



Function + Flavor Perfected

Role Tea

Media Kit Summary



Hint of Sweetness



GREEN & BLACK TEA
TURMERIC + GINGER



Flavored With a Splash
Of 100% Apple Juice

10 calories per bottle
1 grams of sugar
100% all natural ingredients

12 FL OZ / 355 mL
Chill. Shake. Enjoy

Balanced Sweetness



GREEN & BLACK TEA
TURMERIC + GINGER



Flavored With
100% Peach Juice

80 calories per bottle
19 grams of sugar
100% all natural ingredients

12 FL OZ / 355 mL
Chill. Shake. Enjoy

Balanced Sweetness



ROOIBOS RED TEA
+ CINNAMON



Cinnamon Flavored With a
Splash Of 100% Apple Juice

100 calories per bottle
24 grams of sugar
100% all natural ingredients

12 FL OZ / 355 mL
Chill. Shake. Enjoy



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The Company

Role Tea

Owned and Operated by MKP Products, LLC
8572 Springfield Oaks Dr.
Springfield, VA 22153
Phone: 888-XXX-XXXX
Email: info@roletea.com

- Brand launched December 2016
Company Formed February 2016
Created over 60 iterations before finalizing three rollout blends from Jan - Sep 2016
Started the company out of a desire for a "better for you" anti-inflammatory beverage that actually tasted good
Owner funded + Some seed round funds raised
MBE Certification (Pending)

Social

- @RoleTea
@GetRoleTea
@GetRoleTea
@RoleTea

The Products



- Turmeric Ginger Apple
Green + Black Tea
400mg of water-soluble turmeric extract
Ginger
A splash of 100% Apple Juice
No added sugars or sweeteners
10 Calories / 1 Gram of Sugar
Vegan / Non-GMO / Gluten-Free



- Turmeric Ginger Peach
Green + Black Tea
400mg of water-soluble turmeric extract
Ginger
A splash of 100% Peach Juice
Proprietary sweetener blend of cane sugar, honey and monk fruit
80 Calories / 19 Grams of Sugar
Vegan / Non-GMO / Gluten-Free



- Cinnamon Apple
Rooibos Red Tea
400mg of cinnamon extract
A splash of 100% Apple Juice
Pure cane sugar
100 Calories / 24 Grams of Sugar
Vegan / Gluten-Free / Non-GMO

Key Customers



Successes Since Launch

- Sold in 15-25 select Whole Food locations in the Mid-Atlantic
Sample and placement at San Francisco campus of Microsoft
Sold in select independent locations in DC, Maryland, Virginia, Kentucky and Ohio
Semifinalists at 2016 BevNET New Beverage Showdown Pitch Competition (December 2016)
Finalists in Black Enterprise's Elevator Pitch competition at their upcoming annual Entrepreneur Conference (May 2017)
First non-pharmaceutical product sponsor at Howard University's 12th Annual Rheumatology Symposium
Product sponsor at the Crohn's and Colitis Foundation





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The Founders



Mike C. Johnson
CEO / Co-Founder
Phone: 614.327.3239
mike@roletea.com

- Columbus, Ohio native
- Northern, VA resident
- B.S. Marketing and MBA in Management of Technology and Innovation (University of Akron)
- Former marketer and strategy/innovation consultant for brands including Goodyear Tire & Rubber, Comcast, ITW and SiriusXM
- Boxing fanatic and former White Collar Boxer
- One year old son Kaden frequently accompanies him on customer visits



Koray Benson
COO / Co-Founder
Phone: 336.420.3991
koray@roletea.com

- North Carolina native
- Louisville, KY resident
- Masters in Industrial Engineering (North Carolina A&T)
- DetailXPerts franchise owner (mobile auto detailing)
- Former Operations Leader for ITW and Navistar)

Notable Industry Facts

2016 Ready to Drink Industry Size (US)	⇒	\$5.8B
Percent of US Tea Drinkers Who Consume Tea Cold	⇒	85%
Functional Beverage Share of Market (Volume/Dollars)	⇒	7% / 13%
RTD Tea Growth 2011 - 2016	⇒	40%
Global Consumption of RTD Tea (Gallons)	⇒	11.8 Billion
5 year growth of the Google search term "Turmeric Tea" in DC	⇒	#1 City in US
Global RTD Tea sold in Supermarkets and Convenience Stores	⇒	65%

Media Information

Media Contact
Mike C. Johnson
Role Tea
CEO / Founder
Phone: 614.327.3239
mike@roletea.com

Media Files Link (Copy/Paste)

<https://drive.google.com/drive/folders/0BweKttVjxwfvMld5S0pHS3FSQjA?usp=sharing>

Customer References

References Available Based on Specific Request



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Role Tea

Media Kit Details





The Role Tea Opportunity

Why Role Tea will be a hit with your customers.



Few Beverage Options Today Balance Flavor with Wellness

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Traditional Sodas and Soft Drinks



Consumers are drinking less due to sugar content and artificial ingredients.

Specialty Teas and Lemonades



Healthier ingredients but often viewed as either healthier but “bland” or too sweet. (25+ grams of sugar per bottle).

Fresh Juices



Healthier ingredients but expensive, short shelf-life and high sugar content.



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Inflammation Is Poised to Take Center Stage in Health/Wellness



The importance of managing chronic inflammation is currently under represented among the natural food and beverage category.

- An estimated 60 – 80M Americans suffer ailments linked directly to chronic inflammation (i.e. Rheumatoid arthritis, joint pain/soreness, bowel disorders, crohn’s disease, gout, lyme disease etc.)
- Those that suffer from these ailments are seeking natural remedies and an anti-inflammatory diet to help manage vs. reliance on drugs/medication.
- Turmeric, cinnamon and ginger are found to be some of the most powerful anti-inflammatory foods.



No Compromise of Taste for Nutrition

How each Role Tea product blend is crafted to perfectly balance flavor and function.

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Unique blends of brewed teas



Green Tea
Black Tea
Rooibos



Functional Ingredients and Flavors



Turmeric
Ginger
Cinnamon
100% Natural Flavors
Cane Sugar
Honey
100% Juices



In a Ready-To-Drink Iced Tea



Helps fight inflammation and thirst without compromising taste



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Blend 01: "TAME THE FLAME"

Balanced Sweetness Peach



5% JUICE

Nutrition Facts	
Serving Size 1 Bottle (355 mL)	
Amount Per Serving	
Calories 80	
	% Daily Value*
Total Fat 0g	0%
Sodium 10mg	0%
Total Carbohydrate 21g	7%
Sugars 19g	
Protein 0g	
Vitamin C 6%	
<small>Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, calcium and iron.</small>	
<small>*Percent Daily Values are based on a 2,000 calorie diet.</small>	

INGREDIENTS: Proprietary blend of Brewed Black Tea and Brewed Green Tea (with filtered water), Cane Sugar Honey, Peach Juice Concentrate, Lemon Juice Concentrate, Natural Flavors, Water Soluble Turmeric Extract, Ginger Juice and Monk Fruit Extract.

Iced tea taste. Hot tea soul.

01 Blend: "TAME THE FLAME"

A brewed green and black tea blend that helps your body promote positive inflammation response with added ginger and 400mg of water soluble turmeric to improve absorption. This blend is available in two flavors (sweetened peach and unsweetened apple)

Peach Flavor

- Brewed green and black tea blend
- Turmeric (400mg of water soluble turmeric in every bottle)
- 100% Ginger juice
- Only 80 calories / 19 grams of sugar per bottle
- Naturally Sweetened with a blend of cane sugar, honey and monk fruit
- 100% Natural Ingredients
- Sold in 12oz bottles / 12 pack cases
- Best if used by 12 months (Shelf-Stable)
- **Suggested Retail Price: \$2.99**

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Blend 01: "TAME THE FLAME"

Hint of Sweetness Splash of Apple

5% JUICE

Nutrition Facts

Serving Size 1 Bottle (355 mL)

Amount Per Serving

Calories 10

% Daily Value*

Total Fat 0g 0%

Sodium 10mg 0%

Total Carbohydrate 2g 1%

Sugars 1g

Protein 0g

Vitamin C 4%

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Proprietary blend of Brewed Black Tea and Brewed Green Tea (with filtered water), Apple Juice Concentrate, Lemon Juice Concentrate, Natural Flavors, Turmeric Extract and Ginger Juice.



Iced tea taste.
Hot tea soul.

01 Blend: "TAME THE FLAME"

A brewed green and black tea blend that helps your body promote positive inflammation response with added ginger and 400mg of water soluble turmeric to improve absorption. This blend is available in two flavors (sweetened peach and unsweetened apple)

A Splash of Apple Flavor

- Brewed green and black tea blend
- Turmeric (400mg of water soluble turmeric in every bottle)
- 100% Ginger juice
- Only 10 calories / 1 gram of sugar per bottle
- No sugars or sweeteners added
- Flavored only with a splash of apple juice
- 100% Natural Ingredients
- Sold in 12oz bottles / 12 pack cases
- Best if used by 12 months
- **Suggested Retail Price: \$2.99**

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Blend 02: "A Spice of Life"

Balanced Sweetness Cinnamon Apple

(Limited Edition Blend)

4% Juice

Nutrition Facts

Serving Size 12 fl oz (355 ml)

Servings Per Container 1

Amount Per Serving

Calories 100

Calories from fat 0

% Daily Value*

Total Fat 0g

0%

Saturated Fat 0g

0%

Trans Fat 0g

0%

Sodium 7mg

0%

Total Carbohydrates

25g

8%

Sugars 24 g

Not a significant source of Cholesterol, Dietary Fiber, Protein, Vitamin A, Vitamin C, Calcium and Iron.

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

INGREDIENTS: Brewed Rooibos Tea (with filtered water), Pure Cane Sugar, Apple Juice (from concentrate), Lemon Juice (from concentrate) and Natural Flavors.



Iced tea taste. Hot tea soul.

02 Blend: "A SPICE OF LIFE"

Brewed rooibos red tea from the South African "red bush" tree and cinnamon makes this blend a refreshing herbal and spice combination. We couldn't forget to throw in a splash of 100% apple juice for good measure.

Cinnamon Apple (Seasonal)

- Brewed Rooibos Red Tea
- Cinnamon
- Only 100 calories / 24 grams of sugar per bottle
- Flavored with a splash of 100% apple juice
- 100% Natural Ingredients
- Sold in 12oz bottles / 12 pack cases
- Best if used by 12 months (Shelf-stable)
- **Suggested Retail Price: \$2.99**

www.roletea.com



What Consumers Are Saying

See for yourself what people are saying about Role Tea.



Consumers Love Role Tea's Flavor and Functional Ingredients

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“This tastes way better than that Snapple stuff”

“This is delicious!”

“I totally buy into the whole anti-inflammatory, turmeric and ginger. They’re good for you”

Visit www.roletea.com and view the video that shows reactions after tasting Role Tea for the 1st time.

“It’s not too sweet.”



The Role Tea Story

How we got started and what we've done so far.



The Role Tea Story

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**Jan
2012**

Founders Mike Johnson and Koray Benson Meet in Executive Leadership Development Program



**Mar
2015**

Recognized the need for balanced beverage with inflammation focus.



**Jan - Nov
2016**

Development and bottling of Role Tea with the help of Flavorman and Southeast Bottling



**Nov
2016**

Role Tea is launched in select stores in Washington DC and Northern Virginia.



**Dec
2016**

Role Tea is featured and placed at Microsoft's San Francisco campus.



**Q2
2017**

Whole Foods Mid-Atlantic launch May 2017. Finalists in Black Enterprise's Entrepreneurs Summit

Fun Fact

Our initial concept was a tart cherry based concept.

Fun Fact

Role Tea were semifinalists in the 2016 BevNET New Beverage Showdown in Santa Monica



Promotional Material / POS

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In addition to consistent store sampling sessions



Self-Serve / Pop Up Sample Display



Cooler Clings



Inflammation Education Cards



Bottle Hang Tags



2-Sided Promotional Business Cards



Product Handouts



5' Bottle Cut Out Stands



Marketing and Promotions

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TURMERIC GINGER ICED TEAS

Plus a limited edition Cinnamon Apple blend

Grab a bottle to learn how we've crafted a "better for you" wellness drink without compromising taste.

Function and Flavor Perfected!

Follow us on Instagram for special offers and contests.

www.drinkroletea.com @RoleTea





Role Tea Leadership In Action

View videos of CEO/Founder Mike Johnson pitching Role Tea to the BevNET audience and the Black Enterprise's Elevator Pitch judges.



BevNET New Beverage Showdown Pitch

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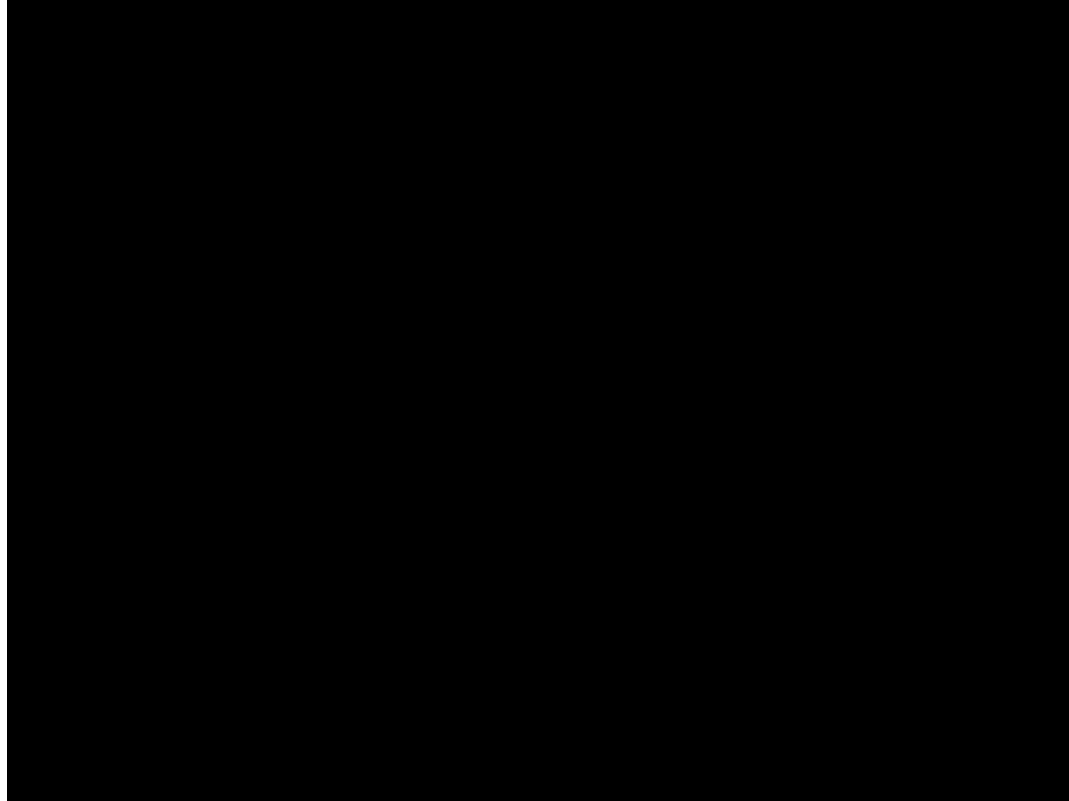
Role Tea CEO and Founder Mike Johnson pitches in the Semifinals round of BevNET's "New Beverage Showdown" in Santa Monica, CA (December 2016)

<https://www.youtube.com/watch?v=bhjWC8rJlwo>



Role Tea's Winning Black Enterprise Pitch

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Hear Role Tea CEO and Founder Mike Johnson's qualifying pitch to Black Enterprise Magazine. This pitch was selected among over 100 to be in the Finals round to compete against 9 other companies at Black Enterprise's Entrepreneur Summit in Houston, TX May 17-20th 2017

<https://youtu.be/JuiHqVtbwjg>



Let's talk...and taste.

Role Tea is an exciting new brand with a lot of momentum behind it! Owned and operated by two former executives turned entrepreneurs, there is much to talk about.

We look forward to discussing any media and/or blog opportunities.

Mike Johnson

Founder / CEO

Email: mike@roletea.com

Cell: 614.327.3239

Koray Benson

Co-Founder / COO

Email: koray@roletea.com

Cell: 336.420.3991