



BREW DR. KOMBUCHA

SALES MATERIALS

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TOWNSHEND'S
TEA COMPANY

**BREW DR.
KOMBUCHA**

TOWNSHEND'S TEA COMPANY began as a college project at the University of Oregon. Owner Matt Thomas began his first teahouse in 2003. The company now has four retail locations, and Brew Dr. Kombucha is sold in over 100 outlets throughout Oregon and Washington.

Townshend's prides itself in offering the best of all manifestations of tea. In 2008 that idea led to the brewing and bottling of raw kombucha, branding it "Brew Dr. Kombucha." Townshend's uses its own organic teas, along with organic herbs and organic sugar in all of its brews.

An Oregon Company Townshend's is owned by a native Oregonian. Many of our brewers, bottlers and drivers have native ties to Oregon. Our driver servicing Central Oregon has lived in Bend for the last 27 years. We use Oregon companies as suppliers whenever possible.

The Bottle Brew Dr. Kombucha bottles are a unique 14 fl oz (414 ml) "apothecary bottle." Amber glass is used to protect the 2.2 billion live and active cultures from light, keeping the full-strength of this raw brew as fresh as possible. The bottles have a twist off crown cap.

Pricing The current wholesale price per bottle is \$2.35. There are 12 bottles in a case, for a case cost of \$28.20. We recommend a retail price from \$3.49 to \$4.00.

Occasionally we offer a reduced sale price so that retailers can offer the bottles for 2 for \$6.00.



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BREW DR. KOMBUCHA ON TAP | This is the most sustainable way to retail Brew Dr. Kombucha. No bottle, no cap, no label. We just wash and fill reusable, stainless steel 5-gallon kegs. Many customers appreciate being able to bring their own containers to fill. We can also sell you 64-ounce glass jugs known as “growlers” and 32-ounce “growlettes.” Having these available to your customers can really help drive repeat sales.

The Kegs Brew Dr.’s Bulk Kombucha comes in a 5-gallon Cornelius (soda) keg. They are equipped with standard ball lock fittings for CO₂ and output lines (as opposed to a ½ barrel keg coupler).

The Cost If you have your own keg fridge setup your cost will be \$70 per keg. If we supply you a keg fridge your cost will be \$75 per keg. We are glad to lend you a nice little 2-tap kegerator. The extra \$5 per keg helps us recoup the costs of these fridges.

If you are interested in purchasing your own keg fridge we can help you source a 2-tap fridge for around \$500.

An additional cost involved with serving the kombucha on tap is CO₂. A small 5-pound CO₂ tank will last for about 20 kegs. We can replace empty tanks for \$20. So you should expect about \$1 per keg additional cost.

Pricing \$0.20–\$0.25 per fluid ounce, or \$3.20–\$4.00 per pint. Those amounts equate to total per keg sales from \$128–\$160.



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OUR BREWS | Brew Dr. Kombucha is made using Townshend's organic teas and herbs, organic sugar and no artificial nonsense. Seven flavors are currently available in bottles. Six are available in kegs, with other seasonal brews available from time to time.



CLEAR MIND

Brew Dr.'s Clear Mind kombucha has a brilliant flavor with distinct notes of rosemary and sage. It is our mission to make beverages that are wholesome for the body, and we have found that a happy body begets a happy mind. All the herbs used in this brew are recognized for their ability to assist in mental clarity and focus.

Ginkgo Ginkgo increases circulation to the brain and has a protective effect on nerve cells. It increases concentration and memory.

Gotu Kola This regenerative nervine stimulates the central nervous system, restores energy reserves, balances adrenal functions and defends the body against toxins. "Food for the brain."

Eleuthero Root This adaptogen promotes the optimal functioning of adrenal glands. It enhances mental acuity and physical endurance.

Rosemary A circulatory and nervine stimulant with a calming effect on digestion.

Sage "Cure-all, you can never go amiss if you take sage."
—Jethro Kloss, author of Return to Eden



NUTRITONIC

This is a brew for the seasoned kombucha drinker. Made with medicinal herbs that have stood the test of time, Brew Dr.'s Nutritonic kombucha is the ideal drink for maintaining health and wellness. Starting with a dark green Japanese Sencha and yerba maté as the tea base, Nutritonic is loaded with organic herbs from Townshend's Apothecary.

Nettle A blood purifier and powerful detoxifying herb, nettle gives strength and support to your whole system.

Oatstraw Oatstraw is high in silica, which helps to strengthen the central nervous system. Giving aid to your metabolism and circulation, it is an optimal toner for your body.

Horsetail Also rich in silica, horsetail contains many trace minerals. It is an excellent semi-regular tonic.

Alfalfa The Chinese have used alfalfa for centuries to treat digestive problems. It has been said to reduce cholesterol and prevent heart disease.

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SUPERBERRY

This delicately crafted brew is pleasing to the palate as well as the body. Brew Dr.'s Superberry kombucha is rich in antioxidants and vitamin C, and as Wuyi Mountain Oolong is harvested in the spring, we feel it is the perfect tea base for our collection of wild flowers and berries.

- Elderberry*** Used as an anti-inflammatory and a treatment for influenza, elderberries are a wonderful cleanser.
- Hibiscus*** Extract from this flower is said to have the same health benefits to the heart as a glass of red wine. It contains antioxidants that help to control cholesterol.
- Rose Hips*** The vitamin C content of dry rose hips is higher than that of citrus fruit. It is also used as an anti-inflammatory.
- Currants*** Currants are renowned for their high content in vitamin C (a powerful antioxidant), GLA (Gamma-Linoleic Acid, a very rare Omega-6 essential fatty acid) and potassium. They have been shown to have twice the potassium of bananas, four times the vitamin C of oranges, and twice the antioxidants of blueberries.



WHITE ROSE

Brew Dr.'s White Rose kombucha is crafted with organic white tea. As the white tea's light and refreshing nature lends itself perfectly to the crisp sweetness of kombucha, the subtle presence of rose and hibiscus gives this delicate drink a soft floral finish.

- White peony*** White tea originated in the Fujian province of China. Due to minimal processing and zero oxidation, white teas have very low caffeine levels and a high concentration of chemical compounds which are known to fight and prevent cancer.
- Rose Petals*** This flower, known for its beauty, has also been said to aid in digestion and circulation. It is widely used in aromatherapy.
- Hibiscus*** Hibiscus is a flower native to warm, tropical regions. It has a high content of antioxidants that protect against cell-damaging free radicals. While giving support to the immune system, it has also been used to lower blood pressure and cholesterol.



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SPICED APPLE KAVA

Brew Dr.'s Spiced Apple Kava is the closest kombucha has ever come to pie. With tones of cinnamon and nutmeg, this kombucha is a uniquely cider-like experience. Starting with black tea, kava root and a mix of classic cider spices, and finishing with fresh organic apple juice, this kombucha definitely has the most devoted and passionate fan base.

Cinnamon Used in traditional Chinese medicine for more than 4,000 years, cinnamon stimulates circulation and acts as a “warming” herb. Recent studies show potent antiviral and antioxidant properties of cinnamon, as well as helping inhibit the onset of Alzheimer’s.

Nutmeg Nutmeg has been considered a useful medicine in a number of Asian cultures for many generations. It has been used to treat digestive problems, asthma, heart complaints, and as a sedative.

Kava Kava has been known to ease anxiety, depression, and to help produce a more restful sleep. Drank ceremonially in the Pacific Islands for more than 3,000 years, kava calms the nerves and quiets the mind.



LEMON GINGER CAYENNE

Presenting the all-star of the Brew Dr. lineup. We start with a light lemony kombucha, lovingly crafted with Soaring Crane green tea, the leaves of the lemon myrtle tree and yerba maté. Fresh organic lemon and ginger juices complement the powerful zing of cayenne pepper in this spicy, yet refreshing, brew.

Ginger Ginger is an analgesic, sedative, and acts to calm an upset stomach. It helps to increase circulation, and has been shown to effectively reduce pain and inflammation, as well as combat viral infections.

Lemongrass Lemongrass is most commonly known as a culinary herb and the source of citronella. It is a mild diuretic and stimulates perspiration, providing cooling relief on a hot summer day.

Cayenne Cayenne could possibly be the most useful and valuable herb, due to its unequaled ability to boost circulation and increase heart action, all while lowering blood pressure. Cayenne is also an excellent source of capsaicin, which is a proven effective anti-inflammatory agent.

Lemon Rich in vitamin C and potassium, lemons have been used to treat high blood pressure, dizziness, nausea, mental stress and depression. Lemons are a known antimicrobial, antiseptic, blood purifier and cleansing agent.



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LOVE

Our newest flavor of Brew Dr. Kombucha was formulated in collaboration with the fine folks at SeQuential Biofuels. The combination of jasmine and lavender creates a unique and refreshing flavor, making this a very popular brew during the warmer months. Of course, Love is good anytime of the year.

Jasmine Known for their delicate scent and aphrodesiac properties, jasmine flowers also aid in relaxation, improved circulation and accelerated metabolism.

Lavender Lavender promotes relaxation by slowing the nervous system. It is also used to treat anxiety, colds, joint and muscle pains and other ailments.

Damiana Damiana has been used for centuries as an aphrodesiac. Flavanoids in the leaf help increase blood flow and stimulate testosterone. Damiana also aids in digestion and acts as a mild anti-depressant.

Rose Petals This flower, known for its beauty, has also been said to aid in digestion and circulation. It is widely used in aromatherapy.



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OUR COMMITMENT TO SUSTAINABILITY | Townshend's and Brew Dr. believe in having as little impact on our natural environment as possible. Here are our current sustainability practices:

Supporting ECO

We support Ecology in Classroom & Outdoors (ECO), a Portland-based non-profit organization that provides hands-on science enrichment programs to elementary schools throughout Oregon. Learn more about ECO at ecologyoutdoors.org.

Responsible waste disposal

We compost all compostable byproducts including tea leaves, SCOBYs and paper towels in our teahouses and at the Brew Dr. brewery. We're diligent about recycling everything that can be recycled.

Partnership with SeQuential Biofuels

We power our delivery fleet with fuel made locally and sustainably by SeQuential Biofuels. Learn more at SQbiofuels.com.

Renewable power

We use PGE renewable power at our teahouses and Brew Dr. Kombucha brewery. Learn more at GreenPowerOregon.com.

FREQUENTLY ASKED KOMBUCHA QUESTIONS

What is kombucha?

Kombucha is a fermented tea that is often imbibed for medicinal purposes. Kombucha is available commercially and can be made at home by fermenting tea using a visible, solid mass of yeast and bacteria called a kombucha culture known as a “SCOBY.”

How long will the bulk kombucha last in my fridge?

Kombucha has a fairly undefined shelf life, we say about 6 months. Townshend’s kombucha does not contain perishable ingredients such as dairy or fruit. Kombucha also has a high acidity, protecting it against pathogens and spoilage. However, the living yeast and bacteria cultures, which are naturally present in kombucha, create carbon dioxide and an assortment of healthy acids. Refrigeration puts these organisms into a near dormant state, maintaining a tasty balance of bubbles and bite.

Has this kombucha been pasteurized (is it raw)?

Townshend’s Brew Dr. Kombucha is 100% raw. We wouldn’t dream of pasteurizing all of those wonderful probiotics and digestive enzymes. Although tea leaves are heated to stop the oxidation process, the living cultures introduced to kombucha digest the heated tea and the finished product is considered raw once again.

Should caution be taken by women who are pregnant or nursing?

Is it safe for kids?

Unfortunately, no solid answer has been decided on this topic. There is a lot of opinion-based information surrounding kombucha, and it is sometimes hard to find a credible source. For this reason, it is best to consult a holistic-oriented health practitioner.

Here are the main points on kombucha and pregnancy:

1. Kombucha contains trace amounts of alcohol. Most of the alcohol in kombucha is metabolized into acids, but some remnants are left in the finished product.
2. The caffeine from the original tea steeping is not lost in the culturing process. Although the amount of caffeine in kombucha is fairly small, it is worth mentioning.*
3. Intense detoxification is not recommended for pregnant women. As kombucha aids in many of the bodies detox functions, it is also a point worth considering.

*(*Note: The “energy” experienced after drinking kombucha is credited more to high content of B vitamins than to caffeine. B vitamins can be beneficial to pregnant women.)*

Is kombucha a “Cure-all”?

Kombucha can safely be called a healthful tonic. It contains beneficial acids that can aid in digestion and detoxification as well as warding off pathogens. It fits into the category of a fermented raw food. However, the fantastic claims that make kombucha out to be a panacea or “cure-all” are certainly overblown and at times dangerous. People with severely compromised immune systems, as in the case of HIV, should

avoid the introduction of any foreign bacteria (even of the non-pathogenic friendly variety). Kombucha is wonderful, healthy tea that has stood the test of time. It is important, however, to be aware of the misinformation that exists and to pursue reliable sources when dealing with a serious illness.

Is Townsend's Brew Dr. Kombucha organic?

At this time Brew Dr. Kombucha is not a certified organic product. However, all of the teas and herbs in our kombucha are organic and we use organic cane sugar. We hope to be a certified organic producer in the near future.

If I am always opening and closing my kombucha jug, will it lose carbonation?

A growler of kombucha should maintain its fizz during the time it takes to get through a bottle, but if you should desire a stronger or more effervescent drink, just leave your sealed bottle at room temperature over night. Carbon dioxide occurs naturally in kombucha and there are still billions of organisms living in every bottle. In a refrigerated environment these organisms slow to an almost dormant state, but in a warmer setting they will spring into life and start making bubbles.