

January 24, 2014

Dear Kombucha Brewers International founding members,

Congratulations on the launch of **Kombucha Brewers International** and a very successful inaugural conference. And thank you to Hannah and Alex allowing me to come to the networking Saturday night. I sincerely enjoyed both sampling all the Kombucha and meeting many of you.

For me personally, it is very exciting to see a focused group of passionate people sharing their knowledge with each other and collaborating in a deep and beneficial way. Combined with great leadership and organization, there is little doubt to the long term success and value of KBI. We are also excited to both support and partner with KBI to drive category awareness and accelerate new, innovative, and healthy brands to market. We appreciate the opportunity to host your second meeting of KBI at our co-located events, **Healthy Beverage Expo** and **World Tea Expo** in May.

**Kombucha is a core product to our objectives** to create a platform for retailer education and increased sales of better-for-you-brands with more healthful ingredients at Healthy Beverage Expo.



In our debut last year, we had significant success in attracting top retailers (Amazon, Costco, Target), top grocers (Kroger, HEB, Hy-Vee, Lazy Acre Markets, ShopRite, Whole Foods Markets), top distributors (A.E. Wease, Bernick's, Core-Mark, DPI Specialty Foods, Wirtz Beverage) and top CPG companies (Campbell's, DPSG, Nestle, Pepsi, Starbuck's, Unilever) to name a few of the highlights. We have a dedicated staff who calls on top buyers and assist them with their arrangements.

**No other event is built specifically around this product category and has the ability to attract buyers across channels in a single b2b event.** I am personally aware of several of 7-figure success stories as a result of our last event.

We have already implemented unprecedented cost-savings with our hardwall booth package and hosted material handling fees eliminating thousands of dollars in hidden or additional costs you would spend at almost every other major trade event. Nonetheless, from my feedback from Hannah, **price is the primary obstacle** for many of you to participate.

Based on this feedback, we are creating a Kombucha Brewers Int'l pavilion on the show floor to create more manageable booth costs, added services, and to have as many of your brands on the floor and in front of our expect 2,000+ HBE buyers. As a result of creating the smaller booths within a pavilion, we have been able to **reduce your cost of participation to as low as \$1800.**

**It is critical for our continued growth of Healthy Beverage to have your participation.** The growth of our event is critical for creating a better pathway to market for emerging brands. And the market-driven

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event will be essential for increasing your sales, driving profitable relationships, and growing your brands.

Attached you will find the details for the pavilion along with a special KBI contract. With only four and a half months before the event and the considerable section of the floor plan we are committing, we will **need to confirm the support from the KBI membership by February 14<sup>th</sup>**. The more brands on the floor, the more buyers I can attract.

In addition to reducing the overall costs per company, we will also allow each member company to sample their product in our North America Tea Championship Tasting Circle in a featured Kombucha tasting and allowing attendees to select **the Buyer's Choice Award of best Kombucha at the event**.

And last but not least, if we can get 20 Kombucha companies confirmed by February 14<sup>th</sup>, **I will host a "Kombucha Kruiise"** the second evening of the event. This will be a 2-hour harbor cruise for the KBI exhibitors plus a few guests each.

In summary:

- We are committed to the support of KBI.
- We need the support of the kombucha brewers on the show floor.
- We will create an unprecedented opportunity for you to generate sales.
- We have created a KBI pavilion with reduced booth costs
- We need 15 companies to commit by the end of January.
- If we get 20 exhibit booths, then I will arrange the Kombucha Kruiise!

Again, I offer my congratulations on the formation of your organization and look forward to building a strong and mutually beneficial

Sincerely,

*George Jage*

Founder & Director

[www.healthybeverageexpo.com](http://www.healthybeverageexpo.com)

[www.worldteaexpo.com](http://www.worldteaexpo.com)

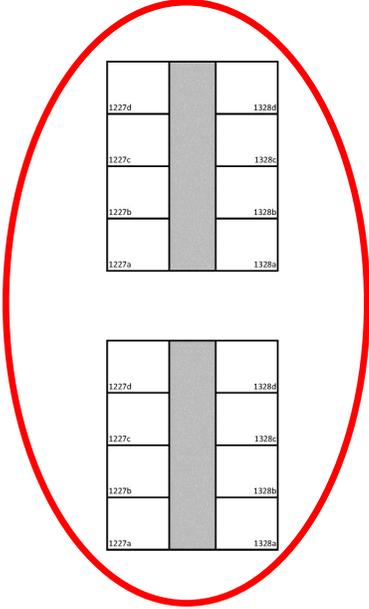
# Kombucha Brewers International pavilion



## Pavilion Booth Details

- Booth Dimensions = 7.5" wide x 8' deep
- Cost = \$1800 middle / \$2100 corner
- Each booth includes
  - ◇ 8' high hard back wall
  - ◇ 6' x 24" wide x 30" high
  - ◇ Designer OH arm chair
  - ◇ 44" x 12" ID sign
  - ◇ Wastebasket
  - ◇ (2) Shelves
  - ◇ booth carpet
- ALL DRAYAGE FEES!
- Online and onsite New Products Showcase
- Online Virtual Booth and Show Directory Listing

2014 World Tea Expo and Healthy Beverage Expo  
 Long Beach Convention Center  
 5/29/2014 - 5/31/2014



Complete the attached contract and return to  
[george.jage@fwmedia.com](mailto:george.jage@fwmedia.com) or fax to 702.253.9985

## The Kombucha Kruiise

In the spirit of our partnership and based on getting 20 of the KBI members to exhibit at Healthy Beverage Expo, HBE will sponsor a dedicated Kombucha Kruiise the evening of Friday, May 30<sup>th</sup>.

The 2-hour cruise will be aboard the S.S. Christopher with the dock only a few blocks from the Long Beach Convention Center.

The Christopher is a 75' double deck catamaran with stadium seating, a dance floor, an area for a band, and total seating for up to 100.

Each participating exhibitor will get 4 tickets for the cruise to use for themselves and to invite key buyers. HBE management will work with KBI to help invite key buyers for the cruise.

Food, beverage and entertainment will be provided through support of both HBE and KBI and will be sure to include Kombucha Kocktails.



## The Kombucha Buyers Choice Tasting

As a long-running and successful part of our World Tea Expo, we hold tastings for the winners of our North American Tea Championships (NATC) at regular intervals on the show floor to create a Buyers Choice Award and to create additional exposure and value to entrants of the NATC.



As an added benefit to participants in the KBI pavilion, HBE will organize and execute a Kombucha Buyers Choice Tasting competition on the show floor. The competition will run on the first afternoon at 3:00 pm for 30 minutes to allow attendees to sample and vote on their favorite Kombucha.

The competition will be held in a special are on the show floor and sample cups, voting devices, and ice will be provided for each exhibiting company to enter their best product.