

poppi[®]





How to Reset and Detox Your Body



Google Search

I'm Feeling Lucky

6 Health Benefits of Apple Cider Vinegar, Backed by Science

DEEP DIVE

How Americans Became Obsessed With Drinking Apple Cider Vinegar

THE UNIVERSITY OF MISSISSIPPI MEDICAL CENTER

Educator | Health Care | Research | About | Give | MyChart | Appointments

CONSULT

2020 + Can a taste of apple cider vinegar a day keep the doctor away?

2021 -

January +

DIET AND NUTRITION

Apple Cider Vinegar Benefits vs. Side Effects

Is apple cider vinegar really good for you?

FOOD & DRINK

7 Ways Apple Cider Vinegar Can Make Your Life Better

What can we help you find?

Exploring the Health Benefits of Apple Cider Vinegar

The facts about ACV as a weight loss aid or reflux remedy

Apple Cider Vinegar Detox: Does It Work?

Benefits | Dosage | Research | Side effects | Bottom line

What is an apple cider vinegar detox?

to the kitchen





WHOLE
FOODS
MARKET

WHOLE
FOODS
MARKET

3997



Self Manufacturing



SHARK TANK

It's Pop,
Cultured.

Fun(ctional) Prebiotic Soda for All.



Packaging Evolution



Rebrand



Rebrand



Blood Orange



Strawberry Limeade



Pineapple Turmeric



Blueberry Sage



Raspberry Rose



Lime Ginger



Watermelon



Black Cherry



Cayenne Cleanse



Apple



Peach Tea



Grapefruit



The Launch



Before Launch



Expo West 2020



Shark Tank Update
April 2020

the future of soda is functional

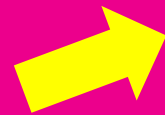
~\$38B category with 97% household penetration.



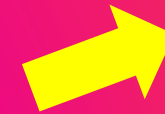
1960's
Refreshment
High Sugar,
Great Taste



1980's
Diet
Artificial Ingredients,
Artificial Taste



2000's
The "New Diet"
Artificial Ingredients,
Slightly Better Artificial Taste



2020's
Modern Soda
Clean Ingredients, Natural Sweeteners,
Low Sugar AND Great Taste

"modern soda for the next generation"

#1
Soda

We are the
#1 Soda on
Amazon

Velocities

250+ u/s/w
250%+ Growth
Retail & Online

Gut Health

89% report
Improvement
in gut health, per
clinical study

Taste

86%
conversion
rate after
trail



HOW POPPI STARTED



I suffered from chronic health issues, that I discovered over the years, stemmed from an unhealthy gut. I spent thousands of \$ on doctors, but they only offered medication that seemed to make everything worse. I was desperate for

Tik Tok success gut happy fans



I dunno what sorcery is in these @drinkpoppi sodas but I need every flavor. 🍋 cured 🍋 my soda cravings + prebiotics. Say less. I'm in my health & wellness era 🍋

Why poppi? A Shark Tank Story



Me on Shark Tank get...

1 Billion
Page Views



I love @drinkpoppi So much. Literally bringing my bloating down.



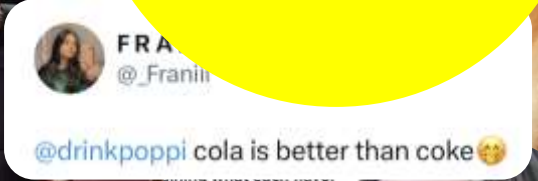
New Flavor All...



JOKES ON YOU



True Life: I'm addicted to @drinkpoppi



@drinkpoppi cola is better than coke 🤪



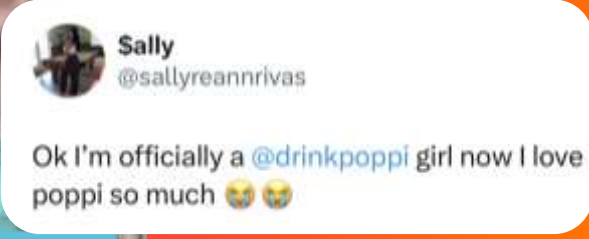
CLASSIC FLAVORS



@drinkpoppi I just tried my first Poppi (root beer) and my life has forever been changed ❤️



@drinkpoppi why did you completely nail orange soda? 🍊 it's tasty af



Ok I'm officially a @drinkpoppi girl now I love poppi so much 🤪🤪



GUT PROBLEMS?



What does poppi taste like?

poppi[®]



Ginger Lime

For a
Healthy
Gut

poppi

Be Gut Happy. Be Gut Healthy.

19
Sugar



Garland Hill

Head of Growth Business

Following | For you



Our Platform

- Inspiring creativity to **1B+** users
- TikTok users spend on average **a movie's length of time** on the platform every day
- Our audience is more than teenagers

We are a destination for
entertainment like no other

TikTok's **Full Funnel** capabilities maximize
business results

The **incremental audience** found on TikTok is
crucial to your media mix

73%

of users feel a deeper connection to
brands on TikTok than to other
platforms ¹

58%

Of users turn to TikTok to
research beverages ¹

260%

Increase in Brand Recall by working with
creators to showcase beverages ²

3x

More likely to engage online with
brands while shopping for
beverages on the platform ³



1. TikTok Marketing Science US Path to Purchase Part 2 Research conducted by Material April 2022
2. TikTok Marketing Science US Creator Ads: Elements of Attention Study conducted by Lumen June 2022
3. TikTok Marketing Science US Path to Purchase Part 2 Research conducted by Material April 2022