





*Breaking the beverage barrier.*



## Breaking the Beverage Barrier Bringing Functional Beverages to the Masses.

PureSource Beverage Company was conceived in 2017 amongst a group of friends that reunited at a wedding. These friends worked in a variety of professions and in some cases worked together on projects over the years. All nine of them had very diverse backgrounds, including a few business owners, a scientist, a doctor, a chemist, a couple of marketing experts, and one retired biker. In conversation, they all agreed that it would be great to have an alternative beverage for alcohol, one that was fun to drink at events without the side effects. All the friends were in their 30's to late '70s. The topic of CBD & Hemp was explored (prior to the 2018 Farm Bill being signed into US law). As all these topics were being discussed and over subsequent meetings, one thing became crystal clear, the beverage industry was moving away from carbonated sugary drinks and functional drinks were moving in!

Over the next 5 years, much-dedicated research was performed in all aspects of this concept, including formulations, market analysis, social media, influencers and micro-influencers, and the economics of building a brand that was not only profitable, but all agreed it was equally important to them that, "It's got to be fun!" For us it's more than just a beverage company – It's a movement!

### Introducing the PureSource Beverage Company

As a group, we were all very much aware of the dozens of success stories emerging from the beverage companies that were bought out by the major brands or had realized explosive sales in popularity by loyal consumers. We decided if we were going to build this company to huge success over a few years, we had to pull out all the stops! Functional beverages time is Now!

Social media influencers are lining up behind brands like ours, as we are perfectly suited in the internet age with colorful characters and enchanting flavors. We are also utilizing healthy low sugar ingredients and cannabinoids for an experience that revitalize relaxes, and refreshes the senses while providing anti-inflammatory, and anti-anxiety from the high-stress times we live in today. For many people drinking tea is a daily tradition that offers a little oasis of peace and relaxation during a hectic day. PureSource "Functional" Beverages with its numerous health benefits is here to make your life more enjoyable and fun. With non-alcoholic & certified THC-free CBDa tea, you can feel good while drinking one. As a stakeholder, you can take pride in the growth, prestige, and financial reward of being part of this journey to build a billion-dollar brand!

We all want to make money... but we all want to have fun along the way!

**Here's to your health, wealth, and happiness!**

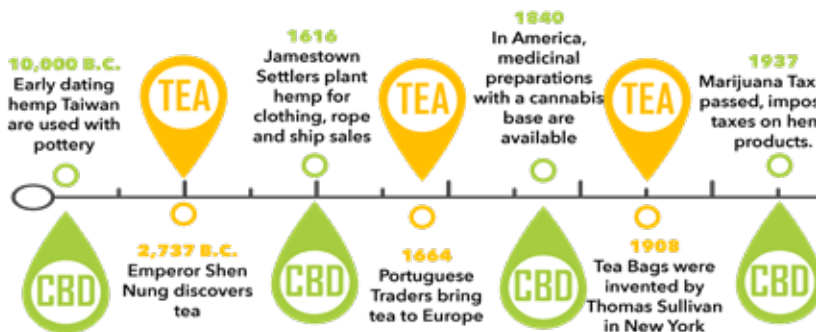
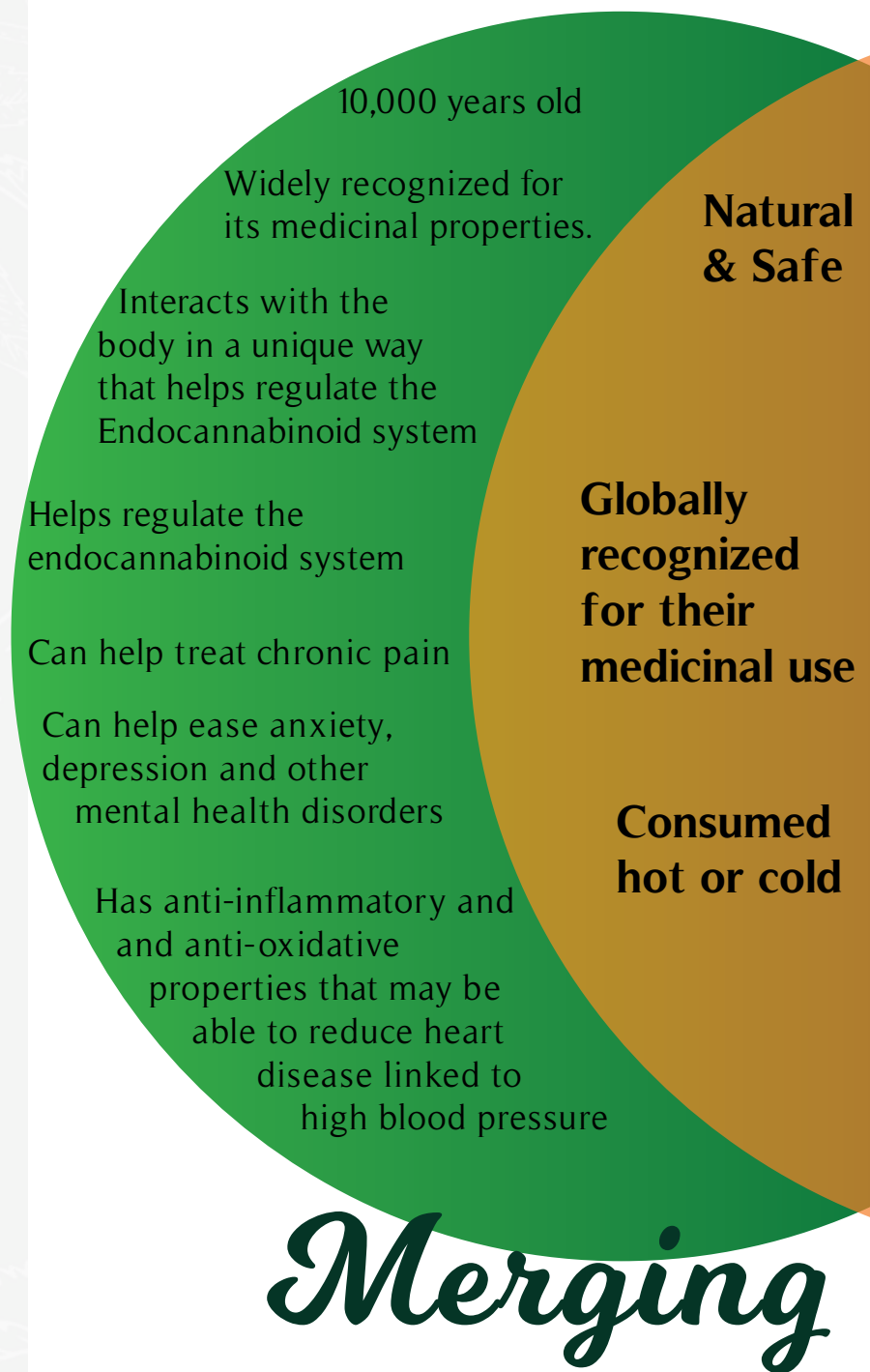
- ✔ PureSource Beverages is building on one of the fastest growing industries in the world, projected to surpass \$100 Billion in the next several years.
- ✔ Consumers, especially those from Gen Z, Gen X and millennial's are looking for healthier options than the traditional sodas their parents grew up on, and many are also interested in sober living.
- ✔ CBDa and other cannabinoids are emerging on the health supplement scene.
- ✔ CBDa is in the very early stages of research but shows just as much, if not more, promise than CBD.
- ✔ Well positioned for systematic liquidity events for stakeholder via sale of individual products to retail giants looking to enter the market.
- ✔ Limited offering products ready for market with relatively little initial capital requirements, and for immediate test marketing.
- ✔ PureSource is putting Fun into "Functional" Beverages. Our drinks have numerous health benefits and flavors with personalities, giving the consumer an enjoyable time drinking them.

# THE HISTORY OF CANNABIS (CANNABIS SATIVA L.)

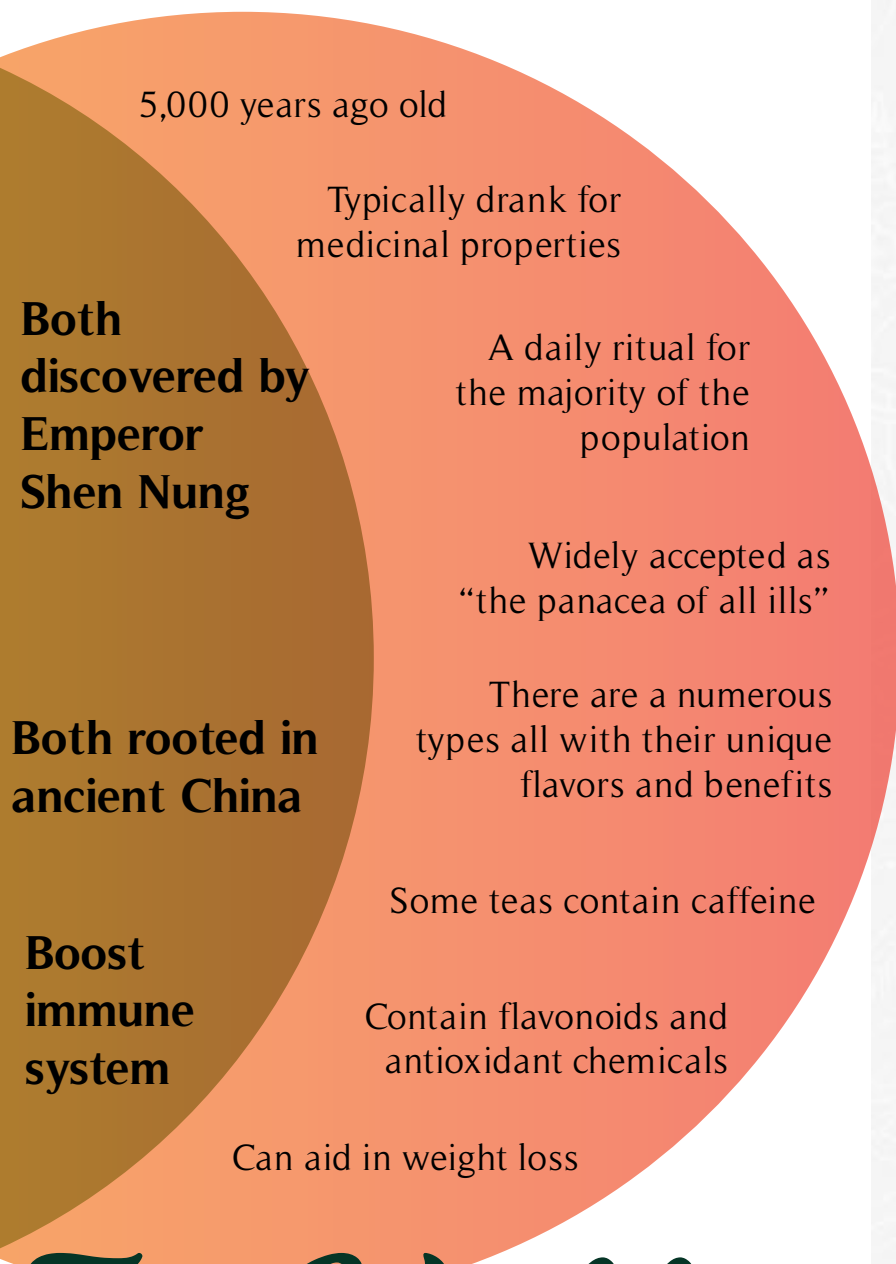
Cannabis use can be traced back to 10,000 years ago, when it was believed to be the oldest cultivated fibrous plant. Archaeological evidence shows the use of the fibers in 8000 BCE in Taiwan for robes, pottery, textiles, fishing nets, and clothes, as well as the seeds that were a staple part of their diet. However, the medicinal uses of cannabis were not recorded until 2700 BCE in ancient China by Emperor Shen Nung, who is referred to as the “Father of Chinese Medicine.” The medicinal uses for cannabis have been recorded in the world’s oldest pharmacopoeia, the “Pen Ts’ao Ching”, where the recorded uses at this time revolved around rheumatism, menstrual pain, gout, malaria, and “absent-mindedness.” The Pen Ts’ao Ching, although modified to current day herbalism, is still in use to this day, 10,000 years later.

From ancient China to India, cannabis was referred to as “Sacred Grass” used both for psychoactive and healing purposes. In Africa, cannabis was used for optic healing as well as for female ailments. Whatever region it may be, including both Europe and America, cannabis has been deeply embedded in the culture and medicine one way or another. Skipping to modern-day times, cannabis is globally recognized, as one of the most ancient and promising plants in medicine. New research consistently emerging on the next new “cannabinoid” or cannabis-derived compound used for medicinal purposes. The applications for cannabis are endless, wherein the United States and throughout the rest of the world, cannabis has dominated many global industries and marketplaces.

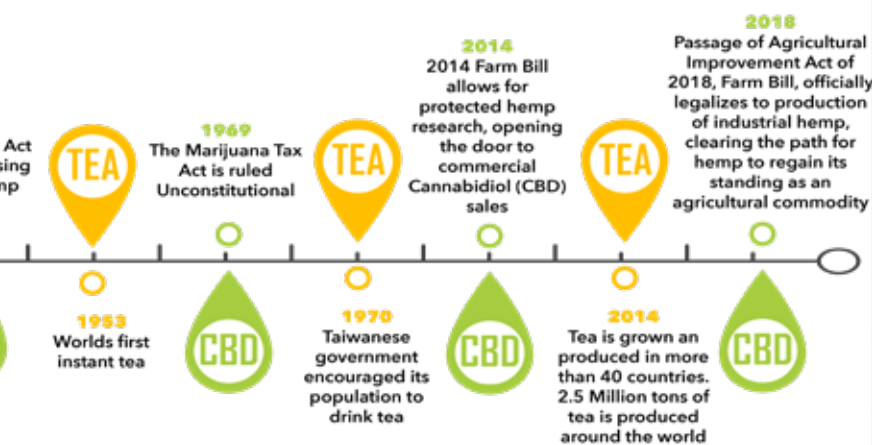
## Cannabis



# Tea



# Two Worlds



## THE HISTORY OF TEA (CAMILLIA SINENSIS)

The history of tea dates back to ancient China, almost 5,000 years ago. According to legend, in 2732 BC. Emperor Shen Nung discovered tea when leaves from a wild tree blew into his pot of boiling water. He was immediately interested in the pleasant scent of the resulting brew, and drank some. Legend says the Emperor described a warm feeling, as he drank the intriguing brew as if the liquid was investigating every part of his body. Interestingly enough, Emperor Shen Nung, also known as the “Father of Chinese Medicine” was responsible for discovering both cannabis and tea for their strong healing powers of natural origins.

From ancient China, tea was introduced to Japan by Buddhist monks after the Tang dynasty. Originally, mostly consumed by royal families, tea was a luxury in Japan in its early introduction stages and stayed this way for hundreds of years. Drinking tea was used medicinally, but also became a ritualistic part of the culture, and is now an inseparable aspect of this heritage. Various types of tea plantations were established throughout the continent for hundreds of years thereafter. The spread of tea to Europe did not occur until the 16th century when it slowly but firmly became a way of life.

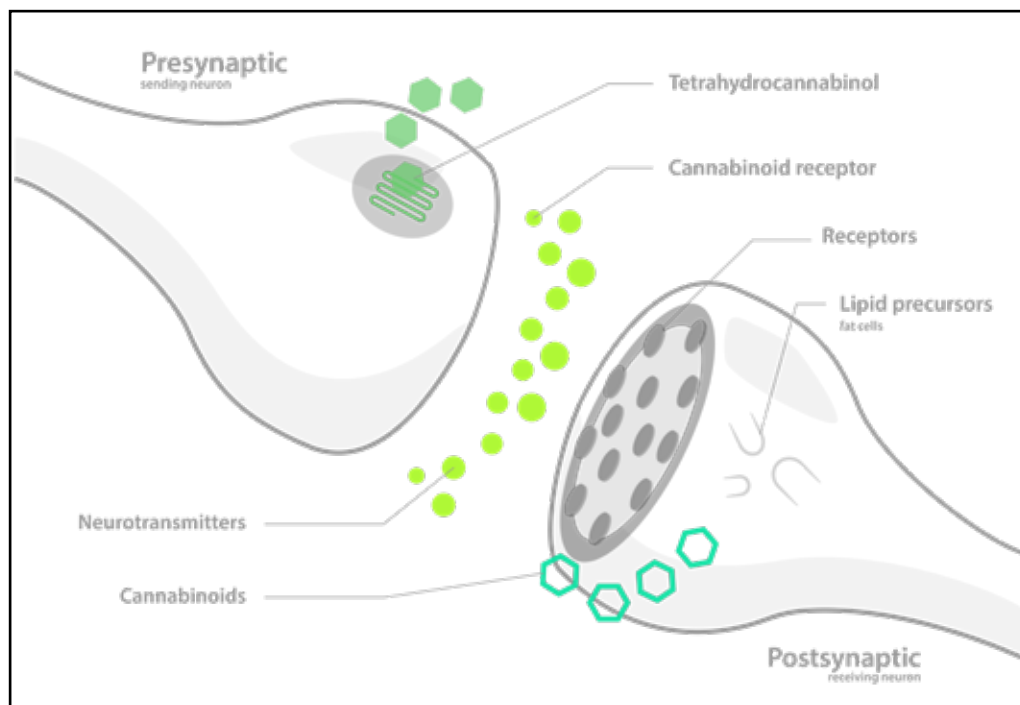
As the second most popular drink in the world after water, tea is the universal beverage with medicinal benefits ranging from immune support with anti-inflammatory properties, weight loss and gut health, as well as cancer-fighting properties. “Tea is considered the Panacea of all ills,” loaded with antioxidants and other special components that are integral in promoting health and well-being overall.



# The Endocannabinoid System

Although cannabis is one of the earliest cultivated plants and has been used medicinally for thousands of years, the mechanism behind how cannabis works is a relatively new discovery. In 1988, scientists discovered a system called the endocannabinoid system (ECS), which now has

serotonin, for example. These endocannabinoids can work in a retrograde fashion, making their mechanism unique and providing evidence as to why the ECS is THE master regulatory system. This means that these body-derived compounds can affect processes before they happen and



evidence to support that it is the master regulatory system in the human body. The system is composed of three main parts- endocannabinoids, receptors, and enzymes. This system, unlike the lymphatic system or the digestive system, isn't quantifiable by organs and exists within all other systems in the body.

Endocannabinoid receptors are all over the body and in many different types of cells, such as in the brain, spinal cord, heart, intestines, skin, etc.. The CB1 receptors are responsible for the interaction with psychoactive compounds such as delta 9 THC and are heavily expressed throughout the brain and spinal cord, especially in the basal ganglia, cerebellum, and the hippo-campus, which control motor function, memory, emotion, and more. Endocannabinoids are body-derived compounds that the body creates and destroys as needed, just like other neurotransmitters like

afterwards, always working to keep your body balanced. That is just what the endocannabinoid system does- BALANCE the body. It is constantly working to keep the body in homoeostasis- the optimal human condition. So, the reason why external cannabinoids like CBD, delta 9 THC, CBN, CBG, and more, work on the human body is due to this system. These cannabinoids, although not exactly the same as the endocannabinoids our body makes, are similar enough in chemical structure that they are able to interact with the receptors in the

ECS to cause a physiological response. This is important to understand, where the more we know about cannabis-derived compounds, the more we can use them to influence our bodies into homoeostasis!

So, we have introduced cannabinoids such as CBD, CBG, CBN, and delta 9 THC in the previous section about the endocannabinoid system. We know they come from cannabis, but what exactly are they? Cannabinoids are compounds derived from mature cannabis flowers that can be extracted via a variety of methods. They are all very similar in chemical composition and structure, where small changes in their chemical structure cause big changes in how they work on the human body. Cannabinoids are sensitive compounds that degrade easily but actually exist in an acidic form in the plant, such as CBDa, CBGa, CBNa, etc. and only become

*Information provided by Canapa Consultations, Inc.*



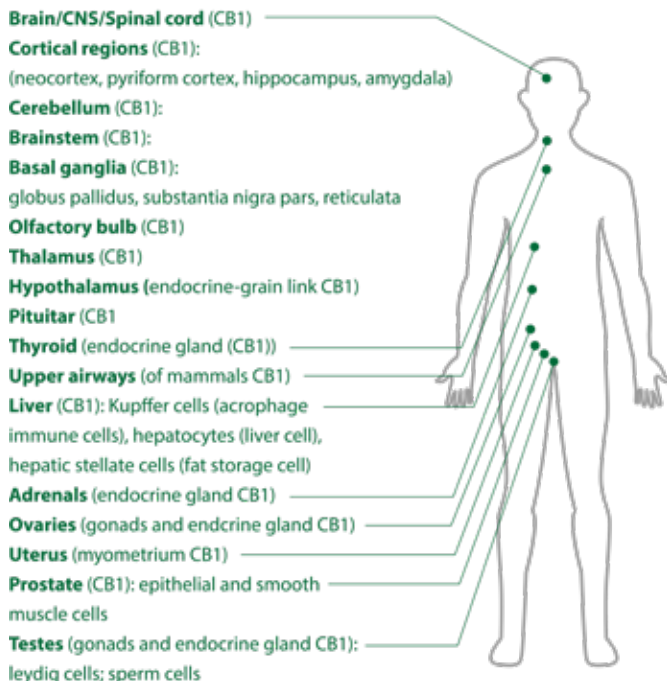
# Science Snapshot

CBD, CBG, CBN after they are exposed to heat and oxidation. Cannabinoid acids are unstable in their raw form. However, there are now chemical processes that stabilize the cannabinoid acids so they can be used in products, such as functionalized beverages. Cannabinoid acids ARE water soluble, meaning they are readily absorbed into the body to work their magic on the ECS and promote homeostasis. Some examples of cannabinoid acids that have proven therapeutic benefits include CBDa (cannabidiolic acid), CBGa (Cannabigerolic acid), CBCa (cannabichromenic acid), and THCA (tetrahydrocannabinolic acid). None of these compounds cause you to feel “high” but can reduce stress and promote homeostasis by boosting and regulating the ECS, and therefore the body’s natural euphoric compounds, such as endocannabinoids.

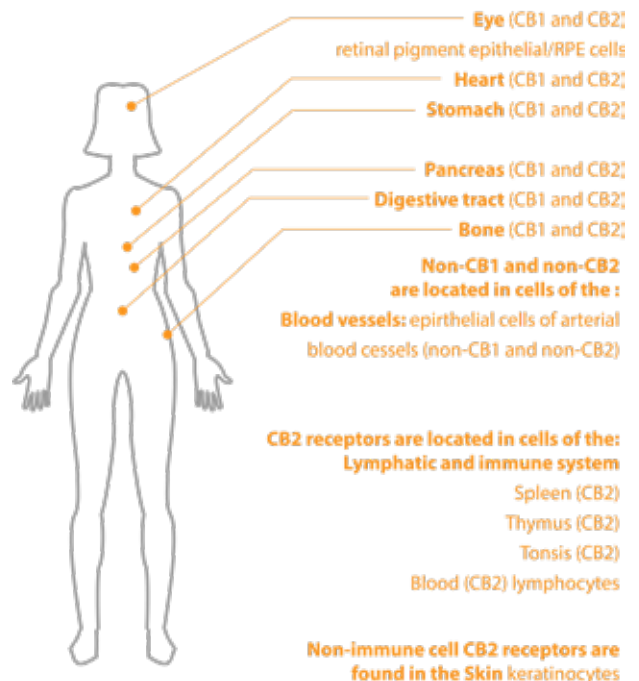
Although CBD, the neutral derivative of CBDa, gets more of the media attention, cannabinoid acids like CBDa have a plethora of health benefits. CBD is beneficial for pain relief, treating inflammation, acts as a neuroprotective antioxidant, fights cancer cells, is antiepileptic, can treat skin disorders like acne and psoriasis,

and much more. Most cannabinoid studies to date have been done on delta 9 THC and CBD thus far, where CBDa studies are lacking. However, the studies that we DO have on CBDa include data and evidence that exert immense therapeutic potential, often eclipsing the potency and effectiveness of CBD. As a very promiscuous compound, CBD modulates physiological processes via a multitude of mechanisms, as does its precursor CBDa. For example, CBDa exerts more potent effects on serotonin receptors versus CBD, which is important because serotonin does more than regulate mood. Serotonin receptors are expressed all throughout the body, especially in the gut. As home to millions of neurons, both serotonin and endocannabinoid activity play crucial roles in ensuring optimal gut function. This is just one of the examples where CBDa exerts more potent effects than CBD, but has also proven to have anticancer activity, has anti-inflammatory activity, and much more. The moral of the story is that CBDa is more abundant than CBD in the hemp plant, is more bioavailable, and has a plethora of immense therapeutic benefits and potential. Cannabidiolic acid, CBDa, is the next big cannabinoid in the billion-dollar industry.

## CB1 RECEPTORS ARE LOCATED IN CELLS OF THE :



## CB1 AND CB2 RECEPTORS ARE LOCATED IN CELLS OF THE :





# Benefits of CBD

## Who uses CBD products?

More Americans than you might think.

- 60% of American adults have used CBD wellness products according to Forbes Healthy survey Conducted by OnePoll, May 25,2022
- About 109 million Americans have tried CBD

## What is CBDa?

Most people have heard of CBD. But PureSource Beverages uses CBDa. What is CBDa? The main difference is that CBDa is a precursor to CBD. CBDa occurs in plants that are still growing. You create CBD by heating CBDa or raw CBD causing it to become decarboxylation.

CBDa is in the very early stages of research but shows just as much, if not more, promise than CBD. For example, one study found that CBDa produces antidepressant effects on rats at doses 10 to 100 times lower than CBD. This is due to CBDa's relationship with serotonin receptors.

Pain/Inflammation

64%

Anxiety/Stress

49%

Sleep/Insomnia

42%

Arthritis

27%

Depression

26%

Migraines/Headaches

21%

Recreational Use

12%

My Pet

8%

Other Mental Health

8%

Digestive Issues

8%

Acne/Skin Care

6%

General Health

5%

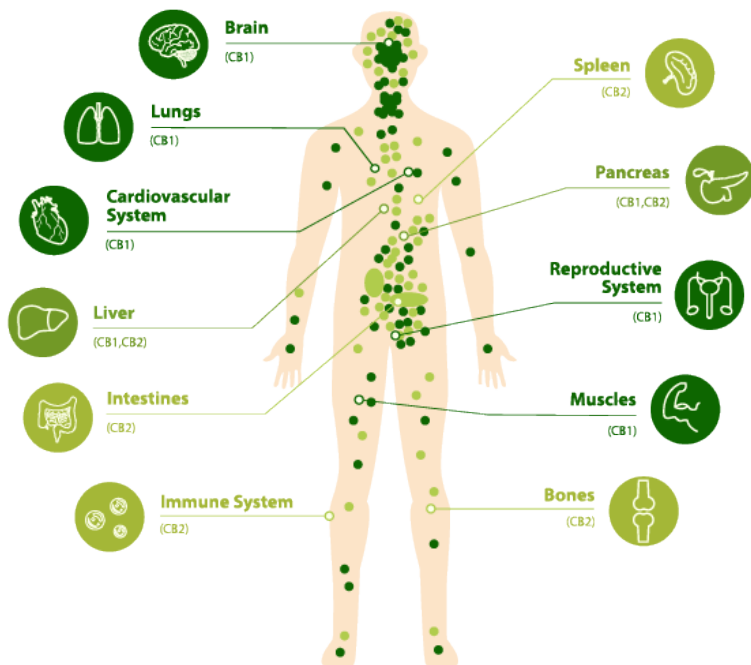
Other

2%

For this same reason, CBDa is further researched as an anti-nausea drug, with one study finding CBDa more effective at reducing nausea than CBD. Research suggests that CBDa is more bioavailable than CBD. This means that the body can process it and metabolize it faster and more easily. So not only does it work better, it works faster.

## HOW DOES CBDA WORK IN THE BODY!

INTRODUCING CBDA TO THE BODY CAN HELP REDUCE THE SYMPTOMS OF A WIDE RANGE OF ILLNESSES INCLUDING EPILEPSY, MULTIPLE SCLEROSIS, CHRONIC INFLAMMATION, DEPRESSION, DIABETES, RHEUMATOID ARTHRITIS, ANXIETY AND OPIOID WITHDRAW.



### Potential benefits of activating the CB1 Receptors

- Lower anxiety
- Lower blood pressure
- Lower intestinal inflammation
- Relieve depression
- Reduce fear and paranoia

### Potential benefits of activating the CB2 Receptors

- Help with alcohol and nicotine addiction
- Increase appetite
- Neurodegenerative diseases
- Reduce chronic pain
- Reduce inflammation
- Stress response



# Benefits of Tea

## HEALTH BENEFITS OF TEA

Tea has been used medically for thousands of years and is a billion-dollar, global industry. When you're tired, sick, have an upset stomach, or just not feeling balanced and healthy, grabbing a cup of tea is the go to for many people in order to reset.

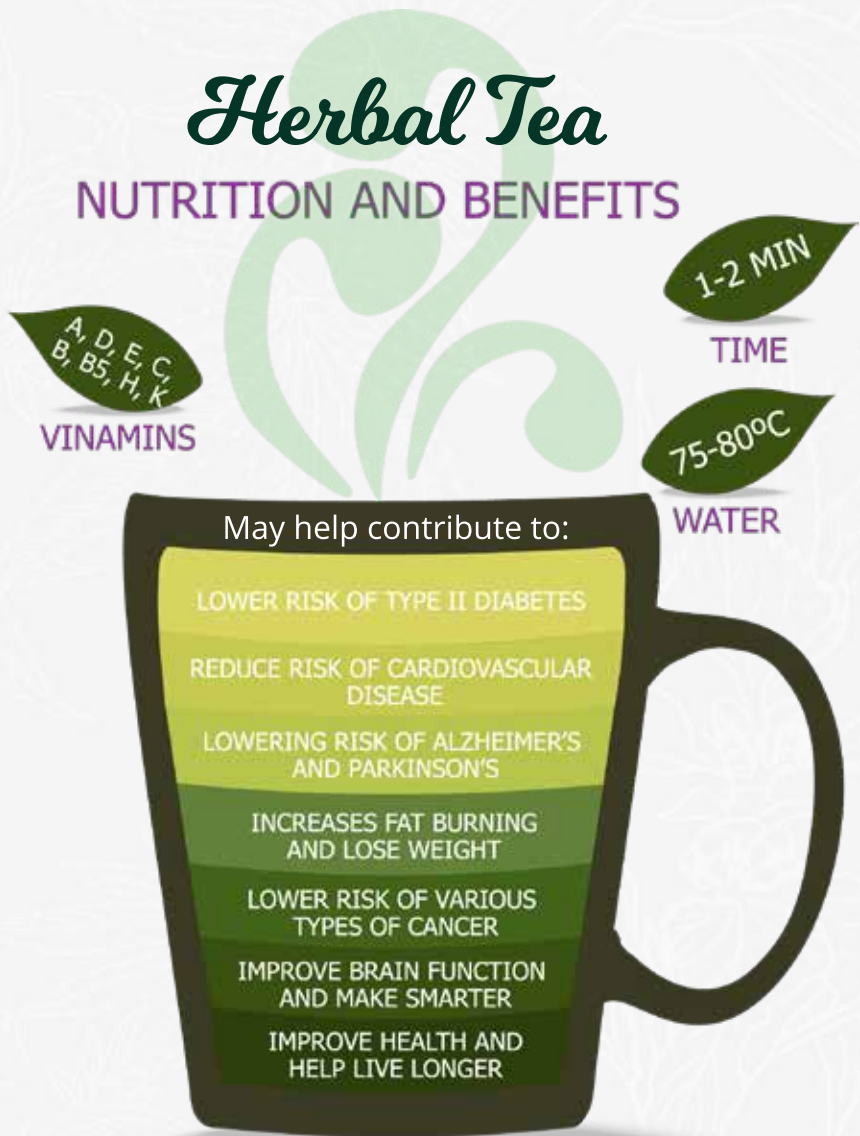
The chemical compounds in certain types of tea can be utilized for certain conditions, ailments, or just to promote health overall, but identifying these compounds and their specific uses are what can make the benefits of tea extremely useful in promoting homeostasis and overall health.

From what we know today, the most important compounds that have been isolated in tea leaves include polyphenols, amino acids, enzymes, pigments, carbohydrates, methylxanthines, minerals, and many volatile flavor and aroma compounds such as terpenes and flavanols.

Polyphenols are the most abundant beneficial compounds in tea and are responsible for the astringency of the tea, otherwise known and felt as the drying sensation and bitter taste. These compounds are plant metabolites that are produced evolutionarily to protect the plants against predators- similar to how cannabinoids protect the cannabis plant. Polyphenols are derived from amino acids via sunlight, where amino acids are the building blocks of proteins. There are over 30,000 polyphenolic compounds in tea, of which has several categories. The most important category of phenols present in teas, which are also present for taste and color, are called flavonoids, referred to as tannins. Polyphenols have enormous

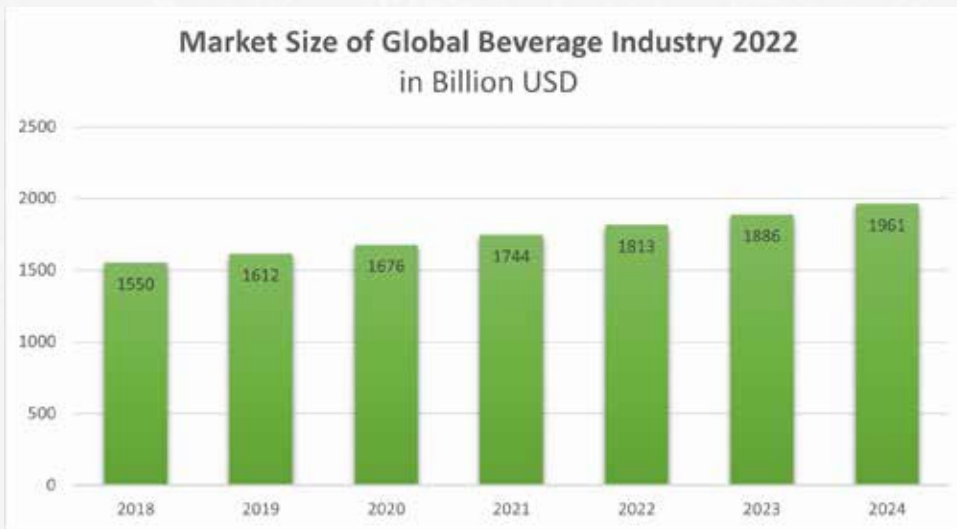
health benefits, including managing blood pressure by keeping blood vessels flexible and healthy, as well as promoting good circulation. They reduce chronic inflammation, can reduce and control blood sugar levels, as well as play a role in controlling neurodegenerative disorders, cancer, and more.

Another very important group of compounds in tea are amino acids, which give finished tea its sweetness and brothiness, otherwise known as "umami." Umami signals the body that we have consumed protein, triggering digestive processes to facilitate smooth digestion!





# The Beverage Industry



The beverage industry in the US alone is valued at over 900 Billion\* and projected to grow to over 1 trillion by 2024\*. High disposable income, rapid urbanization, and changing lifestyles are the major factors that contribute to the growth of the global beverages industry.

The Beverage industry can further be classified into alcoholic and non-alcoholic categories. The non-alcoholic beverage market includes soft drinks (soda), fruit juices, syrup, caffeinated drinks, sports drinks, coffee & tea. U.S. non-alcoholic beverage market size is valued at 225 billion in 2022 and growing rapidly. The industry will be valued at 235 billion in 2023 and estimated 238 billion in 2024. Carbonated soft drink (CSD), a popular segment in this market has been shrinking in size and revenue in recent years.

While the market size for functional beverages is expected to grow and expand in the coming years. This decline in the market share for soft drinks is compensated by the rise in market share for sub-categories such as fresh juices, enhanced water, ready-to-drink coffee, probiotic drinks, and a variety of tea drinks of every type and flavor.

This paradigm shift can be traced back to the increase in obesity rates and sedentary lifestyle. It is making young and old Americans migrate from carbonated soft drinks to healthier alternatives like PureSource Beverages.

The global beverage market is driven by consumer demand for premium and super-premium products. Due to the increase in the young-adult demographic, coupled with the increase in the spending power

of millennials. It is an exciting time to be in the beverage industry. PureSource beverage company is in the right place at the right time with this current beverage line-up while keeping a focus on research and development of future products.

## CONSUMPTION WITH INTENT

New age consumers, mainly social media millennials are health-focused. They are expecting functional benefits from their beverages that are consumed on a regular basis. This behavior is the cornerstone of the PureSource Beverage Company and its rise of a new category of beverages called "Miracle Drinks." Just what social media influencers are looking for.

CBDa tea and sparkling waters combine the two most natural and ancient herbs known to man. Tea leaves and hemp leaves, are known around the world as amazingly therapeutic for anti-anxiety, anti-inflammatory, and anti-aging as well as reducing stress, depression, and sleeplessness. CBD/CBDa calms you down and helps in decreasing irritation with a clear head.

\* Statistics from Insider intelligence website at <https://www.insiderintelligence.com/insights/ecommerce-industry-statistics/> and CSP website <https://www.cspdailynews.com/beverages/consumers-seeking-out-functional-beverages-infographic>

*Finally the marriage of two of the*



# Ready for PureSource

## SUSTAINABILITY AND GROWTH

Many surveys conducted by leading research, conclude more than half of its consumers say environmental concerns impact their purchasing decisions. PureSource Beverage Company is responding to this with more eco-friendly options, with the use of bio-friendly packaging and containers all sourced here in the United States.

Most popular leading retailers are seeking alternative brands that are quickly occupying the center rows of the major retail stores. For instance, Walmart, Kroger, Albertsons, Trader Joe's, Whole Foods Market, Target Corp, and Costco all have launched private-label drinks of various beverage categories. This brings loads of

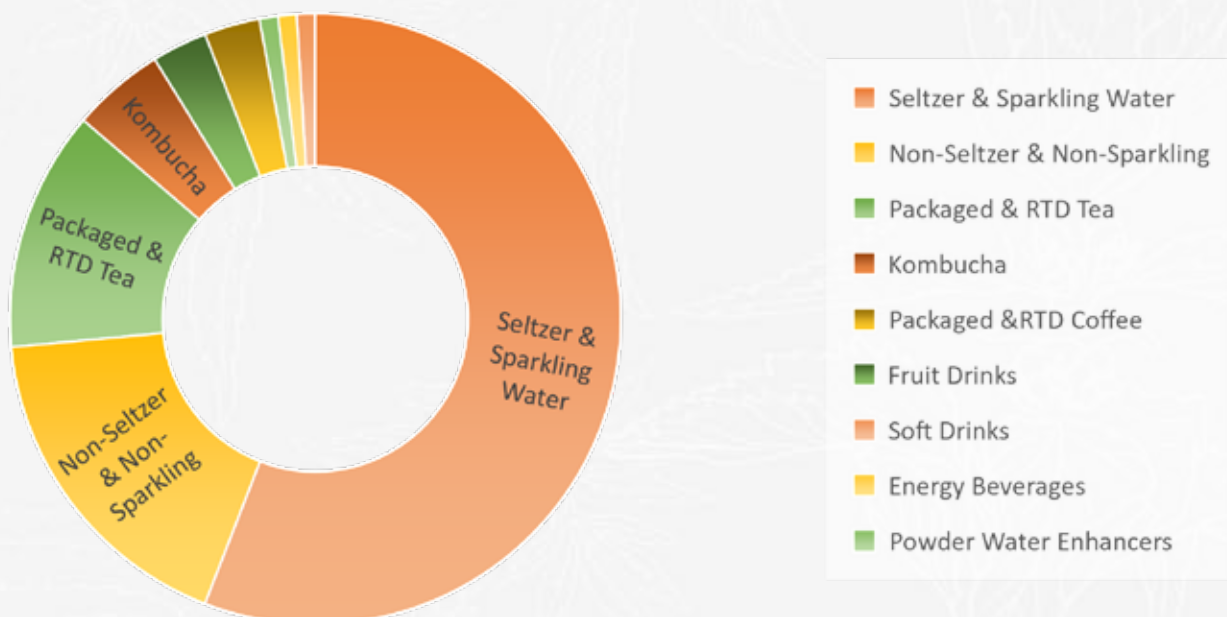
traction and growth in the private label beverage market.

PureSource Beverage Company is perfectly positioned to launch its Functional CBDa teas and sparkling waters. We are in the US market with category innovation, sales and growth that are in line with long-term consumer behavior. We've seen this movie before.

PureSource is putting Fun into "Functional" Beverages. Our drinks have numerous health benefits and flavors with personalities, giving the consumer an enjoyable time drinking them.



## Share of Sales of Hemp-Based Cannabidiol Beverages in US 2021



*worlds oldest and most popular herbs.*



# Bottling & Manufacturing



## STATE OF THE ART BEVERAGE PRODUCTION FACILITY

PureSource Beverages are formulated, tested, and processed in a state-of-the-art facility in Southern California. With over 25 years of experience and a member of the American Beverage Association, we facilitate

America's only fully vertically integrated beverage innovation systems.

The beverage manufacturing process is one of the most efficient manufacturing processes in the world. Due to the enormous scale of the drink industry, American, European, and Asian drink manufacturers have become increasingly better equipped to manufacture drinks at high speed and low cost. As a beverage manufacturer in these regions, you are exposed to the largest markets in the world.

PureSource Beverages is Breaking the Beverage Barrier with its CBDa functional teas and sparkling waters. Functional beverages are beverages that have an immediate and obvious effect on the person who

is consuming the beverage. Caffeine is the most common functional ingredient, you drink it, you wake up and you feel better right away, highly functional!

Tea combines traditions spanning thousands of years with our modern, present-day and future world. We translate the experience we have gained in the international consumer markets into the development of innovative new CBDa tea products for our customers. Instead of following trends, our aspiration is to create new CBDa tea trends.

Only those who know the specific characteristics of Cannabidiol mixed with teas, herbs and fruits understand the requirements of certified products and have a strong level of expertise in flavouring processes. The uses of CBDa tea can develop innovative products that also meet the needs of the market.

Our Product Development division is comprised of the Specialist Trade, Industrial Packaging, and RTD departments that are fully scalable and ready to launch the next big sensation; PureSource Beverages.





# Beverage Manufacturing History

Beverage manufacturing can trace its origins to the very dawn of civilization as far back as man has recorded its history. Back then beverage manufacturers were simply tea brewers, wine growers and home industries developing and manufacturing a little more than they could consume themselves and selling it. A beverage manufacturer might supplement his income in this way. Over the years the process of beverage manufacturing became more streamlined and beverage manufacturing was performed on a much larger scale.

Farms to grow the grapes that could be pressed into wine were established, tea plantations and facilities to process the tea were founded and other ways of large-scale drink manufacturing were created. A beverage manufacturer was capable of producing product for a whole region by this stage.

Fast forwarding to the modern era and you have early days of Coca-Cola, which was founded in 1886, to become one of the first major international beverage manufacturers.



## MILESTONES IN THE BEVERAGE MANUFACTURING INDUSTRY

- In 1966 **Gatorade** was born, it became the world's first popular sports drink. Drink manufacturing would never be the same.
- In 1971 **Starbucks** emerged and Seattle would become another turning point for the drink industry.
- In 1972 a couple of natural food store owners wondered if a healthy drink industry would be possible? The answer was yes and **Snapple** was created, it has kept drink manufacturers busy for over 35 years.
- Although there was plenty of fresh water flowing through the taps in America in 1978 **Perrier** and **Evian** became the first widely available bottled waters.
- In 1980 the only way to get fresh juice was to squeeze it yourself. **Odwalla** one of the leading innovators in the drink industry would change that for the better.
- 1981 was the year that **Red Bull** energy drink started its iconic rise to become one of the most successful drink manufacturers in history.
- In 1982 **Diet Coke** became the nation's favorite diet soda.
- In 1992 **Pepsi-Cola** revolutionized drink distribution by including **Lipton** and **Ocean Spray** as part of its drink distribution strategy.
- In 1995 Pepsi introduced **Aquafina** and **Coca-Cola** introduced **Dasani**, bottled water one of the largest segments of the drink industry was here to stay.
- In 1996 **SoBe** defined the functional drink category.
- 2007 **Coca-Cola** buys **Vitamin Water** for a record 4.1 billion dollars and the drink industry keeps growing.
- 2014 **Coca-Cola** and **Monster Beverage** announce that Coke will make a net cash payment of \$2.15 billion in exchange for a 16.7% stake in **Monster Energy Drink**.
- 2016 **Dr Pepper Snapple Group Inc.** announces that it would be buying **Bai Brands**, maker of antioxidant and other health-oriented beverages, for \$1.7 billion.
- 2016 **PepsiCo** agreed to fully acquire sparkling probiotic drink maker **KeVita**, a deal that will diversify the soda and snacking giant's portfolio by adding another brand that taps consumer interest in healthier beverages.
- 2018 **Keurig Green Mountain** acquired **Dr Pepper Snapple Group** in a deal worth \$18.7 billion, and the merged company changed its name to **Keurig Dr Pepper**, creating the third largest beverage company in North America. On July 10th, shares in **Keurig Dr Pepper (KDP)** began trading on the New York Stock Exchange.





# Quality Standards

Our bottling manufacturing facility is FDA compliant, Organic, Non-GMO, and Vegan certified. This small scale processing capability was designed and built specifically for market testing new products, on a small scale.

Validating product attributes and quality through central location testing CLT as well as preliminary meetings with our partners and retailers is crucial to our innovation and commercialization process.

We value our customers opinion and assess their feedback. We combine that with real world marketing during our validation process.

Going into 2023 there is a stiff competition from the growing number of healthier, and innovative beverage alternatives. Many large companies are experiencing a decade of decline in core brands amid increased competition from smaller companies with new age offerings, this trend is expected to continue. Billions earned by smaller companies (CPG calls them ankle biters) because they are creating relevant, authentic beverage brands.



## Consumer preferences are changing due to:

- Healthy is a Lifestyle Now
- Multi-Sensory Experiences
- Authenticity & Transparency
- Customization & Co-Creation
- All or Nothing Indulgence





# Smart Vending Machines & Social Media

## WHY VENDING MACHINES WITH CBDA TEA

The Internet of Things (IOT) is a game-changer in the vending machine market and since the pandemic the technology has sky-rocketed. The IOT has enabled real-time data and monetization of vending machines



making it more convenient to gather consumer experiences and expectations. Vending Machines are now capable of voice recognition and fully interactive screens and big data integrations. This has opened the door for more convenient and user-friendly machines for consumers and has created a positive impact on the vending machine market growth.

## FEATURES OF IOT VENDING MACHINES:

- Touch-free transactions
- No-touch automatic delivery door
- Track real-time sales data and inventory
- Remotely managed pricing, images, and content
- Cloud-bases sales and inventory reporting
- Customer preferences and buying habits
- Integrated with smart-phones and social media to advertise to consumers

## INTELLIGENT VENDING MACHINES

These (IVM's) Intelligent Vending Machines have evolved to not only dispense PureSource cold-brewed beverages but also to engage with consumers. These touch-screen vending machines are great for high-traffic areas like airports, malls, business parks, and transit centers. It's easy for a consumer to walk past a vending machine, but an IVM with a large touch-screen will attract consumers who wouldn't ordinarily stop. With Added video, audio, and 3D animation of

product benefits, this will attract more customers and increase sales. Product information can be paired with detailed nutritional information by either image or video multimedia. IVM's can take Coupons, NFC, Apple Pay, Samsung Pay, and Google Wallet along with standard credit card transactions. Rapid digitalization and scalability allow for the exponential growth of the PureSource Beverage brand identity. These breakthroughs in technology and changes in consumer purchase patterns are expected to make way for rapid growth in the future.



## USING SOCIAL MEDIA TO ITS FULL POTENTIAL

First seen as a trend, Marketing on social media platforms is now an essential part of today's business.

### Social media statistics for selling products:

- 3.78 Billion people use social media according to Statista, 2020
- 54% of social browsers use social media to research products, according to GlobalWebIndex, 2018
- 90% of people buy from brands that they follow on social media according to retaildive
- 71% of consumers who have had a good social media experience with a brand are likely to recommend it to others. Smartinsights
- 49% of people in the 18-29 age range report purchasing something after seeing a social media ad for it.
- 77% of Twitter users report feeling more positive towards a brand when their Tweet has been replied to by the brand's Twitter account.
- 97% of Fortune 500 companies rely on social media according to Entrepreneur, 2021

With social media platforms such as Instagram, Facebook, TikTok, YouTube, Pinterest, and many more, there are countless creative and innovative ways PureSource brands can connect with their existing customers and convert new ones.



# Loose Leaf Teas

## Putting FUN into FUNctional Beverages!



### She's So Feis-Tea

Peach Oolong Tea is a medium-level intensity tea. Enjoyable way to revive and refresh after your workout.



### Ain't Your Mama's Tea

Crisp and clean tasting, our Green Tea is brewed to perfection and naturally sweetened with monk fruit.



### Activi-Tea

Wild Berry Black Tea is a great tasting high intensity tea, great for high energy workout and outdoor fun.



### Par-Tea

Lemon-Grass Tea features a vibrant flavor profile with minty and lemony notes that are enhanced by a sharp finish.



### Tranquilli-Tea

Hibiscus Rose Tea has a slightly tangy and berrylike shade. Best enjoyed while lounging on your favorite chair, or before your evening meditation.



### Magic Matcha

You will be charmed by this clean matcha energy that's quick and easy on the go!

The statements made regarding these products have not been evaluated by the Food and Drug Administration. The efficacy of these products has not been confirmed by FDA-approved research. These products are not intended to diagnose, treat, cure or prevent any disease. All information presented here is not meant as a substitute for or alternative to information from health care practitioners. Please consult your health care professional about potential interactions or other possible complications before using any product. The Federal Food, Drug and Cosmetic Act requires this notice.



# Sparkling Waters



## Flaming Blood Orange

Enjoy the flaming flavor of blood orange in this invigorating sparkling water.



## Lip-Tickler

This Raspberry Lime Seltzer Water is sure to tickle your lips with it's brightly flavored fizzy boost.



## Strawberry Sling-Shot

This sparkling water features the satisfying taste of strawberry in each sip. It is sure to sling you into a refreshing utopia.



### Our PureSource Personalities are Social Media Stars!

One of the best ways to market our creative branding beverages is with social media platforms. This is where we share news about the functional beverage industry and create fun and engaging content that resonate with our audience. We also pride ourselves on the content marketing strategy with our website and blog page that helps build up our SEO and increase visibility. We anticipate mass social media acceptance and appeal.

### 4 Ways PureSource Utilizes Social Media

1. Shoppable Social Media accounts. An easy way to make our product shoppable is with Facebook Business Page and Shops on Instagram. This is where are animated Personalities are a hit!
2. Working with local influencer's and micro-influencer's to promote the PureSource Beverage Brand on Instagram and Ticktok. Micro-influencer's share their experiences in exchange for placement products, plus a discount code to share with their audience.
3. Sharing the PureSource brand locally. Shopping from a locally owned business has never been encouraged more than it is today. We have discovered another way to get the word out about our beverages with our local community. This strategy helps us grow local brand awareness and engage new customers within our community. This helps us get the word out and connect new customers on social media.
4. PureSource on Wheels, mobile beverage vehicle will be brining a unique touch to special events such as music and art festivals, Surfing, golfing, and other sporting events. Featuring PureSources influencer's and sponsors.





## Key Points

CBDa is here to stay...and growing substantially, with the beverage industry leading the way. PureSource “Functional” Beverages with its numerous health benefits is here to make your life more enjoyable and fun. With non-alcoholic & certified THC-free CBDa tea and sparkling waters, you can feel good while drinking one. Knowing that your a stakeholder will make it much more rewarding.



### Established Market

The functional beverages market has grown substantially over the last few years and projected to be a 48 billion dollar market by 2025 according to Euromonitor. Our market timing is perfect!



### Unique and Timely

Unique and timely opportunity for a brand like PureSource Beverages to experience explosive growth with a tremendous buy-out opportunity. People drink functional beverages in all economies.



### Seasoned Team

A seasoned team of experts with years of experience in farming, biology, chemistry, bottlers, distributors, branding and marketing. We have the know-how to build top-shelf functional beverages.



### Social Media Influencers

Perfectly positioned for influencer's to work with and promote our beverages. As social media influencer's tell stories to their audience they integrate PureSource Beverage brand stories and Puresource sponsored events.



### Health Focused

It's an exciting time to be in the beverage industry. Millennial's are focused on health as older Americas shift from Sugar-carbonated drinks to healthy therapeutic, anti-anxiety, anti-inflammatory drinks.



### State of the Art Production

PureSource uses a state of the art beverage production facility with 25 years of experience and a member of the (ABA) American Beverage Association. PureSource is hip, fun and functional.

*Breaking the beverage barrier.*



