

Ambient Storage  
Chilled POS



6 Months+  
Shelf Life



Strategic  
Rebrand



**Gen Z Twice As  
Likely To Buy  
Cold Coffee**

**Irish RTD  
Coffee  
15% CAGR**

**RTD Coffee Will Be  
"Star Performer"  
in Irish Beverages  
in Next 5 Years\***

**75%  
Starbucks' US  
Sales from  
Cold Coffee**

**Double  
Volume In  
Next 4 Years**





# The GoodBrew Difference



**Clean  
Label**



**Gut-Friendly  
Inulin**



**Vitamin  
A, D & E**



**Plant  
Powered**



**Sustainability  
Focused**



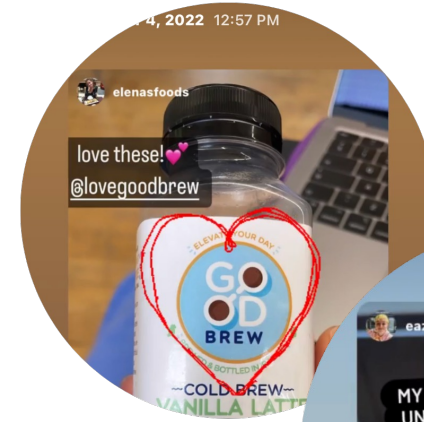
# A New RTD Coffee Experience...

FEATURES	GOODBREW	STARBUCKS	JIMMYS	CALIFIA
Cold Brewed	✓	✗	✗	✓
Plant Based	✓	✗	✓	✓
Low Sugar	✓	✗	✗	✗
Added Vitamins	✓	✗	✗	✗
No Gums	✓	✗	✓	✗
Great Taste Awards	✓	✗	✗	✗



# GoodBrew Beats Big Caffeine

- **GoodBrew** scored **28%** higher than Starbucks\*
- **100% of consumers** would consider buying GoodBrew (60% would buy, 40% might buy)\*
- **80% 18-25-yr-olds** likely to try GoodBrew\*\*



Better for You,  
Better for the Planet

