



WHAT IS MATCHA?

HIGH GRADE GREEN TEA LEAF POWDER FROM JAPAN



**Low Cooking
grade**



**High
Cooking
grade**



**Premium
grade**



**Ceremonial
grade**



**Super
Ceremonial
grade**





WHAT IS MATCHA?



MATCHA SHARPENS THE MIND THANKS TO CAFFEINE & L-THEANINE

WORLD'S MOST POWERFUL GREEN TEA!

MORE ANTIOXIDANTS THAN BLUEBERRIES, TURMERIC, KALE

MATCHA CONTAINS L-THEANINE, PROMOTING RELAXATION &
INCREASING MENTAL PERFORMANCE



*L-theanine results in an increase of alpha-wave activity in the brain within
30-40 minutes*

(L-theanine, Mason, 2001)





100% PURE GROUND MATCHA GREEN TEA LEAF



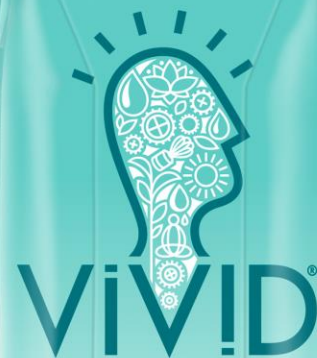
VIVID®

MATCHA
GREEN TEA

**PREMIUM GRADE
POWDER**

ORGANIC

30g e



VIVID®

MATCHA
GREEN TEA

UNSWEETENED

NATURAL

330ml e

0g
SUGAR





CURRENT STOCKISTS



Budgens



Nisa
making a difference *locally*



AND SHARPENING BRIGHT MINDS AT....



WHY START A CATEGORY?

FIRST MOVER ADVANTAGE

NEED TO DIFFERENTIATE

BIGGER PRIZE



WHY YOU SHOULDN'T START A CATEGORY:



NO ONE BELIEVES YOU!

IT WILL TAKE LONGER & BE MORE EXPENSIVE

BIGGER PRIZE (WILL PROBABLY NEVER MATERIALISE)



TOP 3 CHALLENGES:

CONVINCING INVESTORS MATCHA IS A THING

CONVINCING RETAILERS MATCHA IS A THING

EDUCATING CONSUMERS



MATCHA CATEGORY IS IN THE SPOTLIGHT IN THE UK AND OVERSEAS

WORLDS LARGEST COFFEE CHAIN



WORLDS LARGEST QSR



WORLDS LARGEST FOOD CO



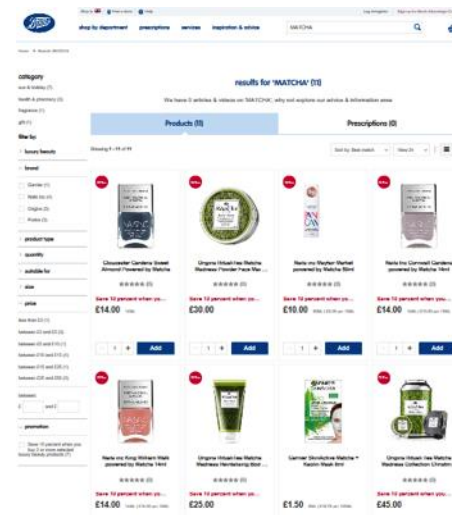
UK RETAIL



OTHER EXAMPLES



MATCHA LAUNCHES IN BEAUTY



TOP 5 TIPS

FOCUS ON PATH OF LEAST RESISTANCE

EVOLVE

STAY ON MESSAGE

EMBRACE AND ACKNOWLEDGE COMPETITION

TIMING IS EVERYTHING





think

VIVID[®]