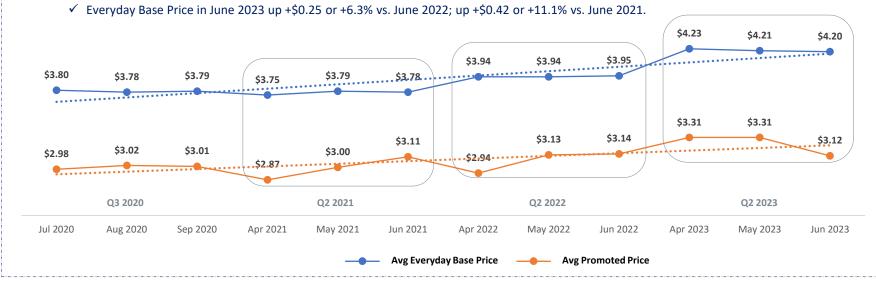
In the Latest 52 Weeks, Kombucha posted \$698 Million in sales with 185.3 Million units sold

> Kombucha managed sales growth in the Conventional channel: mainly Grocery and Club, as the category continued to grow its presence year over year.

- ✓ Dollar growth attributed to inflation; as price goes up, unit consumption goes down.
- ✓ The same top 3 brands dominate the category YOY; and GTs has always taken more than half of the Kombucha sales YOY.

Kombucha Category	Latest 52Wks \$\$\$	\$\$\$ YAG	\$\$\$ CHG YAG	\$\$\$ % CHG YAG	Latest 52Wks Units	Units YAG	Units CHG YAG	Units % CHG YAG
TTL US MULO + NTRL/SPCLTY exc CONV	\$698,064,417	\$694,501,980	\$3,562,437	0.5%	185,296,406	196,717,688	(11,421,282)	(5.8%)
Total US – MULO	\$572,182,801	\$567,340,018	\$4,842,784	0.9%	150,138,207	159,597,571	(9,459,363)	(5.9%)
Total US – GROCERY	\$417,841,778	\$416,660,149	\$1,181,629	0.3%	111,174,645	117,803,451	(6,628,806)	(5.6%)
REGIONAL & INDPNDNT GROCERY	\$84,469,162	\$85,661,242	(\$1,192,080)	(1.4%)	22,066,436	24,072,648	(2,006,212)	(8.3%)
NATURAL / SPECIALTY CHANNEL	\$125,881,616	\$127,161,962	(\$1,280,346)	(1.0%)	35,158,199	37,120,118	(1,961,919)	(5.3%)
Total US – CONVENIENCE	\$23,734,308	\$28,574,327	(\$4,840,019)	(16.9%)	5,795,206	7,336,849	(1,541,643)	(21.0%)

In TTL US Grocery, looking at the latest 3 months Q2 2023 vs. Q2 2022 vs. Q2 2021 - the category's average prices in the last 2YRS, post pandemic and inflation, has climbed both in everyday and promoted price points.



(excludes PL) \$\$\$ Latest 52 Weeks \$\$\$ Sales Unit Sales Share GT KOMBUCHA \$361,404,358 52.9% 86,310,630 HEALTH ADE \$124,639,935 18.2% 33,287,918 KEVITA \$53,956,285 7.9% 16,187,447 BREW DR \$43,093,643 6.3% 12,860,511 нимм \$28,216,427 9,502,287 4.1% IVE RAW & ORGANIC \$6,506,066 1.0% 2,392,085 AQUA VITEA \$6,339,994 0.9% 1,724,669 WILD TONIC \$5,927,205 0.9% 1,571,957 BETTER BOOCH \$4,950,427 0.7% 1,667,063 ROWDY MERMAID \$3,426,400 0.5% 1,012,385 REMEDY DRINKS \$3,422,688 0.5% 1,156,537 MOTHER KOMBUCHA \$3,315,355 0.5% 1,229,121 KOMBUCHA 221BC \$3,304,208 0.5% 1,235,130 **BIG EASY BUCHA** \$2,751,596 0.4% 791,082 REVIVE KOMBUCHA \$2,629,149 0.4% 796.972 KOE ORGANIC \$2,442,708 630,555 0.4% BUDDHAS BREW \$1,880,247 0.3% 430,014 0.3% FORAGE KOMBUCHA \$1,763,946 690,935 TRIBUCHA \$1,656,847 0.2% 542,015 TAPUAT KOMBUCHA \$1,237,843 0.2% 364,316 MARIN KOMBUCHA \$1,104,657 0.2% 270,728 BUCHI \$1,066,496 387,262 0.2% THE BU \$920,904 0.1% 385.009 LENNY BOY \$890,437 0.1% 321,711

TTL US MULO + NTRL/SPCLTY excludes CONVENIENCE

Top 24 Brands = 97.6% of the Category

©SPINS Proprietary Data Ending June 2023. Does not include Grocery Retailers with less than \$2MM ACV, Non-Reporting Retailers, Lidl, Aldi, Costco, 7-11, Dollar Stores, Military