

equitea

Your First Sip to Better

MISSION

EXPAND PATHWAYS TO WELLNESS
BY CREATING BETTER-FOR-YOU PRODUCTS
AT THE INTERSECTION OF ACCESS & SELF CARE



ORIGIN STORY

Motivated by his own mental health journey and his son's ADHD diagnosis, Quentin and his wife created Equitea's first GREEN TEA blend as a natural, holistic way to manage his son's diagnosis.

The result was a beautiful fusion of green tea & botanicals that would become their family's ritual of CALM & FOCUS.

6.1 MILLION children in the U.S. have ADHD and in 2016, OUR SON was diagnosed, too.

Inspired, the duo saw a unique opportunity to fill a void within the broader tea landscape: a better-for-you, low calorie, low sugar iced tea that was both familiar and functional.



BUSINESS POWER



QUENTIN VENNIE

CEO & Co-Founder

The Equitea Co.



GWYNETH PALTROW

Investor, Board Member

CEO & Founder, goop



DANNY STEPPER

Equity Partner

CEO & Co-Founder, LA Libations

EVOLUTION OF EQUITEA



2022

Equitea launches

Equitea launches its first ready to drink, adaptogenic canned teas on Juneteenth D2C via equitea.com

Equitea partners with LA Libations Incubation Program



2023

Equitea goes nationwide

March: Canned teas launched in SPROUTS FARMERS MARKET

April: Founders experiences devastating personal loss with the untimely passing of their eldest son.

Q4 Nationwide Sprouts retail expansion – 410 doors



2024

Equitea Rebrands

Q1: Retail expansion into Central Market, Jimbo's, and Fruitful Yield.

Q2: Expansion into Sprouts Grab & Go Coolers; Launch into Albertsons, VONS and Pavilions.

Q3: Launch into CVS Cooler (SoCal); 7-Eleven retail rollout

Q4: Launch new, innovative SKU into retail.

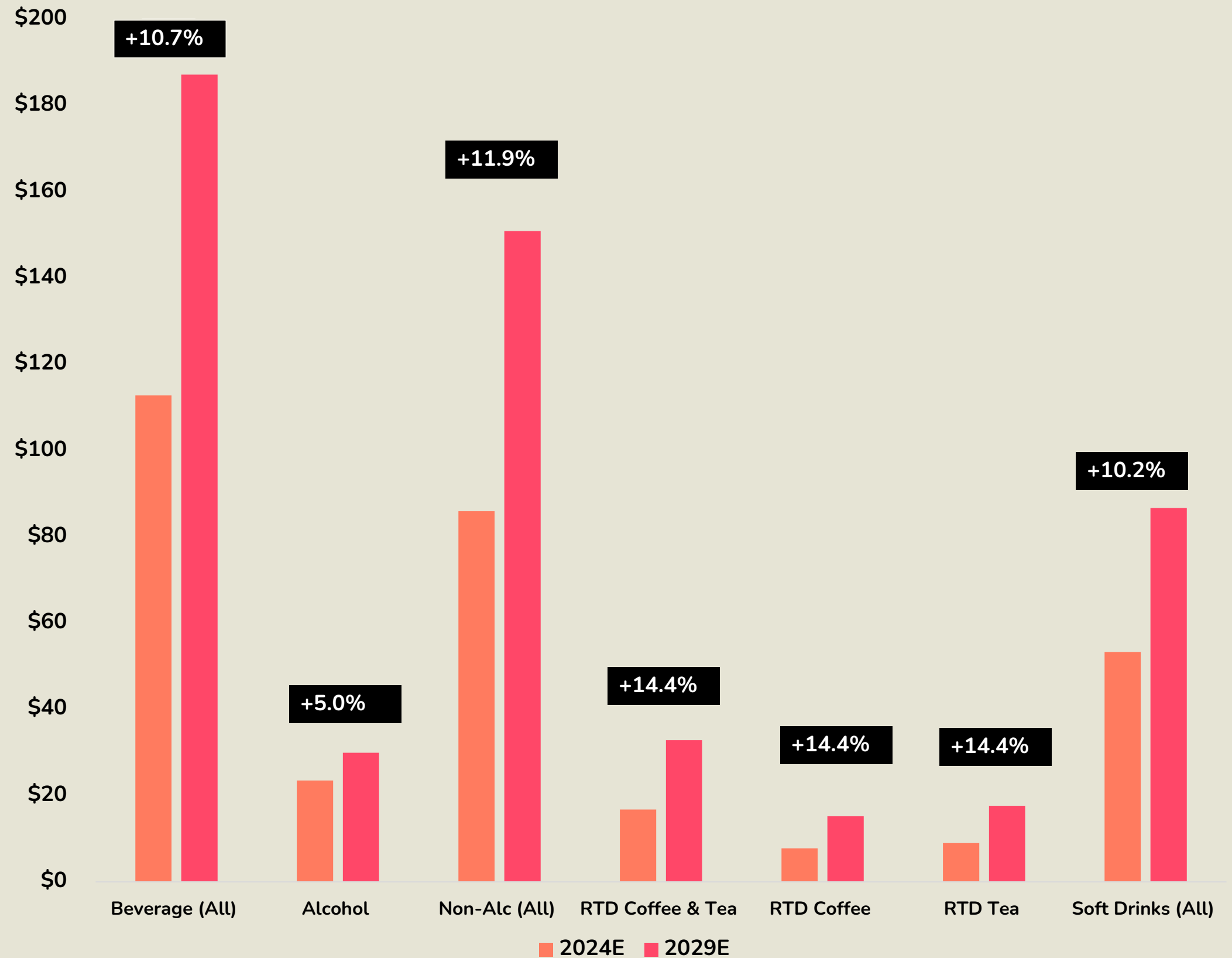
U.S. Market Opportunity

The RTD Tea market reached **\$9B in 2024** and is estimated to grow at a 5-year CAGR of 14.4%. This will generate an additional \$8.6B in revenue by 2029

RTD Tea is forecasted to be one of the **fastest growing segments** in the U.S. beverage market over the next five years, +14.4% versus the overall beverage market +10.7%

The top 3 brands made up just 7.4% of the tea market in 2023

U.S. Beverage Market (\$ billions)



5-Yr CAGR

Source: Statista

MARKETPLACE

Consumer demand for RTD tea is evolving from a high-sugar, low quality beverage to an indulgent, low-sugar, functional refreshment, and is the fastest growing beverage segment in the U.S.



280 cal
35g sugar

160 cal
42g sugar

160 cal
40g sugar

100 cal
25g sugar

0 cal, 0 g sugar
sweetened with
monk fruit juice
concentrate

under 50 calories • less than 10g sugar from honey



EQUITEA is here to disrupt.



Brands
W/♥

THE EQUITEA DIFFERENCE

Equitea is THE better-for-you, functional iced tea

New SKU
Coming
Soon!



L-theanine



L-theanine is an amino acid that is naturally occurring in tea leaves, with the highest concentration in green tea. It is said to help regulate stress in the body and helps to promote a sense of calm.

Adaptogenic



Every Equitea blend includes ashwagandha root, a powerful adaptogen known to enhance the body's resilience to stress.

Electrolytes



Electrolytes are essential minerals that help bring balance to the body. These minerals play a vital role in maintaining hydration, turning nutrients into energy for the body and supporting brain and heart health.

B Vitamins



B vitamins help the body function better and may help increase energy levels, reduce stress, boost mood, and reduce symptoms of anxiety or depression.

Honey



Equitea teas are sweetened with organic honey, which is a natural sweetener that is known to support brain health and reduce inflammation in the body.

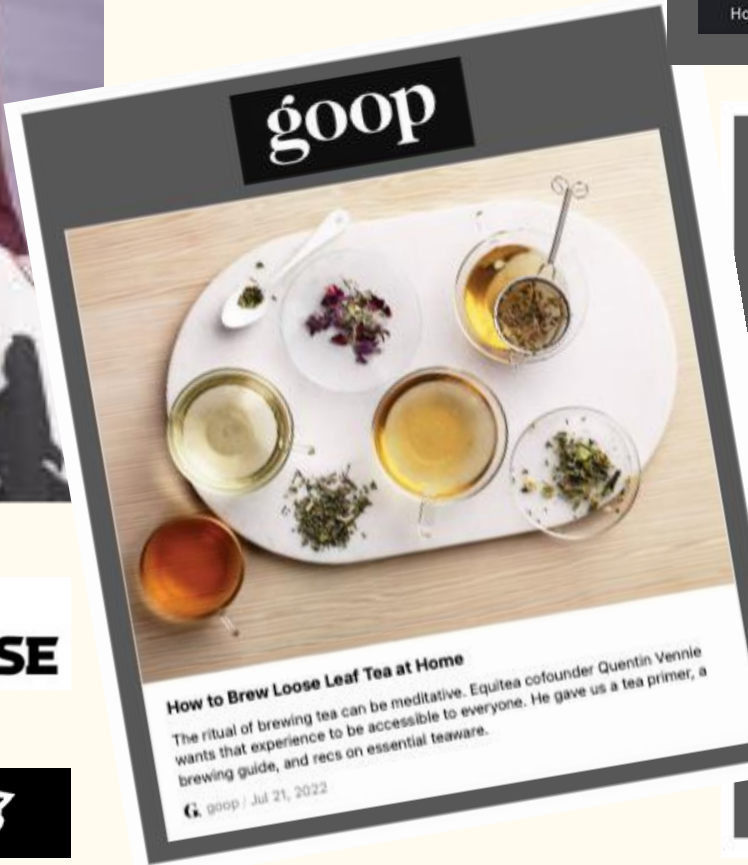
Organic



Equitea teas are certified organic, so consumers can trust that our ingredients are free from chemicals, pesticides, and GMOs.

Under
50 calories,
less than
10g sugar

EARNED MEDIA



BEVNET LIVE

BLACK ENTERPRISE

Forbes

New Hope NETWORK

VICE

CUISINE NOIR

CR Consumer Reports



equitea



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Thank you!

We appreciate you taking the time to learn more.

We hope you will join our movement.



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www.equitea.com