

# Who We Are

## Our Story

Founded in 2001, Javo Beverage Company is an extraction expert that uses a proprietary process to produce fresh, clean-labeled coffee, tea and botanical extracts for the food and beverage industry. Our Master Extractors use clean ingredients to craft products for global and emerging brands.

In addition to Javo-branded products, we offer private-label and custom product development solutions. Our production facilities located in Vista, California and Indianapolis, Indiana are Safe Quality Foods (SQF), QAI organic and kosher certified.

# Our Expertise

## Unique Differentiating Factors

### Benefits at a Glance

- Clean-label, Premium Ingredients
- Commercially Scalable Product
- Proprietary Process Delivers Authentic Taste & Aroma
- Customized Development
- Agile Team of Experts

### Get Your Formula Down Cold!

To produce the industry's highest-quality coffee, tea and botanical extracts we use a proprietary extraction process starting with the finest raw material and purified water available. The result is clean label ingredients with an unrivaled, authentic flavor profile for your food and beverage applications. Contact us today to start innovating for your next food and beverage product.



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# The Javo Difference

Cold Brew Coffee, Tea, & Botanical Extracts

# Coffees

Clean Caffeine is Harvested.

At Javo, we provide clean label, concentrated cold brew coffee extracts that provide **naturally derived clean caffeine** for your food or beverage applications.

Unlike conventional methods, Javo's single process extraction method uses only purified water and clean raw materials resulting in **highly concentrated, authentic** extracts.

During our entire **proprietary process** – from research, to production, to delivery – our products are maintained in a cold supply chain. They arrive fresh, ready to use for your next **successful product launch**.



## Coffee Consumer

**Gen Z's** preference for cold coffees represents a major shift within the coffee market.

**60% of Gen Z consumers drink RTD coffee** compared to 49% who drink brewed ground coffee because it is more convenient & flavorful.<sup>1</sup>

# Teas

The Original Functional Beverage.

Consumers are turning to functional beverages to conveniently support their overall wellness.

Teas' most widely recognized function is energy through caffeine, however, **tea also contains other bioactive compounds** which possess favorable effects against many diseases.<sup>7</sup>

Since 2016, **beverage launches highlighting tea compounds have increased 30%**<sup>2</sup> as brands have recognized that 54% of consumers today pay a high amount of attention to the ingredient list on products they consume.<sup>3</sup>



## Iced Tea Consumer

**Millennials** prefer unsweetened drinks and 87% of them regularly drink tea.<sup>4</sup>

**Millennials & Gen Z** gravitate toward teas that have some sort of functional benefits. They favor higher-quality products and are frequent purchasers of RTD tea products.<sup>5</sup>

# Botanicals

Ingredients with a Story.

Botanicals continue to flourish in the market as consumers demand healthy, fresh, functional beverages to supplement their daily nutritional intake.

Botanicals used in food can improve taste and other sensory attributes as they are a **true to flavor source**. They're also making a splash in beverages, offering functional benefits beyond basic nutrition.

Many botanicals contain adaptogens. Adaptogens can be a viable alternative to caffeine by making the body more adaptable to stress, **which naturally boosts energy**.<sup>6</sup>



## Botanical Consumer

Botanicals meet consumers' demand for **healthier, unique, premium** options.

Botanicals appeal to consumers' curiosity for **new experiences**, and they come with a meaningful story related to their traditional use and geographical origin.

1) Lightspeed/Mintel, May 2021 2) Mintel GNPD, 2021; global so and hot beverage launches specifying catechins, EGCG, polyphenols or l-theanine on pack, 2016-2019 3) GlobalData Plc; survey of 22,338 consumers in 40+ countries worldwide; Q2 2021 4) Tea Association of the USA, Tea Fact Sheet 2020 5) World Tea News, Millennials and Gen Z drive 21st-Century Tea Preferences March 2020 6) Innova Market Insights 7) Effects and Mechanisms of Tea and Its Bioactive Compounds for the Prevention and Treatment of Cardiovascular Diseases: An Updated Review June 2019