YERDRINK

The Original Yerba Mate with Coconut Water



yerdrink.com San Francisco, CA

Highlights

1. Top Selling New Ready to Drink Beverage, #1 Fastest growing Yerba Mate in San Francisco
2. 155+ Accounts Won in 3 months, all self distributed
3. Retailers love it! Yerdrink has a 95% reorder rate across all accounts
4. Distribution Secured - Yerdrink will expand beyond SF into the rest of California and beyond
5. San Francisco Magazine - Best of the Bay. Best non-alcoholic beverage 2026

Team



Thomas Munn President SPV Voting Proxy

12+ Years Beverage Industry - Liquid Death • Firestone Walker • Long Drink Brings deep on- and off-premise sales expertise, backed by an extensive network of long-standing relationships across the alcoholic and non-alcoholic beverage industry.



Adam Swig CEO

13+ Years Nonprofit & Business Ops Adam comes from a family legacy rooted in hospitality (Fairmont Hotels), entrepreneurship (The Swig Company), and community investment, values he carries forward in building businesses designed to create both commercial

Pitch Deck





Memo

We Built the First Chapter. Now it's time to scale 📈

Yerdrink is a sparkling Yerba Mate + Coconut Water drink made *for whatever's next*.

A hospitality-minded beverage company built at the intersection of beverage, culture, and experience.

We launched in San Francisco with our own money, no distributor, and no real DTC setup. In just a few months, we've built a comprehensive list of accounts, received an influx of orders, and learned something pretty important:

ʃつ◕_◕ʅつPeople want this stuff!



Reasons to Invest in Yerdrink:

1. We Already Have Traction 📈

We're not raising money to figure out if people want Yerdrink.

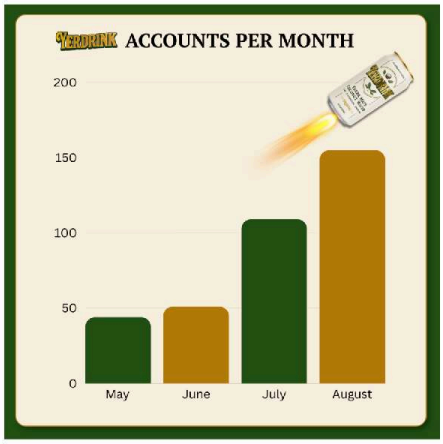
They're already buying it.

We started lean and did everything ourselves. We sold into bars, restaurants, retailers, cafés, and other accounts across San Francisco without a distributor behind us.

That was intentional. We have a great product.

We have proven we could win our home market before trying to expand everywhere else at once.

Now we're ready to scale our 150+ accounts to 500 by End of Year (not guaranteed).



2. We Know This Business 👨‍💼

Between the two founders, we've spent years working in beverage, CPG, sales, distribution, hospitality, events, and brand building.

We've been on the ground doing the work.

Walking into accounts.

Talking to buyers.

Working with distributors.

Running events.

Building relationships.

Getting products into people's hands.

We know what it takes to get a new beverage into an account, and more importantly, what it takes to keep it there.

So far, Yerdrink's growth has come from old-school hustle, new-school marketing relationships, sampling, and direct sales - Not huge marketing budgets.

Because we haven't bought attention, we're building a brand people actually experience.

We think that matters.

3. Yerdrink Works in a Lot of Different Places 🌴

One of the things we noticed early is that people drink Yerdrink for completely different reasons.

Before work. 🌅

After a workout. 🏋️

Behind the bar. 🥂

At lunch. 🥪

At a concert. 🎸

On a night out. 🕺

The morning after. 🌇

Straight out of the can, over ice, in a cocktail, or as an NA option. 🍹

That means we're not tied to one specific occasion or one type of customer.

Yerdrink can live in bars, restaurants, retail stores, gyms, offices, events, and online.

More occasions means more chances for someone to make Yerdrink part of their routine.

4. We Built a Brand, Not Just a Drink 🤷

There are a lot of good beverages out there, but this is **Yer-drink.**

We knew from the beginning that tasting good wouldn't be enough.

Yerdrink had to look different, sound different, and feel like something people wanted to be part of - and be theirs.

That's why we've put so much into the brand, the can, events, partnerships, hospitality, and the culture around it.

The can gets people curious- the drink gets them to come back.

5. Yerba Mate Is Having a Moment 🌟

People already know coffee. They know coconut water. They know energy drinks.

Yerba mate is becoming a bigger part of that conversation, and we think there's still a lot of room for a brand to introduce it to a wider audience.

Yerdrink takes Yerba Mate and makes it easy.

It's refreshing, sparkling, not overly sweet, and gives you a natural lift without feeling like a traditional energy drink.

It's familiar enough to understand right away, but different enough to stand out.

6. Now Is the Time to Scale 📊

Making a beverage is one thing.

Getting people to care about it is a lot harder.

We're starting to see that part happen.

We have customers.

We have repeat accounts.

We have people asking where they can find Yerdrink.

We have bartenders drinking the product they're supposed to be selling.

Now the goal is simple:

Make more.

Get into more places.

Have more people try it.

Launch more flavors.

Build the team, the community and distribution to support it.

That's what this raise is for.

Built in San Francisco 🌉

We could have tried to launch Yerdrink everywhere at once.

We didn't.

We decided to start in San Francisco and go deep.

We bootstrapped the company, sold the product ourselves, delivered it ourselves, sampled it ourselves, and built relationships one account at a time.

The goal is to make Yerdrink feel like a San Francisco brand before taking it somewhere else

San Francisco is the ideal launchpad for Yerdrink—a dense, affluent, health-conscious market known for embracing innovative products.

Its world-class food, hospitality, tech, sports and cultural scenes give us countless opportunities to put Yerdrink directly into consumers' hands.

By proving strong adoption and repeat sales in one of America's most competitive markets, we can build a scalable playbook for expansion across California and

nationwide.

Our Biggest Problem?

We need more product.

We've listened to industry experts, we're playing the game - but to win we need **you!**

Also, the Bartenders Keep Drinking It. 😵

Seriously.

Some of our biggest fans are the people who are supposed to be selling it.

We've had bartenders, servers, buyers, and hospitality people drinking Yerdrink throughout their shifts, telling their friends about it, and asking us for more.

For us, that's a strong signal.

The people behind the bar influence what thousands of customers try every week, and when they genuinely like the product, they become some of the best salespeople you could ask for.

What We Do Next ⏭

The first phase was proving that Yerdrink could work.

Now it's about scale.

This raise will help us:

- Make more product and lower our cost per can
- Expand distribution
- Get into more bars, restaurants, and retailers
- Launch DTC and e-commerce
- Introduce new flavors
- Do more tastings, events, and partnerships
- Build out the team
- Expand beyond San Francisco

We don't need to completely change what we're doing - We need to do a lot more of what's already working.

How We Win 🏆

The plan is simple.

Win San Francisco. Build density. Build culture. Expand. Repeat.

We want to grow city by city and market by market instead of spreading ourselves thin.

San Francisco is the proving ground.

California is next.

Then we keep going.

Yerdrink isn't trying to be another drink on the shelf.

We're trying to build the drink people reach for, ***for whatever's next.***




THE BAY
2026
WINNER
BEST NON ALCOHOLIC
BEVERAGE