

**FOR IMMEDIATE RELEASE: April 23, 2019**

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**\$1 Million Endowment for Kombucha Brewers International Announced at  
KombuchaKon 19**

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LOS ANGELES, California, April 23, 2019 – Kombucha Brewers International (KBI), the trade association committed to promoting and protecting commercial Kombucha Brewers around the world, received a \$1 million endowment from GT Dave, CEO/Founder of GTs Living Foods.

GT Dave announced the contribution at the sixth annual KombuchaKon in Long Beach, California. Attendees greeted the news with a standing ovation. The Laraine Dave Endowment Fund, has been established by GT Dave to honor of his mother Laraine Dave to further their mission of protecting authentic kombucha.

“Our endowment is aimed at helping KBI in two main areas,” explained GT Dave. “First, it supports the promotion of the fair and cohesive legislation necessary for our industry to thrive. Second, we urgently need a standard of identity to protect the integrity of the product.”

“Our industry is at a critical juncture,” stated KBI President Hannah Crum. “KBI is actively pursuing legislation to stabilize our industry. These funds will allow us to expand our lobbying efforts, educate the public and protect our brewers. We deeply appreciate GT’s Living Foods contributing these funds to the industry he helped create and nurture over the past two decades. Our members are committed to working together to grow a strong culture.”

This year’s KombuchaKon was the biggest to date with 424 attendees, including 61 sponsor booths. Over 17 countries represented by 112 brands from around the world, including: Canada, Spain and Australia, who accounted for 16% of the total attendees.

### About Kombucha Brewers International

Kombucha Brewers International is the non-profit trade association for the international Kombucha brewing industry. To learn more about the Kombucha industry, or for more information on membership, please contact KBI President Hannah Crum at [info@kombuchabrewers.org](mailto:info@kombuchabrewers.org), or visit [kombuchabrewers.org](http://kombuchabrewers.org).

### About GTs Living Foods

GT's Living Foods was founded in 1995 by GT Dave. The company stays true to its roots by continuing to handcraft its signature small batch Kombucha in the same way GT did in his parents' kitchen more than 24 years ago. The family-owned and operated company has since expanded its offerings beyond Kombucha to include ALIVE, CocoYo, CocoKefir, and VeggieKefir. With a commitment to the integrity of the ingredients, as well as the process, GT's Living Foods is dedicated to crafting products with living probiotics that are raw, organic, vegan, and gluten free. It is their purpose to help people to live happier, healthier lives. For more information, please visit [www.gtslivingfoods.com](http://www.gtslivingfoods.com).

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