

Social by Nature™ - Sparkling Yerba Mate for Social Occasions



drinkyate.com | Los Angeles, CA

Highlights

- 1 YATE Yerba Mate is plant-based energy made from 100% organic yerba mate
- 2 Founding team with 20+ years of CPG experience at/with Anheuser-Busch InBev, Kraft, Diageo
- 3 Distributed in 175+ stores, including all 77 BevMo and GoPuff locations in SoCal
- 4 One of the ONLY plant-based energy brands to work in bars and nightclubs

Featured Investors

 **Andrea Schiff** Syndicate Lead [Follow](#) Invested \$5,000 ⓘ

"YATE is an incredible product and its founders have a compelling vision to reshape the energy drink industry for music lovers and beyond. From the minute YATE was available to order it's been a staple in my fridge. I love the taste and clean energy boost that I get no matter when I'm drinking it. As someone who recently quit drinking alcohol, YATE is the perfect beverage to enjoy before or during a night out. I recommend YATE to everyone, my mom is a flight attendant and drinks it before work now. I can't wait to see YATE grow."

Other investors include [John Horvath](#) (EVP, M&A at LiveNation), [Alan Wang](#), [Justin Wang](#)

Our Team

-  **Eric Hoang** Co-founder and President
Former VP of Strategy & M&A Integration at Antelope and Former Founder & CEO of ZEYA, China's first hard seltzer, Former Director of Strategy at Herbalife Nutrition
-  **Michael Ferrari** Co-founder and Secretary
Former National Sales Director at WhatIF Foods, Former Director of Innovation and Brand Manager at Anheuser-Busch InBev
-  **Galen Perry** Co-founder and Treasurer
Former Chief of Staff at ZEYA, Former Management Consultant at Canback (The Economist Group) serving CPG companies including Anheuser-Busch InBev, Kraft, PepsiCo, and Diageo

WHY YATE YERBA MATE?



YATE (pronounced ya-tay) is a sparkling yerba mate for social occasions. Our products are made with mixologist-crafted flavors, 100% organic yerba mate, and no added caffeine.

We're taking on the \$50B functional beverage and \$16B energy drink US markets to offer a social, better-for-you alternative to the 'crunchy granola' wellness brands found on shelves today.

YATE is your new favorite +1 for days and nights out because healthy shouldn't be boring. YATE was born in the LA music scene, and we're proudly produced locally using all natural ingredients.

WHAT IS YERBA MATE?

THE MAIN EVENT: 100% ORGANIC YERBA MATE

AN UNEXPECTEDLY HEALTHY PICK-UP THAT'LL KEEP YOU GOING ALL NIGHT LONG

- SUPHORO CLEAN CAFFEINE**
FROM 100% YERBA MATE (NO SYNTHETIC CAFFEINE OR THE ENERGY OF COFFEE), AND COUNTESS OF CHOCOLATE.
- NO CRASH OR JITTERS**
NO MORE AFTERNOON ARTIFICIAL SWEETENERS YOU CAN'T PROUNCE.
- HEALTH PACKED BENEFITS**
PANDA TEA, FLAVOR-POWERED SODIUM, VITAMINS, MINERALS, AND ANTIOXIDANTS.
- BETTER FOR YOU**
LESS SUGAR AND 100% NATURAL THAN THOSE OTHER ENERGY DRINKS.



Originally consumed in South America during ancient communal gatherings, yerba mate is an unexpectedly healthy pick-me-up making its way out of the Amazonian rainforests and into discos, house parties, and every social setting in between.

FROM BEVERAGE COOLERS, SOCCER PITCHES TO NIGHTCLUBS

ENTIRE COOLERS DEDICATED TO YERBA



LOOK WHO'S HOT

ARGENTINA SENT 1,000 LBS TO THE WORLD CUP



BLESS WHO WON THE WORLD CUP

ULTIMATE RAVE ACCESSORY



YOGA PEEBULLS AREN'T THE YEST

Yerba mate is a favorite among athletes like Lionel Messi and rock stars such as James Hetfield for its super-plant benefits - resulting in an energizing productivity boost with no crash. This is due to the combination of caffeine (energy), theobromine (euphoria), and theophylline (focus) naturally derived from the leaf. In Germany, yerba mate has also been a staple energy drink of choice for club goers since the 90s and this cultural niche is making its way out of Berlin and into nightlife scenes around the world.

WHY DID WE CREATE YATE?

We grind all day and want to dance all night. So once PM hits, we need something (anything!) to keep us going. But we don't like most energy options. You know, the stuff that's loaded with sugar, is made of ingredients you can't pronounce, and causes a hard crash or jitters.

WHAT ABOUT FUN SOCIAL OCCASIONS?



WELLNESS



FITNESS



ACTION SPORTS



RYLE

We scanned the aisles of supermarkets, and found fitness, sports, and crunchy-granola wellness drinks, but we realized none are the perfect companion for a night out. That's why we created YATE, a naturally delicious twist on tea that gives you a clean boost of energy so you can go get Social by Nature™.

YERBA MATE IS A \$2.2B CATEGORY WITH COPYCAT BRANDS GOING AFTER THE SAME THINGS



QUAYAKI DOMINATES THE MARKET WITH 80% MARKET SHARE

GRANOLA BRANDING
YOGA, HIKING, RAINFORESTS, MOUNTAINS, THE GREAT OUTDOORS

COPYCAT PACKAGING
BRIGHT COLORS, PASTELS, COLOR GRADIENTS, OMBRES

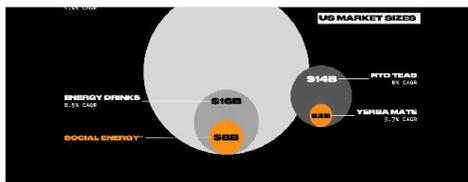
OFF-PREMISE ONLY
NO SUCCESS IN ON-PREMISE (BARS / NIGHTCLUBS)

The yerba mate market is \$2bn and growing, however brands are all targeting the same 'healthy lifestyle', outdoorsy and fitness consumers. This has led to homogeneous packaging design and current shelves are filled with bright color gradients, ombres, and buzz words that are all just variations of "healthy".

WE HAVE THE OPPORTUNITY TO DISRUPT SEVERAL HUGE MARKETS

FUNCTIONAL BEV/PAGES

\$50B



We get to disrupt several huge markets, while concurrently creating our own, SOCIAL ENERGY. Herein lies the opportunity to build an irreverent brand, delivering on health benefits, but most importantly, connecting with customers on a personal level. This is why we have prioritized YATE's brand building in nightlife occasions where we can enhance the social environment and have fun with our customers. We love music and being with friends and we want to be healthy too, which makes YATE the perfect +1 for a boost of energy or as a tasty mixer.

YATE STANDS OUT FROM THE CROWD WITH 100% YERBA MATE AND NO ADDED CAFFEINE

Per 100ml comparison	100% YERBA MATE	NO ADDED CAFFEINE	CALORIES	SUGAR	REAL CANE SUGAR	CAFFEINE
YATE	✓	✓	45	71g	✓	0mg
GUINNESS	✗	✗	108	71g	✓	100mg
CLEAN	✗	✗	72	71g	✓	100mg
MONSTER	✗	✗	71	21g	✓	100mg
GURU	✗	✗	75	0g	✗	100mg

YATE not only stands out from the crowd on grocery store shelves and behind the bars of your favorite venues with our bold, black packaging, but we also have competitive advantages from a nutritional perspective. Our tribe wants these benefits, and we deliver with a brand that also resonates with them personally.

OUR COMMUNITY IS WHY WE EXIST



AND THEY LOVE US

★★★★ MONSTER KILLER, STAYING ALONE OR MIXER FAVORITE?
 "I've been drinking YATE for a while now and I love it. It's the perfect mix of energy and taste. I've tried other brands but YATE is the only one that really works for me. It's my go-to when I'm out at night." - @jessicawhite

★★★★ TRULY THE BEST, MY NEW FAVE.
 "I've been drinking YATE for a while now and I love it. It's the perfect mix of energy and taste. I've tried other brands but YATE is the only one that really works for me. It's my go-to when I'm out at night." - @mikebrown

★★★★ NEW FAVORITE DRINK, PERIOD.
 "I've been drinking YATE for a while now and I love it. It's the perfect mix of energy and taste. I've tried other brands but YATE is the only one that really works for me. It's my go-to when I'm out at night." - @sarahjones

★★★★ BUYER FOR LIFE
 "I've been drinking YATE for a while now and I love it. It's the perfect mix of energy and taste. I've tried other brands but YATE is the only one that really works for me. It's my go-to when I'm out at night." - @davidkim

★★★★ TASTE, ENERGY & HEALTHY
 "I've been drinking YATE for a while now and I love it. It's the perfect mix of energy and taste. I've tried other brands but YATE is the only one that really works for me. It's my go-to when I'm out at night." - @emilygreen

We've cultivated a network of music industry/musician partnerships to help us reach our core tribe, and these partners will be influential in expanding our awareness as our distribution grows, moving forward.

WE UPGRADED TO V2 WITH FEEDBACK FROM CUSTOMERS AND BUYERS

YATE V1 (LAUNCHED OCT 2022)

- ✗ SMALLER CAN SIZE (8.4oz)
- ✗ UNCOMPETITIVE PRICE
- ✗ UNCLEAR CATEGORY
- ✗ UNCLEAR FLAVOR
- ✗ ONLY 1 SKU

YATE V2 (LAUNCHED SEP 2023)

- ✓ LARGER CAN SIZE (12oz)
- ✓ COMPETITIVE PRICE
- ✓ CLEAR CATEGORY
- ✓ CLEAR FLAVOR w/ COLORS
- ✓ 2 SKUs (OG & SUBLIME-GENERIC)
- ✓ ENHANCED BRANDING

After 16 months of rigorously testing our product formulas, pack size, and designs in core bar, night club, and grocery channels, we're confident that our current product iteration will continue to accelerate YATE's growth and our recent traction bears the fruits of this process.

WE HAVE SET THE GROUNDWORK FOR FUTURE SUCCESS

3 DISTRIBUTORS

25 ON-PREMISE ACCOUNTS

150 OFF-PREMISE ACCOUNTS



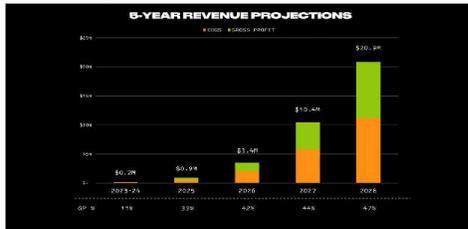
We've built significant traction in the nightlife scene where we're currently sold in 20+ key bar and nightclub accounts with top accounts averaging 200+ cans per month. Notable accounts in LA include Catch One, Aviator Nation, The Echo + EchoPlex, and Silverlake Lounge and notable accounts in Brooklyn include Public Records, SIL.O, and Superior Ingredients.

WE'RE BUILDING BRAND AWARENESS IN BARS AND NIGHTCLUBS



In off-premise (retail channels), we've launched in all SoCal BevMo/GoPuff locations (90+ doors) and independent grocery chains such as Lassen's Natural Food and Vitamin with early sales trends hitting +6 cans per flavor per week in top stores.

WE HAVE A CLEAR, STEADY PATH TO \$20M SALES AND HEALTHY GROSS MARGINS



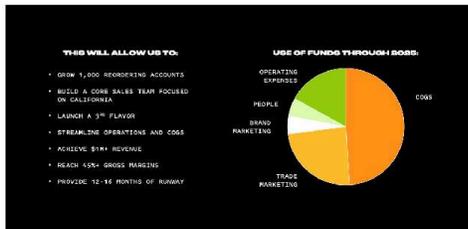
Forward-looking projections are not guaranteed.

Our 5 year projections are based on 1) increasing points of distribution across off and on-premise accounts in LA & NYC 2) increasing sales velocity within those accounts 3) expanding geographies and onboarding new distribution partners. Margin improvements are contingent on reducing our COGS via formula optimization and improved economies of scale for our productions.

WHY ARE WE RAISING MONEY?

We are thrilled to include our community in this funding round that will allow us to expand on the strong foundation we've built.

WE ARE RAISING A \$500K 'PRE-SEED' ROUND TO LAY THE FOUNDATION FOR SIGNIFICANT GROWTH



We intend to use the additional funds to expand distribution, hire a supporting sales team, launch our third flavor (very stoked on this), and work towards enhancing our margins.

OUR DISTRIBUTION ROADMAP IS CALCULATED AND METHODOICAL



We're committed to going deeper and not wider, by focusing on building in SoCal while maintaining our nightlife presence in NYC. We're playing the long game and want to avoid overextending ourselves like many brands do when they launch too quickly into new markets.

YATE IS THE INTERSECTION OF OUR PROFESSIONAL CAREERS AND OUR PERSONAL PASSIONS





We are a team of founders with 20+ years of combined experience at emerging and established CPG brands. On top of that, we love music, nightlife, and having a good time, and we've experienced first hand the need for a fun, social energy option when we're trying to let loose. We don't take ourselves too seriously, and neither should your energy drink.

THE ENERGY CATEGORY IS BIG MONEY AND PEOPLE ARE STARTING TO TAKE NOTICE OF YERBA MATE



Look - we'll be the first to tell you that starting a beverage company is hard, back-breaking work, but we're dreamers, and we like to swing for the fences. If we're successful in achieving our vision, there is lots of money to be made, and we'd love to have our supporters join us in reaping those benefits!

