



Revive Kombucha Raises \$7.5 Million in Series B Funding Led by Peet's Coffee

Investment by Pioneering Craft Coffee Brand will Expand Operations and Distribution of Revive's All-Natural Line of Fermented Beverages

PETALUMA, California—August 24, 2017—[Revive Kombucha](#), an employee and family-owned brewery that creates award-winning, naturally fermented beverages containing live probiotic cultures, has secured a \$7.5 million Series B round of financing led by [Peet's Coffee](#)®, The Original Craft Coffee™, to scale its team, grow its brewery operations, and expand its national distribution. Revive also announced today the addition to its Board of Directors of Eric Lauterbach, Chairman of Coldcraft and President of Consumer at Peet's Coffee.

“We are delighted to partner with Revive Kombucha, a company that shares a similar handcrafted approach to Peet's Coffee,” said Eric Lauterbach. “Our investment reflects our belief in the strength and promise of the Revive brand and our own mission to build an outstanding portfolio with multi-channel reach. In so doing, we will enable Revive to better engage with its customers and accelerate its business.”

Through its relationship with Peet's Coffee, Revive Kombucha will be delivered via Coldcraft, the coffee company's own chilled Direct-Store-Delivery (DSD) network, assuring absolute product freshness and superior taste. Coldcraft, the only company-owned chilled distribution network within the coffee industry, which currently distributes Peet's and Stumptown Coffee Roasters bottled cold brew, will expand Revive's market reach throughout California in over 1,600 food service, grocery, and Peet's coffeebar locations.

“Our culturally aligned partnership with Peet's Coffee, a beloved San Francisco heritage brand, will provide Revive Kombucha with a support system to fulfill our goal of reaching the millions of people demanding tasty and healthy beverage offerings,” said Sean J. Lovett, Founder and CEO of Revive. “With this investment, we can continue our commitment to innovative individualized brew batches and natural fermentation methods to create unique kombucha beverages that spotlight the true stars of the show, our premium ingredients.”

Founded by Sean and Rebekah Lovett in 2010, Revive Kombucha is organic, non-GMO, Fair Trade certified, ethically sourced and raw. The product is distributed across nearly 50 states at retailers like Trader Joe's, Whole Foods, The Fresh Market, Wegmans, and Safeway.

“We are proud of our ability to scale within a startup culture,” said Rebekah Lovett, co-founder of Revive. “Our focus has been on building and expanding the brewery while maintaining our in-house production, ingredient-focused approach, and ability to experiment with sustainable initiatives. We are very excited that this new partnership with Peet's Coffee will help us take this very organic operation to the next level.”

“Revive is a category innovation leader with a craft brewing style that has produced the best tasting kombucha, all while keeping true to authentic natural fermentation methods,” said Seth Rodsky, Co-Founder and Managing Partner of Strand Equity Partners. “This Peet's partnership strengthens Revive's quest to become the brand of choice for all kombucha consumers.”

Revive is also supported in this round by Series A lead investor Ilya Nykin, Prolog Ventures; Bentley Hall, CEO, Good Eggs; Wes Crain, Rodeo Ventures; Peter Henig, Greenhouse Capital; Arif Fazal, Blueberry Ventures; Joe Brunetti, formerly of Specialized Bikes; and Blair Kellison, CEO, Traditional Medicinals. Additional new investors include Seth Rodsky of Strand Equity and Larry Kahn of Beechwood Capital. Aspect Consumer Partners acted as exclusive financial advisor to Revive in connection to the transaction.

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About Peet's Coffee:

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's asserts a strict standard of freshness to ensure optimum flavor, including a unique direct store delivery network serving over 14,000 grocery stores to personally vet the freshness date on every bag. Peet's is dedicated to growing its business through its retail, grocery, wholesale and e-commerce channels while maintaining the superior quality of its coffee. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on Twitter and Instagram and [facebook.com/peets](https://www.facebook.com/peets).

About Revive Kombucha:

Revive Kombucha is a culture-driven, family and employee owned craft kombucha brewery launched at the Sonoma County Farmers Market in 2010. Their mission has always been to sustainably produce the best tasting kombucha using the highest quality ingredients and most innovative craft brewing techniques: from their vertically integrated brewery and unique cold press methods, to being the first to market with brewing innovations (hibiscus and ginger caffeine free brews, and other non-tea brews with coffee, yerba mate and cacao) in their product line. Revive works as hard to take care of the people and world around them as they do in brewing their kombucha. This shows in their sustainability initiatives; from their early efforts with bio-diesel delivery and award-winning [Bottle Exchange](#) program, to their current efforts with water reclamation and conservation in the brew process, and always offering living-wages and above standard benefits to employees. The founders take a playful approach to branding by giving each brew a name, with a visual image and story on the bottle, highlighting its craft brewing method, and giving each brew a unique set of ingredients, culture and personality. For more information, visit <https://revivekombucha.com>. Join the Revive Kombucha conversation: @revivekombucha on Twitter and Instagram and [facebook.com/revivekombucha](https://www.facebook.com/revivekombucha).

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