

# ADDING REVENUE THROUGH THE FERMENTABLE ARTS:

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Kombucha, Kefir, Sourdough, And More!

# WELCOME!

Hello, my name is Lisa Colburn

- Co-own HiFi Homebrew and BBQ Supply, Grindhaus Brew Lab, & Canteen Craft Beer Catering
- Got into Fermentable Arts just over a year ago after seeing Kombucha at breweries and in growlers at organic markets
- This is what I've learned...



# WHAT ARE THE FERMENTABLE ARTS?

Not just beer, wine, cider,  
& mead...

- Cheese
  - Yogurt
    - Kefir
- Water Kefir
- Kombucha

- Sourdough
  - Fermented fruits  
& veg like  
sauerkraut, etc...
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# WHY DIVERSIFY?

- Added revenue stream
- Increase customer base
- Expand current customer base - convert to new products/sales
- Offer alternatives for friends & family that don't drink beer
- A healthy alternative!
- Set your shop apart from competition



# WHAT TO CARRY?

- Many products available
- Our best sellers are Kombucha, Kefir, & Water Kefir

# WHAT TO AVOID:

- Vegetable cultures
  - Expensive
  - Not necessary to ferment
- Too many cheese cultures\*
  - Get old/expire
  - Expensive
  - Too many types

**\*If you do choose to carry cheese cultures,  
pick a few basics like meso, thermo, and rennet\***



**WHAT ARE  
KOMBUCHA, KEFIR,  
& WATER KEFIR?**



# KOMBUCHA

Tart, lightly carbonated, low alcohol **fermented tea** made by adding a culture of bacteria and yeast to a solution of tea and sugar in the primary, and sometimes juice or other flavorings in the secondary



Sometimes referred to as “**living tea**” or “**mushroom tea**” due to the bacteria and yeast growing into a mass that resembles a mushroom cap called a

**SCOBY**

**S**ymbiotic  
**C**olony  
**O**f  
**B**acteria &  
**Y**east



# POPULAR DUE TO:

- Low in alcohol
- Nutrients & B vitamins
- Thought to have many probiotic health benefits

## COMMON STRAINS OF BACTERIA + YEAST FOUND IN SCOBY'S

- Acetobacter
  - Saccharomyces
  - Brettanomyces
  - Lactobacillus
  - Pediococcus
  - Gluconacetobacter
  - Zygosaccharomyces
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# MARKET GROWTH

- **Forbes article dated May 2017 states Kombucha is the fastest growing product in the functional beverage market with sales estimates of \$1.8 billion by 2020**
- **Even Pepsi has taken notice and purchased the popular brand KeVita**
- **Per Errol Schweitzer of Whole Foods Market, Kombucha occupies up to  $\frac{1}{3}$  of the functional beverage space in stores**
- **US consumers purchased over \$400 million in 2014, compared to just over \$100 million in 2010**



# WATER KEFIR

Sometimes referred to as Lacto-fermented soda, Water Kefir is a lightly carbonated, low alcohol, tart, probiotic beverage made with sugar, water, and gelatinous “grains” of bacteria & yeast existing in a symbiotic matrix.

- Juice or fruit normally added to the secondary ferment
- 2 day primary ferment, 2 day secondary
- Can also be used to make a Kefir beer similar to Lambic when grains are added to cooled wort or juice for the primary







# MILK KEFIR

Like Water Kefir, Milk Kefir is a tart, lightly carbonated, probiotic fermented drink made with any type of milk and either Milk Kefir “grains” or powdered starter culture.

Similar in taste to yogurt.

Can also be strained to make healthy dips and cheeses.

# GETTING STARTED

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Where to get stock



# **FINDING SUPPLIERS**

- **Many out there & can be found online**
- **My favorites:**
  - **Cultures For Health**
  - **Mother Kombucha**
  - **White Labs**

# CULTURES FOR HEALTH

## Pros:

- Wide variety of cultures and tools
- Low minimum orders
- Free ground shipping
- Easy online ordering
- Attractive, cohesive packaging
- Shelf talkers available
- Free floor display available
- Free how-to videos and ebooks

## Cons:

- Dried Kombucha SCOBY is not ideal-takes a month to reconstitute and may mold



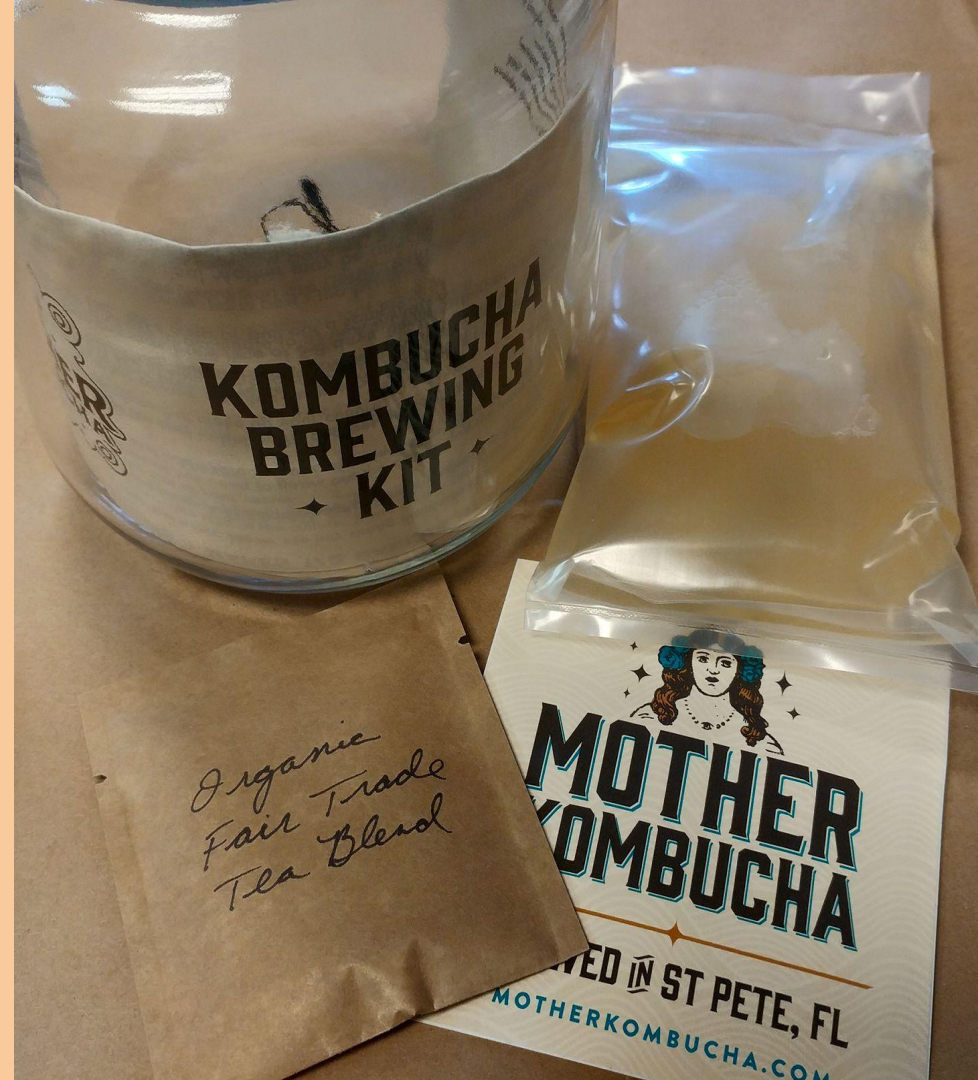
# MOTHER KOMBUCHA

## Pros:

- Live SCOBYs from a small batch Kombucha brewer
- Reasonably priced - \$18 wholesale kit
- Low minimum order quantity of 4
- Kits include ½ gallon jar, muslin bag, organic tea, SCOBY, & instructions
- Attractive packaging
- Cultures are USDA certified organic
- Will send out a sample kit if requested

## Cons:

- No other cultures - Kombucha kits only



# WHITE LABS

## Pros:

- Homebrew stores should already have an active account set up
- Easy to order along with yeast
- Trusted source/strains

## Cons:

**Pricey - \$21 wholesale for SCOBY only - no kit (Mother Kombucha \$18 for SCOBY *and* kit)**



# CONTACT INFO:

## **Cultures For Health:**

Online at

***<http://www.culturesforhealth.com/Wholesale>***

## **Mother Kombucha:**

In the process of launching an online store with wholesale ordering. Until then order directly by emailing Tonya

Donati ***[tonya@motherkombucha.com](mailto:tonya@motherkombucha.com)*** or by calling

***727-767-0408***

# SELLING IT!

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I have my stock, now what?



A photograph of a brown glass bottle and a glass filled with a light-colored, effervescent beverage. The bottle has a white cap and a metal clasp. The glass is partially filled with the same beverage. The background is a light-colored, speckled countertop.

Fresca Friday  
Grapefruit  
Water Kefir!

# TRY IT OUT!

Now that you have your products, take them for a test drive. You will find that when people can see & taste what you're up to, you will make new customers!

- **Post pictures to your personal and your store's facebook page**
- **Bring samples to your show or when you're at events like bottle shares**

**My personal experience - once people started seeing what I was up to, they starting asking me what I was doing, could they try samples, how to do it themselves, etc...We even brought a bottle to a tap room & drew a crowd. Also, an editor from a well known brewing publication asked if she could use my pictures of fermented salsa in an article.**





# **JOIN GROUPS**

**Get to know your customer base by joining online Facebook groups on fermenting, Kombucha, Kefir, etc...Once you starting joining in discussions you'll get to know who your customers are, where they shop, and what they do/don't want. I have met & made several customers throughout the country this way - including professionals!**

## **My findings:**

**Many don't realize that a lot of the tools they need can be found at their local homebrew shop & end up ordering online**

**Flip-cap bottles**

**Gallon jars**

**Mason jars**

**Airlocks**

**Ph strips**

**Hop socks**

**Strainers**

# **START A GROUP**

- **Work within your current network of customers and start a group, online or a meetup at your store, where Kombucha brewers, Kefir brewers, and other fermenters can connect & share their recipes & experiences**
- **Set up a mailing list for new products, meetup dates, and classes**
- **Give out samples at your shop to get people interested!**
- **Let people know that it's EASY - people are intimidated by things that are new & different**

# **TEACH A CLASS**

- **At your shop**
- **Gyms & yoga studios are great places to teach classes, if allowed**
- **Libraries**
- **Community centers**
- **Post upcoming classes at organic food stores if they have a bulletin board, or give out samples & fliers with class info at beer fests and health fairs**

# **TAKE AWAY**

## **WHY?**

- **Revenue**
- **Increase customer base**
- **Convert current customers to new products**
- **A healthy beer alternative**
- **Set yourself apart from competition**

## **WHAT?**

- **Kombucha**
- **Kefir**
- **Water Kefir**

# TAKE AWAY (CONT)

## WHERE?

- **Cultures For Health**  
<http://www.culturesforhealth.com/Wholesale>
- **Mother Kombucha**  
[tonya@motherkombucha.com](mailto:tonya@motherkombucha.com) or by calling  
727-767-0408
- **White Labs**

## HOW?

- **Try it yourself -  
grassroots  
marketing**
- **Joining groups**
- **Starting groups**
- **Teaching classes**