

INVEST IN YAUPON BROTHERS AMERICAN TEA

America's ONLY native caffeinated leaf, Yaupon



yauponbrothers.com

Crescent City, FL



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, 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 the only tariff-proof caffeine in the USA.
- 5 Forbes "The Year of Yaupon"; Washington Post votes Yaupon

'IN' on '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 250,000 Yaupon trees; will increase the number of trees planted yearly as we grow.

Featured Investors



Morgan Freeman

Follow

Invested \$200,000 

Morgan Freeman is an Academy Award-winning actor, producer, and narrator whose career spans six decades. He's considered a prominent figure in American cinema, known for his ability to deliver quality performances across a range of roles. Throughout his c

"I'm proud of my Yaupon tea brand, which is building a brighter future for the Mississippi Delta and its people."



Ignacio Navajas
Syndicate Lead

Follow

Invested \$100,000 

"I invested in Yaupon Brothers to use our experience in the Yerba Mate business to help grow this exciting new industry for American farmers."

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. Former Rollins College and Builder + Backers Business Development Director.



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 COO

Over 30 years of business systems and process experience, Founder of Blue Daisy Business Studio.



Alyssa Schroeder CMO/CRO

Former Tyson, Abbot Labs, and CMO of Dolphin Hat Games, creators of Taco Cat Goat Cheese Pizza

America's Native Caffeinated Tea

YAUPON BROTHERS AMERICAN TEA CO.

America's Only Indigenous Caffeine Source

Confidential & Proprietary - Ilex Organics LLC DBA Yaupon Brothers American Tea



100% TRUE AMERICAN TEA

WHAT THE HECK IS YAUPON?



**Yaupon is America's
only native caffeinated
plant.**



**Yaupon is an
antioxidant
superfood.**



**The only non-imported
caffeine source.**



**Prepared like tea, tastes
like tea - but better!**



**Rapidly increasing
popularity and
consumer demand.**



**100% Regenerative
Organic and grown in
the USA.**

In the current chaotic trade environment, Yaupon has suddenly become the only tariff-proof caffeine in the United States.

YAUPON
BROTHERS


YAUPON BROTHERS AIMS TO MAKE YAUPON TEA A TOP CHOICE FOR AMERICAN DRINKERS.

FOUNDED IN 2015 WITH A MISSION TO REINTRODUCE 100% AMERICAN YAUPON TEA, WE CONTROL EVERY STAGE OF PRODUCTION, FROM TREE TO CUP.


AS INDUSTRY LEADERS, WE'RE PRIMED TO CAPITALIZE ON THIS PIVOTAL MOMENT FOR YAUPON.

AMERICAN TEA CO.

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HOW WE DO IT



1

VERTICALLY INTEGRATED

We control every stage of the Yaupon tea manufacturing.

2

OUR EDGE

Yaupon
Proprietary
Tissue Culture
Propagation
Program
(AgriStarts)
250,000 trees
planted since
2021.

3

WE OWN IT

17 acre farm
Yaupon tea
processing and
fulfillment
factory in Florida.

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We've planted almost 300,000 trees across three states in the American Southeast.

THE GROWTH ISN'T JUST ON THE FARM...

\$18. Billion

*U.S. Tea Market Value
2023; 5.3% CAGR

\$3.2 Billion

*U.S. Herbal Tea Market
2023; 7.2% CAGR

\$10.3 Billion

*U.S. Regenerative
Agriculture, 15.7% CAGR,
\$32B by 2031.

160 Million

Number of Americans
That Drink Tea Every Day

80 Million

Americans Have Tea in
Their Homes

~99%

75%

US Consumers try to
consume local foods daily.

Is imported.

Source: Market Research Industry News

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Almost all the caffeine consumed in the USA is imported or synthetic, Yaupon aims to change that.

THE AMERICAN TEA OPPORTUNITY



Yaupon will break the imported tea monopoly

We will convert a percentage of the growing U.S. tea market to a 100% American-grown Yaupon tea.

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REVENUE PROJECTIONS

Yaupon Brothers is **pioneering** the development of the American Yaupon industry, facing rapid YoY growth with a hyper-specific team of **experts**. We are poised to **lead** the category into the future.

Doors/Key Accounts

Whole Foods, MOM's Organic, Amazon, Walmart.com

Omni-Channel Sales Strategy

Big box retailers, Independent retailers, E-Commerce

	2024	2025	2026	2027
Revenue	\$389,793	\$2,230,000	\$6,858,465	\$14,792,225
Cost of Sales	\$356,120	\$1,229,000	\$3,022,765	\$6,217,775
Gross Profit	\$33,674	\$1,001,000	\$3,835,700	\$8,574,451

*Forward-looking projections cannot be guaranteed.

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Yaupon Bros. Lavender Coconut one of 'the best herbal teas'

Bon Appétit Feb. 2023

Yaupon Brothers, a "Delicious Food Find"

Forbes Magazine Mar. 2023

Yaupon Brothers American Green Named 'Best New Tea'



"Welcome To The Year of Yaupon"

Forbes Magazine Jan. 2023

Yaupon Named #1 Top Ten Food Trend for 2023; Yaupon Brothers Featured

Whole Foods Market Oct. 2022

Yaupon Tea is 'In'

The Washington Post 'The List' Jan. 2023





Our TEAm



Bryon White
Co-Founder & CEO



Janet Coursin
COO



Alyssa Schroeder
Fractional CMO



Kyle White
Co-Founder & Head of Revenue



Brantley Lansberry
Director of Customer Relations
& Account Executive

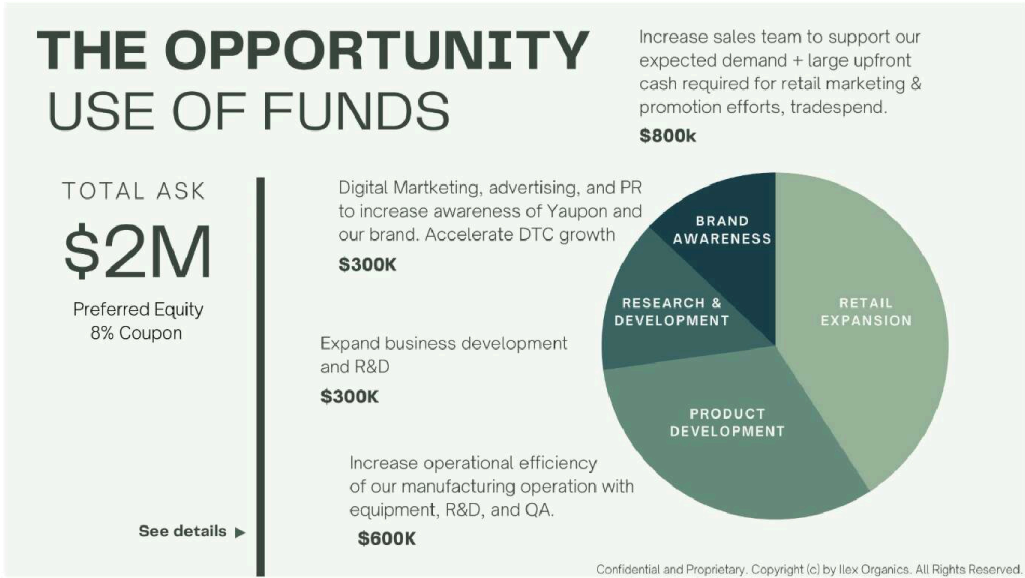


Victor Navajas
Strategic Ag & Production
Advisor



Ty Strode
Head of Agriculture

Our TEAm has over fifty years of experience in CPG, Agriculture, and business systems.



Only \$124k of the \$2M will be raised through Wefunder.