consumers. He believes strongly in the power of brand but only backed by a quality product. Having a successful career in licensing in the music and sports industry he brings tremendous strength to the Babe team with his high energy, passion for life and evergreen entrepreneurial spirit.

MARCO QUADROS | VP OF LEGAL & OPERATIONS

Marco is a lawyer with 14 years of experience in the civil, contractual and tax areas, He has work for large firms and had its own practice before joining Babe Kombucha.

TRAVIS DAVENPORT | BREWMASTER

You wont find a more passionate person when it comes to creating kombucha. Travis is the mind behind the formulas and flavors for our products. He has 15 years of experience in kombucha making and fermentation skills.



OUR PRODUCTS

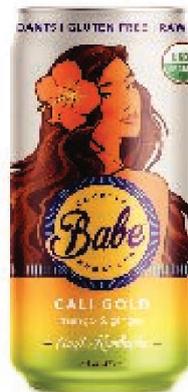
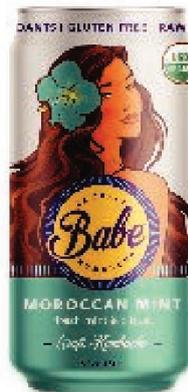
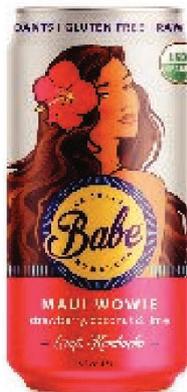


Craft Kombucha

All natural ingredients, high quality teas, and local sourced fruits.

Pure goodness, with an incredible taste.

VEGAN | RAW | GLUTEN FREE



Nutrition Facts	
Serving Size 8 fl oz (237 ml)	
Servings per container: 2	
Amount Per Serving	
Calories 34	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 7g	2%
Sugars 7g	0%
Protein 0g	

Nutrition Facts	
Serving Size 8 fl oz (237 ml)	
Servings per container: 2	
Amount Per Serving	
Calories 34	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 7g	2%
Sugars 7g	0%
Protein 0g	

Nutrition Facts	
Serving Size 8 fl oz (237 ml)	
Servings per container: 2	
Amount Per Serving	
Calories 34	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 7g	2%
Sugars 7g	0%
Protein 0g	

Nutrition Facts	
Serving Size 8 fl oz (237 ml)	
Servings per container: 2	
Amount Per Serving	
Calories 34	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 7g	2%
Sugars 7g	0%
Protein 0g	

Nutrition Facts	
Serving Size 8 fl oz (237 ml)	
Servings per container: 2	
Amount Per Serving	
Calories 50	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 0g	3%
Sugars 0g	0%
Protein 0g	

MAUI WOWIE
INGREDIENTS
Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic white tea, organic strawberry juice, organic lime juice, organic coconut flavor.

MOROCCAN CITRUS
INGREDIENTS
Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic lemon juice, organic mint.

SANDIA
INGREDIENTS
Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic watermelon flavor, organic papaya flavor, organic plum flavor, organic cucumber juice.

CALI GOLD
INGREDIENTS
Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic orange juice, organic lemon juice, organic ginger.

HAWAIIAN POG
INGREDIENTS
Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic guava juice, organic orange juice, organic passion fruit juice.

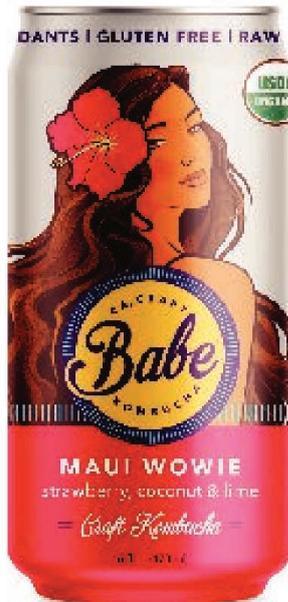


OUR PRODUCTS

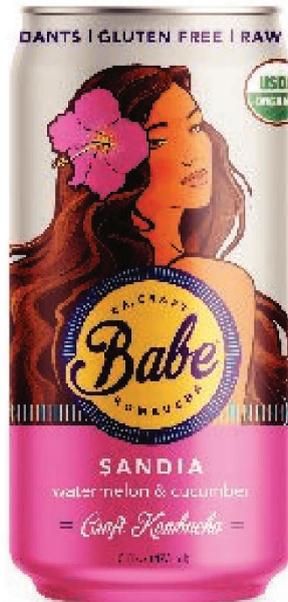


Best Sellers

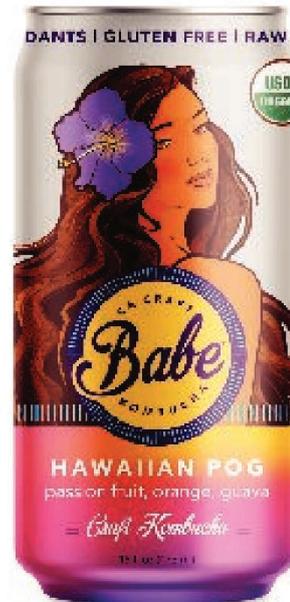
Babe's flagship flavors: Hawaiian Pog, Maui Wowie and Sandia put us on the map of success in Southern California for its quality and incredible taste.



MAUI WOWIE
Tropical coconut, sweet strawberry and a hint of lime create a taste that can only be described as "pure summer".



SANDIA
Juicy watermelon and crisp cucumber blend perfectly in this refreshing flavor.



HAWAIIAN POG
Tart passionfruit, orange and sweet guava create a flavorful blend that takes you to Hawaii with each sip.

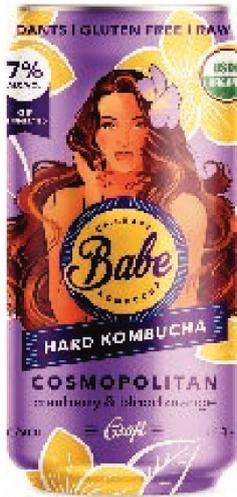
OUR PRODUCTS



Hard Kombucha

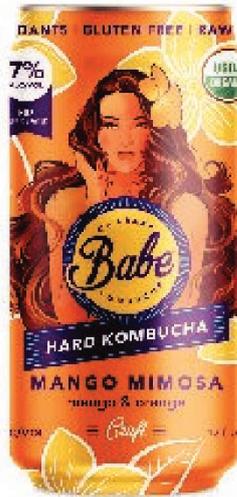
Our alcoholic line uses all natural ingredients, low sugar, and is gluten free. Inspired by world famous cocktail recipes. A perfect formula for a happy experience.

7% ALCOHOL | 16 OZ CANS



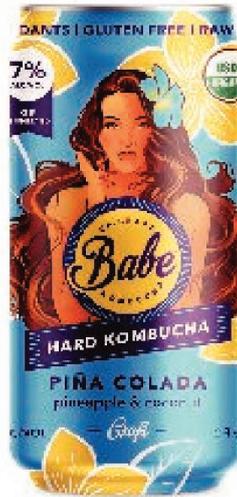
COSMOPOLITAN
INGREDIENTS

Organic cranberry, organic blood orange, organic lime, organic cane sugar, live kombucha culture.



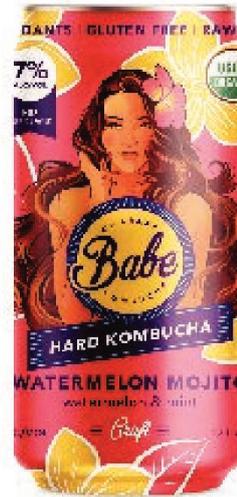
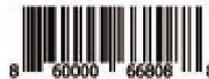
MANGO SUNRISE
INGREDIENTS

Organic mango, organic orange, organic cane sugar, live kombucha culture.



PIÑA COLADA
INGREDIENTS

Organic coconut, organic pineapple, organic cane sugar, live kombucha culture.



WATERMELON
MOJITO

INGREDIENTS
Organic watermelon, organic lime, organic mint, organic cane sugar, live kombucha culture.



OUR PRODUCTS



Yerba Mate

Best of both worlds. Real raw kombucha infused with 150 mg of natural caffeine from organic yerba mate.

PROBIOTICS | NATURAL CAFFEINE | 16 OZ CANS



Nutrition Facts	
Serving Size 8 fl oz (237 mL)	
Servings per container: 2	
Amount Per Serving	
Calories 45	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 20mg	2%
Total Carbohydrate 10g	3%
Sugars 9g	
Includes 7g Added Sugars 14%	
Protein 0g	

YERBA MATE BLUEBERRY & BLACKBERRY
INGREDIENTS
 Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic yerba mate, organic blueberry juice, organic blackberry juice.

Nutrition Facts	
Serving Size 8 fl oz (237 mL)	
Servings per container: 2	
Amount Per Serving	
Calories 45	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 20mg	2%
Total Carbohydrate 10g	3%
Sugars 9g	
Includes 7g Added Sugars 14%	
Protein 0g	

YERBA MATE PASSION FRUIT & MINT
INGREDIENTS
 Purified water, live kombucha culture (organic cane sugar, organic black tea, organic green tea), organic yerba mate, organic spearmint leaves, organic passion fruit natural flavor.



OUR STORY

2017

SEPTEMBER

Opened tasting room

2018

AUGUST

Signed keg distributor KOT

2019

MARCH

Launched Craft Kombucha line

JULY

Signed local distributor Seacoast

JUNE

Reached 150 locations

OCTOBER

Brought first investor, Dylan Barbour

2020

JANUARY

Expansion tasting room & production

SEPTEMBER

Reached 350 locations

FEBRUARY

Started sales online

NOVEMBER

Acquired large production facility

JULY

Launched Hard Kombucha line

2021

JANUARY

Brought second investor
Jimbo's founder, Jim Someck
Start wholesale hard kombucha

SEPTEMBER

Signed SD/OC/LA Scout Distribution
High Premium

MAY

Launched Yerba Mate line

OCTOBER

Signed national distribution UNFI

JUNE

Reached 500 locations

2022

MAY

Reached 850 locations
in 4 different states

JUNE

Signed another national
distributor KEHE

OUR FINANCIAL SUMMARY

PROFIT & LOSS

	2018	2019	2020	2021
TOTAL REVENUE	\$136,337.06	\$241,025.51	\$569,750.90	\$969,160.58
TOTAL COST OF GOODS SOLD	\$41,482.10	\$102,819.21	\$247,289.39	\$305,210.28
TOTAL GROSS PROFIT	\$94,854.96	\$138,206.30	\$322,461.51	\$663,950.30
TOTAL ADVERTISING & MARKETING	\$12,102.62	\$11,103.65	\$19,448.24	\$29,623.36
TOTAL PAYROLL EXPENSES	\$17,294.87	\$69,637.54	\$123,113.68	\$229,945.60
TOTAL EXPENSES	\$109,862.22	\$137,421.61	\$486,063.54	\$815,433.29
NET INCOME*	\$(11,933.01)	\$4,515.20	\$(137,873.19)	\$(61,449.78)
*NET INCOME BABE BREWING LLC	\$(11,933.01)	\$4,515.20	\$(86,212.78)	\$57,660.89
NET INCOME HARD KOMBUCHA LLC	\$-	\$-	\$(51,660.41)	\$(119,110.67)

PROJECTION

	2022	2023	2024
SALES PROJECTION	\$2,500,000.00	\$5,000,000.00	\$10,000,000.00
RETAIL LOCATIONS	1000	2000	4000
NUMBER OF SKUS / PRODUCTS	14	17	20

FUTURE INVESTMENT

ASSETS	\$200,000.00
Fermenters	
Brite and Uni Tanks	
Kegs + Brewery Equipment	
YERBA MATE SHELF STABLE PROJECT	\$200,000.00
First Order Purchase from Co-Packer	
200,000 units	
PRINTED CANS PROJECT	\$100,000.00
500,000 cans	
CASHFLOW	\$500,000.00
BROKER	\$100,000.00
MARKETING	\$400,000.00
SLOT FEE	\$100,000.00
STAFF PRODUCTION / SALES	\$400,000.00
Add 6 more people	
INVESTMENT	\$2,000,000.00

OUR COMMUNITY

**BABE IS SOLD IN 850+ LOCATIONS
IN CALIFORNIA, OREGON, TEXAS
AND ARIZONA. WITH THE HIGHEST
REACH IN THE SAN DIEGO, ORANGE
COUNTY & LOS ANGELES COUNTIES.**

Babe has a strong social
media presence, with

over
14k+

FOLLOWERS ON INSTAGRAM



OUR TASTING ROOM

TOP RETAIL SELLING OUR PRODUCT:



OUR TASTING ROOM

OUR FUN & INVITING TASTING ROOM IS LOCATED IN THE HEART OF SAN DIEGO! WE OFTEN HAVE CUSTOMERS THAT DRIVE FROM ALL OVER TO VISIT! OUR TASTING ROOM ALLOWS US TO CONNECT FACE-TO-FACE WITH OUR CUSTOMERS, GET TO KNOW THEM, WHAT THEY LIKE, AND CREATE A COMMUNITY AROUND OUR BRAND.



OUR HEADQUARTERS & PRODUCTION

TOTAL BUILDING SIZE: 10,437 RSF

- 3,500 SF REFRIGERATED SPACE
- FLOOR DRAINS
- 2 DOCK LOADING DOORS
- 1 GRADE LEVEL DOOR
- 19 EXCLUSIVE PARKING SPACES
- HEAVY POWER





Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

[Unsubscribe](#) | [About](#) | [Education](#)



Wefunder Inc. runs [wefunder.com](#) and is the parent company of Wefunder Advisors LLC and Wefunder Portal LLC. Wefunder Advisors is an exempt reporting adviser that advises SPVs used in Reg D offerings. Wefunder Portal is a funding portal (CRD #283503) that operates sections of [wefunder.com](#) where some Reg Crowdfunding offerings are made. Wefunder, Inc. operates sections of [wefunder.com](#) where some Reg A offerings are made. Wefunder, Inc. is not regulated as either a broker-dealer or funding portal and is not a member of FINRA.

Company Name is testing the waters to evaluate investor interest. No money or other consideration is being solicited; if sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and, then, only through Wefunder. Any indication of interest has no obligation or commitment of any kind.