



Matcha green tea & tree sap iced teas
naturally functional



Features & Benefits

The first cold teas with Matcha green tea infused in birch or mapple sap.

Very low in calories
100% natural
100% beneficial



The story of Mé-Mé

For over 20 years, I have been developing my own recipes for organic, healthy, and low-sugar drinks, originally for my skateboarding club. Through my travels and encounters, I began to discover natural ingredients with a thousand virtues and combine them.

My trip to Japan introduced me to matcha tea, which I now can't live without, and a few years later, in Canada, I discovered the benefits of tree sap.

Over time, the idea matured and a range of drinks naturally took shape. However, I felt it was essential to find a natural, French alternative to refined sugar. France is a country rich in wine, so it seemed both original and sensible to combine grape must — a natural fructose never before used in drinks!

Mé-Mé drinks were born! **My goal: to highlight the energizing and detoxifying benefits of green tea infused with tree sap through a range of organic and functional drinks and gummies for a more balanced and responsible diet with 100% useful ingredients.**

And why "Mé-Mé"?

"Mé" means buds and young shoots in Japanese. Matcha is made from green tea buds and young shoots that have been ground into a powder, and tree sap helps the buds to blossom. Hence Mé-Mé and our #shakeyourmémé slogan.

*Caroline,
creator of Mé-Mé drinks*



A Brand Concept

Mé-Mé are the first cold teas with Matcha infused in birch or maple tree sap. Very low in sugar and 100% natural.



THÉ VERT MATCHA

+



SÈVES D'ARBRE

+



MOÛT DE RAISIN

**Energizing and detoxifying
benefits of Matcha green tea**

**Birch or maple sap
Water rich in vitamins and minerals that vary
depending on the tree and its environment**

**Refined sugar is replaced by Ardèche grape must
= natural fructose, a healthy, low-sugar nutritional
supplement**



Tree sap as a superfood

Mé-Mé is the only brand highlighting the benefits of the forest through tree sap

Sap is water loaded with vitamins and minerals, varying by tree and environment

Each sap provides a different functionality

Renewable source: harvesting sap strengthens the tree's immune system and protects forests — a virtuous circle!

Birch



Draining & detoxifying properties

Maple



Energizing & revitalizing

Acacia



Rich in fiber, aids digesti

Super Wellness Ingredients

Green Matcha Tea — your daily health & wellness :

- Stay alert without feeling nervous
- Reduce stress
- Improve concentration
- Strengthen immunity
- Support weight loss through "thermogenesis of abdominal fat » (EU-validated health claim)
- Natural detox



Grape Must — local alternative to refined sugar :

- Natural fructose: healthy and fruity nutritional intake for all ages
- Low sugar content avoids blood sugar spikes
- Slow energy release prevents sugar cravings
- Innovation & Exclusivity: Mé-Mé is the ONLY brand replacing all refined glucose with Ardèche grape must for purely healthy and useful calories



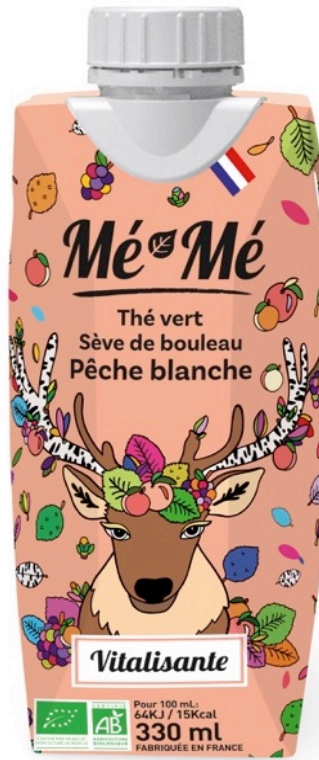
The Matcha Iced Tea range

Mé-Mé Energizing



- 80% maple sap
- Matcha green tea
- Lemon juice

Mé-Mé Vitalisante



- 70% birch sap
- Matcha green tea
- White peach

Mé-Mé Dynamisante



- 50% birch sap
- Matcha green tea
- Ginger juice
- Lemon juice

Mé-Mé Antioxydant



- 80% maple sap
- Matcha green tea
- Raspberry purée
- Blackberry juice
- Acerola purée

Mé-Mé Refreshing



- Water
- Matcha green tea
- Mint

The 3 keys to Mé-Mé loyalty

1. **Functionality through vitamin rich ingredients:**

- Maple or birch sap
- Matcha green tea
- Fruit purees

Delicious recipes unanimously praised for taste, benefits and health properties.

2. **Very low in calories and 100% natural & organic**

Grape must is rich antioxidants and provides slow energy with out blood sugar spikes. No Sweeteners, additives or preversatives.

3. **Committed and responsible packaging**

100% recyclable cardboard packaging with a sugarcane cap.
0% plastic



Packaging CSR 0% plastic* for fairer and more respectful consumption

*Sugar cane cap



Certifications

- Organic (Bio certified)
- Eco-labeled
- Low sugar & no sweeteners
- French production
- Environmentally responsible
- Fair trade (tree saps)
- RSE packaging: 0% plastic (sugarcane cap)





FORMATS & PERFORMANCES

- 2 available formats: 1L and 330ml
- Shelf life: 24 months
- 60% of 1L buyers consume it at breakfast
- Reorder rate: 62%



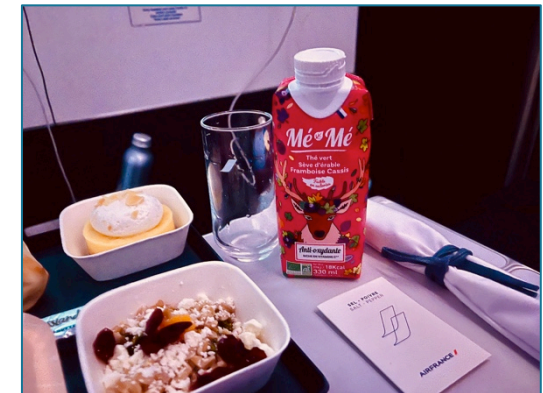


25 alcohol-free cocktail recipes created by a mixologist ...



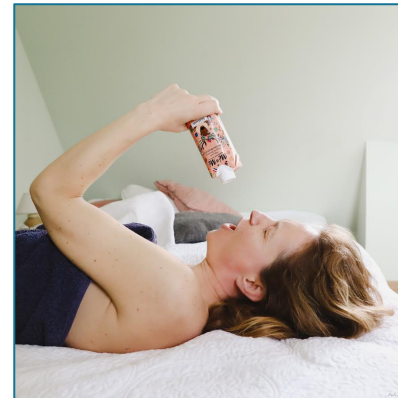
Some of our customers

AIRFRANCE



Business and Premium Class

Louvre Hotels
GROUP



Detox drinks
for breakfast



Complimentary welcome
drink
Bar/Restaurant

Some of our customers



Leading iced teas



All formats: 1L in store
and 330 ml for snacking



Lauréat du trophée sirha pain avec notre nouveauté Mé-
Mé Vitalisante !
Thé vert matcha + Seve de bouleau + ...voir plus



Cold teas for cafeterias and
company restaurants. Events
such as Roland Garros and the
2024 Olympic Games.







Thés froids au Matcha & Sève d'arbre

Coffret PLV

Stop rayon



Totem de table



Sous-Bock



Frigo de comptoirs





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#shakeyourmeme
#drinksmeme

