



COLD-BREW

HIGH

Brew®

COFFEE

# HIGH BREW COFFEE

*the* 2014-2016 YEARS

*High*  
my name is

# Mission

Our Mission is to become the lighthouse brand in cold brew coffee with products that accompany an active, on-the-go lifestyle, to fuel your journey.

# Vision

Our family is committed to making High Brew the lighthouse brand in cold brew coffee and serve as innovators within the beverage industry. This is an environment where professional fulfillment and success is celebrated and encouraged. our motto, FOR THOSE WHO DO, is exemplified and energized in our attention to our customers, our excitement about our brand, and in our dedication to our journey.





# Core Values

## **MAKE WAVES**

We are here for those who choose to follow their passion on their own terms. Our cold brew coffees are full of natural caffeine to power and empower those who do.

## **BETTER, NOT BITTER™**

No barista B.S. No funky aftertaste. No sugar crash. Just positive vibes and a premium product.

## **PRACTICAL CONVENIENCE**

We'll never get in the way of your day. We believe in being unfussy and easy to enjoy. Our aim is to make crafted, delicious cold brew accessible. Anywhere.

# Purpose

## **HIGH BREW** *is*

Premium ready-to-drink cold brew with a positive attitude

## **WE EXIST** *to*

Empower & refresh you with great coffee & good vibes



# OUR FOUNDING STORY



*From*

# ELIZABETH SMITH

**OUR 2011 SAILING ADVENTURE** had been a long time dream for David and I. Even before we had kids we talked about, if we were blessed with children, how cool it would be to do a long sailing trip as a family. I'll never forget walking into our children's beloved elementary school principal to ask her opinion of pulling the kids out of school to homeschool them on the boat. She handed us backpacks filled with worksheets and study guides, then she looked at us from across her desk and said, "not only do I think this is an amazing opportunity for the kids, but I hope you'll never miss a chance to snorkel for anything in those backpacks." With that nod of approval, we had the confidence to withdraw them from school and head for the high seas.

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As we traveled the islands and visited several coffee plantations along the way, our interest was piqued. I remember our kids running their tiny hands and stomping their little feet through the beans in all stages of the rudimentary production process. Makeshift greenhouses filled with drying beans made for a fun place for the kids to run and play while we talked with locals about the process. At this point, our interest was purely from a tourist perspective. We just wanted to learn about everything each island had to offer. Yet as we continued to travel and learn more about the coffee on different islands, we became passionate about the beans and the process.

Along the way, our eyes were opened to the cold brew process and all of its benefits. It was the perfect fit for the hot and humid climate and our need to stay alert while under sail. Little did we know, our new brand was brewing on the trip of a lifetime.

Once we returned to the states our passion grew. We continued to make cold brew at home and we sampled some delicious concentrates already on the store shelves. However, as David continued to research he realized there was something missing from the market that there was an obvious need for: a ready-to-drink cold brew coffee that is convenient, low cal, and provides a healthy energy boost for on the go. We had found our next business venture!

We quickly began working on flavors, then names and branding. It all came together very quickly and we were soon submitting samples to Whole Foods. I'll never forget my kids and I, up to our elbows in shipping popcorn and bubble wrap, trying to meet the Whole Foods sample deadline while David was away on business. Whole foods accepted the brand nationwide and we were off and running. High Brew was officially launched!

Obviously, as a founder I am proud of the product and brand that David, the HB team, and I have created, but as a mom and coffee drinker I am a super fan!! Every day at 3:00 PM on my way to the school pick-up line, I grab a can on the way out the door. Not only does it satisfy my afternoon sweet tooth (guilt-free) with its low calorie yumminess, it gives me the energy to get through the second half of my day!

*From*

# SKYLAR SMITH

**IT WAS ABOUT** 6:00 PM and we were about to face the most treacherous sail of our trip, the eighty nautical mile sail from Virgin Gorda to Anguilla across the Anegada Passage. The sail was so dangerous that most sailors were scared to sail, but the fourteen-hour sail with fifteen or twenty foot waves did not stop my dad. My brother Trevor and I brought pillows and blankets to the cockpit to stay with my dad and check on him and also so we didn't get sea sick in our bedrooms. We tried to stay awake the whole time but eventually fell asleep around 10:00 PM. We were so tired that we didn't think about my mom and dad who still had ten hours left to sail. When we finally anchored at 8:00 AM my dad slept until 1:00 in the afternoon. This was probably one of the things my dad remembered before making High Brew Coffee.





## WE STARTED HIGH BREW TO GIVE PEOPLE EVERYWHERE AN ELEVATED COLD BREW COFFEE EXPERIENCE

### BUT THAT'S NOT WHERE IT ALL BEGAN...

We got our start as entrepreneurs making another classic beverage: iced tea. My long-time friend and I brewed those first big batches of Sweet Leaf Tea using pillow cases for tea bags and filling bottles with a garden hose. We learned as we went: hand-labeling our bottles and self-distributing them in an old van. Every day was a journey. After ten years of hard work, we sold the company and my family and I took a much-needed vacation.

During our adventures, we stayed alert by cold brewing coffee that was bold, smooth and packed with natural caffeine. It was that experience that inspired my wife and I to craft a premium RTD cold brew coffee in a can that's ready whenever and wherever you are. Brewed over time - not heat - its deliciously bold and full of natural energy. Low in sugar and free of additives, High Brew picks you up and never lets you down!



David Smith & Clayton Christopher meet in kindergarten.



David & Clayton start Sweet Leaf Tea together.



After ten years, Nicolle purchases Sweet Leaf.



David, Elizabeth and their two children on vacation.



David experiments with one of the first batches of High Brew.



The High Brew team meets at Camp High Brew in 2015.



Where it all began! The boat David, Elizabeth, Skylar, and Trevor traveled on during their trip.



Trevor at the Morne Coubaril Estate in St. Lucia stomping on a pile of coffee fruit to remove the pulp from the actual beans...



# MILESTONES FROM OUR FIRST TWO YEARS



# 2012

## JANUARY - AUGUST:

David Smith and family went on the adventure of a lifetime and spent eight months sailing around the Caribbean.

## APRIL:

David tried Cold Brew for the first time.

# 2013

## JULY:

David decided to start the company. It was self-funded until the first capital raise.

## AUGUST:

Product formulations began.

## SEPTEMBER:

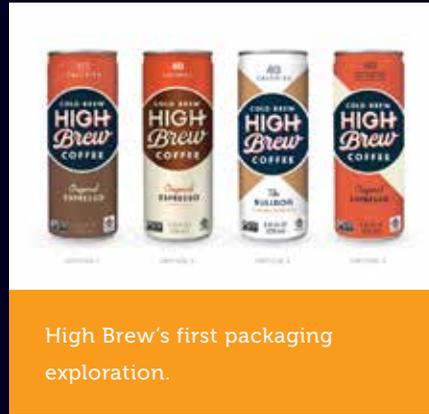
David Smith engaged JR Crosby (Ptarmak) to bring brand, name, logo, and packaging to life.

## OCTOBER:

HBC incorporated in Delaware. First samples sent to Whole Foods Market. Ptarmak partnership signed.

## NOVEMBER:

Gigi Newman hired. WFM granted national authorization.





The very first case of High Brew Coffee. Produced February 20, 2014.



David and Elizabeth with the first run of High Brew Coffee.

## **DECEMBER:**

Signed partnerships with Clayton Christopher, Brian Goldberg, and C3 Presents.

# 2014

## **FEBRUARY 20:**

First production run of the first four flavors.

## **MARCH:**

HBC exhibited at its first tradeshow, Natural Products Expo West (Adrian Grenier made a cameo appearance). Edwina Villegas, Ben Seward, and Nabil Batmani were hired to run West Coast. Decision is made to bring Ron Bryant on full time as Vice President of Sales and Marketing.

## **APRIL:**

First case is sold! First check from Brown Distributing. Also shipped first cases to Whole Foods. First appearance in Austin American Statesman. First Austin Food and Wine festival with Chef Tim Love. Hired Mark Ladley and Jake Rouse to run Central region.

## **MAY:**

HBC launched in central Texas HEB's and New Age Bev in Denver. Jen Stanaland becomes High Brew's first accounting employee.

**RECORD SALES MONTH 2014:**

\$359,000 in August

**RECORD SALES MONTH FOR 2015:**

\$869,000 in September

**RECORD SALES MONTH IN 2016  
(AS OF AUGUST):**

\$1.5 million in July

**APRIL, 2014:**

First \$100,000 month (\$110,000 in our second month of business!)

**APRIL, 2015:**

First \$500,000 month (\$531,000)

**MARCH, 2016:**

First million-dollar month (\$1.2 million)



# HEADQUARTERS:

THE OFFICE AND THE WAREHOUSE





Office shenanigans!



Halloween at the Austin office (2015)



Home office tiny Christmas tree (2014)



Jen and Jacqui sit in Jen's office working a lot of the time. This is what they look like!



# EMPLOYEES





*High* my name is

## BRIAN ARKUS



**MY NAME IS BRIAN ARKUS** and I am a newbie to the High Brew Coffee organization. My first week with HBC was the week of Expo West 2016, and I honestly don't think I could have hand-picked a better week to start. Talk about an indoctrination to a brand and a team! I had very few, if any, real doubts or questions about joining this organization, but after

Expo West, I felt honored to have been invited to join the High Brew Coffee family by David Smith. The folks that came before March, 2016 need to be extremely proud of what they have built and accomplished. It is with that understanding that I am excited to join the journey with you all at this point and hopefully bring added value as we continue to strive to achieve new and greater heights.

In the short ninety days that I have been a part of this team, I have had a lot of fantastic days, but what I am proudest of thus far are those phone calls, texts, or emails that I have received from people confirming that they have agreed and decided to join the team. I have had eighteen of these moments directly or indirectly thus far, and I don't take any of them for granted. I understand first and foremost

that we are in the people business, and it is the people and the team that make the brand, the process, and the overall adventure unforgettable.

To High Brew Coffee Nation everywhere, especially those of you that don't even know who we are yet, I am all in! I know we have identified competitors like Starbucks, Chameleon, and Illy, but when it comes to share of stomach and more importantly share of mind, every brand is a competitor and every person is a potential consumer. I hope you are ready world, because I know High Brew Coffee will be!



It's not a job. It's a lifestyle.  
#FamilyBusiness #BestBuddyJace



Future High Brew Coffee  
Brand Ambassador, Kyla!!!



*High* my name is

**NABIL BATMANI**



**MY NAME IS NABIL** Batmani and I have been with High Brew Coffee as Regional Sales Manager for two years and two months

I have been in the business for the last twenty-five years: ten years with Miller Brewing, five years with Vitamin Water (I was ranked number fifteen or higher in the company), and almost five years with Fuze Beverage (though it took more than ten years to get people to notice this brand). After that I worked with Amazon Coconut Water for three years as RSM. Then I worked for Sweet Leaf Tea for almost four years, where I met David Smith and Clayton for the first time. They were smart, young guys who knew what they were doing, and in less than five years the company was sold to Nestle.

That's when I decided to go back to work for David Smith, now with High Brew Coffee. He knows how to build the brand and grow the business. Both companies Dave ran were sold faster than any company I have ever worked with. This is why I love working for High Brew Coffee.

*High* my name is

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## TY BOOZE



Ty Booze...the rug doctor!

### **I STARTED WITH HBC** in March, 2016...

My beverage industry career is a short one. It started with my previous beverage job in February, 2014. So, direct line to HBC is through Brian Arkus and Kevin Drayton which I worked for as with at my last company. It didn't take much of a pitch or convincing from Arkus for me to realize that I was even lucky to get the call. I was pumped about the opportunity and the potential that HBC has in the RTD coffee category. I'm so ready to caffeinate the Tacoma region!!!

**FRIENDS**

## High Brewin'

BY MILTON ZIMMERMAN

We've watched RTD tea sell for many a moon.

It dominated the shelves and coolers and left little room.

How about RTD Coffee? – I scratched my head.

There was Starbuck's I was told – enough said.

Now David Smith had just sold Sweet Leaf Tea,

And for 6 months had sailed the Caribbean Sea.

Upon his return, David and his first mate Liz

Were ready for a new adventure – the cold brew coffee biz.

Too many coffee drinks have come and have lost

Many brands, all types of brews that stores had to toss

But the cold brew process was all fresh and new,  
And "High Brew (is) for those who do!"  
Born in Austin, Texas – using Fairtrade Beans  
The couple concocted their formulations and worked up their schemes  
"Voila!" They produced a refreshing, low-acidic coffee in a streamlined can  
That is sexy, low-calorie, naturally flavored – I am a big fan!  
David and Liz assembled their old crew  
From the days of selling Sweet Leaf - to sell this new brew.  
The adventure continues with great partners from the past  
Who have supported David's leadership, friendship while having a blast  
And consumers now get it – they are buying it by the can, four-pack, and case  
Cold brew High Brew Coffee is setting the pace!

# EARLY PHOTOS



Fruits & Vegetables



The contents of the very first boxes submitted to Whole Foods Market. Look at that Double Espresso flavor in a mint green can!



One of the first packaging ideas.



Delivery of our early formulations!

# GROWING OUR BRAND



In a Relationship  
with Coffee

Today



Austin American Statesman article. Published April 9, 2014.



High Brew was Beverage World's gold medal winner!

Also on Wednesday, High Brew Coffee announced a new distribution partnership with Dr Pepper Snapple Group, which will help expand distribution in several markets, including New York City, Chicago, Dallas, Austin and Houston.

"We're very pleased to have High Brew Coffee as part of our portfolio of allied brands," Rodger Collins, president of packaged beverages for Dr Pepper Snapple, said in a statement. "Ready-to-drink coffee has great potential, and High Brew gives us a way to participate in this category with a great tasting and differentiated product."

Quote from Rodger Collins, president of packaged beverages for Dr. Pepper/Snapple, featured in the Statesman article.

"David Smith's company, High Brew Coffee, touts itself as the country's first seller of ready-to-drink, cold brewed coffee available nationally."

2014

## Unexpected Business Lessons Learned From Sailing

From a sailing trip, we explored a coffee business, and the unexpected business lessons learned of sea.



Photo: Photo.com/Alamy & iStock



12/14/14 12:34 PM

David Smith, CEO of High Brew Coffee, built his business in the most unusual of places—while sailing on the high seas. After sailing fleet-footed, the company he spent 12 years growing, the entrepreneur decided to take a break from the hectic bustle of the business world and embrace his second passion: sailing.

Fast Company article written about David's sailing trip. Published December, 2014.

## Breakout Brands 2015

June 10, 2015



Plus feature this year's Breakout Brands, these beverages we predict are about to break out from the pack and gain their footholds as established, successful brands. Eight brands made the cut this year for our eighth edition of Breakout Brands. On the following pages we feature this year's Breakout Brands, those beverages we predict are about to break out from the pack and gain their footholds as established, successful brands. Eight brands made the cut the year for our eighth edition of Breakout Brands.

To see more on the 2015 Breakout Brands, please view this story on our digital edition.

### Cool Buzz

High Brew is turning consumers on to cold-brewed coffee and leading a hot new java trend.

By Heather Lands

The ready-to-drink coffee market is currently a \$1.6 billion category and one of the fastest growing segments of the beverage business. Austin, Texas-based brand High Brew has led the scene about a year ago and has quickly carved out a niche as a cold brew coffee sensation. The brand has gained national distribution in retailers like Whole Foods as well as Target stores and Kroger grocery stores. Developed and launched by former Sweet Leaf Tea executive David Smith, High Brew has gained a loyal following due to its innovative cold brew process that results in a flavor that's coffee-forward and less bitter than traditional hot-brewed coffee. We caught up with Smith to find out more about the brand.

Beverage  
World article  
featuring  
High Brew!

## 5 Unique Drinks And Their Benefits

By Heather Lands, R.N. Published on 06/09/15. Updated on 6/10/15 at 12:07 PM EDT



### Date of Comments

- Not Chamy Juice
- Purple Juice
- Cold Brew Coffee
- Banana
- Smoothie

### Cold Brew Coffee

Not just for sailors, the latest trend in the coffee world (cold brew) packs up your workouts. The term "cold brew" refers to grounds that have been soaked in water for several hours and then filtered. This is in contrast to traditional coffee, which is brewed quickly using hot water or "hot coffee" that is already hot brewed coffee which is served immediately. The longer steeping time and higher grounds-to-water ratio makes cold brew coffee significantly higher in caffeine to give you an extra punch of energy. Cold brew coffee is used to steep coffee grounds for 12-24 hours, so it can be perfect for your digestive system and overall health. If you do cold brew coffee too strong or too often, you may drink it with milk or honey only.

Drink More High Brew Double Espresso (12 oz, 6 oz cans)

High Brew is a Natural Cold Brew Coffee for You



Triathlete magazine (June, 2015)



David speaking at BevNet Live in December, 2015. The full video, titled "Scaling Fast: The DSD Rationale David Smith, CEO, High Brew" is available on YouTube.

High Brew's beverages are made up of 80% coffee (100% Arabica beans sustainably sourced from three Latin American countries) and water, with the remaining 20% comprising cream, sweetener and subtle flavors to complement the coffee, including Mexican vanilla, salted caramel and dark chocolate mocha.

"The best part about cold brew is you can actually taste the coffee, which is what a coffee beverage should be about anyway," Smith said.



High Brew's latest varieties, flavored mocha, vanilla, salted caramel and dark chocolate mocha.

#### Most exciting coffee market growth happening in the afternoon daypart

Smith is no stranger to the world of beverage startups, having cofounded Sweet Leaf Tea in 1997 with chocolate clayton. Chocolones, which they sold to Fannie in 2011. He noted that the decision to sell was actually an easy one.

"I just been doing it for 13 years and I was ready for a change," he said. In the months following, he chartered a boat around the Caribbean for a long stay with his family, but inspiration for a new venture struck sooner than expected.

"You need a lot of energy when you're taking a boat yourself, particularly when there are kids onboard. Coffee fueled us throughout the stay during our trip, but hot coffee in the afternoon when you're in a tropical place doesn't make a lot of sense," he said.

So Smith began experimenting with cold brew coffee on the boat, mixing it with flavors like mocha and cinnamon. That fall he attended the 2012 Expo East show, where he saw a "proliferation" of high end cold brew concentrates from the likes of Stumptown, City's and Chameleon. Still, digging deeper into the coffee market, he found it was largely dominated by just a few big players, like Starbucks and Peet's.

"But more importantly, the growth in the segment was coming from people starting to realize a new use for coffee, in the afternoon," he said. "I told myself I'd never get back into nonalcoholic beverages, but the opportunity was so right, I decided to hit the reset button and start over."

In October 2013, he began working on formulation, packaging, branding, logo and coming up with a name. High Brew completed its first production run in late February and will debut at Whole Foods next to the RTD coffee and tea.

"We submitted samples to Whole Foods last November, and eight regions accepted it. If Whole Foods says we need more coffee, that's a testament to how fast the category is growing," Smith noted.

Food Navigator article explaining the company.

## Cold coffee is the hot new thing



By Matt Yuen | GLOBE STAFF JOHN BLOOM

Boston Globe featuring High Brew Coffee in an article written about cold coffee being the "hot new thing."

"I don't understand how the RTD coffee category is so driven by milk," Smith said. "I love coffee; I don't want sugar and milk, but that's what most of those drinks are," he said. "We're the antithesis of that. We developed High Brew to make strong coffee with a touch of cream and sugar."

QUOTE FROM DAVID IN THE FOOD NAVIGATOR ARTICLE.

# INSTAGRAM

These Instagram posts show off High Brew's popularity over time!! It is fun to see the steady growth in followers as the time has gone on. High Brew is For Those Who Do®, and our Instagram truly depicts this!



Our very first Instagram post.







Company boat party (2016)



We received attention from Alton Brown! He loves our product!!



Chicago Billboard at La Salle and Hubbard.



Billboard in Chicago!



Who doesn't love a nice fanny pack?!?

# PRINT ADS, TRUCK WRAPS AND MORE



Our Branded truck with Haralambos in California.



Our first Fader Magazine ad - with Ghostland Observatory in the background. iPhone photo by yours truly...Ad by Wes. Copy by Ron.



Our branded truck with Brown Distributing in Austin, TX.



Front cover of Bevnet magazine. Published November 26, 2014.



The Fader ad in which we saluted the 100th issue. (2015)



Bag In Bag introduced 2016.



Edible Austin ad (2015)



#GroundhogsDay2016



Coffee Bean Toss game

# AUTOGRAPHS



MADE WITH LOVE IN AUSTIN, TEXAS

At Weeva we care about preserving your memories, important life events, and memorable moments with family, friends and co-workers. You are therefore invited to use our simple online tools to create your own project! Collect favorite stories and photos from the people you invite, and then let Weeva do the hard work of editing and designing a gorgeous book for you.

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