



The Contemporary Beverage Business

About Us

Concept Beverages is a boutique beverage manufacturing company specializing in the production of shelf-stable juices, functional waters, teas, and sports drinks. We take pride in offering a diverse range of high-quality beverages to meet the needs of our customers and partners.

We place a strong emphasis on innovation, focusing on developing functional beverages alongside our core product range. Our SQF-certified facility is equipped with in-house capabilities for design, development, and quality control.

In addition to our branded products, we collaborate with key clients to offer OEM and contract packaging solutions, catering to their specific needs and requirements.



Problem

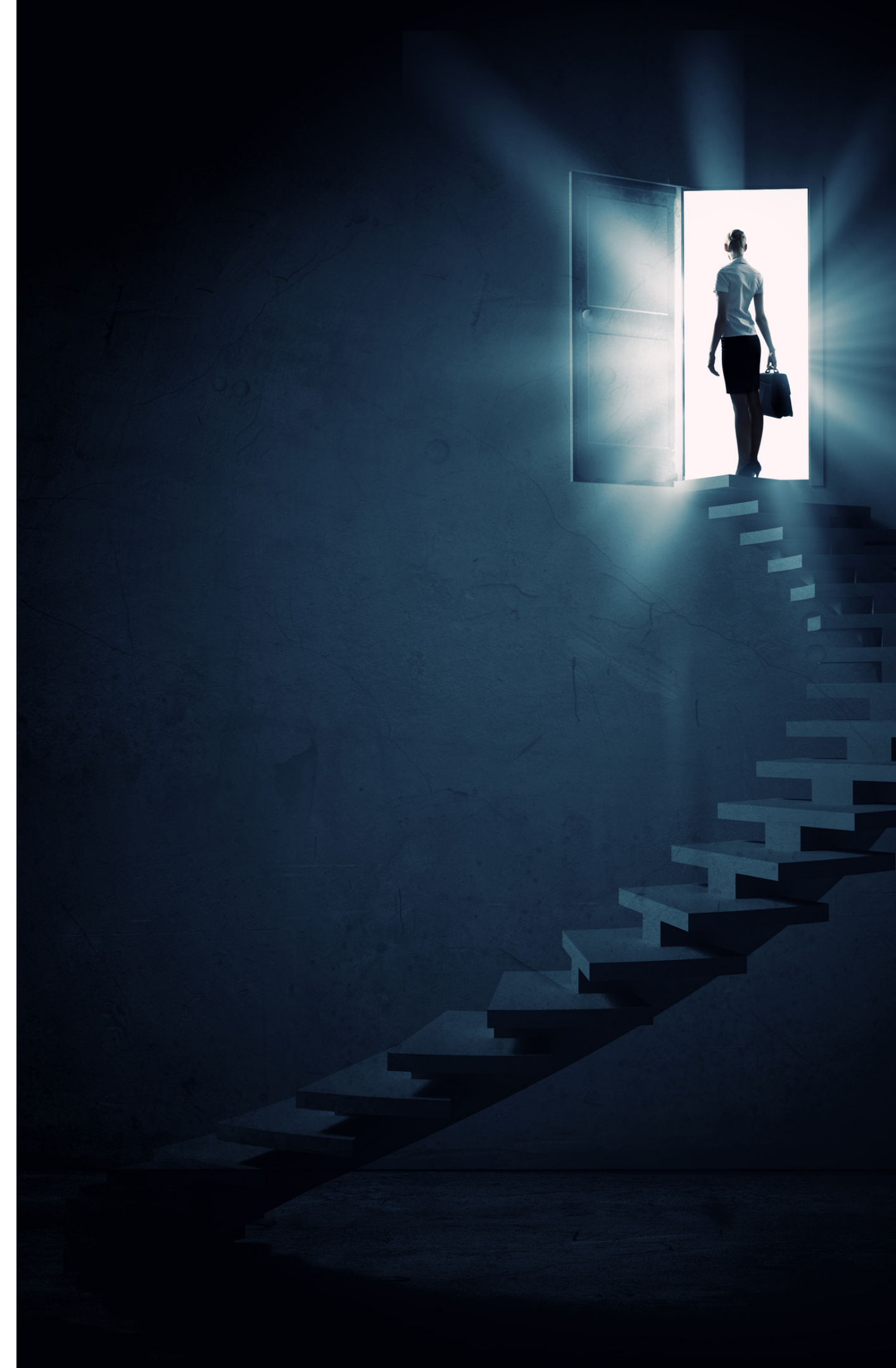
Beverage companies encounter a range of challenges in their operations, from brand development and manufacturing delays to logistics issues. These obstacles often result in uncertainty about their market segment and make it challenging to adapt and grow. Additionally, dependence on co-packers and product constraints can hinder competitiveness and success in a fiercely competitive industry.



Solution

At Concept Beverages, we take a distinctive approach to product development and manufacturing. Our focus is on innovative ideas executed swiftly to bring products to market efficiently. We provide comprehensive solutions encompassing manufacturing, sustainability, logistics, and ongoing support.

Our services include in-house strategy planning, design, and implementation, ensuring that we deliver optimal results for our customers from concept to execution.



Manufacturing

Certified Facilities

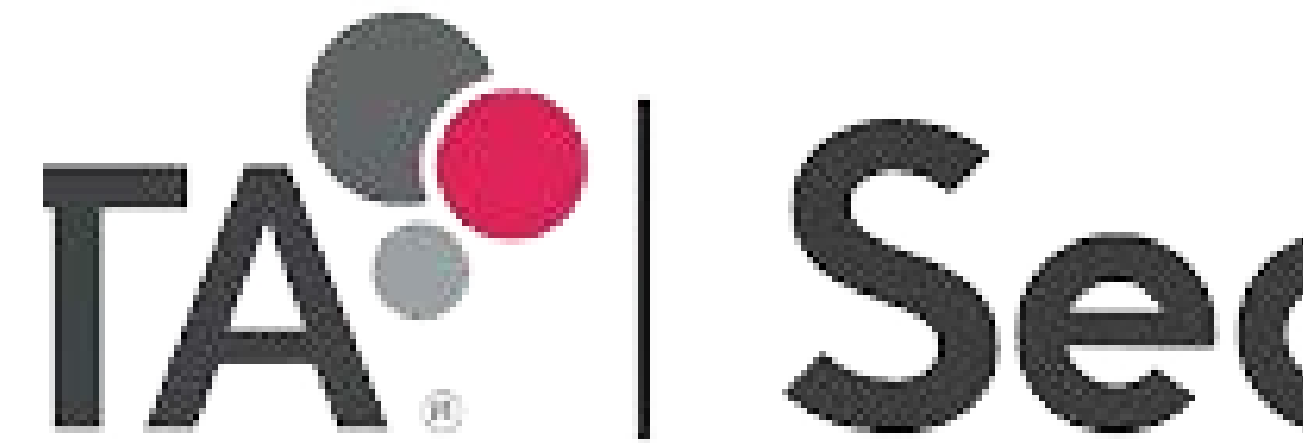
Concept Beverages is SQF (Safe Quality Food) and HACCP (Hazard Analysis and Critical Control Points) certified, as well as being a member of SMETA Ethical Trade. We are dedicated to ethical sourcing practices and minimising our environmental impact.

Our facilities currently produce glass and PET products, and we are expanding our offerings to include portion control juices, canning and sachets, providing a wider range of options for our customers.

Facility Information:

- Facility ID: 5664
- Sedex Member: ZS423307762

At Concept Beverages, we strive to uphold the highest standards of quality, safety, and ethical practices in everything we do.



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by Quality Assurance Services



Competitive Advantage

Concept Beverages stands out from its competitors with its holistic approach to customer service, offering turnkey solutions and R&D product development services.

As a company, we are dedicated to advancing beverage innovation by creating functional products that prioritize health, offering low sugar and low-calorie alternatives.

Our competitive advantage lies in our swift and efficient execution of implementation, product development, and launch processes. Moreover, we take pride in our commitment to eco-friendly solutions and our diverse range of beverage offerings.



Product Range

Juices - Shelf Stable and Functional Smoothies

Iced Teas, Brewed Teas and RTD Coffee

Pre Mix Cocktails

Sports Drinks, Electrolytes and Isotonics

Protein Drinks and Functional Waters



Capabilities

Concept Beverages boasts a versatile production capability, manufacturing in glass, PET, and aluminum bottles. We are continuously enhancing our operations to introduce new capabilities, including canning and sachet production.

Our Current Production Capabilities:

- Glass Bottles: Ideal for premium and environmentally friendly packaging, offering a classic and sustainable option.
- PET Bottles: Lightweight and versatile, suitable for a wide range of beverages, providing convenience and portability.
- Aluminum Bottles: Stylish and modern packaging that is recyclable and offers excellent product protection.

Upcoming Upgrades:

- Canning: Introducing canning capabilities to expand our packaging options and cater to market preferences for canned beverages.
- Sachet Production: Adding sachet production capabilities to offer portion-controlled and convenient beverage options, enhancing our product versatility.

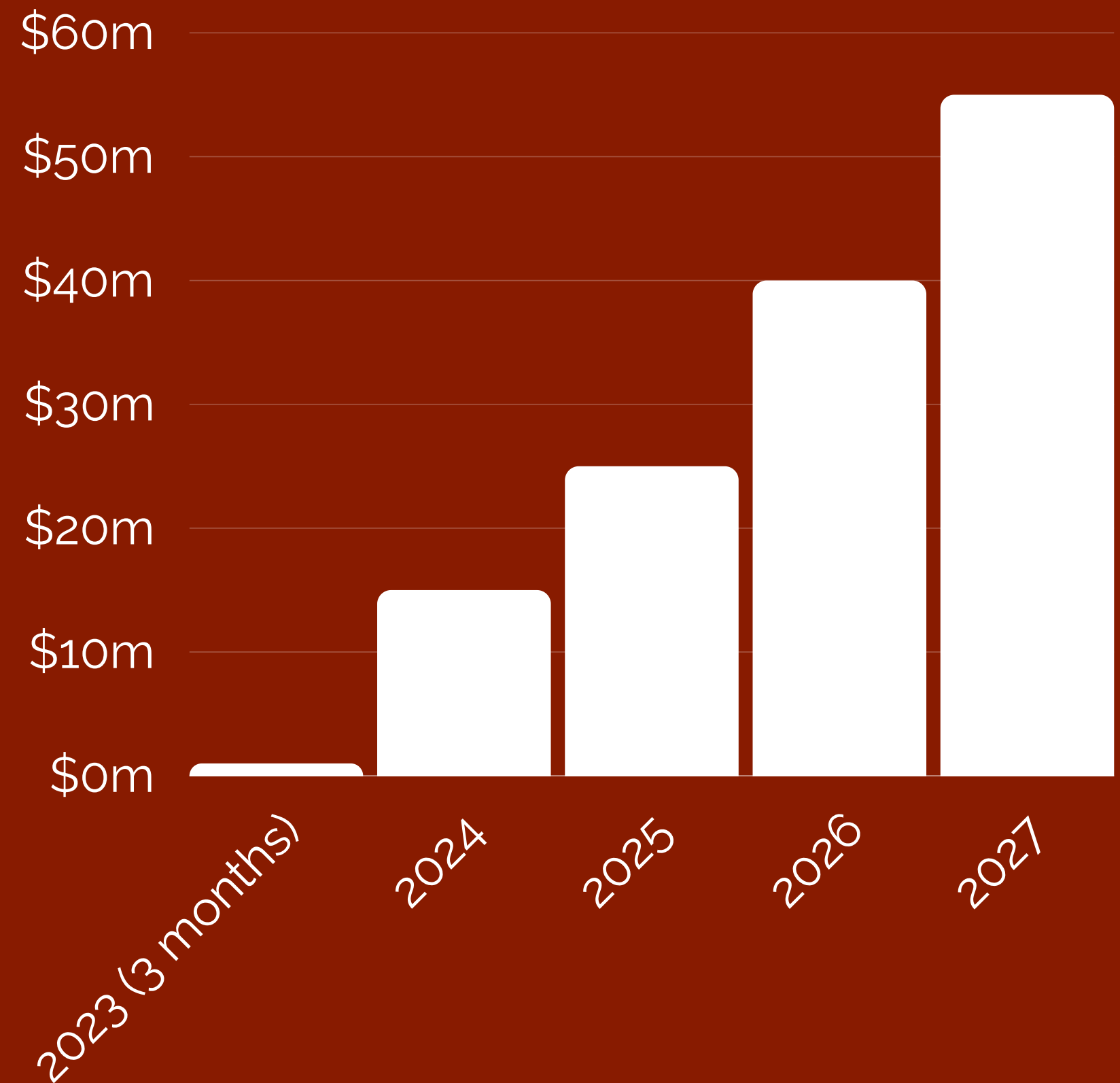
These expanded capabilities demonstrate our commitment to meeting diverse customer needs and market demands while maintaining our focus on quality, innovation, and sustainability in beverage manufacturing.



Financial Projections

Concept Beverages began operations in September 2023 and achieved \$2.5 million in revenue within its first nine months.

With our current growth trajectory, customer forecasts, and strategic business approach, we anticipate reaching \$15 million in sales for the 2024 calendar year. We aim for continuous year-over-year growth, projecting sales to increase to \$55 million by 2027. This forecast reflects our commitment to sustained expansion and market success.



Future Plans

Concept Beverages has strategic plans to expand its manufacturing facilities, enhance its product offerings, and drive innovation within the beverage industry



Functional Beverages including electrolytes drinks, hydrogen water immunity teas and sachets



Expanded manufacturing facilities for immunity shots and powder sachets



Vitamins, Prebiotics, Proteins and Immunity

The Team

Concept Beverages is proud to employ a dedicated and experienced team of professionals, each equipped with expertise in the beverage industry and quality assurance certification.

Our team members bring extensive knowledge and skills to our operations, ensuring that we uphold the highest standards of product quality, safety, and innovation. With a focus on continuous improvement and customer satisfaction, our team is committed to driving Concept Beverages forward as a leader in the beverage manufacturing sector.

Tim Xenos

Tim holds MBA with major in Marketing and Leadership and has over 25 years experience in the beverage industry and product development.

Mark Culverwell

Mark has more than 20 years experience in factory operations and procurement, controlling the day to day planning and management of factory facilities.

Jessica Larsen

Jessica is an experienced operations manager with more than 10 years experience in the freight and logistics industry in large scale business operations

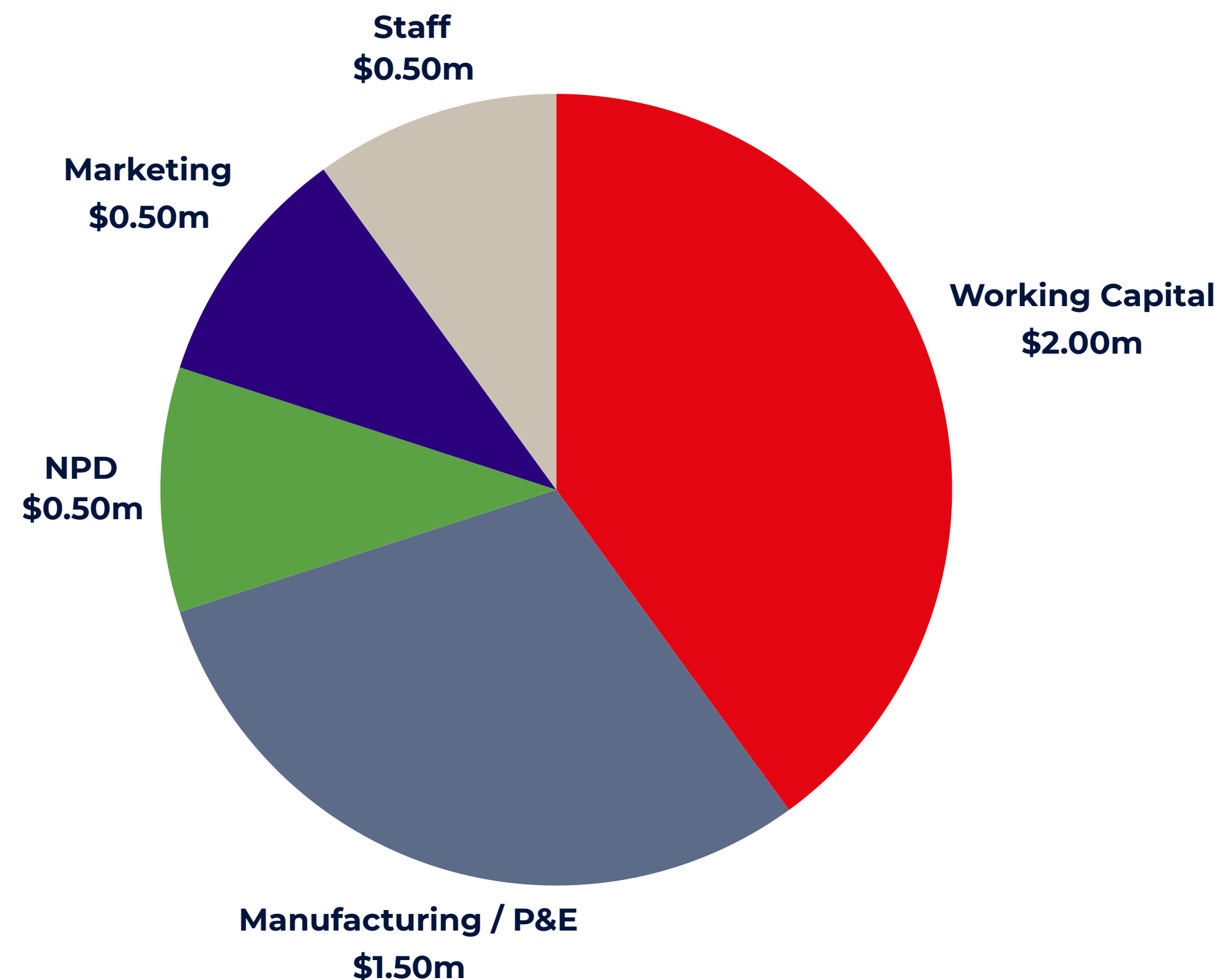
Tanja Abbotts-Maes

Tanja is a Qualified QC Manager with extensive CPG experience and focusses on compliance and regulatory requirements.

Capital Raise and Use of Funds

The Ask: Concept Beverages is seeking to raise \$5m in seed funding

- **Working Capital**
Production, New Markets and Capital Requirements
- **Manufacturing**
P&E, line and factory improvements and enhancements
- **Marketing**
Exhibitions, Trade Fairs, Social and In Store promotions
- **Staff**
Increase staff levels in production and sales team
- **New Product Development (NPD)**
New Product Development, and launch of products to market



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