



# GMY Tea – Climate-Smart Beverage



# GMY Tea – A Climate-Smart RTD Beverage

## Innovative Beverage Solutions

- GMY Tea combines organic, functional tea blends that promote health and wellness, catering to health-conscious consumers.
- The use of zero-plastic packaging, such as aluminium cans and glass bottles, significantly reduces environmental impact.
- Blockchain technology ensures transparency in sourcing, allowing consumers to trace the origin and sustainability of the ingredients used.

## The Climate & Health Challenge

### **Carbon-Intensive Processes in Beverages**

- The beverage industry heavily relies on fossil fuels for production and transportation.
- Wasteful packaging, particularly plastic, contributes significantly to environmental pollution.
- Traditional brewing and bottling methods increase carbon footprints, impacting climate change.

### **Increasing Demand for Eco-Friendly Options**

- Consumers are increasingly seeking health-conscious and environmentally friendly beverages.
- Market trends show a rise in demand for organic, sustainable products with minimal packaging.
- Health benefits from natural ingredients are becoming a key factor in consumer choices.

# RTD Health-Focused Tea Blends

## Sustainable Sourcing

- Utilising organic tea leaves and herbs, such as saffron, sourced from certified farms that adhere to environmentally friendly practices, ensuring minimal ecological impact.

## Zero-Waste Packaging

- Employing aluminium cans and glass bottles that are fully recyclable, alongside innovative repurposing of byproducts, such as using tea residue as fertiliser, to minimise waste.

## Blockchain Transparency

- Implementing blockchain technology to provide traceability in the supply chain, monitoring emissions, and confirming ethical sourcing from farm to consumer, enhancing trust and accountability.

## Product Highlights

- **Performance Sports Blend:** Offers as a natural energy alternative to sugary energy drinks.
- **PMS Relief Blend:** This blend alleviates PMS symptoms and is formulated with saffron, known for its analgesic properties.

## On-the-Go Formats

- Available in convenient 250ml cans and 750ml bottles, designed to cater to busy lifestyles while ensuring freshness and portability.

# Market Opportunity

## Global and UK Hot Beverage Market

- The UK's hot beverage market is valued at **£2.99 billion (2024)** with an annual growth rate (CAGR) of **1.68%** projected to reach **£3.25 billion by 2029**.
- Shift from traditional tea and coffee to speciality and functional beverages.

## Key Drivers of Growth

- **Health and Wellness Trends:** Consumers increasingly opt for sugar-free, natural alternatives due to rising health concerns.
- **Functionality and Convenience:** The demand for on-the-go solutions supports the market for portable, innovative products.

## RTD Tea Market

- **UK RTD Tea Market (2024)**
  - **Revenue:** **£141.9 million**, growing at a **3.38% CAGR (2024-2028)**.
  - **Volume:** 20.1 million litres, with per capita consumption at 0.26 litres.
- **Global RTD Tea Market**
  - Europe: Estimated at **£10.93 billion (2024)**, growing at **£18.76 billion by 2030 (CAGR 9.42%)**.
  - North America: Valued at **£7.87 billion (2023)**, projected to reach **£9.04 billion (2025)**.

## Consumer Segments

- **Health-Conscious Consumers:** Prioritise natural wellness, functional benefits, and premium products
- **Women's Health Needs:** Opportunity to address unmet needs with the PMS Relief Tea Blend, targeting 90% of menstruating women.

# Business Model

## Revenue Streams:

- **Direct-to-Consumer (DTC) Sales:** E-commerce platform allowing direct customer engagement and subscription services.
- **Retail Partnerships:** Partnerships with major retailers such as Waitrose, Whole Foods, and Holland and Barrett to enhance visibility and accessibility.
- **B2B Sales:** Building partnerships with local institutions such as the NHS Surrey, Surrey Police, local fire departments and office spaces for bulk purchases and sustainable options.

# Conclusion

- The vision is to create a replicable cross-sector model that integrates sustainability, health, and transparency in beverage production.
- Scaling opportunities include expanding the product line to other beverages and food items, enhancing carbon measurement practices, and launching community-driven campaigns to promote healthier choices.