



INVEST IN CARIBBREW

**Shift the \$465bn. coffee market with Caribbrew!
Hail from Haiti, enjoyed worldwide while giving
back**

caribbrew.com Newark, NJ



Female Founder

Food & Beverage

Ecommerce

Consumer Goods

Minority Founder

Highlights

Profitable

Profitable for prior 3 months
and expect same in future



- 1 1500% growth from 2019 to 2020. Addressable Market size is 2.4bn (U.S. only) and 12.6bn (global)
- 2 Approx. 2 millions lifetime sales while bootstrapping within 5 years.
- 3 Over 20,000 customers, 60% return rate, Avg 4.8 rating on 1267 reviews
- 4 Retail distribution with KEHE and UNFI . . .launching in Publix, Central Mkts, & Meijer Fall of 2023
- 5 3 celebrity endorsements: Gabrielle Union, Tracee Elis Ross, Taraj P Henson
- 6 Notable press releases from Glamour, Essence Mag, NBC News, Martha Stewart, Yahoo.com
- 7 Recognized for social impact work in Haiti by USAID Bureau of Humanitarian Assistance
- 8 Proudly Black Woman & Immigrant Owned and Led

Featured Investor



Jessica Damille

Invested \$10,000 

Follow

"I have been following Caribbrew ever since they were a competitor in USAID's competition for nonprofits and businesses in Haiti. I was blown away by their presentation and grassroots efforts to support Haitian farmers. As soon as I was able, I tried their coffee, hot chocolate, and body products. I have loved everything and often use them as gifts for loved ones. I believe in this business. I am particularly impressed

use them as gifts for loved ones. I believe in this business. I am particularly impressed with the integrity and high degree of excellence that Beverly and her team shows everyone on their production line. Their customer service is also top notch. Caribbrew excels from bean to cup! I am proud to support and invest.”

Our Team



Beverly Malbranche Founder & CEO

Over 5 years experience in Financial management, 7 years in e-commerce, and 6 years in Food and Beverage/CPG. Beverly is the visionary behind the company. Bachelor in Business & Finance North Carolina State University



Rulx Muller Malbranche Chief Operations Officer

Over 10 years in supply chain management, managing 900k sqft warehouse and 323 team members at Crate&Barrel. Muller oversees our supply chain, merchandising, and operations. Bachelor of science in Industrial Engineering NJ Institute of Technology



Deborah Guerrier Production Manager

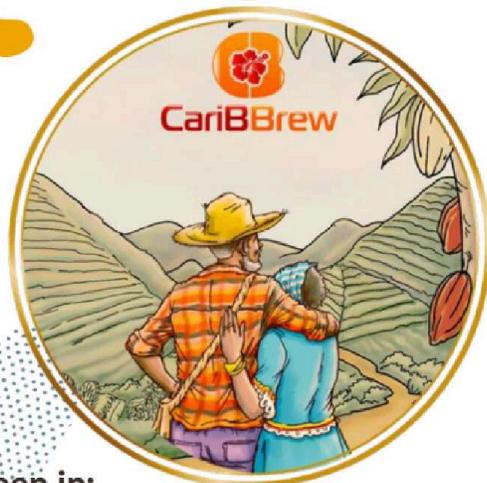
Deborah oversees Caribbrew's production from roasting to packaging and distribution. As a detailed oriented and customer-focused leader, she ensures consistency, reliability, and speed. Associate in Science at Essex County College



Esdras Malbranche CMO and CTO

7 figures e-commerce entrepreneur, motivational speaker, and digital marketing expert. Esdras has 5 years in IT. He oversees Caribbrew's ecommerce department from digital ads to user experience. Bachelor in Information Technology Rutgers University

The name of the game is long-term!



Discover centuries of Caribbean flavors

A premium beverage brand inspired by the Caribbean on a mission to make a difference!

Beverly Malbranche
Founder and CEO

As seen in:

martha
stewart

yahoo!

VINEPAIR

BEYONCÉ

USA
TODAY

ESSENCE

HUFFPOST

amazon live

What current investors have to say!

02 Aug

\$1,000

H

Hans L Aubourg

From Haiti to NY where I went to school. I am a health care provider, I like to travel, ride my bicycle, spend time with my family and so.

It brought back childhood memories so I got in for various reasons; going to my dad farms and seeing the whole process from cultivating shipping to the capital city for selling and consuming coffee. supporting a Haitian brand, for my family, most of all helping the economy back home specially the work force that makes CB what it is.

02 Aug

\$1,000

NV

Nathalie Soussan Villedrouin

I have Haitian roots and I want to give back and support if I can. Why not invest in the coffee brand we consume ourselves?

01 Aug

\$1,000

AT

Andre V Talley

We have been customers for years and believe in what you're doing to benefit the farmers and African diaspora in 'Ayiti'.

01 Aug

\$1,000



Marie A Louissaint

Haitian Born and bred with a love for the arts and all good things.

I love the products. I want to make a difference into the agriculture in Haiti.

02 Aug

\$100



Christine Jordan

I enjoy your product and believe in your company. I wish I could invest more.

Celebrity Endorsements

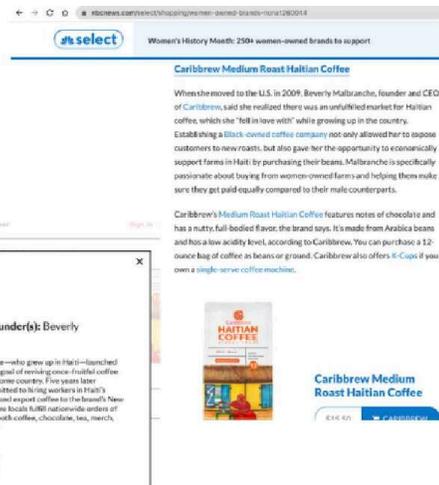
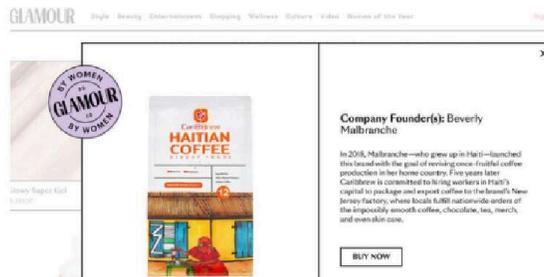
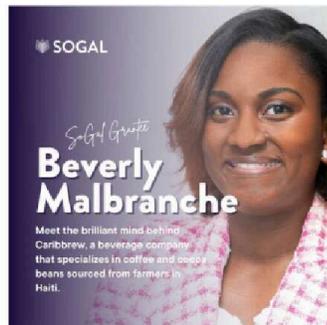


"When you need a jolt, there's nothing likie Haitian coffee, and Caribbrew is the answer"

Gabrielle Union
Trailblazing actress, entrepreneur, author

Press releases

ESSENCE
BEYONCÉ



EBONY
VINEPAIR

martha stewart FOOD HOLIDAYS & ENTERTAINING HOME GARDENING WEDDINGS LIVING SHOPPING ABOUT

FOOD & COOKING > RECIPES > DRINK RECIPES

Beverly Malbranche of Caribbrew Honors Her Homeland of Haiti Through Her Coffee Brand

<https://caribbrew.com/a/press-kit>

PROBLEM

01 Caribbean coffee is undiscovered

02 Extensive supply chain

03 Unfair pay & economic hardship



06 Healthier (hot) beverages needed

05 Lack of diversity in specialty coffee

04 Mass produced not specialty

Coffee Coalition for Racial Equity. 2022. *Addressing Anti-Blackness in Specialty Coffee* — Coffee Coalition for Racial Equity.



SOLUTION

Specialty Products from the Caribbean

- Single origin coffee and cacao (chocolate)
- Small batch and craft

Lean supply chain – Farm to Table

- Direct trade, full transparency, taste of origins

Healthier Beverages

- Minimally processed, dairy-free, and sugar-free

Social Impact

- Fair price, long term partnerships
- Minority owned, gender equality, USAID partner



MARKET

● The U.S. coffee industry is worth over **69 billions** and the cacao industry about **19 billions**

- Addressable market size of \$2.4 billions

59% at home consumption

45% Specialty coffee

<https://www.statista.com/outlook/cmo/hot-drinks/coffee/united-states#revenue>
<https://www.ibisworld.com/industry-statistics/market-size/chocolate-production-united-states/>



COMPETITIVE ADVANTAGE

Location

Close to the US + duty-free access.
5 times closer than Brazil

Branding

Strong brand recognition and clear branding from packaging to flavors

Convenience

Flexible subscription & nationwide distribution (400 locations)

Impeccable quality

Quality obsessed specialty coffee and cacao

Environmental Advantage

Ideal landscape for coffee and cacao production

Impact Minded

Direct trade, Fairtrade Plus, Black-owned and woman-led

Haiti used to be the 3rd largest coffee producer in the world Jamaican Blue Mountain coffee is one of the most expensive in the world!



5x Lean Supply Chain



4-7 days transit time compared to 27-35 days industry standards!

Brand Comparison

Brand Comparison

	Island Blue <small>THE JAMAICA BLUE MONKEY COFFEE</small>	Café & Cocoa	BLK & BOLD	CarriBrew
Premium Coffee & Chocolate	✗	✗	✗	✓
Strong brand Identity	✗	✗	✓	✓
Direct trade	✓	✓	✗	✓
Affordable	✗	✓	✓	✓
Female-led	✗	✗	✗	✓
Impact minded	✗	✗	✓	✓
Black Owned	✗	✗	✓	✓

WHY CARRIBREW?

CarriBrew is a beverage brand offering specialty coffee and chocolates from the Caribbean, which is yet to be mainstreamed. In doing so, we are positioning Caribbean nations on the global market as major producers and creating economic impact while closing the diversity gap in the beverage space to be inclusive of all ethnicities. From its branding to its flavors, this minority owned brand shares its cultural heritage with passion and draw beverage connoisseurs and novices alike.

LET CUSTOMERS SPEAK FOR US

★★★★★
from 1267 reviews

★★★★★

Coffee gift bag

Absolutely love my coffee gift bag. I can have a different flavor every day

Hattie Lanier-Hairston

Coffee Gift Bag
07/24/2023

★★★★★

Perfectly smooth yet strong

Great tasting without being acidity.

J Richardson

Medium Roast Haitian coffee 2 bags bundle...
07/23/2023

★★★★★

CarriBrew Haitian Coffee

I found this coffee to be really great! It's flavorful and smooth. I will order again soon! Also enjoying the tea and hot...

Elizabeth Arroyo

CarriBrew Haitian Coffee
07/17/2023

★★★★★

Great coffee while supporting Haiti

It's great to be able to support haitian farmers and have great coffee through it. The spiced coffee has a lot of flavour...

Sebastian

Caribbean Spiced Kcups
07/26/2023

★★★★★

Great tasting coffee ☺

I'm not really a coffee drinker. I purchased this coffee for someone else. But I did have a taste & it's delicious....

Rashida Knowles

Medium Roast - Haitian Coffee - 12 oz
07/26/2023

★★★★★

Coffee body butter

Love the way the product smells I even put a small amount in my hair too. Love the way it goes on smooth and doesn't...

STEVEN BASS

Coconut Latte Body Butter
07/24/2023

★★★★★

Smooth

I always enjoy a cup of carribrew. It is so smooth and very tasty. I'm happy to find coffee that's from my nationality. I'm...

Adeline Ward

Caribbean Spiced Coffee
07/16/2023

★★★★★

Fine coffee, great customer service, too!

Great-tasting decaf. And excellent customer service! Will buy again, and recommend to friends.

Ilka Leverentz-Cline

Coffee-ish | Swiss Water Decaf Coffee
07/10/2023

★★★★★

So love this coffee!

I've been drinking this coffee for a couple of years now and it's just super wonderful!

Laura Podrasky

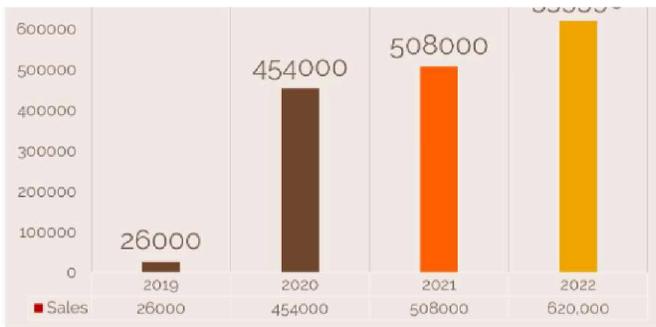
Dark Roast Haitian coffee 2 bags bundle 12 ...
06/23/2023

SALES



4 x growth in 11 months from \$26K in 2019 to \$454K in 2020

YEAR	GROWTH (%)
2019	
2020	



2019	1300%
2020	1521%
2021	12.3%
2022	6.2%

In 2021, we doubled our core business. Half of the sales from 2020 came from a one-time wholesale client, and we were able to double our customer base and keep our upward trend without them in 2021



Growth Plan

Our growth plan includes scaling our e-commerce through dynamic online marketing then secure nationwide retail partners. Increase our brand awareness through trade and consumer shows. Lastly opening flagship cafes to offer customers a full experience.



Use of Funds

We aim to raise a **pre-seed round of \$500,000** to support our growth

50%

Retail Distribution

To expand in retail with new and existing partners

15%

Marketing

To use increase our digital and in-person marketing spend

20%

Team expansion

To hire a warehouse manager and keeping hourly staff

15%

Physical presence

To open our 1st flagship café in Newark, NJ

We expect to grow our sales to **5 millions by 2025**

Upcoming PO: \$500k+ with Trader Joe's

Retailers in the pipeline: Fresh Market, Publix, Whole Foods, Target, & more

Future projections are not guaranteed



Our Impact

Beyond Fairtrade

- **\$3 - 3.99 per lb** for green beans compared to the \$1.75 fairtrade minimum
- Equal **opportunities** for both male and **female farmers**

Long-term Partnership

- Provide **training** on better farming practices
- Contribute capital to increase **farming productivity**

Built-in Competitiveness

- Facilitate farming cooperatives to get **USDA organic, non GMO, and fairtrade certifications** with Caribbrew owning exclusive rights to these labels

WHY CARIBBREW?

We have both the business and the cultural acumen to create sustainable positive impact and even won a **\$150,000 contract in 2022 with USAID** to help reduce disaster and economic risks for Haitian farmers.



OUR EXECUTIVE TEAM





Beverly Malbranche

Role: Founder & CEO

Background: Business development & Financial Management



Esdras Malbranche

Role: CTO

Background: E-commerce marketing and Information technology



Muller Malbranche

Role: COO

Background: Operations and system optimization

- ❖ Advisors include mentors from Columbia Small business center, Digital Undivided
- ❖ NewVoices, and former Haitian commerce minister Danielle St. Lot



2018
First product launched in my NY apartment, a few orders came in. Pitching everywhere at business competitions to get some coaching and seed funding.
Columbia-Harlem Small Business Development program and Rutgers Business School!

2019
Debut at large festivals - NYCoffee Festivals! Started building a solid customer base

2020
Moved to our first warehouse space, reached 10,000 followers on IG, launched new product variation: Dark roast, Spiced Coffee

2021
Started to scale, first employees. Launched our Haitian chocolate

2022
Launched in retail, over 20,000 satisfied customers

2023
Waiting to be shipped to your house. We're building history...Join us!

Join our story as we make history one cup at a time



