HEALTH-ADE TAKES ON SODA AND MAKES YOU FEEL GOOD ABOUT IT.

Basic bubbles? Can it, soda.

Health-Ade Booch Pop™ blends our Kombucha with belly-loving prebiotics, minerals and real fruit. A feel good sip that’s so delish you can drink it on the daily.

WHY?

Soda drinkers like the taste. More than half of consumers coming to kombucha are coming from soda.

Soda drinkers are looking for lower sugar. #1 reason for leaving soda is “sugar is too high.”

Soda drinkers are looking for natural. #1 reason for increasing consumption is “uses natural ingredients. #2 reason for leaving soda is “too many artificial ingredients.”

Soda drinkers are looking for function. #2 reason increasing consumption is “offers health benefits.”
WHO?
Cool, inclusive, 20-29, M/F. Packaged and positioned for a more mainstream population - delicious and cheaper, simpler, easier to understand. “Booch Pop” democratizes and increases the appeal for kombucha.

WHERE?
Ultimately everywhere soda sells. Grab & Go cold, off-shelf displays, SUPER attractive and cool packaging.