

Gen Z represents a billion-dollar opportunity in coffee and tea, and Chamberlain Coffee perfectly aligns with their preferences

CHAMBERLAIN COFFEE MARKET OPPORTUNITY

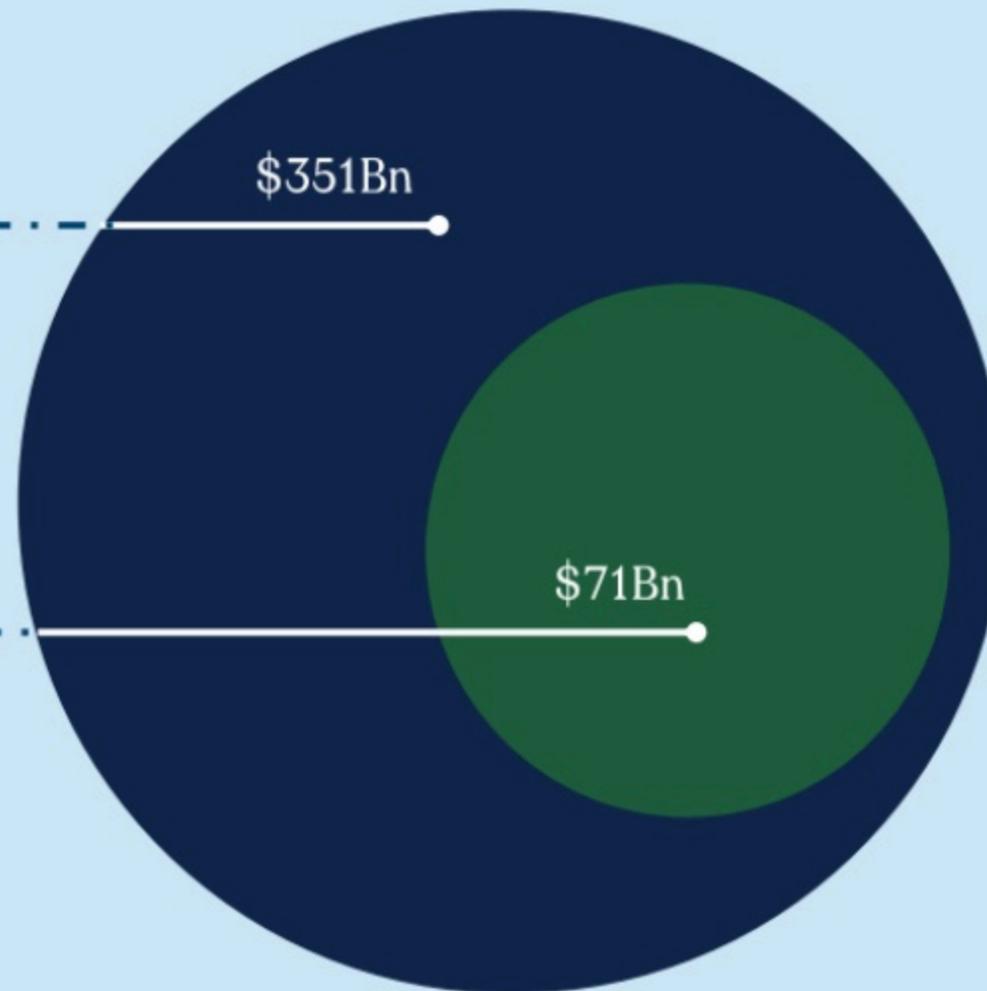
as of 2023

TOTAL GLOBAL COFFEE ROAST, COFFEE RTD & MATCHA MARKET

Roast Coffee CAGR +2.7%
Coffee RTD CAGR +5.5%
Matcha CAGR +12.0%

GEN Z MARKET SHARE

Gen Z will be the largest U.S. cohort by **2034**, and Chamberlain Coffee is well-positioned to capture a meaningful market share



CHAMBERLAIN COFFEE IS TAPPING INTO KEY MARKET TRENDS

- 1 RTD**

60% of Gen Z drink RTD compared to 49% that drink traditional coffee

Chamberlain Coffee launched RTD 2023
- 2 COLD BREW**

The cold brew coffee market grows by a +26.4% CAGR, driven by Gen Z

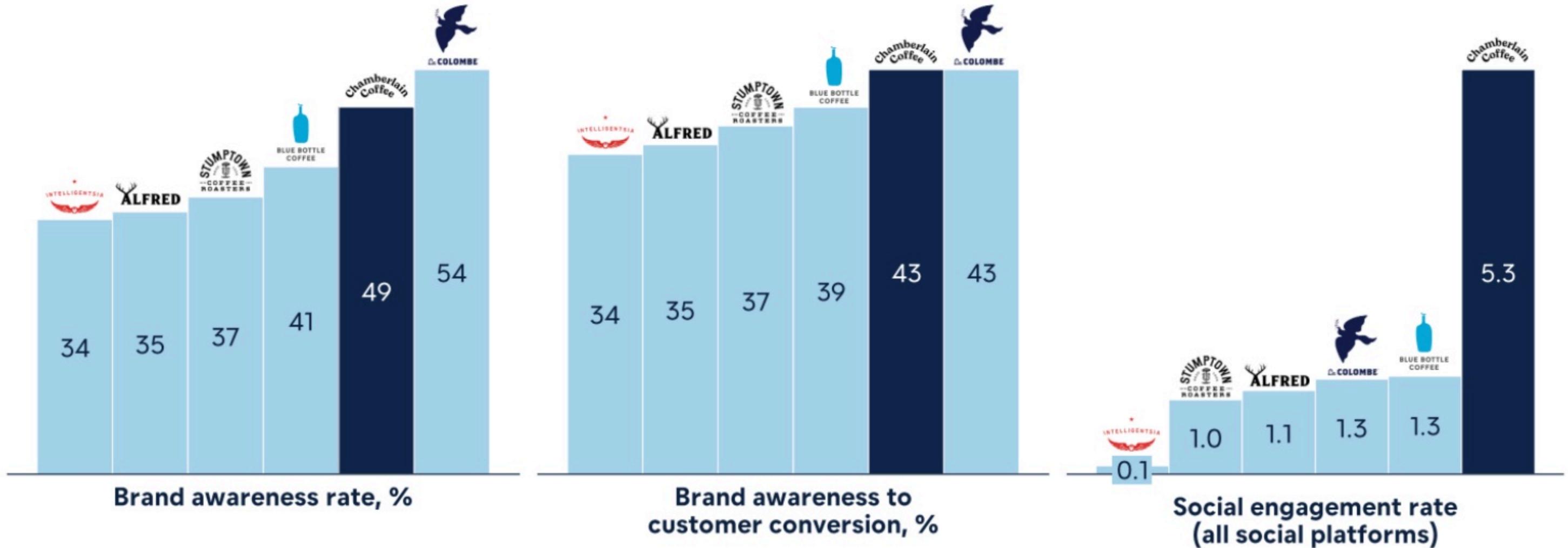
Chamberlain Coffee was founded by the "cold brew queen" herself
- 3 FLAVORED COFFEE**

1 in 2 Gen Z'ers prefer flavored coffee to regular

Chamberlain Coffee currently offers 5 distinct coffee flavors

Understanding Gen Z preferences

In just 4 years, Chamberlain Coffee has achieved brand traction that rivals established competitors.



Survey commissioned by UTA IQ. Includes 2,242 U.S. respondents ages 15-34

SOURCE: UTA IQ-commissioned survey, U.S. consumers ages 15-34, February 14-15, 2023, (n=2,424). Among coffee purchasers

Transition to an omnichannel focus

In 2023, we expanded from online-focused sales to include retail, to drive growth and profits in the next decade and solidify our market leadership.

Chamberlain 1.0

Online focus



2020

- Define product-market fit
- Tell brand story and connect with customers
- Acquire customer data

2023

Chamberlain 2.0

Omnichannel focus



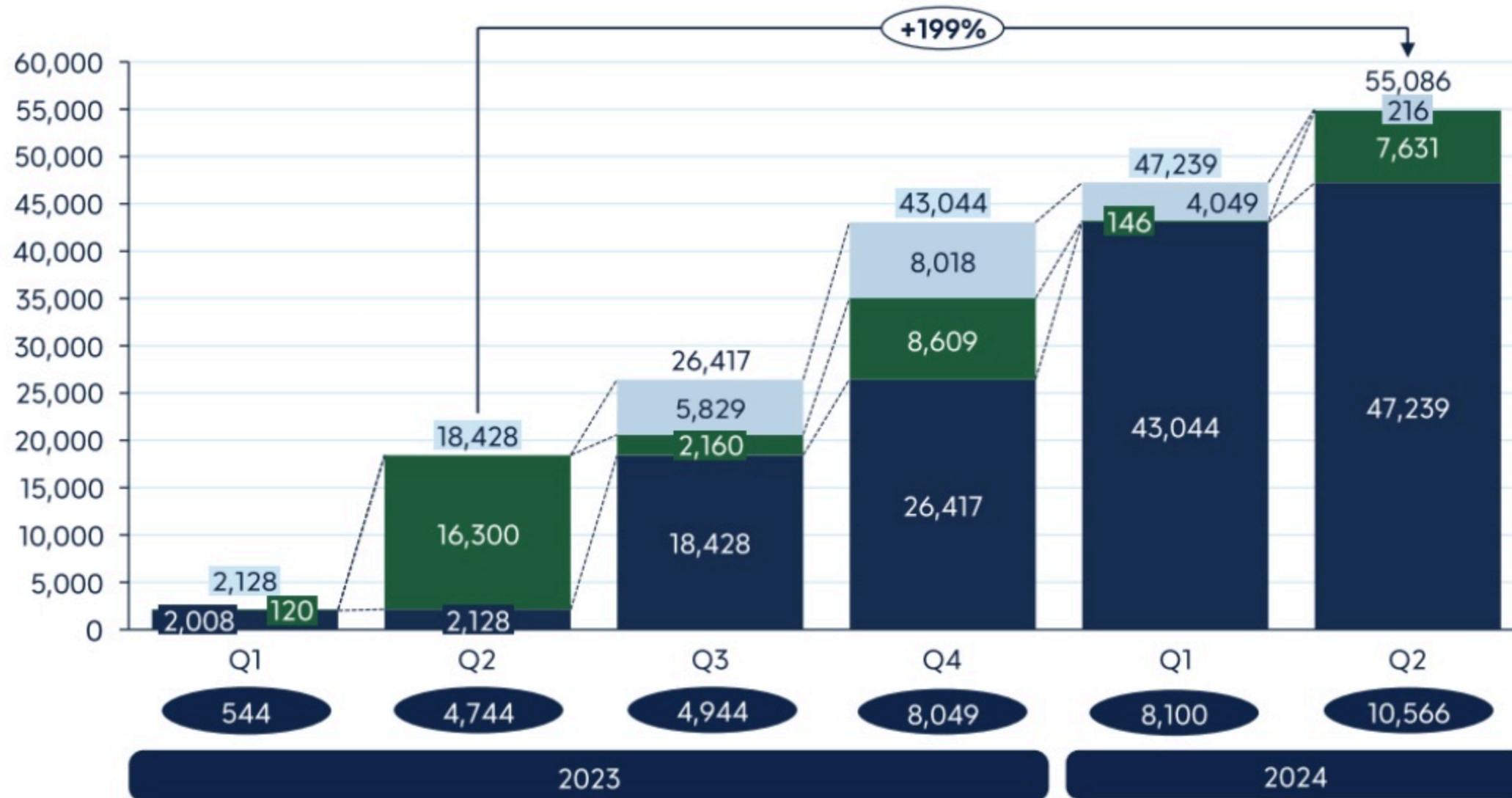
Future

- Build channel choice to meet Gen Z customers where they are
- Achieve scale to improve margins and solidify leadership with Gen Z
- Build and improve retail supply chain

Retailer enthusiasm generated 36,658 new points of distribution in 2024 Q2, reflecting ~200% YoY growth

TOTAL POINTS OF DISTRIBUTION¹

by Count ■ Existing POD ■ New Accounts ■ Line Extensions in existing accounts ● Ending door count



Securing Costco is a major opportunity, given the large volume per transaction.

Chamberlain Coffee will start in 20-30 of Costco's 611 warehouses, with the **potential to become our single largest retail partner**.

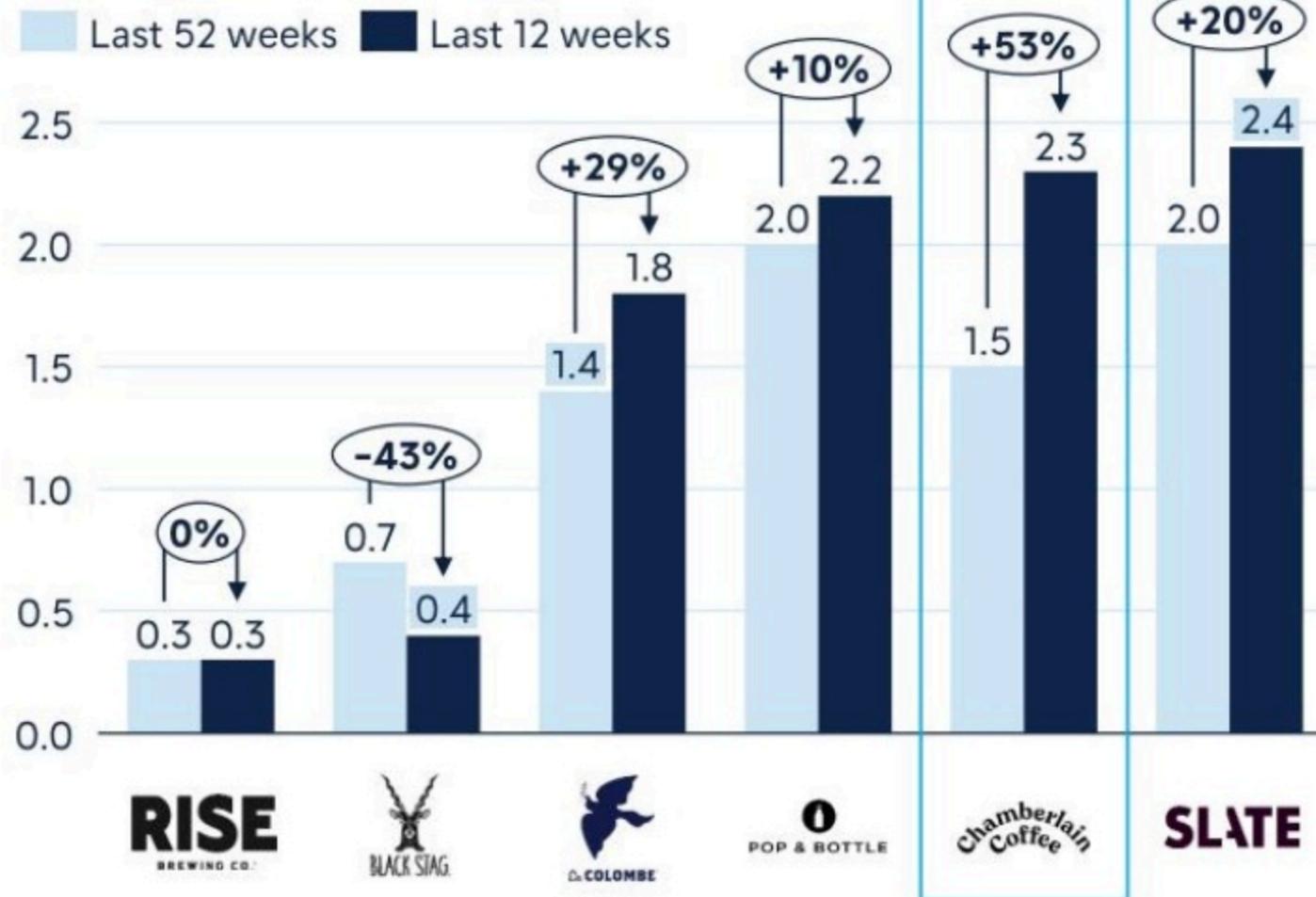
The target is to achieve ~\$75,000 in annual sales per store.

¹ Points of distribution refer to how many individual products are available across all stores. For example, if one store has three products, that counts as three points.

Chamberlain Coffee is creating value for retailers by attracting a new group of buyers to the category

SALES VELOCITIES IN TARGET

In Units/Week/Store/Item, coffee RTDs



Walmart

75%

... of CC RTD consumers in Walmart are new to the RTD category



Albertsons

70%

... of CC RTD consumers in Albertsons are new to the beverage category overall



WHOLE FOODS MARKET

6x velocity

... growth after granted cold box placements in Whole Foods trial stores

SOURCE: Spins data Ending Aug 11, 2024

Achieved #2 in sales velocity, even on Target's non-cooled shelves, mirroring strong growth as seen across retail

What we learned in 2024



Retail Optimization

We are learning to match the right **products and retailers**, continuously introducing new products **requested by consumers and retailers**



Supply Chain Efficiency

We have improved every aspect of **our supply chain in 2024**, from identifying higher-capacity suppliers to improving distribution efficiency



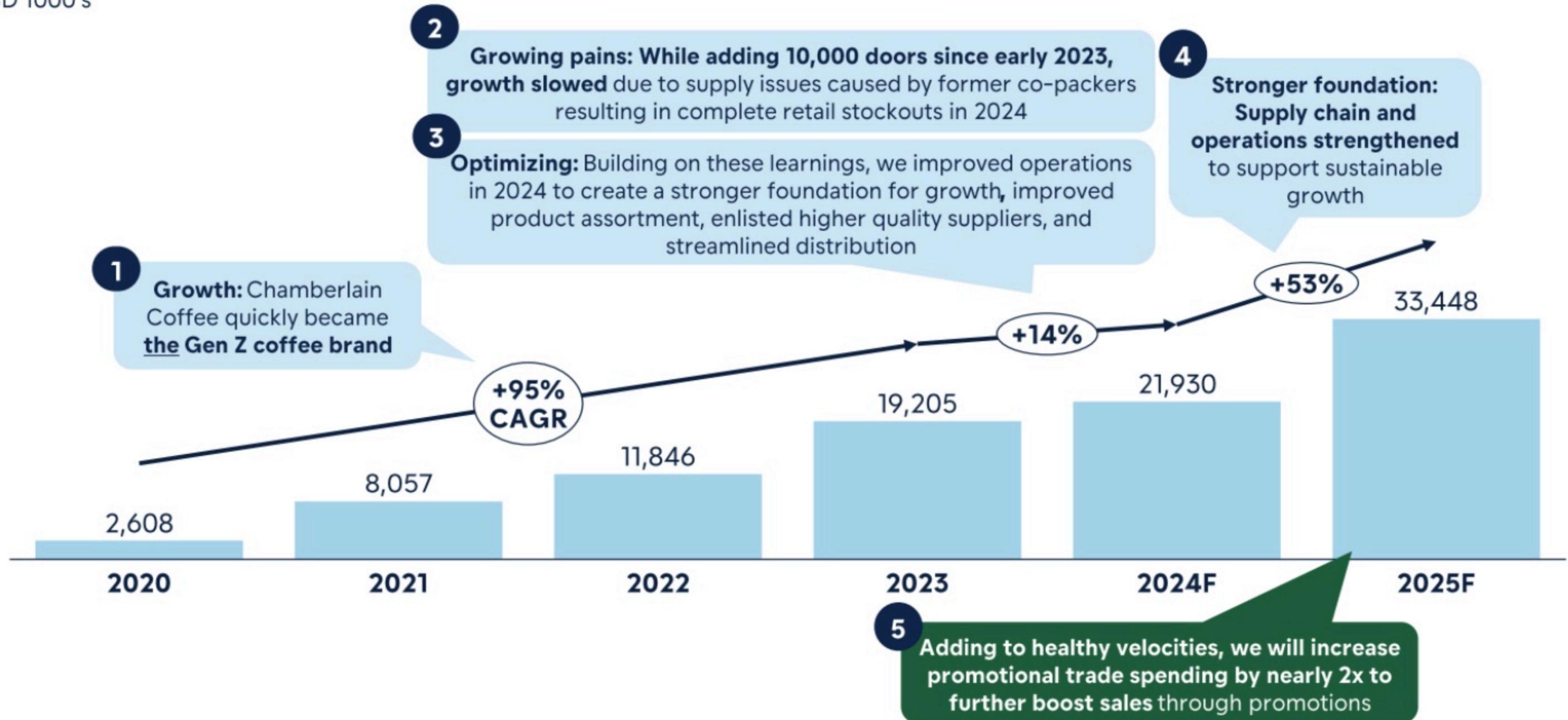
Margin Improvement

We are steering toward **operational profitability by 2026**, by optimizing the supply chain, and improving product formulations

We have improved operations, creating a stronger foundation for growth

TOTAL GROSS REVENUE

in USD 1000's



We partnered with larger-scale suppliers to enhance our supply chain and prepare for future scaling

Our Dry Co-Packer

Produces our dry coffee, incl. single serve and coffee bags

- Automated, large-scale production
- Turnkey packaging
- Cost-effective solutions
- Named one of the best "privately-owned" companies in America by Entrepreneur Magazine



ROLE

KEY BENEFITS

CLIENTS

Our RTD Co-Packer

Co-packs and manufactures our canned oat milk latte

- Fully automated, large-scale production
- Among most advanced U.S. retort production facilities
- Detailed analytics to help ensure highest quality possible
- Capacity for several years of scaling production



RETAIL GROWTH

We are growing in our most important channel: Retail

RETAIL GROSS REVENUE

in USD 1000's (% of total gross sales)



We are riding the matcha wave, one of the fastest-growing consumer categories among Gen Z

MATCHA GROSS SALES DEVELOPMENT

in USD 1000's (% of total gross sales)

All our products are ceremonial-grade, the highest official quality

Classic Matcha

Initially a test to try an adjacent category to coffee, selling out 4 times in first year



311 (4%)

2021

Flavored Matcha

Leaning into the Gen Z indulgent flavor preferences, instant fan-favorite product



1,257 (11%)

2022

Latte Powder

Starting out in DTC only, but is now a best-seller in retail with more innovation to come



3,998 (21%)

2023

Latte RTD

A first-of-its-kind product, highly anticipated by retailers and consumers

LAUNCH IN 2025 Q1



We continue to innovate in the Matcha space, with the goal of becoming the leading Gen Z Matcha brand

Future

A Billion-Dollar Market Opportunity

TOTAL GLOBAL MATCHA MARKET

\$2.9Bn

+12% CAGR

GEN Z MARKET SHARE

\$1.1Bn

We are expanding our business model with Chamberlain Coffee Cafés, an initiative to drive awareness and revenue across channels

INTRODUCING THE FIRST CHAMBERLAIN COFFEE CAFÉ



LOW-RISK, HEALTHY ROI OPPORTUNITY FOR CHAMBERLAIN COFFEE

Physical cafés will bring us closer to our customers and act as marketing hubs to boost brand awareness

- To generate revenue through in-store sales and cross-promoting products like coffee bags and RTD, boosting retail and DTC sales

Low-risk model with healthy margins and no capital commitment

- Lean cafés, designed to achieve high foot traffic and operate within small footprints – **the first café is expected to create \$1.8M revenue with strong 17% EBITDA margin**
- **There will be no CAPEX for Chamberlain Coffee**, as the first 5 cafés will be fully funded by our JV partner, with anti-dilution provisions in place for us

A team with long-standing industry experience and unique Gen Z insights, supported by top industry investors



Emma Chamberlain

Chief Executive Officer

Founder; Content Creator Model; Brand Representative (various large fashion brands)



Gustav Hossy

Chief Executive Officer

Founding Team CC; Co-Founder Blazar Capital; Founder Christopher Cloos



Teri Steinbronn

Vice President of Sales

+12 years sales leader within food & beverage CPG

(Four Sigmatic; Vital Proteins)



Jeumana Jaber

Vice President of Brand

Founding Team CC; +15 years brand strategist, specialized in talent

(United Talent Agency; EY)



Christian Arnstedt

Founder & Board Member



Paul Yoo

Board Member



Adam Kaller

Board Member

Industry Experience

McKinsey & Company



VITAL PROTEINS

FOUR SIGMATIC®

Forbes UNDER 30

USC



CBS

Key Investors



BLAZAR+



VOLITION CAPITAL



TOUCHDOWN VENTURES



Great coffee brands secure major exits, and we are already on the radar of several relevant acquirers

EXAMPLES OF RECENT COFFEE EXITS

2017
Blue Bottle



BLUE BOTTLE
COFFEE

Acquired by:



\$625M
valuation

2019
Costa Coffee

COSTA
COFFEE

Acquired by:



\$4,900M
valuation

2023
La Colombe



La COLOMBE

Acquired by:

Chobani.

\$900M
valuation

2024
Caribou Coffee



Licensed by:



Est. +\$500M
valuation

POTENTIAL ACQUIRERS



PEPSICO



Nestlé

Kraft Heinz

ABInBev

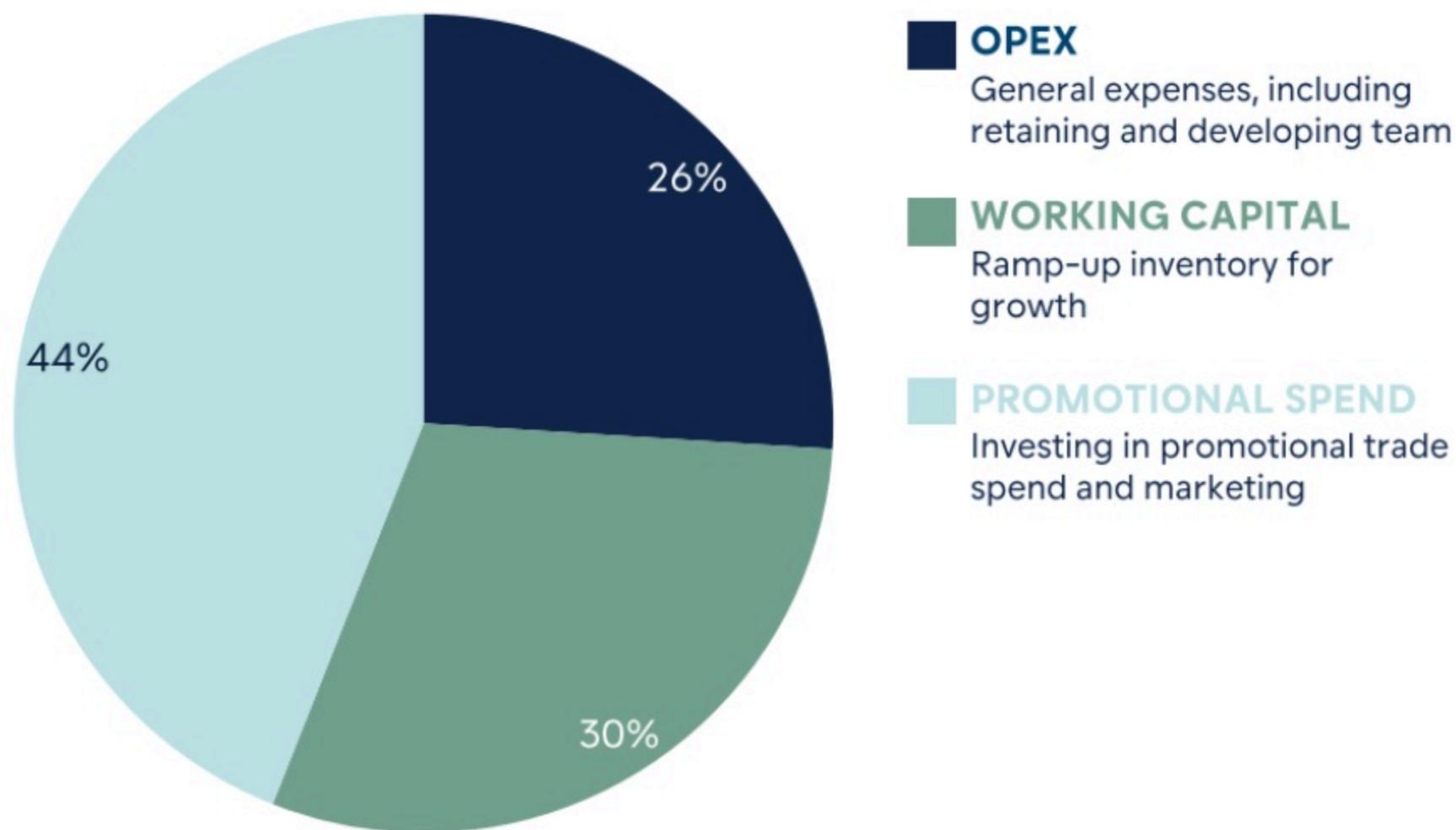


We have already been engaged by several industry players that are interested in an acquisition once we have achieved a larger scale¹.

1. The potential acquirers listed are illustrative and may not directly correspond to the companies we have been engaged by.
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Raising \$5–10M to strengthen our leadership in the Gen Z market and drive profitability

CAPITAL ALLOCATION PLAN



KEY INITIATIVES

- 1** Strengthen our position as the leading coffee and tea **brand for Gen Z** consumers
- 2** Build further on top of the existing **retail momentum** to drive significant scale
- 3** Turn **high-potential opportunities**, like cafés and matcha, into major growth drivers
- 4** Achieve **profitability** by adding scale and continuing to optimize across the entire business



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