



SACRED ENERGY™

AMERICA'S ORIGINAL ENERGY DRINK™



ENERGY DRINK PROBLEMS

- Mostly Targeting An 18 - 34 Male Demo
- Contain **Artificial Ingredients**
- Saturated With "Like" Products
- Contain (150 - 300mg) Of Synthetic Caffeine
- High Levels Of Sugar, Aspartame & Sucralose



MISSING WITHIN THE ENERGY CATEGORY



USA Grown
Yaupon Tea
Caffeine
Source



Healthy
Euphoric
Botanical
Blend



Native
American
Origin
Story





SACRED ENERGY™

Sparkling Yaupon Tea With Just The Right Amount Of Sweetness, Natural Caffeine, Theobromine, Healthy Polyphenols & Euphoric Botanicals.

8,000 Years In The Making.

It's About Time.



BRAND DIFFERENTIATION



WHY YAUPON TEA?

- Yaupon Is In The Same Family As Yerba Mate' & Is Rich In **Caffeine, Theobromine, Rutin, Chlorogenic Acids, Theanine, Kaempferols, Theacrine, Quercetin & More.**
- Yaupon Was Used By Native Americans For **8,000+ Years** For Medicine & **Sacred Rituals**
- Many American Tribes Prized Yaupon For Its Healing & **Energizing** Qualities
- **Indigenous** To Texas, Florida, Mississippi, North & South Carolina, Georgia, Alabama & Louisiana
- Yaupon Offers A **Sustained** Energy With No Jitters
- Our Equity Partner **Catspring Yaupon®** Grows Our Sustainable, Regenerative, Organic Yaupon



SEROBLISS™

*Our Proprietary Botanical Microdose Stack Of
Kanna, Mucuna, Griffonia, Damiana, Kava & Sacred Lotus*

Sacred Energy™ Has Developed A Proprietary Botanical Stack Called **SeroBliss™**. This Unique Stack Creates A Feeling Of **Euphoria** By Engaging Consumers Serotonin & Dopamine Receptors (Griffonia/5-HTP & Mucuna/ L-Dopa), While Also Adding Mildly Psychoactive Botanicals Like; Sacred Blue Lotus, Damiana, Kava & Kanna.

*The Result Is An RTD Consumer Energy Beverage
Like No Other In-Market Today!*



**Native American
Indian Owned**

**Certified USDA
Organic Ingredients**

**USA Grown
Organic Caffeine**

**Caffeine, Theacrine &
Theobromine**

**Organic Maple
Syrup Sweetened**



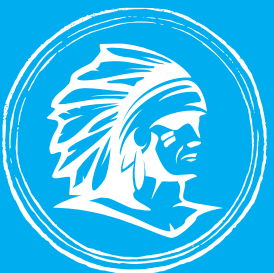
**Female Founded
Public Benefit Corporation**

**Using Regenerative
Certified Yaupon**

**Low Sugar &
Carbohydrates**

**Proprietary SeroBliss™
For Energy & Euphoria**

**Zero Tannins
Zero Bitterness**



BRAND LAUNCH 2024



Wild Berries

SRP \$3.49 - 60+% Margins
 4-Pack @ \$13.96 SRP
 American Yaupon Tea
 120mg Caffeine
 SeroBliss™ Euphoric Blend
 <5g Maple Sugar
 Organic Ingredients
 Real Juice Infused



Peach Ginger

SRP \$3.49 - 60+% Margins
 4-Pack @ \$13.96 SRP
 American Yaupon Tea
 120mg Caffeine
 SeroBliss™ Euphoric Blend
 <5g Maple Sugar
 Organic Ingredients
 Real Juice Infused



Coconut Lime

SRP \$3.49 - 60+% Margins
 4-Pack @ \$13.96 SRP
 American Yaupon Tea
 120mg Caffeine
 SeroBliss™ Euphoric Blend
 <5g Maple Sugar
 Organic Ingredients
 Real Juice Infused



Lemon Cranberry

SRP \$3.49 - 60+% Margins
 4-Pack @ \$13.96 SRP
 American Yaupon Tea
 120mg Caffeine
 SeroBliss™ Euphoric Blend
 <5g Maple Sugar
 Organic Ingredients
 Real Juice Infused



ENERGY MARKET STATS

- **\$71B Globally** - 8.2% CAGR With Path to \$100B+ By 2031
- **US Market Is \$10B** - \$28 Billion By 2027
- **Dominant Players** - Red Bull (39.5%), Monster (29.7%), Celsius (5.9%), Bang (4.2%), Rockstar (3.9%)
- The Average American Consumes **168 Energy Drinks** Annually
- There Are 5 Distinct RTD **Energy Categories**
 - Classic Energy | Sugar Free | All-Natural | Sports & Focus | Energy Shots



None Are Focused On A Healthy Euphoric Energy
None Use American Yaupon As Their Main Caffeine Source

Marketresearch.biz
Statista.com
Mordor Intelligence
Foodresearchlab.com
Euromonitor Passport
Finance.Yahoo.com



SACRED ENERGY COMPETITORS



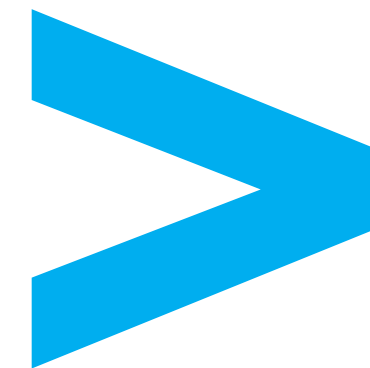
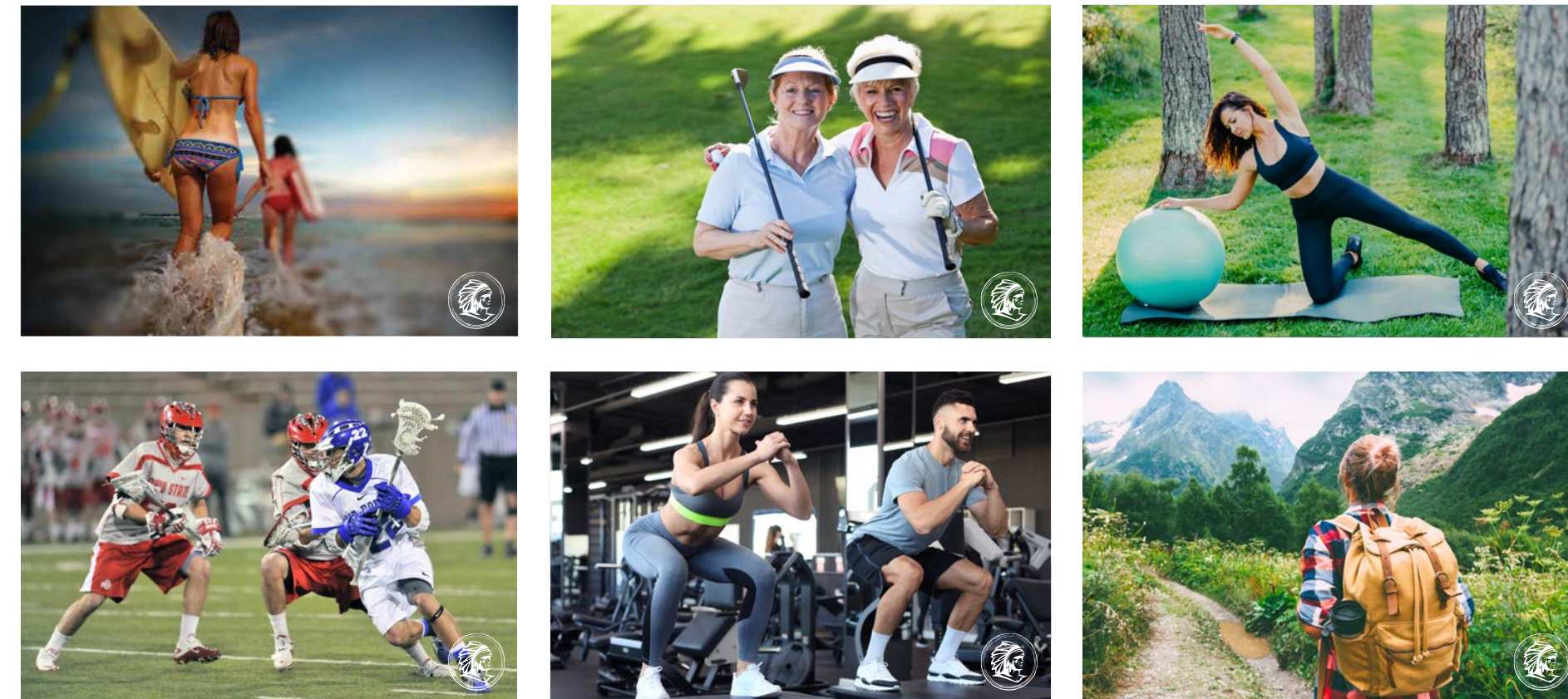
Retail Price \$	\$3.49	\$2.79	\$2.99	\$2.99	\$2.79	\$2.29	\$3.79
Price Per Ounce \$	\$0.29	\$0.17	\$0.19	\$0.25	\$0.23	\$0.14	\$0.24
USA Yaupon Caffeine	✓	✗	✗	✗	✗	✗	✗
Caffeine Amount	120mg	160mg	200mg	200mg	80mg	160mg	150mg
Sugar Amount	<5g	54g	0g	0g	27g	63g	27g
Sweetener Used	Organic Maple	Sucrose Sucralose	Sucralose	Sucralose	Sucrose	Sucrose	Sucrose
Demographic Served	Diverse	18-34 Male	18-34 Male	Diverse	18-34 Male	18-34 Male	Diverse
Certified Organic	✓	✗	✗	✗	✗	✗	✓
"Euphoric" Blend	✓	✗	✗	✗	✗	✗	✗
Public Benefit Corp	✓	✗	✗	✗	✗	✗	✗



OUR TARGET CONSUMERS

- 100%**
WELLNESS
FOCUSED
- BUY**
AUTHENTIC
PRODUCTS
- WANT**
BALANCED
INGREDIENTS
- VALUE**
SUSTAINABLE
AGRICULTURE
- CARE**
ABOUT THE
BRAND STORY

MILLENNIAL | GEN-Z | GEN-ALPHA | BOOMER



**EMBRACING THEIR
SACRED ENERGY.**



“AMERICAN YERBA MATE”

“If you’re looking at trends in caffeinated beverages, the thing I think that is the most interesting right now, and the one that’s got the potential bullet for market expansion, is Yaupon,” says Mark Blumenthal, founder and executive director, American Botanical Council.



A PASSION PROJECT

- **We Are Native American Owned** (Taino, Chickasaw, Houma)
- **Sacred Energy™ Is A PBC** (Public Benefit Corporation)
 - Supporting Our Indigenous Tribes
 - Supporting Conservation - Southern USA (Texas) Regenerative Organic Certified Yaupon & Grassland Reintroduction
 - Supporting People First™ Dignified Employment Initiative



Harvesting Yaupon Leaves
@ Catspring Yaupon

CULTURAL DRIVERS

- Caffeine Is The Most Popular Psychoactive Substance
- Gen-Z's Are Highly Stressed & 91% Are Looking For Deeper Connections & Authentic Solutions
- The Historical Use Of Yaupon By Indigenous Peoples Is A Crucial Narrative That Must Be Shared

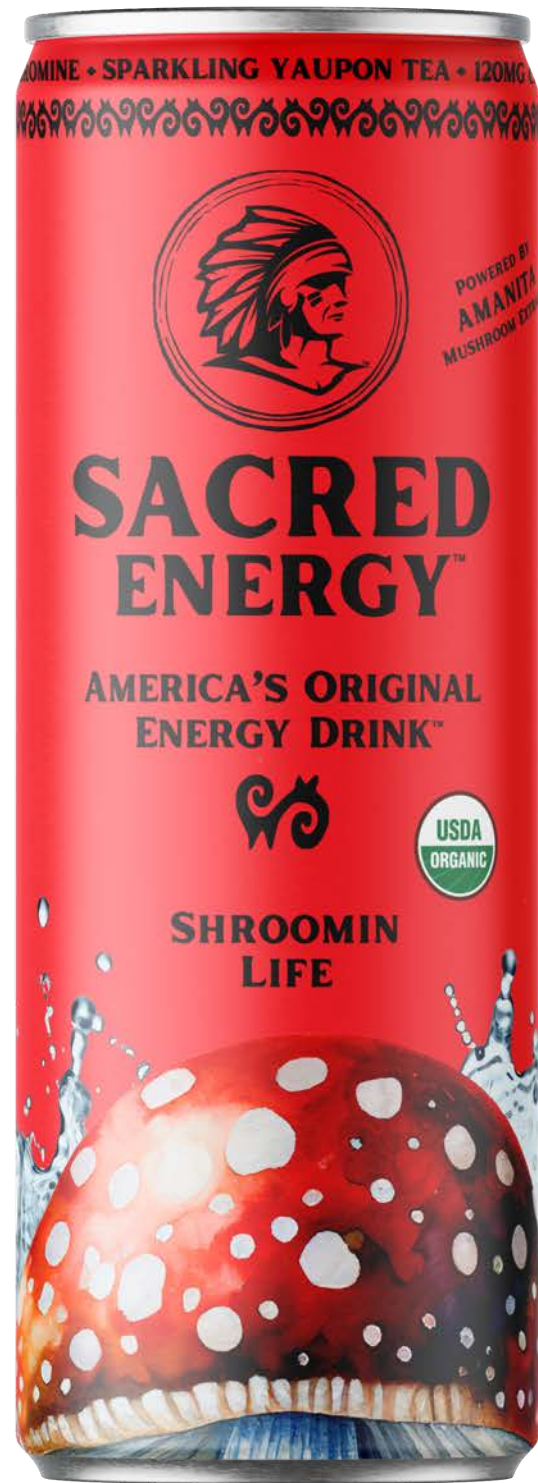


GO-TO-MARKET STRATEGY

- **Market Research & Customer Demo w/ SmashBrand®**
 - Market Segmentation
 - Category Differentiation
 - Competitive Analysis
 - Customer Profile - Needs, Desires & Pain Points
 - Product Messaging/ Call-Outs & Positioning
 - Final Brand Refinement
- **Pricing | Sales | Marketing KPI's**
- **Brand Activation & Marketing Plan Execution**
 - Branded Website, Emails, SEO, Affiliates, Ad Spend, PR, Etc.
- **Channels & Distribution (2024)**
 - DTC/ Online Retail - Shopify & Amazon Prime
 - DSD - Texas Regional Independent Grocers, Specialty & Wellness
 - University Food Service
 - Convenience
 - FDM Expansion In Years 2+



LINE EXTENSIONS



2025 +

- Additional Drink SKU's
 - Coconut Recovery
 - Amanita Mushroom
- On-The-Go Options
 - Energy Drink Mixes
 - Superfood Chocolate
 - Gummies

**VALUE-ADD SKU'S =
CUSTOMER SATISFACTION
& INCREASED TOP-LINE
REVENUE.**



LEADERSHIP TEAM

KNOWLEDGABLE | EXPERIENCED | PASSIONATE

- 15+ Years Of Innovation & **GMP Manufacturing** For Large Scale CPG Customers Like; Kroger, Garden Of Life, Onnit, Dr. Mercola, Melaleuca, USANA, Labrada, Life Extension, Walmart & Many More
- Award Winning **Innovation Team** With NUTRACON® & SSW® Editors Choice Wins For Their Innovative Functional-Food Products
- Exited **Good Superfoods in 2019** - GSF Was Built From \$0 > \$8.3mm Run Rate, Employing 68 People For 10+ Years
- Built A Successful **Yerba-Maté Brand** in Early 2008 Called **Sol Maté**. The Brand Was Groundbreaking With It's Proprietary Maté Extract
- Founded **Shenandoah Ventures** - 30 Years Of Import/ Export Of Spices, Botanicals, Essential Oils & Pioneering Mint Oil In Southern Chile



Pamela Peters
Co-Founder
COO
**Taino Indian*



Paul Frantellizzi
Co-Founder
CEO



Billy Brown
Co-Founder
CBO



Abianne Falla
Partner
Catspring Yaupon
**Chickasaw Indian*



IP & BRAND PARTNERS

- **Brand Domains**
 - Sacred.Energy (Shopify Domain)
 - DrinkSacred.com
 - SeroBliss.com
- **Social Media Assets - @SacredEnergyTea**
 - Meta | Insta | Etsy | Twitter/ X | TikTok | LinkedIn | Youtube
- **Proprietary Formulas** (Including SeroBliss™)
- **Brand Trademarks**
 - Sacred Energy™ - Serial # 98243658
 - America's Original Energy Drink™ (Pending)
 - Embrace Your Sacred Energy™ (Pending)
 - Share Your Sacred Energy™ (Pending)
 - SeroBliss™ (Pending)



**SEROBLISS**™

*Our Proprietary Botanical Microdose Stack Of
Griffonia, Damiana, Kava, Kanna, Mucuna & Sacred Lotus*



CATSPRING
YAUPON





KEVIN SMITH
Founder & CEO/CBO
SMASHBRAND®
Brand Strategy
& Design



BRAD FRAZER
Partner @ Hawley Troxell®
LLP & IP Law Chair
Deputy General Council
@ Micron Technology®



REM FOX
COO Behavioral Imaging®
Sage® CR Capital Fund Director
Engineering @ Hewlett Packard

OUR ADVISORY TEAM

We Love To Listen.



ABIANNE FALLA
Founder & CEO
Catspring Yaupon Tea®
Sacred Energy™ Partner



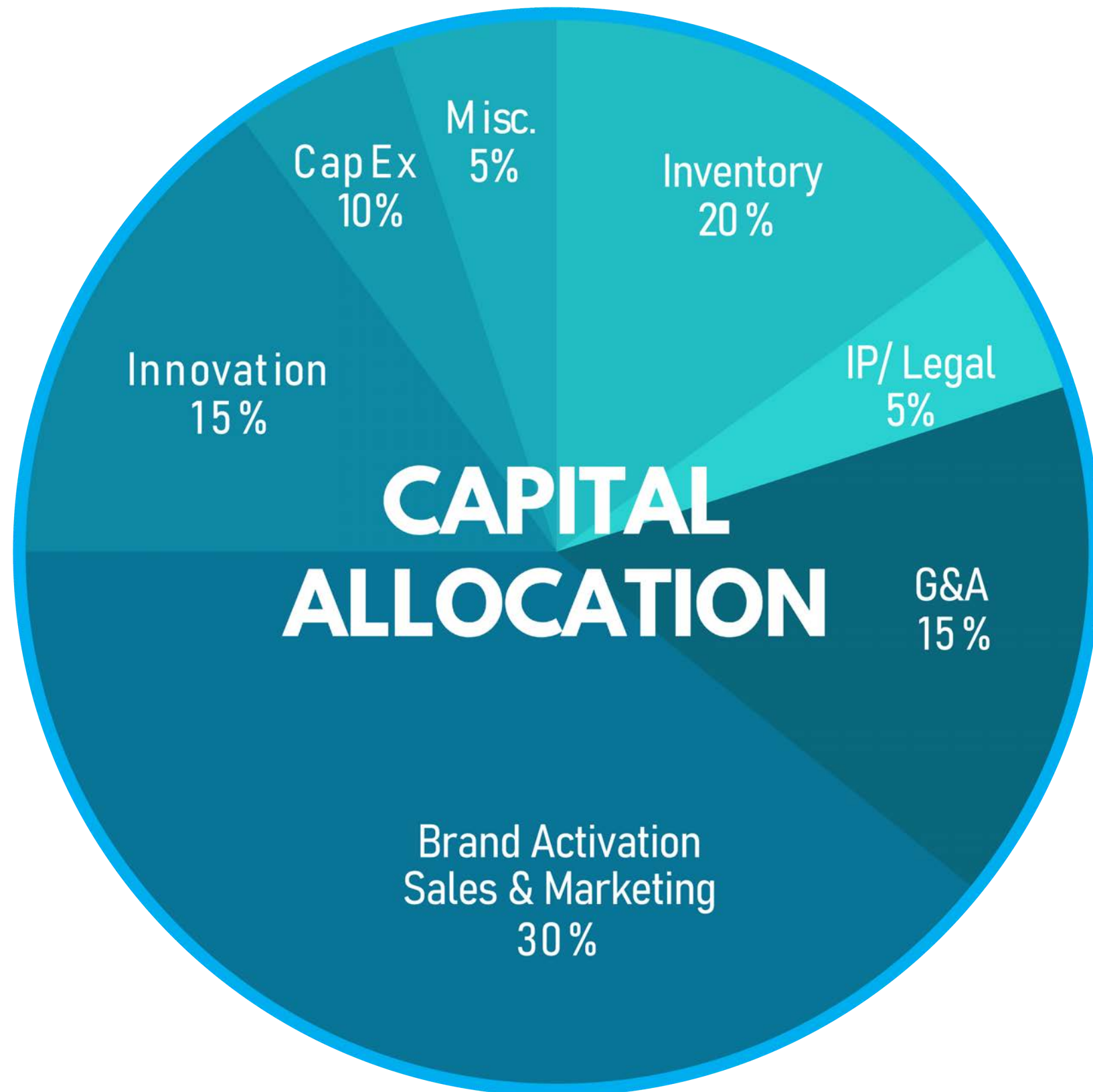
KAI SACHER
GLOBAL VP R&D Chobani®
CEO, Founder @ Sacher Food
Creation® LLC, Probiotic &
Fermentation Expert



KIMBERLY STUCK
Founder & CEO of ALLAY®
HACCP Certified Consulting



SACRED CAPITAL USE



THE ASK

- Pre-Revenue
- SAFE Note
- Cap @ \$5mm
- 20% Discount
- \$1.5mm Total Round
- \$50k Minimum



PHASE 1

- **Brand Design & Customer Demographic Review**
- **Opening 2-SKU Pilot Production Run**
- **Online Shopify® Platform Buildout**
- **Amazon Store Buildout w/ Luminize®**
- **Execute Local & Regional Marketing Plan**
- **DTC | DSD & Independent Sales Channels**
- **Quarterly KPI's Tracking:** Gross/Net Sales, ACV, Margins, ROAS, CAC, Trade Spend, Customer Loyalty/ Satisfaction & LTV, Retailer Adherence, etc.

\$250k

- **12 Month Pilot**
- **Proof Of Concept**
- **Review KPI's & Adjust**
- **Execute Phase II**



**SHARE YOUR
SACRED ENERGY™**



THANK YOU!

Paul T. Frantellizzi
Co-Founder
Sacred Energy PBC
Paul@SacredEnergyTea.com
www.Sacred.Energy
208.914.1015 | 800.732.0472



Scan This QR Code To
Review Our Investor
Landing Page



SACRED ENERGY™

AMERICA'S ORIGINAL
ENERGY DRINK™

