



The Kombucha culture is called a SCOBY which stands for Symbiotic Culture of Bacteria and Yeast.

What is Kombucha?

Kombucha is a naturally effervescent, sweet-tart, fermented tea that has been consumed for hundreds if not thousands of years. Most consumers report that its refreshing and enlivening flavor just makes them feel good!

Kombucha Industry Snapshot

- Commercial industry started in 1995 (nearly 20 years old)
- On pace to reach \$500M in sales across all channels by 2015
- Continued 30-50% growth year after year in natural and conventional channels
- Kombucha is currently sold in natural and organic supermarkets, traditional grocery stores, farmer's markets, coops, convenience stores, airports, big box stores, and on tap in restaurants, bars, cafes and more!

Who We Are

About Us

Kombucha Brewers International (KBI), is a non profit trade association committed to promoting and protecting commercial Kombucha brewers around the world.

Our Mission

KBI strives to promote, protect and enhance the overall well-being of the commercial Kombucha industry by creating an open line of communication between brewers and advancing our industry through advocacy, education, research, and modern legislation.

Our Goals

- Educate consumers, retailers and distributors about the benefits of Kombucha
- Grow the category and sales channels through setting ethical business practices and safety and labeling standards
- Engage in class marketing to promote Kombucha worldwide
- Pioneer research about the Kombucha culture including its microorganism composition, nutritional components and other potential applications



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**K O M B U C H A
B R E W E R S**



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**KOMBUCHA
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*Dedicated to promoting
bottled Kombucha worldwide
since 2014
KombuchaBrewers.org*



Modern brewing techniques - ancient fermentation technology

Kombucha reflects the passion and craft of its brewers.

Sustainable, Eco-friendly, Vital!

Kombucha reflects the shifting trend toward functional beverages that support the earth as well as their bodies.

Sustainability - many brewers have implemented bottle re-use programs or keg only delivery systems.

Organic & GMO free - many brands use only organic ingredients and several are certified GMO free.

Vitality in every glass – humans have consumed fermented beverages since before recorded history. Raw Kombucha delivers vital nutrition through ancient brewing traditions that satisfies on a deep level.

kombuchabrewers.org/about-us/membership to view all current member brands

Kombucha Brewers

Nearly every Kombucha brand started as a homebrewer – their craft, passion and dedication is reflected in the myriad unique flavors of Kombucha available today – no 2 brands taste alike!

“Kombucha is one of the most interesting and unique categories in the beverage world.”

*John Craven,
founder BevNet magazine*

Members Include

- Over 90% of the total Kombucha bottles and kegs produced in North America represented by KBI
- Over 40 member companies including national, regional and local brands
- 4 of the top 5 selling brands in United States
- 2 of the leading Canadian brands
- International membership currently includes brewers in Australia and Costa Rica!

Retailers and Distributors want to get Kombucha?

Drop us an email and we'll connect you to our members!

kombuchabrewersinternational@gmail.com



Kombucha is fermented tea

Join Kombucha Brewers International

Member Requirements:

- Commercial Kombucha beverage company with product available in 5 retail locations

Member Benefits include:

- Direct connection with other commercial Kombucha brewers
- Online forum to discuss industry topics with fellow brewers
- Member discounts for products and services

Affiliate Membership – COMING SOON

- Connect with Kombucha industry
- Unique marketing opportunities

www.kombuchabrewers.org