



SACRED ENERGY™

AMERICA'S ORIGINAL
ENERGY DRINK™



ENERGY DRINK PROBLEMS

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



MISSING WITHIN THE ENERGY CATEGORY



USA Grown
Yaupon Tea
Caffeine
Source



A Healthy
Euphoric
Botanical
Stack



An Authentic
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



YAUPON TEA + SEROBLISS

- Yaupon Is In The Same Family As Yerba Mate' & Is Rich In **Caffeine, Theobromine, Chlorogenic Acids, Quercetin & More.**
- Indigenous To Texas, Florida, Mississippi, North & South Carolina, Georgia, Alabama & Louisiana
- Yaupon Was Used By Many Native American Tribes For 8,000+ Years For **Medicine, Sacred Rituals & Energizing Qualities**
- We Are **Female Founded**
- We Are **Native American Owned** (Taino, Houma & Chickasaw)
- We Developed A **Proprietary Euphoric Stack** Called **SeroBliss™**



Health Benefits of Bioactive Compounds from the Genus Ilex, a Source of Traditional Caffeinated Beverages
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6265843/>



SEROBLISS™

EUPHORIC ENERGY

This Unique Ayurvedic Botanical Stack Creates A
Feeling Of **Euphoria** By Engaging Consumer
Serotonin & Dopamine Receptors

*The Result Is A Healthy Energy Beverage
Like No Other In-Market Today!*



Gluten & GMO Free

Organic Juice Infused

**USDA Organic
Ingredients**

**Regeneratively
Grown Yaupon**

**USA Grown
Caffeine**

**Low Sugar &
Carbohydrates**

Healthy Polyphenols

Zero Bitterness

**Organic Maple
Syrup Sweetened**

**SEROBLISS™
Euphoric Stack**



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

No Products Are Focused On A Healthy Euphoric Energy
No Products Use American Yaupon As Their Main Caffeine Source



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



SACRED ENERGY COMPETITORS



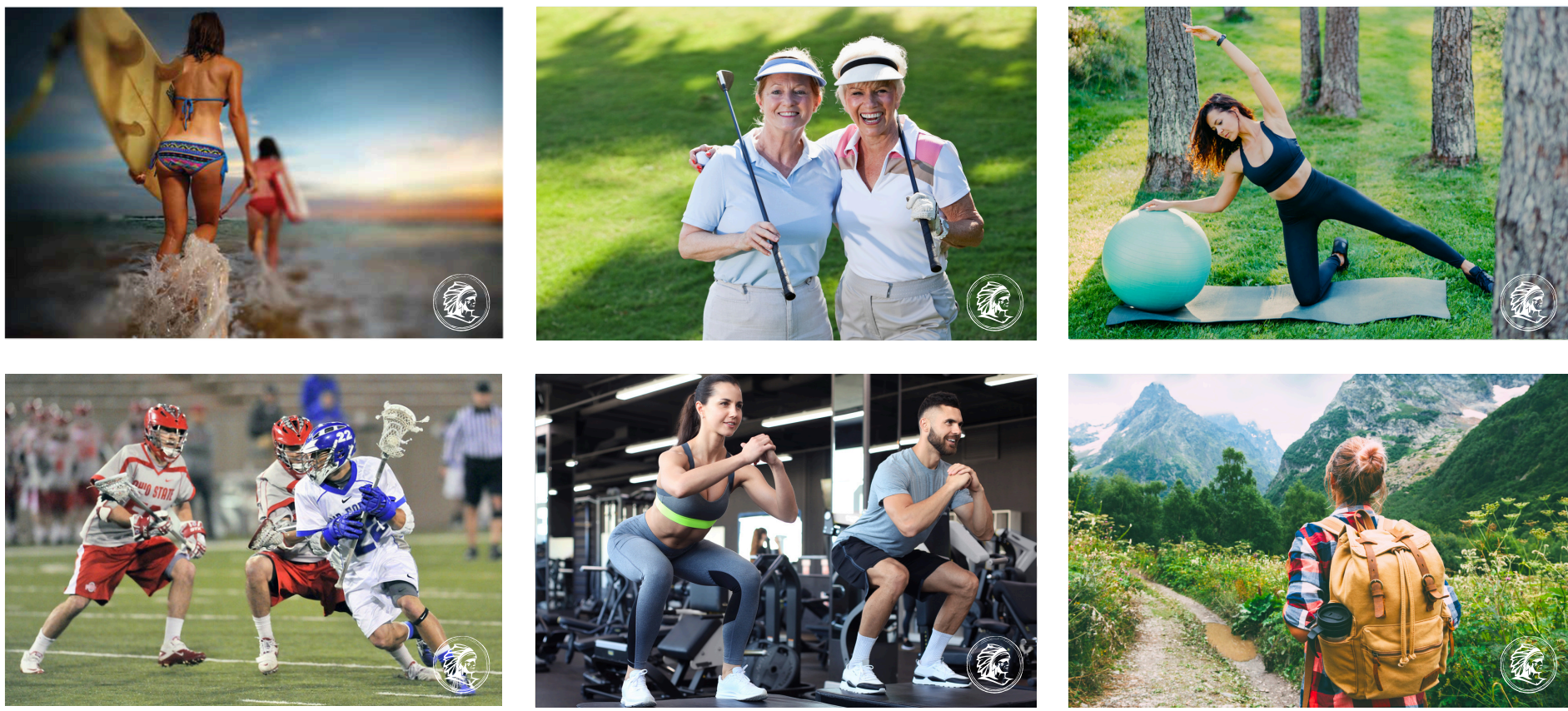
Retail Price \$	\$3.49	\$2.79	\$2.99	\$2.99	\$2.79	\$2.29	\$3.79
Price Per Ounce \$	\$0.29	\$0.17	\$0.19	\$0.25	\$0.23	\$0.14	\$0.24
USA Yaupon Caffeine	✓	✗	✗	✗	✗	✗	✗
Caffeine Amount	120mg	160mg	200mg	200mg	80mg	160mg	150mg
Sugar Amount	<5g	54g	0g	0g	27g	63g	27g
Sweetener Used	Organic Maple	Sucrose Sucralose	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.



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 - With An Initial \$250k Sage CR Loan, We Grew 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
- Abianne Falla Founded **Catspring Yaupon** - One Of The Leaders In Growing, Processing & Distributing Yaupon.



Pamela Peters
Co-Founder
COO
**Taino Indian*



Paul Frantellizzi
Co-Founder
CEO



Billy Brown
Co-Founder
CBO



Abianne Falla
Partner
Catspring Yaupon
**Chickasaw Indian*



A PASSION PROJECT

- **Sacred Energy™ Is A PBC** (Public Benefit Corporation)
 - Supporting Our Indigenous Tribes (Taino, Chickasaw, Houma)
 - Supporting Conservation - Certified Regenerative Yaupon & Grassland Reintroduction Projects In Texas
 - Supporting The People First™ Dignified Employment Initiative



— Native Business —
MEMBER



Harvesting Yaupon Leaves
Catspring Yaupon
“People First” Initiative



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
YAU PON





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



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

OUR ADVISORY TEAM

We Love To Listen.



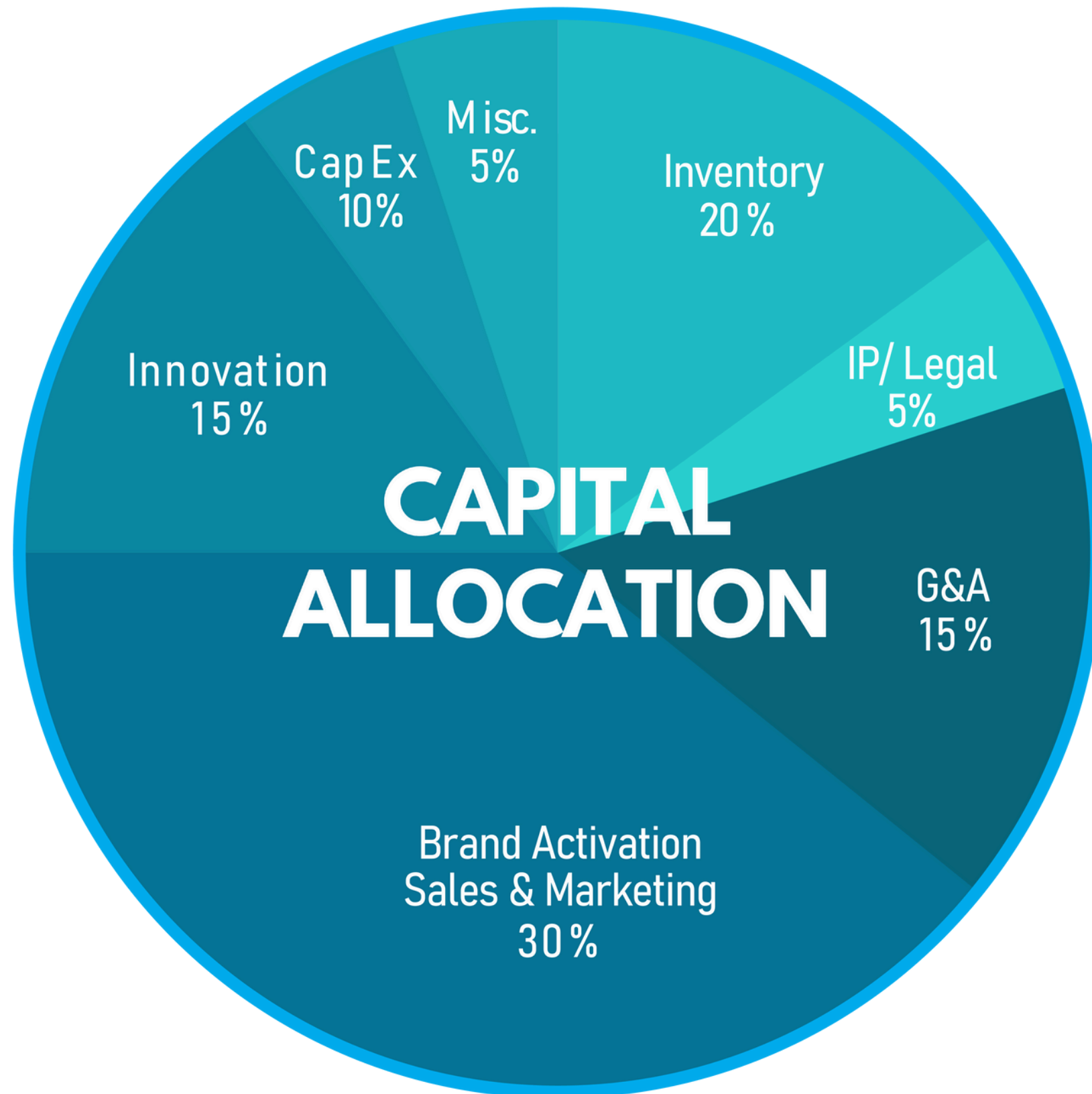
PHASE 1 GTM STRATEGY

- **Final Market Research w/ Idaho-Based SmashBrand®**
 - Category Differentiation & Market Segmentation
 - Product Messaging, Call-Outs, Brand Positioning & Refinement
- **Execute Our 2-SKU Pilot Production Run**
- **Execute Our Marketing & Brand Activation Plans**
 - Website, Emails, SEO, Affiliates, Ad Spend, PR, Etc.
- **Regional Channels & Distribution (2024/25)**
 - DTC/ Online Retail - Shopify & Amazon Prime
 - DSD/ Idaho Regional Distribution (ie: Hayden Beverage)
 - Regional Convenience Channels (ie: Jacksons, Stinker)
- **Build Out Quarterly Pricing | Sales | Marketing KPI's**

*Phase II - Evaluate, Adjust & Repeat In
Additional Regional Markets*



SACRED CAPITAL USE



THE ASK

- Pre-Revenue
- \$250k Round
- \$50k Minimum
- SAFE Note
- Cap @ \$5mm
- 20% Discount



**SHARE YOUR
SACRED ENERGY™**



THANK YOU!

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www.Sacred.Energy
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