

**Kombucha Brewers International**  
**PR, Media and Communications Committee Minutes**  
January 18, 2014

**Committee Head:** Chris McCoy

**Committee Secretary:** Margaret Jackson

**Location & Time:** Cross Campus facility, Santa Monica, CA, 10:30-11:30a PST

**Attending Members:** Joseph Reiechbacher, Cory Anderson, Mike McCarney, Sarah Nolan, Chris Cummings, Eli Cayer, Tedd Simmons, Kate Zuckerman, Julian Giacoelli, Jason Taragos, Chris McCoy, Theresa Pham, Zoey Shamai, Ali Zarrow, Kristen Carney

**Mission:** The purpose of this committee meeting is to determine what achievable ideas this committee wishes to take on in 2014.

**Committee Meeting:**

Brainstorming

1. Define target audience
2. Define what kombucha is
3. Guidelines on what can be said regarding health benefits
4. Address consumer confusion about what kombucha is
5. Identify how to explain that kombucha is a category, not a brand
6. Fine tune message to consumer
7. Media Outlets – podcasts, print, health professionals (alternative)

Top 3 Ideas Ranked

1. Define what kombucha is
2. Develop Guidelines on what can be said regarding health benefits
3. Identify Media outlets

Next Steps

1. Define Kombucha
2. Bring back 2-3 ideas/contacts from media to tap into (KBI Press Rep?)
3. Develop guidelines for how kombucha is defined

Funding Ideas

1. Organize beach party
2. Tapping into charity to create free press
3. Joint marketing ventures sponsored by KBI (ie health beverage expo, music festivals)
4. Venture capitalist – shark tank, Dragon’s Den

Next Meeting

1. February 18, 2014

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**Committee Contact List:**

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