



Kombucha Brewers International

KombuchaKon

Feb 11-12, 2017

Long Beach Convention Center
Long Beach, CA

Sponsorship Opportunities

KombuchaBrewers.org/KombuchaKon

What is Kombucha?

rediscovering the elixir our ancestors have been brewing for centuries



What is Kombucha?

Kombucha is cultured tea, just like yogurt is cultured milk. The kombucha culture is called a SCOBY [Symbiotic Culture Of Bacteria and Yeast]. The benefits of kombucha include:

- **healthy acids, bacteria and yeast** that bring the body back into balance
- **nutrition in a living form** that invigorates the body and the immune system
- **natural effervescence and complex flavor** that stimulate and excite the taste buds

A Thriving Industry

People everywhere are turning to kombucha for a refreshing, healthful beverage that “just makes them feel good”:

- Industry **growth averages 50% year after year**; 30% in health food stores, 70% in conventional grocery stores
- Industry is **currently valued at \$600 million dollars estimated to be \$2B by 2020**

Who are KBI?

representing the Kombucha Tea bottled beverage category globally



Kombucha Brewers International (KBI) is a non-profit trade association that represents the Kombucha Tea bottled beverage category globally. KBI strives to promote, protect and enhance the overall well-being of the industry by creating an open line of communication between brewers and advancing our industry through advocacy, education, research, and modern legislation.

www.KombuchaBrewers.org

What We Do

- Create educational materials for retailers, restaurateurs, and consumers
- Set standards and best practices for the industry
- Act as ambassador for kombucha to the public
- Protect our industry through grassroots lobbying and pioneering research
- Provide a member forum for networking and industry-related news sharing
- Provide members with unique exhibition and distribution opportunities
- Connect members to resources from our affiliates - bottling, labels, packaging, tea, and more
- New in 2016: KBI Verification Program and Seal

Conference Highlights

Industry Experts

KombuchaKon brings together the leading experts in our industry to share their knowledge and expertise with our members. Past topics include: Controlling Ethanol, KBI Verification Overview, and HACCP Plan Training.



Keynote Speakers

Leaders in our own and similar industries provide fresh perspectives on the future of kombucha. Past KombuchaKon keynote speakers include: Gary Fish of Deschutes Brewery, G.T. Dave of Synergy Kombucha, and Greg Koch of Stone Brewery.



Craft Sharing

At KombuchaKon, we showcase the **World's Largest Kombucha Tasting Bar**, featuring brews from all KBI members. Attendees have the opportunity to share their craft and be inspired by their peers to continue to improve our ever-growing industry.



Conference Highlights

Health-Minded Food

KombuchaKon partners such as Wildly Fermented, US Wellness Meats, and Ventura Spirits ensure our conference food experience is a healthful and delicious offering in line with the mission of our member brewers.



Networking

Attendees savor the opportunity to share ideas and discuss challenges during conference sessions as well as at post-conference mixers and casual gatherings. The relationships we build at KombuchaKon move our industry forward, as one.



Trade Show

At KombuchaKon, you have the opportunity to build relationships with affiliate members and industry leaders. 2016 exhibitors included Anton Paar, Spectrum Label Company, White Labs and more!



NEW FOR 2017 - Expanded Trade Show

- KBI Brewery members have been asking for the opportunity to connect with brands such as yours. This year's event features an **expanded two day Trade Show**.
- **KBI Member and Vendor reception onsite** - connect in a relaxed setting with Kombucha cocktails & appetizers.
- Trade show breaks are **built into the schedule with ample time to visit the booths**. The World's Largest Kombucha Tasting Bar is set up in the Trade Show area, driving additional traffic.
- Diamond & Platinum Sponsors receive **premium booth placement**
- Diamond, Platinum, Gold & Silver sponsors **receive a complimentary booth!**

Insider Stats on the Kombucha Industry

- 60% of kombucha brewers use **stainless steel brewing vessels**, 60% also brew in glass and food grade plastic- the remainder brew in oak barrels (some brewers use several types of materials)
- Over 85% of kombucha brands **package in bottles** with 98% of brewers bottling in house. 33% also use **kegs**, while others utilize **cans and reusable containers**.
- The average brewer prefers **black and green tea** for primary fermentation with favorite tisanes as **rooibos, yerba mate, and herbal tea**
- Quality of the tea is key: **89% use Certified Organic**, 58% are Fair Trade Certified, and 49% are also non-GMO verified
- 96% of the membership use up to 1,000 lbs of tea annually, while **4% use over a whopping 10,000 lbs. annually**
- **72% flavor their beverages with herbs**, 75% also use **fruit and vegetable juices** and 25% use flavoring extracts - *flower petals, dried fruits, citrus peel, and vanilla flavored*

Statistics generated by the KBI Member Survey 2015

Why Support KBI?

Long-Term Mutually Beneficial Relationships - The Kombucha Industry is growing rapidly with tremendous customer loyalty. At this time of great anticipation for what lies ahead, our members seek to build long term relationships with **vendors, suppliers, and distributors** they can trust.

KBI Influences Kombucha - Kombucha Brewers International represents a vast majority and variety of small and large international kombucha brands. We are the kombucha industry and take responsibility for establishing quality standards and assisting our members and new brewers alike to meet those standards.

A Direct Line to Kombucha Brewers - We provide an avenue for you to reach Kombucha Brewers International members and other influencers. Our **130+ members** from around the world represent a huge collective presence and exert influence on social media.

Brewery in Process Membership allows you to connect with breweries while they are in the planning stages so your brand builds relationships for life!

Sponsorship Opportunities

Cash and In-Kind Sponsorships are available and can be tailored to fit your needs.

For more information on additional sponsor levels or benefits, contact us at: info@kombuchabrewers.org

DIAMOND

\$10,000 cash or \$20,000 in-kind

- ★ Platinum Level Benefits PLUS
- ★ Presenting sponsor of the Keynote Presentation + Closing Reception
- ★ On stage presence at the conference, tailored to meet your needs
- ★ Exclusive pre-conference + 2 annual targeted sponsor highlight emails to KBI Membership [120+ Brewery members]
- ★ Attendance for 8 to all KKon events except closed membership session first day of the conference
- ★ 4 piece marketing material for KombuchaKon Attendee Bags
- ★ Opportunity to present to membership on educational topic
- ★ 2 full page ads in the conference program

PLATINUM

\$5,000 cash or \$10,000 in-kind

- ★ Gold Level Benefits PLUS
- ★ Presenting sponsor of the Opening Night Reception, Breakfast, Lunch OR Childcare
- ★ Exclusive pre-conference + 1 annual targeted sponsor highlight emails to KBI Membership [120+ Brewery members]
- ★ Attendance for 4 to all KKon events except closed membership session first day of the conference
- ★ 10'x20' Exhibitor booth space with premium location at KKon Trade Show
- ★ Banner placement at KKon
- ★ Inclusion in all press releases
- ★ Presenting logo placement on website, conference newsletters, marketing materials, sponsor reel and sponsor thank you banner
- ★ Opportunity to present to membership on educational topic
- ★ Full page ad in the conference program

GOLD

\$2,500 cash or \$5,000 in-kind

- ★ Silver Level Benefits PLUS
- ★ Onstage recognition of your sponsorship
- ★ Exclusive pre-conference targeted sponsor highlight email to KBI Membership [140+ Brewery members]
- ★ 10'x10' Exhibitor booth space with priority location at KKon Trade Show
- ★ 2 piece marketing material for KombuchaKon Attendee Bags
- ★ Logo placement on sponsor thank you banner
- ★ ½ page ad in the conference program

Sponsorship Opportunities

Cash and In-Kind Sponsorships are available and can be tailored to fit your needs.

For more information on additional sponsor levels or benefits, contact us at: admin@kombuchabrewers.org

ATTENDEE GLASS

\$3,000 Cash

- ★ Silver Level Benefits PLUS
- ★ Exclusive logo on KombuchaKon Attendee Souvenir Mug - used throughout the conference while sampling from the World's Largest Kombucha Tasting Bar
- ★ Collector's Item & highly prized sponsor level

ATTENDEE BAG

\$1,500 Cash

- ★ Silver Level Benefits PLUS
- ★ Exclusive logo on KombuchaKon Attendee Bags

SILVER

\$1,000 cash

or

\$2,000 in-kind

- ★ Bronze Level Benefits PLUS
- ★ Attendance for 2 to all KKon events except closed membership session first day of the conference
- ★ 10'x10' Exhibitor booth space at KKon Trade Show
- ★ ¼ page ad in the conference program

BRONZE

\$500 cash

or

\$1,000 in-kind

- ★ 1 piece marketing material for KombuchaKon Attendee Bags
- ★ Logo placement on website, marketing materials, conference program and sponsor reel
- ★ ⅛ page ad in Conference Program

Sponsorship Registration

Please Select Sponsor Level of Interest:

- Diamond - \$10,000 cash / \$20,000 in-kind
- Platinum - \$5,000 cash / \$10,000 in-kind
- Gold - \$2,500 cash / \$5,000 in-kind
- Silver - \$1,000 cash / \$2,000 in-kind
- Bronze - \$500 cash / \$1,000 in-kind
- Attendee Bag - \$1,500 cash
- Attendee Glass - \$3,000 cash
- Other Amount: _____

Sponsor Point Of Contact:

Name: _____

Company: _____

Phone: _____ Email: _____

Business Address: _____

Website: _____

Payment Information:

- Check** [made payable to Kombucha Brewers International]

Please mail check with registration form to:

Kombucha Brewers International
8950 W Olympic Blvd, Ste 494
Beverly Hills, CA 90211

- Credit Card:** (circle one) Visa/MasterCard/Discover/ AmEx

Card Number: _____

Name on Credit Card: _____

Credit Card Billing ZIP: _____

Security Code: _____ Exp: _____

**Credit Cards will be charged a 3% processing fee*

Authorized representative confirms by signing below that the organization is committed to participate at the level marked on this registration form. Sponsor benefits will start upon receipt of the signed form. We regret that we are unable to refund sponsorship payment as benefits start upon receipt of this registration form.

Authorized Representative: _____

Signature: _____ Date: _____

Past Sponsors

"KKon was a fantastic exhibition for Anton Paar. The Kombucha industry is growing so quickly that this was by far the best way to connect with the individual brewers and learn more about their business. We generated over 30 solid sales leads for Kombucha brewers all over the world."

- Mark Coombs, Anton Paar USA

"We are thrilled to partner with KBI as a Gold Sponsor of KombuchaKon. The ability to reach our target audience is invaluable and we are still garnering the benefits of the partnership!"

- Robert Drumm, Atlas Labels & Packaging

"We had a fantastic opportunity to connect with existing and prospective customers from Australia to Texas, and this event was well worth the investment and time spent for Pack Leader USA."

- Karl Lavender, VP of Business Development, Pack Leader USA



"Attending KombuchaKon 2015 allowed us to meet many new producers and gave us a chance to interact more personally with kombucha makers."

- Kara Taylor, White Labs

"This is our second year sponsoring KombuchaKon and it has been great to see it grow leaps and bounds each year. The energy at the event is invigorating. As a sponsor we've enjoyed being able to network and foster great relationships with many of the attendees. The KBI staff and volunteers are also a pleasure to work with. We are already looking forward to KombuchaKon 2017.."

- Deanne and Jared Gustafson
Kombucha on Tap

"Being part of KKon 2015 was awesome! It was great to be in the buzz and bubbles of all the fermented excitement and not only get the inside scoop (or sip!) of the who's who..., but actually be part of it. We're already looking forward to the next one!"

- Simone and Lauren Temkin, Cultured & Saucy

KBI Member Testimonials

“Kombucha Kon 2016 was an industry-wide connectivity platform. Not only were dozens of kombucha producers represented in Long Beach, but many industry vendors also showed up in support for the fast-growing kombucha market place: bottling and labeling machine suppliers, distributors, ingredient companies, and scientific equipment vendors. It was wonderful to connect in person with these partners of the industry and discuss the unique needs and challenges of small, but fast-growing, companies in an industry that is experiencing double-digit growth year over year.”

- *Mike Beshore, Humm*

“I’m very interested in learning more about distributors. They’re very important to the bottom line of the company. I’m also interested in sourcing cans, sleeves, and blanks. My priority is to find local vendors whenever possible.”

-*Wayne Greenfield, Seattle Custom Beverage*

“I would like to see the vendor pool much larger next year than we had this year. I was trying to source growlers, labels, flavorings, and equipment, along with better ways to brew my kombucha in larger quantities. The seminars were amazing, and the whole experience was a blast! My favorite part was the kombucha tasting bar and trying all the other flavors.”

-*Leanne Herrera, Zama Tea and Kombucha*

KBI Board Members

Buchi Kombucha

- top selling brand of the Southeast
- donate a portion of sales to fund Farm To Consumer Legal Defense Fund
- innovative marketing and socially active

High Country Kombucha

- over 10 years in the Kombucha industry
- currently on an upswing
- one of the first 3 brands to market

Humm Kombucha

- rapidly expanding
- tap room
- received good funding

Karma Kombucha

- small, 100% woman owned, family business
- making huge inroads in the midwest
- extensive experience in food safety and manufacturing practices

Kombucha Kamp

- top information site in the world for Kombucha
- focus on education & empowerment
- authors of “The Big Book of Kombucha” (Storey, Mar 2016)

Live Soda Kombucha

- current #2 brand (SPINS data)
- picked up distribution in all Target stores
- cross over appeal to soda drinkers w/innovative flavors