



# UNLOCKING Delivery of Innovations & Formats

**Flavor, Form & Function**



# FOCUSED ON BOTANICALS FIELD TO SHELF



Founded in 1979 as a retail store



Expanded in importing, as premium herbs were not available



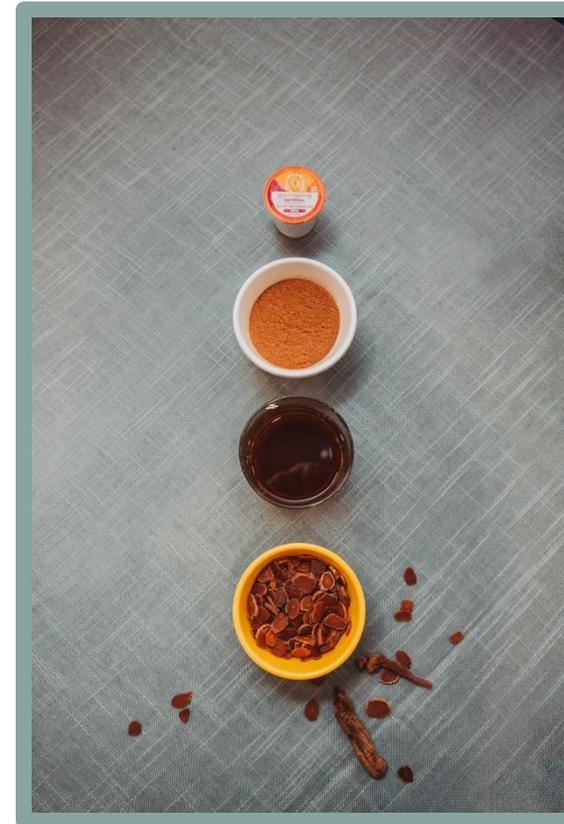
Third Generation Family Business  
Focused On Quality & Sustainability

We are collecting the second harvest of our  
FairWild Schisandra



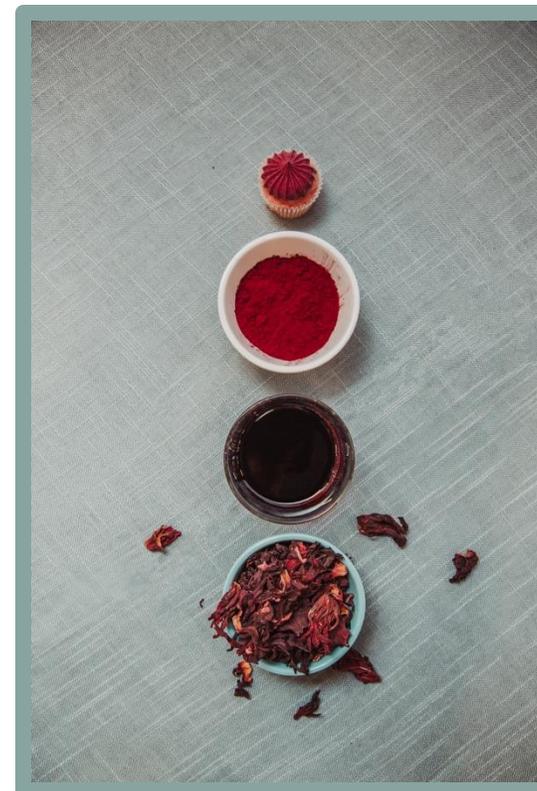
Bespoke Extracts<sup>®</sup> Services

- BOTANICAL EXPERTS
- FIELD TO SHELF
- APPLICATION SPECIALISTS
- BESPOKE EXTRACTS



# Bespoke Extracts<sup>®</sup> Program

1. Founded for Customers: Fit-for-Purpose ingredients to power Product Innovations
2. Unlocking Delivery Formats that may not have been possible, not because the delivery format isn't there, but the Ingredient Format *didn't exist*





# Bespoke Extracts® Program Development

## Offering Non-commercially Available Standardized Extracts “Normal” to Low Dosage, Maintaining Efficacy

- **Beverages**
  - Teas, Ready-to-Drink (RTDs), Instant powders
  - Coffee bar syrups, Frozen yogurt
- **Alternative Delivery Formats**
  - Bars, Baked goods, Candies, Lozenges
- **Low Dosage – So many opportunities!**
  - Edible oral film strips, Single-serve pods, Soft gels, Gummies



# Nuherbs' Bespoke Extracts<sup>®</sup>

## Case Studies

- RTD/Instant Beverages (Powders)
- Low Dosage Extracts Adapted to Fit for Purpose



# RTD/Instant Beverage: Cheers to Hibiscus!

## Craft Brewing Opportunity

- Collaborated with Bale Breaker Brewing Company: [Bale Breaker](#)

- ✓ What form of hibiscus works best?
- ✓ Where in the brewing process makes the most sense?
- ✓ What regulatory requirements are of concern?
- ✓ Whole herb, powder extract, liquid extract?
- ✓ Partnered to better utilize herbs in brewing process
- ✓ Offered proper forms for taste, function & manufacturing



# Cheers to Hibiscus! Hypothesis

**PhytoHib<sup>®</sup> 100 Extract Powder - advantage over whole flower for brewing**



**“Whole flower is inefficient, messy, and potentially clogs piping.”**

**“Here is a picture you can use to help build your case. It was accompanied by the normal amount of free-flowing expletives...”**



# Cheers to Hibiscus! Key Takeaways

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- **Dosing and process recommendations**
  - ✓ PhytoHib should be added to water before tank addition
  - ✓ PhytoHib is about 5x as strong as whole flower for beers
  - ✓ PhytoHib is best for cold side additions, post-fermentation
- **Main take-aways**
  - ✓ PhytoHib has a competitive advantage over whole flower for craft brew process
  - ✓ Ease of use: Quick dissolving, low mess, no refrigeration needed
  - ✓ Consistency: Standardized for color & flavor
  - ✓ High efficiency: Low waste, less dilution of base beer



# Cheers!

## PhytoHib<sup>®</sup> 100 Hibiscus Extract Powder

"Phyto worked great in the [seltzer]. Dosing rate seemed appropriate, and it was much easier to add, thanks!"





# Extracts Adapted to Fit for Purpose: **Ginseng Genius, Savory Schisandra!**

**Cognitive** Function and **Adaptogenic** Properties

**Raise your hand if you forgot where you put your keys, stressed out?**





# Extracts Adapted to Fit for Purpose: **K-cups**<sup>®</sup>

## Nuherbs NuTraditions<sup>®</sup> Good Morning Sunshine<sup>™</sup> Coffee K-cups<sup>®</sup> – Infused with Organic Red Ginseng Root Extract

- **Fight Fatigue**
- **Experience Sustained Energy**
- **Stress Less**





# Extracts Adapted to Fit for Purpose: Low Dosage Oral Strips

## Nuherbs NuTraditions® Goodbye Fatigue®

### Edible Oral Film Strips – **White Ginseng** & **Schisandra** Blend

- **Energy & Focus: Supports brain function, accelerates memory recall and helps reduce the feeling of mental fatigue with ginsenosides\***
  - 38mg White Ginseng (22% ginsenosides)
- **TCM Traditional Use Claim to manage stress and restore balance\***
  - **Schisandra - The “5-flavor-berry” for Mood & Stress**
    - ✓ Salty
    - ✓ Sweet
    - ✓ Sour
    - ✓ Pungent (spicy)
    - ✓ Bitter
- **Natural cinnamon flavor**



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease

# RTD Instant Beverage: Reishi Mushroom Mood!

- Immune Support
- Heart Health
- Antioxidant Benefits

**Stress & Anxiety Support**

**Road Rage?**

**RELAX.**





## Reishi Mushroom Mood!

### Less Bitter Organic Extract

- **TCM Traditional Use Claims for Immune System and Stress Support\***
  - ✓ Naturally bitter taste – Normally pairs with chocolate, mocha, caramel
  - ✓ Protein Bars
  - ✓ Mushroom Coffee
- **New Pairing Opportunities!**
  - ✓ With Application Chemistry, improved sensorial aspects, reducing bitterness in water-soluble extract

# Fit-for-Format Purpose Ingredients

- Unlock Delivery Systems By Creating Fit-for-Format Purpose Ingredients





# What More Can We Develop TOGETHER





# Nuherbs<sup>®</sup> Bespoke Extracts<sup>®</sup> & Application Specialists

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Q&A

wilson@nuherbs.com