

INVEST IN YAUPON BROTHERS AMERICAN TEA

# America's ONLY native caffeinated leaf, Yaupon



[yauponbrothers.com](http://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

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## **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.

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.**

## 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
<b>Revenue</b>	\$389,793	\$2,230,000	\$6,858,465	\$14,792,225
<b>Cost of Sales</b>	\$356,120	\$1,229,000	\$3,022,765	\$6,217,775
<b>Gross Profit</b>	\$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





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## 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.

## THE OPPORTUNITY USE OF FUNDS

TOTAL ASK

**\$2M**

Preferred Equity  
8% Coupon

[See details ▶](#)

Digital Marketing, advertising, and PR to increase awareness of Yaupon and our brand. Accelerate DTC growth

**\$300K**

Expand business development and R&D

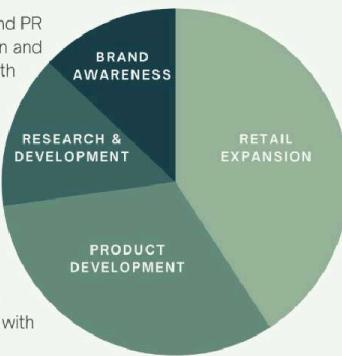
**\$300K**

Increase operational efficiency of our manufacturing operation with equipment, R&D, and QA.

**\$600K**

Increase sales team to support our expected demand + large upfront cash required for retail marketing & promotion efforts, tradespend.

**\$800K**



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