

The First Regenerative Hydration Recovery Drink Farm-Crafted in Kansas & Missouri



L I O N B E R R Y

RESTORATIVE REFRESHER



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*The First Regenerative Hydration Recovery Drink
Farm-Crafted in Kansas & Missouri*

*Formulated with elderberry, elderflower,
lion's mane, tart cherry, and local honey*

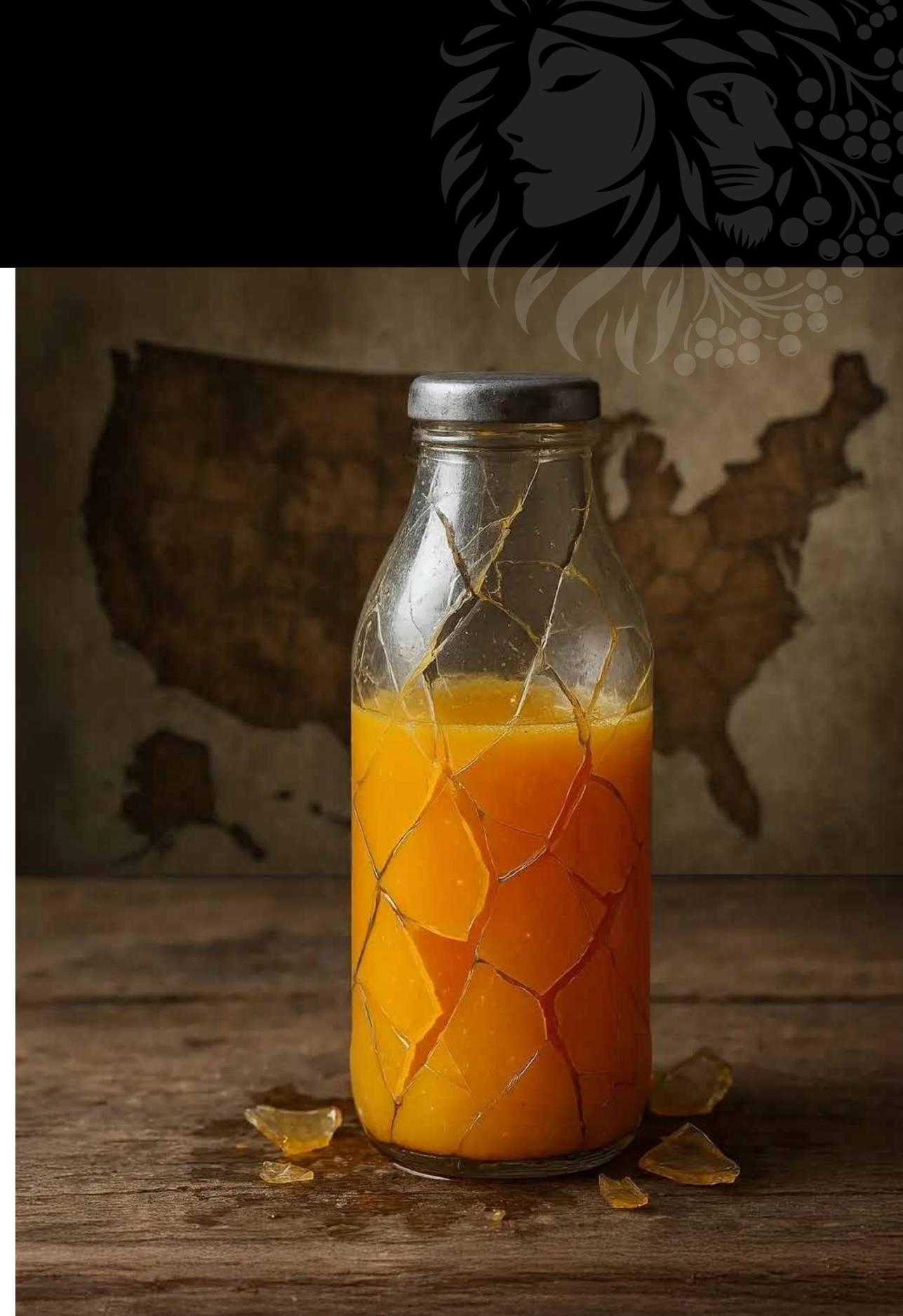


THE MARKET OPPORTUNITY

- \$36B+ functional beverage market: dominated by synthetic, sugar laced or artificial sweetner, powdered extracted supplemental ultra-processed drinks
- Customers are demanding clean-label, function-forward, and mission-aligned beverages
- Regenerative agriculture is the next wave in health + sustainability for humans and local farm soil. Elderberry hits both!
- Kansas City = 2026 FIFA World Cup host city: ideal launch platform for a Midwest-grown sports recovery product for celebrating fans and also being introduced as a post game treatment to players who need anti-inflammatory and brain health recovery.

THE PROBLEM

- Our current system is broken:
- Sports drinks are packed with sugar, dyes, and lab-made ingredients
- Athletes and everyday bodies are running on synthetic fuel
- Our food system strips value from soil, farmers, and communities
- The U.S. imports most elderberry — despite native varieties being more potent

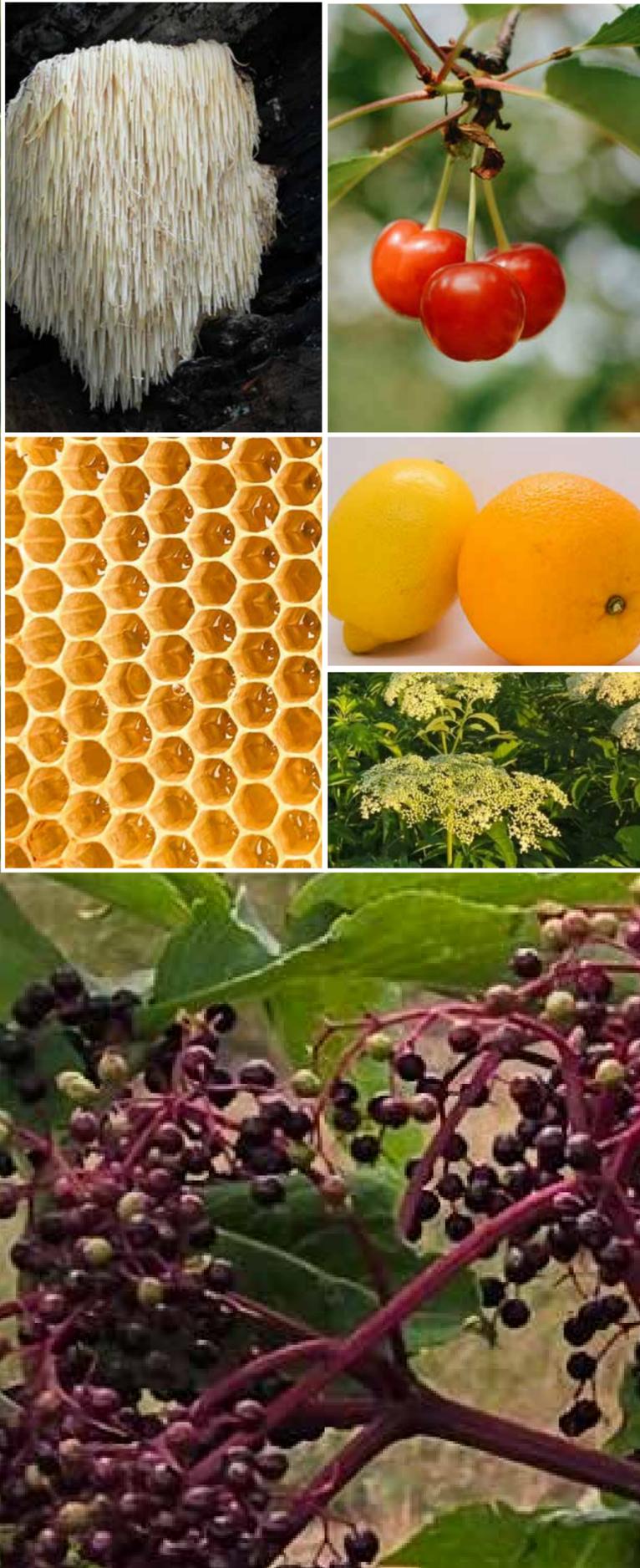


OUR SOLUTION: LIONBERRY

- A new kind of recovery beverage — built on soil, science, and soul
- Real ingredients grown by small farms in Missouri & Kansas
- Formulated for muscle recovery, brain fog, and inflammation relief
- Naturally vibrant — no synthetic dyes or flavors
- Regeneratively farmed elderberry, elderflower, lion's mane, tart cherry, raw honey
- LionBerry is what Gatorade or Pedialyte could have been — if grown, not manufactured



FUNCTIONAL INGREDIENTS SNAPSHOT



- Elderberry (*Sambucus canadensis*): Native to North America, rich in anthocyanins, gut-boosting polyphenols
- Lion's Mane Mushroom: Brain-supporting hericenones & erinacines may be regenerative for nerve tissue
- Tart Cherry: Anti-inflammatory may help recovery support
- Raw Local Honey: Natural minerals, electrolytes, and sweetness
- Lemon & Orange:- Trace potassium, flavor depth
- Butterfly Pea Flower (*optional*): Plant-based color, no synthetics



FUNCTIONAL CLAIMS

- May help in post-exercise recovery & natural hydration
 - May support Neuroprotection
(e.g., for athletes in heading/contact sports)
 - Immune modulation & anti-inflammatory effects
 - Brain fog reduction (fans and athletes alike)
 - Clean celebration and fan recovery – suits conscious consumers
- 

REGENERATIVE FARMING = REGENERATIVE HEALTH



- We don't just source ingredients — **we grow systems:**
- Elderberry = pioneer crop for restoring hedgerows, biodiversity, and soil health
- LionBerry is made in Missouri and Kansas — homegrown, bottled close to the land
- Supports climate-smart agriculture and carbon drawdown



THE MULTIPLIER EFFECT: LOCAL IMPACT



- Every bottle of LionBerry:
- Recirculates dollars through regional farm economies
- Shortens supply chains — no overseas freight, no extractive middlemen
- Activates long-term U.S. elderberry planting (22,000 acres needed)
- Switches from imported *Sambucus nigra* to native *Sambucus canadensis*
- Invests in farmer equity, soil health, and functional wellness access
- “Buy a bottle, plant a field.”

SUPPLY CHAIN DISRUPTION = STORE SHELF ADVANTAGE

- Shelf-stable formula with functional shelf-talkers
- Distinct color and flavor — eye-catching and memorable
- 100% American-sourced ingredients
(except optional pea flower from Thailand)
- Produced using a Kansas-based bottling line called The BEAST
— owned by our mushroom farmer in his FDA KDA facility.
- Co-packed in a hybrid system
(Kansas State Food Innovation + Local Producers)



LET'S GROW TOGETHER

- We're not here to fit into the broken beverage system — **we're here to build the next one.**
- LionBerry is a hero SKU for grocery and wellness buyers who want:
 - A product that tells a real story — from farm to function
 - Mission-aligned margins and community traction
 - Shelf impact + athlete performance in a single bottle
 - The first regenerative hydration recovery drink, made in Kansas & Missouri!

L I O N B E R R Y

