



*1ST ANNUAL MEETING OF
KOMBUCHA BREWERS INTERNATIONAL
MEETING MINUTES*

Meeting Date: 1/18/2014

Meeting Location: Cross Campus, 820 Broadway, Santa Monica, CA 90401

Approval: 1/29/2014

Recorded By: Alicia Ward

1 ATTENDANCE

Name	Organization	Email	Present
Hannah Crum	Kombucha Brewers International	kombuchabrewersinternational@gmail.com	Y
Alex LaGory	Kombucha Brewers International	kombuchabrewersinternational@gmail.com	Y
Alicia Ward	Kombucha Brewers International	Alicia@LIVESodaKombucha.com	Y
Trevor Ross	Kombucha Brewers International, LIVE Soda Kombucha	Trevor@LIVESodaKombucha.com	Y
Emmet Condon	Remedy Kombucha	Emmet@remedydrinks.com.au	Y
Sarah Nolan	Katalyst Kombucha (Artisan Bev Co-op)	Roxaneatari@gmail.com	Y
Eric Childs	Kombucha Brooklyn	Eric@kombuchabrooklyn.com	Y
Jacqui Kirkland	Grateful Harvest	ghkombucha@gmail.com	Y
Shane Dickman	High Country Kombucha	Shane@HCKombu.com	Y
Mark Cox	Fermenti Artisan	fermentiartisan@gmail.com	Y
Daina Trout	Health Ade	Daina@health-ade.com	Y
Susan K Fink	Conscious Mind Products (Karma Kombucha)	Susan@karmaboocha.com	Y
Zane Kareem Adams	Buhi Kombucha	Zane@drinkbuchi.com	Y
Jamie Danek	Kombucha Mama	Jamie@Kombuchamama.com	Y
Ali Zarron	Clearly Kombucha	Ali@ClearlyKombucha.com	Y
Christine Cummings	Bucha, LIVE Kombucha	Chris@MyBucha.com	Y
Cory Anderson	Awaken Tea Kombucha	Cory@AwakenTea.com	Y
Tedd Simmons	Brew Dr. Kombucha	Tedd@brewdrkombucha.com	Y
Amanda Mileski	GT's Kombucha	Amanda@GTskombucha.com	Y
Daniel Liberman	Capital Kombucha	Dan@CapitalKombucha.com	Y
Robert Lopez	Kickin Kombucha	Kickinkombucha@gmail.com	Y
Vanessa Tortolano	NessAlla Kombucha	kombucha@nessalla.com	Y
Jason Taragos	Buddhas Brew	BuddhasBrew@gmail.com	Y
Christopher Joyner	CommuniTea Kombucha	CJ@communittea-kombucha.com	Y
Ardi Farshchi	A.F. Distribution/Kombucha 2000	AFKombucha@AOL.com	Y
Simon Bertrand	Rise Kombucha	Simon@risekombucha.com	Y
Neil Spillane	Urban Farm Fermentory	Urbanfarmfermentory@gmail.com	Y
Zoey Shamn	Tonica	Zoey@tonicakombucha.com	Y
Jeff Low	Kombucha Max	Jeffrey.low@bigpond.com	Y
Leo Bienzti	Holy Kombucha	Leo@HolyKombucha.com	Y
Theresa Pham	Holy Kombucha	Theresa.holyK@gmail.com	Y
William Nadalini	Wunder-Pilz Kombucha	Bill@wunder-pilz.com	Y
Anne M Smith	Anne's Kombucha	anne@anneskombucha.com	Y
Jeff Weaber	Aqua Vitea	aquaviteakombucha@gmail.com	Y
Kate Zuckerman	Barefoot Bucha	kombucha@barefootbucha.com	Y
James Linesch	Reed's Culture Club Kombucha	jim@reedsinc.com	Y
Rana Lehmer-Chang	House Kombucha	rana@housekombucha.com	Y
Chris McCoy	Kombucha Town	chris@kombuchatown.com	Y
Peter Roderick	Nugget's Raw Kombucha	nuggetsrawkombucha@gmail.com	Y
Joseph Reichenbacher	Red Star	redstarkombucha@gmail.com	Y
Sean Lovett	Revive Drinks	thirsty@revivedrinks.com	Y
Margaret Jackson	Sierra Kombucha	sierrakombucha@gmail.com	Y
Mark Hammond	Unity Vibration Living Kombucha Tea	info@unityvibrationkombucha.com	Y

2 MEETING LOCATION

Cross Campus
820 Broadway
Santa Monica, CA 90401

3 MEETING START

Meeting Schedule Start: 9:15 am
Meeting Actual Start: 9:15 am
Meeting Scribe: Alicia Ward

4 AGENDA

- **Welcome/Convene Yearly Meeting**
 - Welcome statement, Alex LaGory
 - Personal story + opening presentation, Hannah Crum
 - “Love at 1st sip” “10 years of brewing” “bacteria sapiens” and “we are living”
 - Most common statement about kombucha “it just makes me feel good”
 - We don’t have to sell kombucha hard – we have to get them to try it. We need to introduce kombucha to the masses.
 - We are here to discuss the best practices and how to protect the industry.
 - We live in a toxic world and we are the pioneers to push the tipping point.
 - In 2015 commercial brewing of Kombucha will be 20 years old.
 - Agenda reviewed
- **Membership Self Introductions**
 - Roll Call: Starting with the board members of KBI, each kombucha company will have one representative stand and speak on the company’s behalf.
- **KBI Structure**
 - Mutual non-profit through lawful actions
 - Goal: Grow the market
 - Announcement made: Seeking permanent secretary
 - Volunteers requested. None spoke up at the time of the request.
 - By Laws were discussed and the date of 1/19 was announced as the publish date
 - Request was made to review a single sheet of paper included in all attendee’s bags. Consent to Electronic Transmission Form. The request was made to have them completed and handed into the acting secretary by the end of the day’s events. It was noted that only one is needed per company.
 - Board Member Meeting Announcement: It was stated that the 1st week of each month the board will meet. They will review the Committee submitted notes and requests. It was also noted that a monthly report would be generated and send out.

- The Committee Meeting Agenda was reviewed:
 - It was noted that each Committee would have a board member liaison who would represent the committees at the board meetings.
 - The process of selecting the 2 positions for each committee was noted. Each committee shall present one Head and one Secretary.
 - The Committees were to generate ideas and note them all down and send to the board by 1/21. This should also include their top 3 agenda items, which will be presented at the end of the breakout session, 11:15 1/18/2014 by the Committee Head and Secretary. They are also to present two next steps, the action items to accomplish those next steps and the owner for each.
 - Lastly the committees are to set the next meeting time, set up a conference line and an agenda for the next meeting. The Committee is to report back to the board and include in minutes reported.
 - The four committees were stated:
 - Fundraising, Finance & Membership
 - Legislation & Governmental Outreach
 - Public Relations, PR & Marketing
 - Research & Education
 - The room was reminded that each committee will be asked to elect a Chair and Secretary.
- Hannah then went on to seed the conversation with the following ideas:
 - Research and Education:
 - Kick Starter Campaign – Know Your Culture?
 - Information gathered, whitepapers created.
 - Truth in Labeling – what should be there?
 - Health benefits, what body of evidence do we have and how to we put it out without overstepping.
 - Consumer Education vs. Retailer Education
 - How do we get bars to beer lines for kombucha?
 - Fundraising, Finance & Membership
 - There are at least 100 other companies that need to join KBI – how do we get them involved?
 - Where we are ambassadors for KBI. Membership is the job of everyone at KBI.
 - KBI Certification: Guidelines and best practices and 3rd party auditing. Those that comply pay for the seal they can use on their bottle.
 - Public Relations, PR & Marketing
 - KEDS- Balanced competition
 - We are introducing the category to people

- Have 5-7 brands that demo at the store at the same time.
- Allows customers to try the flavor wheel – something for everyone.
- One demo person, reps all the brands.
- This allows a brand to be in more places for the same amount of money.
- Whitepapers:
 - Because an authority on the source. We give out needed information through an information gathering platform. You give us your contact detail and we give you info.
 - Let's put the facts out and unite the message.
- Strategic Partnership:
 - Universities and Institutions
 - Get doctors behind our studies, give us access to grants and research
 - Healthy Beverage Expo
 - HBE has donated space to KBI
 - This will be the location of our next board meeting
 - HBE likes the idea of a Kombucha Competition or Showdown
 - In-Kind Sponsorship
 - Fermentation Festivals
 - Real Food Festivals
 - How do we organize at events and get donated space. Utilize our group to get a better value.
- 10:25 am - The group was then instructed where each individual committees were meeting, the time (one hour) they have to have the discussion and come up with the needed deliverables.
- 10:25am – 11:05 am - **Committee/Board Meetings**
 - The larger group dispersed into the 4 individual committees. The board also gathered to have their 1st in person meeting.
- 11:05am **Committees Report to the Board:**
 - Each Committee Chair and Secretary took the podium and presented their top 3 ideas to the larger group and board.
 - Fundraising, Finance & Membership
 - Chair: Andreas Schneider, Capital Kombucha
 - Secretary: Michele Dziaba, Karma Kombucha
 - Summary:
 - Goal to grow the membership to 150.
 - They have come up with various budgets.
 - They would like to leverage the summary from the conference.

- They'd like to work on a regional basis to ensure all regions are covered.
- 1:1 conversion – each member recruits new members.
- Legislation & Governmental Outreach
 - Chair: Daniel Lieberman, Capital Kombucha
 - Secretary: Eric Plantenberg, Kombucha Mama
 - Summary:
 - They want to assurance that 2010 won't happen again
 - Unified voice, create an international standard
 - What is the legislative strategy for the long term
 - Research will tie heavily into this committee
 - They will draft a 1/3 page overview to talk in a unified voice
 - Definition: What is kombucha, FDA does not have this defined – we need to define it as a trade organization
 - Alcohol %
- Public Relations, PR & Marketing
 - Chair: Chris McCoy, Kombucha Town
 - Secretary: Margaret Jackson, Sierra
 - Summary:
 - There is a lot of confusion around kombucha
 - People think it is a brand not a category
 - We need to define this.
 - Establish a set of guidelines on what we can say about our product.
 - Figure out the image of kombucha, what image do we want as a whole?
 - Create a media outlook database
 - This will give us credibility through 3rd party mentions
 - Establish 1 a month –asking everyone to send in their contacts. Who has mentioned you? Who have you worked with?
 - Do you have backing from a Doctor or Therapist? Anyone with credentials believing in your product?
 - Healthy Beverage Expo:
 - Interact with the entire category, organize meetings, contests and showcases.
 - Press Database:
 - Showing the history of kombucha and the movement across the entire group. What have we all accomplished individually and together? This would be regularly updated.
 - Finance and Funding Ideas:

- Events: We share events to help reduce everyone's overall cost
- Charity events: for 1 month we all give a % of sales to a selected charity
- Research & Education
 - Chair: Eric Childs, Kombucha Brooklyn
 - Secretary: Bill Nadalini, Wunder-Pilz
 - Summary:
 - They want to get clarification on the definition of alcohol
 - Define the category:
 - Alcohol level is very important. Should we have 3 ranges:
 - .5
 - Mid
 - High
 - What is the definition of probiotics and what does that mean to other industries, how does Kombucha fit into the larger functional beverage space?
 - Kombucha as a category and product. What makes a product kombucha?
 - What percent juice makes it kombucha?
 - What perfect juice makes it something else?
 - What are the requirements for calling a product kombucha?
 - Gather and formalize testimonials
 - Collective brainstorm:
 - Wikipedia
 - What info do we want to put out? What consistent information?
 - They are developing a survey that they will route by the next meeting.
 - Testimonials: house them all in one place, on the KBI site.
 - Education:
 - Multi-media
 - Wikipedia
 - Funding:
 - Free research at a local University
 - Get a lot done with very little
- 12:00pm – Alex dismissed the group to enjoy lunch.
 - Alex addressed the group:
 - The Liaisons and Committee heads to connect
 - Submit by 1/21 am meeting minutes from each Committee

- By Laws will be posted 1/19
- KBI Members to review and offer changes before 2/6 – when they will be placed up for an official vote.

5 MEETING END

Meeting Schedule End: 12:00pm

Meeting Actual End: 12:02pm

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
KBI Secretary – KBI Is seeking a permanent Secretary	KBI Members	ASAP
Send meeting minutes from each committee's meeting to the board by 1/21. This should also include their top 3 agenda items, which will be presented at the end of the breakout session. This should also include two next steps, the action items to accomplish those next steps and the owner for each. Lastly this should include a next meeting time, set up a conference line and an agenda for the next meeting.	Committees: Fundraising, Finance & Membership Legislation & Governmental Outreach Public Relations, PR & Marketing Research & Education	1/21/2014
By Laws posted to Website	Alex and Hannah	1/21/2014
Electronic Consent Forms to be given to Alicia on site or turned in at a later date	KBI Members	ASAP
KBI Members to review By Laws before next meeting	KBI Members	2/6/2014

7 DECISIONS MADE

- The four committees selected their Chair and Secretary
 - Fundraising, Finance & Membership
 - Chair: Andreas Schneider, Capital Kombucha
 - Secretary: Michele Dziaba, Karma Kombucha
 - Legislation & Governmental Outreach
 - Chair: Daniel Lieberman, Capital Kombucha
 - Secretary: Eric Plantenberg, Kombucha Mama
 - Public Relations, PR & Marketing

- Chair: Chris McCoy, Kombucha Town
- Secretary: Margaret Jackson, Sierra
- Research & Education
 - Chair: Eric Childs, Kombucha Brooklyn
 - Secretary: Bill Nadalini, Wunder-Pilz

8 NEXT MEETING

- Next Meeting: The board will meet the 1st Thursday of each month at 1pm ET. The meeting will be 2 hours.
- Individual Committee meetings to be set by each group and sent to the board on 1/21.