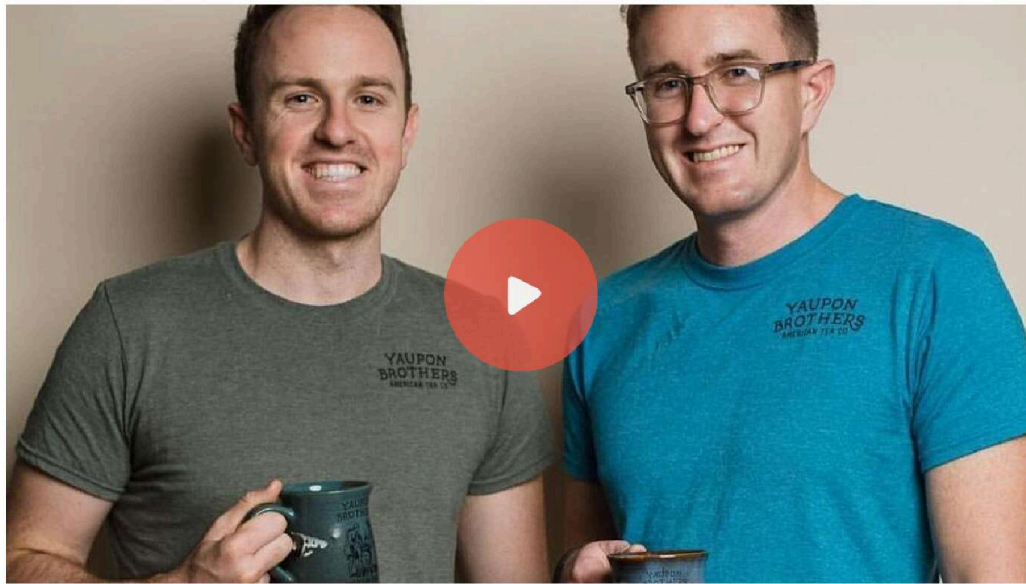


America's ONLY native tea leaf, Yaupon



yauponbrothers.com

Orlando Florida



Food & Beverage

Consumer Goods

B2C

Highlights

- 1 Potential to disrupt a \$13B imported tea industry with 100% American Yaupon - America's First Cup.
- 2 Yaupon is Whole Foods #1 Top Ten Food Trend 2023, and Bon Appétit Editors name it a top herbal tea.
- 3 Yaupon is a regenerative, sustainable, and organic crop, and it only grows in the Southeast U.S.
- 4 Yaupon is America's only domestic caffeine source. It's consumption pre-dates coffee/imported tea.
- 5 Forbes calls 2023 "The Year of Yaupon"; Washington Post votes Yaupon 'IN' on 2023 'The List'.
- 6 Mission driven company that seeks to uplift socially disadvantaged farmers with a profitable crop.
- 7 We have 80,000 acres of Yaupon under company management with plans to scale as the company does.
- 8 Planted 100,000 Yaupon trees last year; will increase the number of trees planted yearly as we grow.

LEAD INVESTOR



Jacques Fu

I'm backing Yaupon Brothers American Tea because I believe they can disrupt the American tea industry with this amazing native plant, which is America's only caffeine source. The tea market in the USA is a massive opportunity for growth and innovation since there are virtually no domestically-produced caffeinated tea products, and the category does not see many new or exciting products with this kind of potential for growth. Here in the American South, agriculture is a dominant industry and is primarily concerned with growing non-native monoculture crops. This has led to large-scale consolidation and major supply chain failures in recent years. In Florida, the once-mighty citrus industry has been crippled by a bacterial disease and production is at its lowest levels in many decades. As a native crop, Yaupon has evolved to thrive in our climate. It has few pests, doesn't need fertilizers or pesticides, and offers attractive unit economics for farmers and producers. From being named Whole Foods' #1 food trend this year to innovating in an industry that has been unchanged since the Boston Tea Party, there's a lot of upside about which to be excited. Yaupon is going to change the landscape of the American tea market, and create significant jobs and economic growth in the process!

Invested \$10,000 this round & \$20,000 previously

Our Team



Bryon White President, CEO, Co-Founder

Pioneer in the Yaupon Tea industry, 2021 Specialty Food Association Leadership Award, 2023 GrowFL Companies to Watch, 2022 40 under 40, Venture Builder and ruthless optimist!



Kyle White Co-Founder, VP Sales

A seasoned CPG sales executive, Kyle has been with Yaupon Brothers since the beginning. He has also worked as the Assistant Director of the Center for Entrepreneurship at the Crummer Graduate School of Business at Rollins College.



Amanda Crumley Chief Strategy Officer

Amanda got her start in the Clinton White House. She spent years in government & presidential politics, was VP of Advocacy/Government Affairs at Lifetime TV, and has had her own consulting firm for 17 years advising corporations, startups, and nonprofits.



Brantley Lansberry Sales & Customer Service Lead

Brantley is an old pal of Bryon & Kyle, and is everyone's favorite account manager and sales representative. Brantley has broad hospitality experience and is a graduate of College of Charleston.



Peace Maikasuwa Customer Service Associate



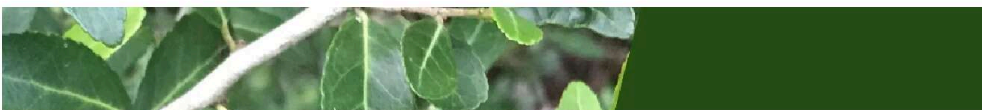
Janet Coursin Head of Operations



Spencer Chandlee Growth & Product Marketing

Spencer is the cofounder of Cardinal Design in NYC, formerly of Tik Tok, and graduate of USC Marshall School of Business

Pitch





The Opportunity:

Disrupt the \$13 Billion/Year Imported Tea Market With
100% American-native Yaupon Tea

Our Goals:

Produce high
quality, great
tasting, 100%
American
Yaupon tea

Build
increased
awareness of
Yaupon tea
and of our
brands

Move a
percentage of
the 160 million
daily American
tea drinkers to
Yaupon Tea

Build a
supply-side
vertical
industry and
expand into
RTD



Yaupon Tea: America's First Cup



America's only
caffeinated
plant species



Proven
health
benefits



>8,000
years of
history

plant species

The **Southeastern United States** is the **only place in the world** Yaupon naturally occurs. It's a regenerative plant that can be harvested for leaves 2-4 times per year. It's draught and flood resistant and doesn't require herbicides and pesticides, making it a good crop for American farmers.

benefits

Yaupon is high in **antioxidants, polyphenols and theobromine** (the pleasure molecule found in chocolate). It **lacks bitter tannins** and the kidney-stone causing oxalates found in imported teas. Recent medical studies are evaluating Yaupon for its ability to **kill cancerous cells** in both leukemia and colon cancers.

history

(twice as old as Chinese tea consumption)

The earliest evidence of Yaupon consumptions by **Native Americans** dates back more than **8000 years**. Yaupon was used as a beverage, medicine and sacrament. And it **predates coffee** and imported tea consumption in America.



The Domestic Tea Opportunity

An American-grown caffeine source for domestic consumers is a **key differentiator** for Yaupon teas.

80%

Of US homes have some sort of tea in their house

85%

Of US consumers have at least one caffeinated drink per day

\$252B

US Natural and Organic Products Market

160M

Americans consume tea at least once per day

\$18B

Local Food Market in the US

\$13B

US Tea Market (Virtually all imported)

Ilex Organics: Building the Yaupon Industry



With a vertically integrated, supply-side business strategy, we aim to control every stage of the Yaupon tea manufacturing process, from tree to cup.

Yaupon Leaf Supply Chain:

- Wild Harvesting (FL) (AL, AR, MS in 2023)
- Farm Harvesting (FL, MS, AR)
- Tissue Culture Propagation (Exclusive partnership with AgriStarts >40k trees per/month)

Yaupon Processing Facilities:

- Edgewater, Florida (7,000 sq ft)
- Clarksdale, Mississippi (target mid-2023 for construction to complete 38,000 sq ft)
- (T) Arkansas (initial planning stages for 2023)

Multi-Brand Go to Market:

- Yaupon Brothers American Tea. Flagship Edgewater, FL-based brand, established in 2015
- Yazoo Yaupon. Clarksdale MS-based

Multi-Channel Sales:

- Big Box Retail
- Independent Grocery
- E-commerce
- Amazon

- brand, established in 2020
- TBD Arkansas-based brand in development for 2023

- Home Shopping (QVC)
- Small Independent Retailers
- Hospitality & Foodservice

Forward looking projections cannot be guaranteed.

Our Growth Journey



As a result of a creative, nimble, and dedicated team focused on execution, Ilex Organics has performed with consistent growth year over year.

Growth in 2025 and 2026 is projected to follow a "hockey-stick" trajectory.



Forward looking projections cannot be guaranteed.

Projected P&L

*Revenue assumptions based on our historical revenue growth and assumes that growth rate linearly year over year.

Multi Year Forecast	Y2	Y3	Y4	Y5
	2023	2024	2025	2026
Gross Revenue	\$1,408,833	\$2,510,024	\$4,518,042	\$8,132,476
Sales & Promotion Discounts	42,265	50,200	90,361	162,650
Net Revenue	\$1,366,568	\$2,459,823	\$4,427,681	\$7,969,826
COGS				
Personnel Expenses	\$273,314	\$368,973	\$664,152	\$1,195,474
Production Related Costs	614,956	1,106,920	1,992,457	3,586,422
Café Costs	17,400	21,000	21,000	12,000
Freight & Shipping	81,994	147,589	265,661	478,190
Total COGS	\$987,664	\$1,644,483	\$2,943,270	\$5,272,085
Gross Profit	\$378,905	\$815,340	\$1,484,412	\$2,697,741
Gross Margin %	28%	33%	34%	34%
Expenses				
Marketing, Sales, Client Services	\$245,982	\$442,768	\$796,983	\$1,434,569
Facilities & Vehicles	40,997	73,795	132,830	239,095
Overhead & Administration	54,663	98,393	177,107	318,793
Uncategorized Expense	\$0	\$0	\$0	\$0
Total Expenses	\$341,642	\$614,956	\$1,106,920	\$1,992,457
EBITDA	\$37,263	\$200,384	\$377,491	\$705,284
EBITDA % of Net Revenue	3%	8%	9%	9%
Interest	-	-	-	-
Taxes	7,452.55	40,076.82	\$75,498	\$141,057
Net Income	\$29,810	\$160,307	\$301,993	\$564,228

Forward looking projections cannot be guaranteed.

**\$1.86 Million
Investment Ask**

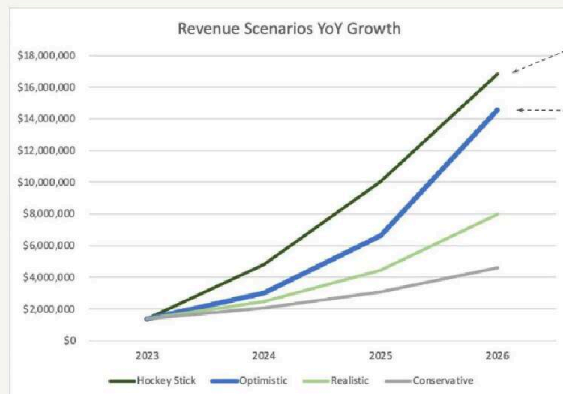


(Note: the resulting impact of this potential investment is **not** reflected in P&L.)

Only \$1.235M of the \$1.86M will be solicited through Wefunder.

Revenue Scenarios

We project that 90% of our revenue will come from B2B relationships.



What our sales team modeled based on relationships and how B2B accounts traditionally buys.

Scenario reflected in the P&L. Follows our historical growth, assumes linear expansion of B2B in-store "door" penetration.

Forward looking projections cannot be guaranteed.

Awards, Honors & Media

Florida Company to Watch Honoree 2022



Yaupon #1 Top 10 Food Trend for 2023; Yaupon Brothers Products Featured

BEVNET

Yaupon Brothers Named Best of 2022 Finalist

Awards, Honors & Media



Yaupon Brothers Named Hot Product 2022



Yaupon Brothers Recognized as Emerging Trend for 2023



CEO Bryon White Recognized Nationally as 2021 Industry Leader for Citizenship

Awards, Honors & Media

Forbes

Yaupon named a drink trend by
Forbes, January 2023

The New York Times

NYT named Yaupon a "growing trend"
in January 2023



CLINTON
GLOBAL



Washington Post Annual "In List"
January 2023

GLOBAL
INITIATIVE

CGI Commitment Maker
September 2022

Whole Foods #1 Trend: 2023



Key Accounts



Dillard's



Foxtail
COFFEE CO.



COST PLUS
WORLD MARKET

uncommongoods



Team Leadership



Co-Founder & CEO
Bryon White



Co-Founder & Head of Commercial Sales
Kyle White



Co-Founder & CSO
Amanda Crumley



Operations & Finance
Janet Coursin

Ilex Organics is a recognized leader in Yaupon, and has the team to execute our growth and revenue goals and to build out the larger Yaupon industry.

Social Mission & ESG

- ❖ **Five percent** of our online sales are donated directly to North American Traditional Indigenous Food Systems (NĀTIFS), founded by James Beard award winner Chef Sean Sherman - The Sioux Chef.
- ❖ Yaupon Brothers works with **independent and socially disadvantaged farmers** across the Southeastern United States to grow Yaupon trees. Often, we give farmers the trees we propagate and then purchase their Yaupon leaf harvest for use in our Yaupon tea.
- ❖ Yaupon Brothers believes in "second chance" employment, and our harvesters and production team members earn a **living wage and have a flexible work schedule**.
- ❖ **\$10 of all proceeds** from our Chari-Teas teas go directly to support our non-profit partners, which include **local non-profits** like the Florida Native Plant Society and **national partners** like United Help Ukraine.

Thank You!

**Kyle White, Co-Founder &
Head of Commercial Sales**
Kyle@ilexbrands.com

**Bryon White,
Co-Founder & CEO**
Bryon@ilexbrands.com



Downloads



[Yaupon Deck.pdf](#)