



/ˈôsəm/  
**Avsome**®  
avocado tea



**Avsome** Avocado Seed Tea was inspired by the desire for a healthy, guilt-free drink that actually tastes good.

**Avsome** embodies authenticity, health, and sustainability.





# Why Avsome ?

The **avocado pit** is usually the most forgotten part of this superfruit and the first one we discard, despite the fact that it contains more nutrients than the actual flesh part of the fruit that we commonly eat.

Avocado Seeds have more antioxidants than most fruits and veggies on the market and polyphenols like green tea, plus they are full of more soluble fiber than just about any other food.



In fact, Avocado Seed has 70% of the antioxidants found in the whole Avocado, Avocado Seeds are also full of antioxidants, lowers cholesterol, helps fight off disease, and studies show that Avocado Seed has more soluble fiber than oatmeal and just about any other food.

**Most of us did not know that Avocado Seeds are full of great health benefits.**

It is a great source of carbohydrate, protein, fiber, plus essential micronutrients for human consumption such as, polyphenols, fats, oils, vitamins (**C, E, K, B1, B2, B6, B9**) and minerals (**P, Na, Mg, K, Fe, Zn**). Its low sugar content makes avocado very recommendable source of high-energy food for those who are diabetic. It is highly consumed in the world due to the presence of unsaturated lipids and its relevance in improving and maintaining healthy heart and circulatory system.



**Avsome** stands out as the 1st avocado seed based beverage, offering a nutrient rich experience with more antioxidants and polyphenols than green tea, promoting heart and gut health.





paradiso7

- guava
- green tea
- hint of pineapple
- agave
- 45mg caffeine



LMN1

- meyer lemons
- lemon myrtle tea
- hint of lemongrass
- agave
- caffeine free



hibiscus berry

- raspberries
- hibiscus tea
- hint of strawberry
- agave
- caffeine free



ginger5

- ginger
- lemon juice
- agave
- caffeine free





Market Segmentation

Flavor Type

Black Tea  
Green Tea  
Red Tea  
Oolong Tea  
Jasmine Tea  
Herbal Tea  
Fruit Tea

Product Type

Still  
Sparkling

Sales Channel

HORECA  
Modern Trade  
Specialty Store  
Department Store  
Convenience Store  
Drug Store  
Online Retailers  
Online Sales Channel

Region

North America  
Latin America  
Europe  
Japan  
APEJ  
MEA

Nature

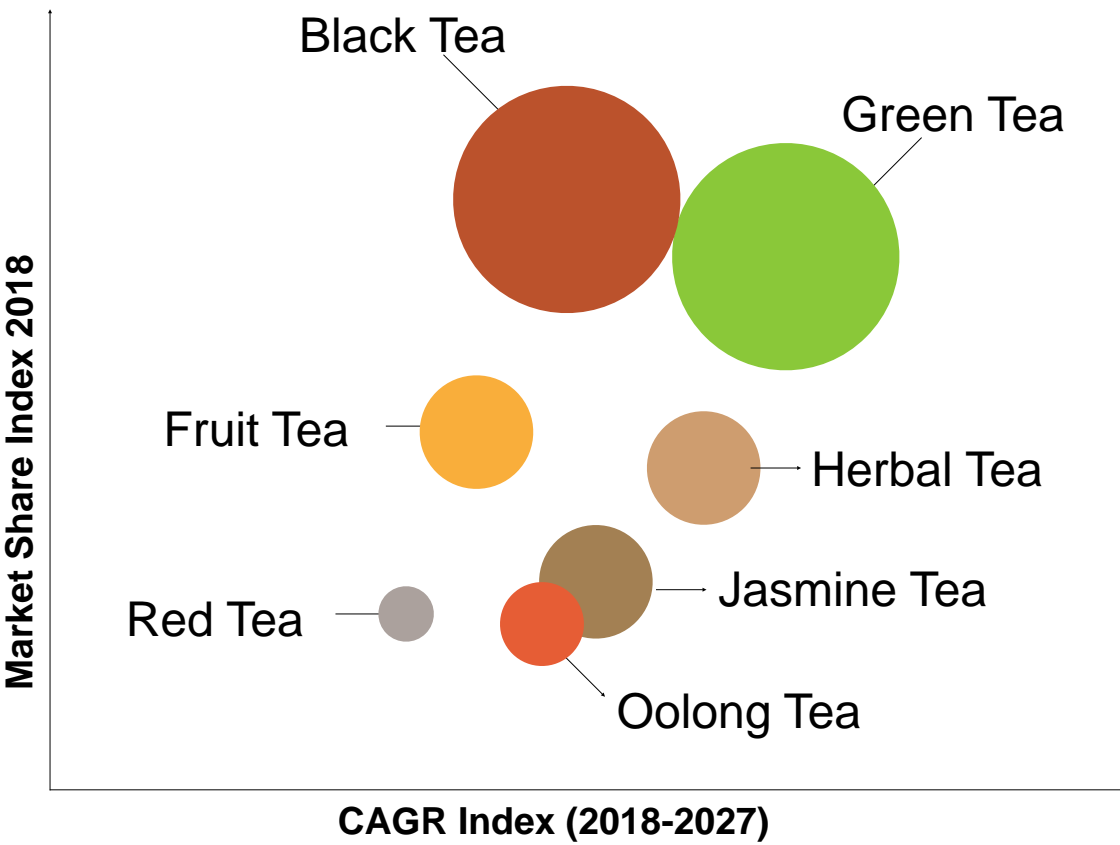
Organic  
Conventional



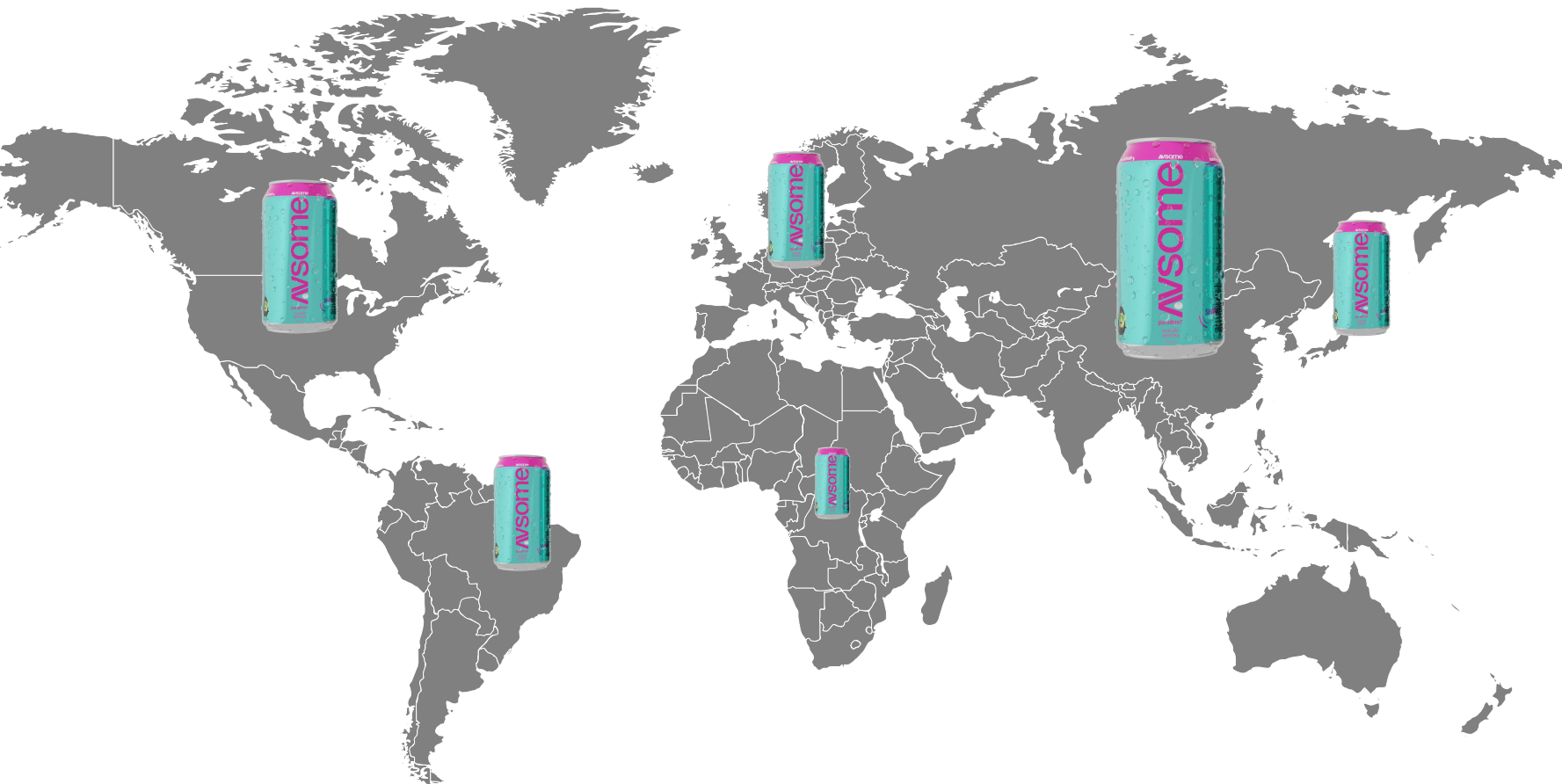
BOTTLED TEA

Global Market Insights  
2018-2027

Market Segmentation



Market Share, 2024



Market Structure Analysis



Tier 1

Large - Scale companies  
with Advanced Positions

Suntory Holdings Ltd  
Nestle  
The Coca-Cola Company  
PepsiCo Inc



Tier 2

Focused on Bringing New  
Products & Economic  
Alternatives to the Market

Monster Beverage Co.  
Cri-President Enterprises  
Keurig Dr. Pepper Inc



Tier 3

Small Scale - Focused  
on Getting Recognition  
in the Market

Arizona Beverage Co.  
Turkey Hill Dairy  
OCSHI Group

Market Insights

APEJ bottled tea market is expected to witness remarkable growth of 1.5X (2018-2027)

The most attractive sales channel is HORECA, which is expected to hold the largest value share of 20.1% by 2027 end.

The Red tea segment accounts for 5.9% revenue share of the flavor type segment and increasing annually.

The organic nature bottled tea market is expected to hold the volume share of 23.9% by 2027 end.



# Competition

BEING THAT WE ARE FIRST TO MARKET,  
THERE IS NO COMPETITION.  
BUT, THESE DRINKS INDIVIDUALLY OFFER  
SIMILAR ATTRIBUTES THAT WE OFFER IN  
JUST ONE BOTTLE !

competition





**Avsome** sets itself apart with its unique blend, health benefits, focus on sustainability, distinct flavors, and stylish packaging. Positioning it as a premium product for the health-conscious market.





# Avsome® targets digitally savvy, health-conscious consumers who value authenticity, sustainability, and personalized experiences.

## ME, MYSELF & I

**Automation and self-service that does not hinder the customer experience.**

Due to years of engaging digital and self-service solutions, our Target craves immediacy and has grown used to the way technology eliminates the need for human gatekeepers while ensuring accuracy and efficiency of communications and experience.

## DREAM BIG

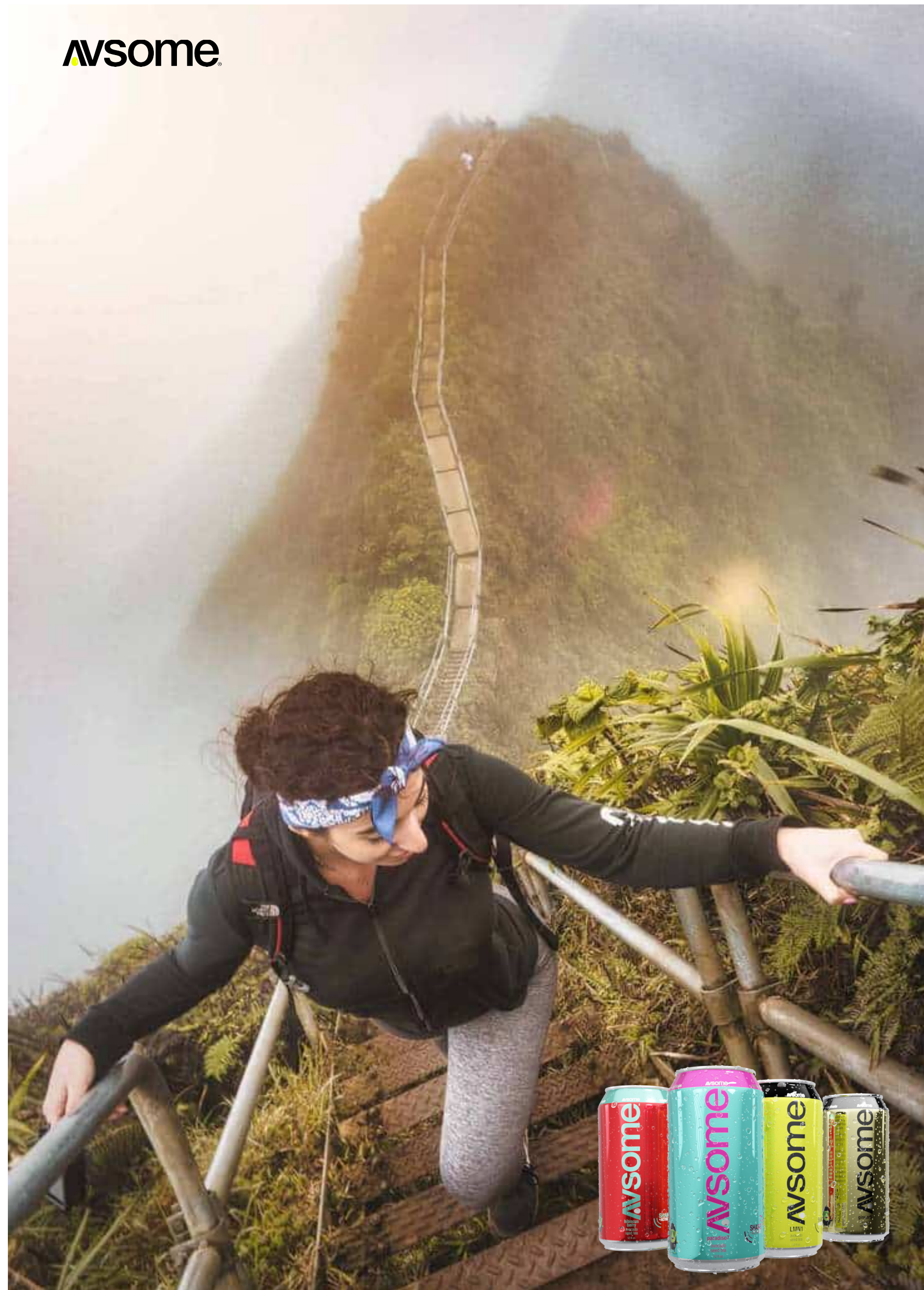
**Association with companies that are genuine, authentic and purpose-driven.**

Consumers in this category are motivated by businesses that align with their core beliefs and values. They expect and assume honesty and integrity from the organizations they follow, and prioritize healthful complements to life, no matter the costs.

## LIFESTYLE IS THE NEW LUXURY

**Adventure, discovery and deep, meaningful experiences that enhance everyday life.**

Avsome's demographic prioritizes the journey over the destination. They live to explore and seek truth beyond the surface. In their eyes, value directly correlates to an immersive environment where more than just a simple transaction or behavior transpires.





**Vitamin Enriched**  
Contains essential vitamins and minerals as part of a balanced diet

**Antioxidant Packed**  
70% of the antioxidants in an entire Avocado are in here

**Anti Inflammatory**

**Mineral Drenched**  
(P, Na, Mg, K, Fe, Zn)

**Digestive Health**  
Includes compounds that have shown moderate activity against certain parasites in studies

**Promotes Good Gut Health**



**Complimentary to Cancer Research**  
Features phytochemicals studied for their impact on cancer-related pathways

**Rich in Anthocyanins**

**Fights harmful bacteria**

**Packed with Vitamin A**  
Great for your eye site

**More Polyphenols than Green tea**

**Cholesterol Support**  
May contribute to maintaining healthy cholesterol levels as part of a varied diet



# Links & Studies

**Penn State Study** see page 17-34  
this link provides alot of information  
as far as vitamins minerals etc  
[https://etda.libraries.psu.edu/files/final\\_submissions/1576](https://etda.libraries.psu.edu/files/final_submissions/1576)

**Anti oxidant information**  
[http://www.avocadosource.com/Journals/SAAGA/SAAGA\\_2007/SAAGA\\_2007\\_V30\\_PGS\\_17-19\\_Berthling.pdf](http://www.avocadosource.com/Journals/SAAGA/SAAGA_2007/SAAGA_2007_V30_PGS_17-19_Berthling.pdf)

**Fights against Parasites**  
(compounds showed moderate  
activity against epimastigotes and  
trypomastigotes)  
[https://www.jstage.jst.go.jp/article/bpb/28/7/28\\_7\\_1314/article](https://www.jstage.jst.go.jp/article/bpb/28/7/28_7_1314/article)

**Assists in fighting against  
Cancer** (breast cancer) (PERSIN  
induces pathologic changes in the  
mammary gland of lactating mice)  
<https://mct.aacrjournals.org/content/5/9/2300>

**Oral cancer** (Providing a double hit on a  
critical cancer pathway such as EGFR/  
RAS/RAF/MEK/ERK1/2  
by phytochemicals like those found in  
avocado fruit could lead to more effective  
approach toward cancer prevention)  
<https://www.sciencedirect.com/science/article/abs/pii/S0006291X11007807?via%3Dihub>

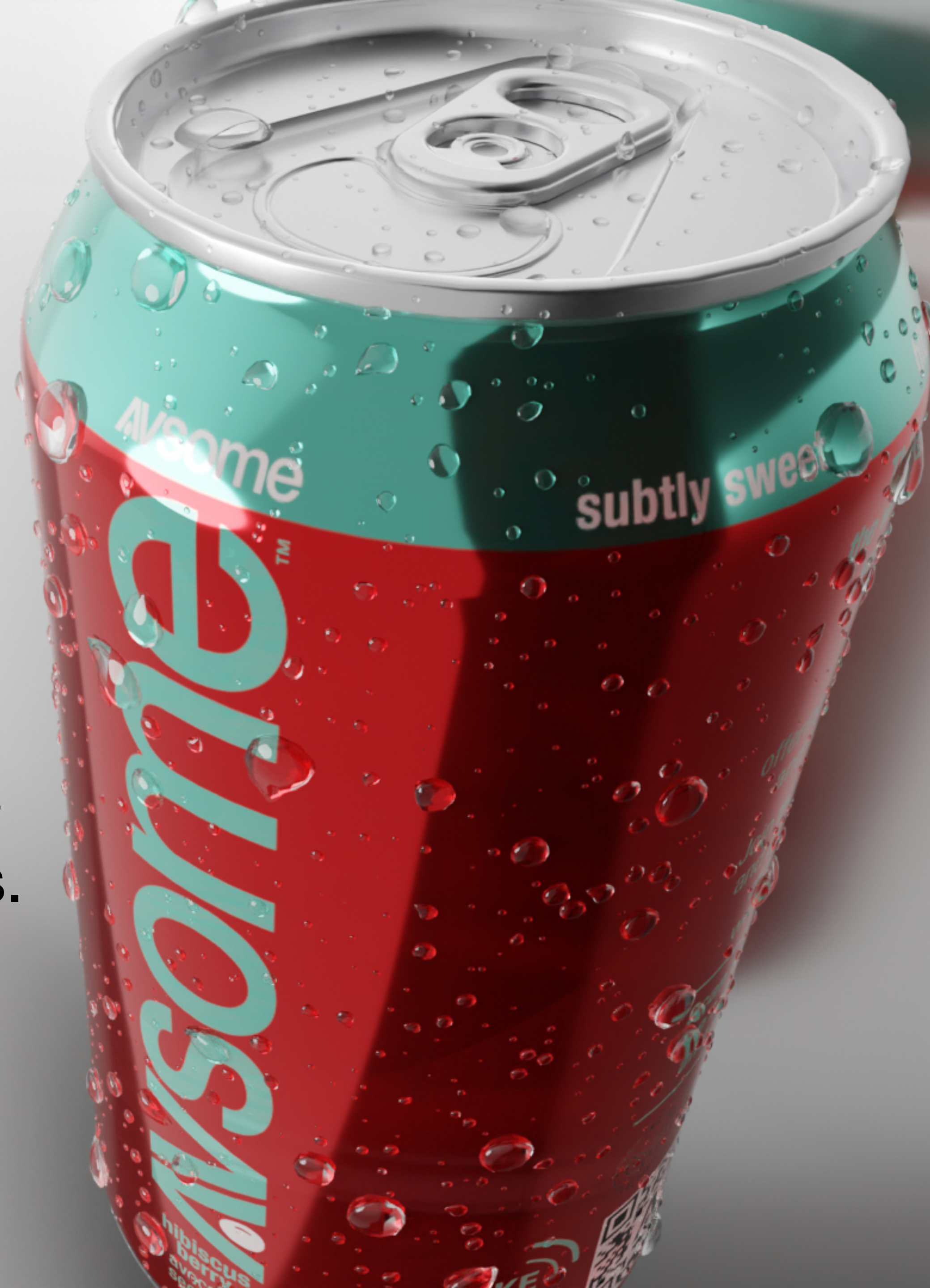
**Weight loss**  
<https://www.nature.com/articles/0802299>

**Cholesterol Lower** (The American  
Journal of Clinical Nutrition, Volume 56)  
<https://academic.oup.com/ajcn/article-abstract/56/4/671/4715560?redirectedFrom=fulltext>

**Effects on Diabetes** (alloxan-induced  
diabetes (anti-diabetic and protective  
effects on some rat tissues such as the  
pancreas, kidneys, and liver.)  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3957359/>



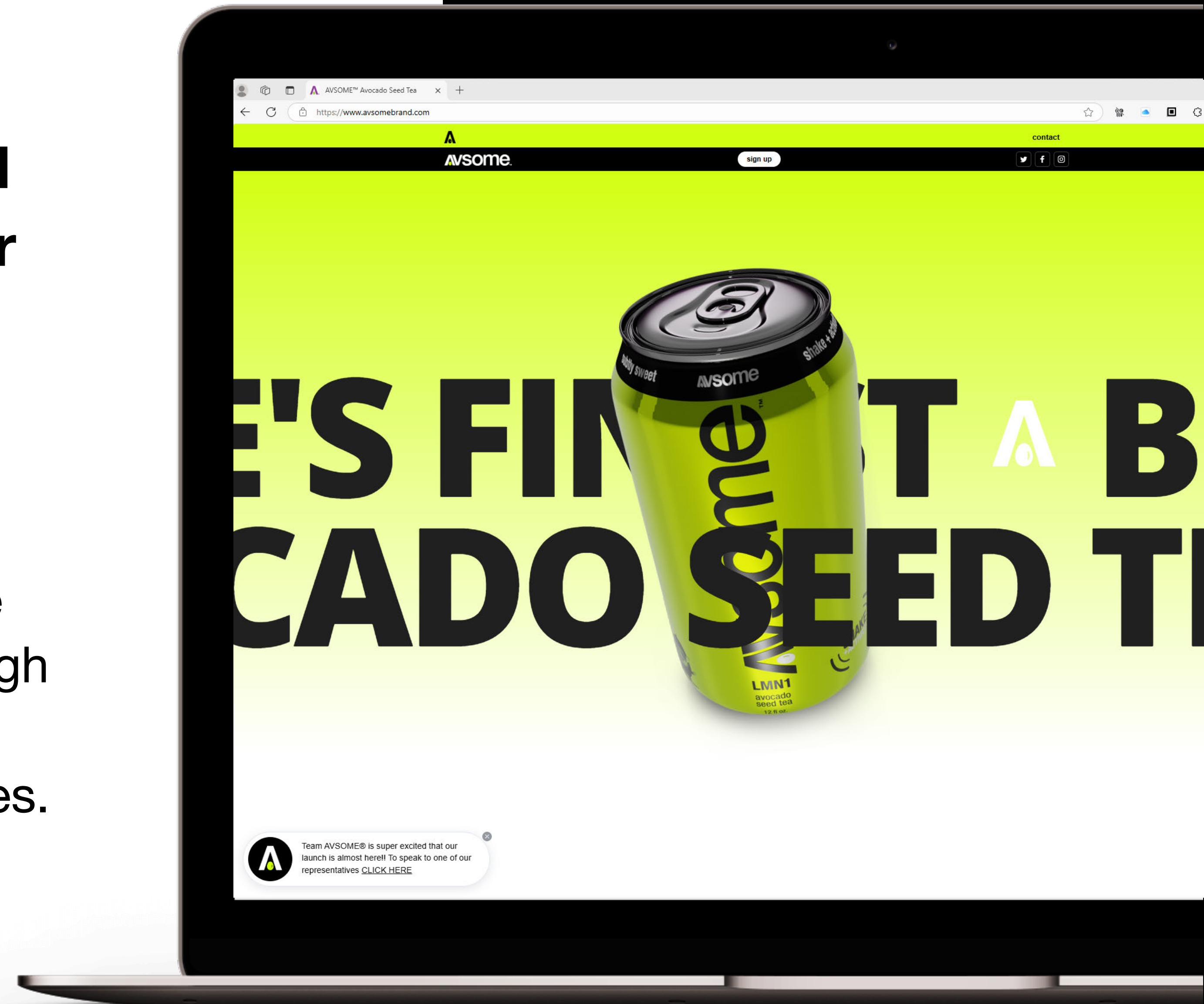
Eco-friendly aluminum cans reflect **Avsome**'s commitment to the environment, showcasing upcycling avocado seeds and sustainable practices.





**We have officially partnered with legendary tea purveyor Harney & Son, which has a national footprint.**

Avsome will be accessible in SMEs and big-box stores in the New York metropolitan area through Harney's already established distribution network of 3,000 stores.







## Coby Farrow

Chief Executive Officer

Coby Farrow is a seasoned entrepreneur and brand visionary with a dynamic career spanning hospitality, beverage innovation, entertainment, and media. Known for his instinctive ability to bring ideas to life,

Coby is the founder and driving force behind AVSOME, the trailblazing beverage brand made from avocado seed tea. From formulation to flavor profile, Coby brought the product to life, pairing culinary precision with market-savvy instincts to create one of the most innovative functional drinks on the shelf today.

Coby’s creative roots trace back to the music industry, where he began his career in the A&R and Marketing departments at Sony Music/Epic 550, learning firsthand how to shape artists and drive culture. That sensibility carried over into beverage and food, where he has contributed to product development and national launches for brands including Pepsi, Lipton, Naked Juice, Fresh Samantha Juices, Odwalla, and Minute Maid.

His passion for food and culture has taken him from developing culinary concepts to competing on Food Network shows like Beat Bobby Flay and Chopped, and working behind the scenes with Zero Point Zero and other leading content studios. He has also secured and managed complex supply chain operations for premium food brands, including high-end meat delivery companies like ButcherBox.

Whether launching a product, designing an experience, or developing a show, his work reflects a restless creativity, a commitment to quality, and a bold vision for what's next.

**BA Rutgers UNIV**  
**BA Institute of Culinary Education**



## Darren Kapahi

Chief Brand Officer

Darren Kapahi is a multi-disciplinary creative director with over two decades of experience shaping visual identities and campaigns for some of the world’s most recognizable brands. With a career that spans beverage, entertainment, and fashion. Darren is known for his ability to bring bold creative vision and strategic clarity to every project he touches.

Darren’s creative journey began with art direction roles at The RPM Group, where he played a pivotal part in shaping Pepsi’s award-winning “We Inspire” campaign—recognized by the NAACP—and led the visual direction for the culturally resonant “BX Flavor” campaign. His early success quickly positioned him as a go-to creative voice in the beverage world.

At VitaminWater, Darren helped lead the brand’s expansion into sports and culture through his standout work on the VitaminWater Racing campaign, including the design of the iconic Formula 50 NASCAR racecar. His ability to merge cultural relevance with sharp visual design has made him a trusted creative partner for household names like Heineken, Influence Media Partners, Reebok, Grey, Def Jam, MTV, and Universal Music Group.

In addition to his agency and brand work, Darren is the co-founder of AVSOME, a next-generation beverage brand focused on avocado seed tea. He has led the visual development of AVSOME since its inception, designing everything from packaging to brand storytelling to in-store and digital experiences—cementing its position as a standout in the functional beverage space.

Today, Darren serves as a creative director and brand consultant to a wide range of clients, helping them craft visual language, storytelling frameworks, and campaign assets that move audiences and build equity. His expertise extends into music, apparel, entertainment, Web3, and the cannabis industry, where he continues to develop compelling brand experiences that push boundaries and spark engagement.

**AS, Art Institute of Philadelphia**



## Bill Connors

Chief Operating Officer

Bill is a seasoned business leader with over 25 years of experience driving brand growth, retail expansion, and culture-shaping marketing at Red Bull. His career has been defined by his ability to scale teams, elevate market presence, and lead high-impact campaigns that resonate across industries.

As Executive Vice President and General Manager of Red Bull’s East Business Unit, Bill oversees a 19-state region, managing field sales, marketing execution, and both owned and third-party wholesaler relationships. Under his leadership, the region has grown into a \$1.8B business, supported by a 225-person team and an \$80M annual budget.

During his tenure, Bill has delivered a 6.7% compound annual growth rate while expanding Red Bull’s household penetration by over 22 percentage points. He has led innovative retail strategies, strengthened national partnerships, and brought global Red Bull events to life—including the acclaimed Red Bull Cliff Diving World Series. Through strategic leadership and community engagement, he also helped raise over \$1M for the Wings for Life Foundation via the company’s wholesale network.

Before stepping into his current role, Bill served as Vice President of Marketing, where he played a pivotal role in shaping Red Bull’s cultural footprint across sports, music, and the arts. He led the creation and multi-year success of the Red Bull Music Academy Festival and Red Bull Arts New York, generating millions of impressions annually and cementing Red Bull’s presence at the intersection of creativity and brand storytelling. His work on groundbreaking projects like Will Gadd’s ice climb of Niagara Falls brought global attention and redefined what brand-backed adventure could look like.

Known for his operational excellence and marketing vision, Bill is ready to shape the future of AVSOME's U.S. business by blending commercial strategy with cultural relevance.





## Alex Harney

### Production & Supply Chain

Alex plays a critical role in AVSOME's growth, serving as the gatekeeper of quality control and formulation excellence. His work ensures that each product not only delivers on taste, but stays true to the brand's values around sustainability, ingredient transparency, and functional wellness.

Alex Harney is a production and formulation expert with over 20 years of hands-on experience in the beverage industry. As Head of Production at AVSOME, Alex ensures every can meets the highest standards of integrity, quality, and flavor. From sourcing ingredients to blending and bottling, he leads with precision and purpose—bringing thoughtful, well-crafted beverages to life through deep attention to process and a passion for clean, functional formulations.

His journey in the beverage world began at the age of 12 in his family's business, Harney & Sons Fine Teas, where he learned the fundamentals of blending, customer service, and production from the ground up. Over the years, Alex grew into a pivotal force behind the brand's creative and operational success—eventually taking the lead on product photography and shaping its visual identity, marrying tradition with modern aesthetics.

Alex's approach is rooted in a rare blend of technical expertise, operational insight, and creative development—making him a sought-after collaborator in projects where execution must match innovation. He believes the best products are those that balance purity of ingredients with scalable production and genuine intention.

Alex continues to blend his passions for craft, community, and quality—whether in the lab, on the ice, or on the production floor.



## Laron Batchelor

### Omnichannel Advisor

A committed advocate for sustainable and inclusive innovation, LaRon also serves on the Board of Directors at Naturally New York, where he supports next-generation CPG founders and industry stewardship.

With over 20 years in the Consumer Packaged Goods (CPG) industry, LaRon Batchelor brings unmatched experience and strategic foresight to his role as Sales Advisor and Equity Partner at AVSOME. A recognized growth architect and connector, LaRon has built his career around scaling purpose-driven food and beverage brands by aligning visionary innovation with real-world retail execution.

LaRon is also the founder of Passport Food & Beverages (PF&B), a consultancy dedicated to fueling early-stage CPG growth through strategic guidance, channel development, and brand storytelling. His work has empowered mission-driven brands to break through crowded markets and build lasting retail partnerships.

Currently serving as East Coast Business Development Director at Whisha, LaRon has led the distribution of premium coffee and beverage brands to major national retailers including Whole Foods, Target, and Publix—successfully bridging emerging products with mainstream channels. His understanding of market dynamics, merchandising strategies, and consumer behavior positions him as a trusted leader in accelerating brand momentum.

At AVSOME, LaRon's role is to drive retail expansion, forge high-impact partnerships, and help scale a brand rooted in sustainability, upcycling, and functional wellness. His belief in the brand's potential is grounded in decades of experience—and a passion for bringing meaningful products to the shelves and homes of conscious consumers.



## Jeff Ghitman

### Chief Financial Officer

Jeffrey Ghitman is a seasoned entrepreneur and strategic advisor with deep expertise in scaling consumer brands, optimizing operations, and navigating high-growth markets. As a co-founder of AVSOME, Jeff leads with vision and precision, driving the brand's strategic foundation while making the critical decisions that keep the company aligned for scale, resilience, and long-term success.

With a career rooted in mergers and acquisitions, market entry, and distribution development, Jeff has advised some of the most respected names in the consumer packaged goods space—helping organizations navigate growth, restructure for efficiency, and expand into new and emerging markets. His work spans startups, governments, and global corporations, always with a focus on sustainable impact and market relevance.

A fourth-generation entrepreneur, Jeff has helped launch and lead multiple companies across industries, combining deep operational know-how with sharp market instincts. Early in his career, while pursuing his MBA, Jeff was mentored by the Chief Strategy Officer of Coca-Cola, who introduced him to the power of feedstock innovation and global systems thinking—shaping the foundation for his future work in AgTech, CPG, and beyond.

By 2014, Jeff had become a trusted advisor to AgTech platforms and supply chain innovators, leveraging emerging technologies and global insights to scale new market entrants—particularly those working with cash crops and sustainable agricultural models. Since then, he has helped launch and scale ventures across FinTech, manufacturing, brand development, distribution, and retail, positioning himself as a go-to strategist for companies at inflection points.

At AVSOME, Jeff brings this extensive background to bear—ensuring the company is structurally sound, opportunity-ready, and primed to meet rising demand with clarity, purpose, and strong operational footing.

Education: B.S., Emory University



# Future Brand SKUs

Phase 1:

4 original SKUs



Phase 2:

Launch AVSOME One



Avsome / 'ôsem /

Avsome / 'ôsem /

future plans

Phase 3:

Launch Powder Packs

Phase 4:

Sparkling Teas (CANS)

(based on popular SKU's)





# Creative Agency

PLACE  
BRAND  
HERE

Our Co-founder Darren is deep rooted in the music industry and beverage marketing sector for almost 2 decades with several products that have become blockbusters. PBH is a perfect representation of what will be available thru his long standing relationships.

PBH’s discipline intersects traditional brand and innovative digital strategy. We leverage data-driven insights to connect brands and consumers in more emotive and meaningful ways that drive measurable business results.

PBH’s content creators offer a more agile, nimble, and efficient approach to brand storytelling. We implement a holistic and consistent brand story with assets tailored to the nuance of each paid, owned, and earned channel.

<https://www.placebrandhere.com/>

creative agency

TOMMY HILFIGER	Def Jam recordings
Reebok	Calvin Klein
Heineken	MTV 2
SONY	pepsi
vitaminwater	Kenneth Cole
SHOW OFF records	UNIVERSAL UNIVERSAL MUSIC GROUP



# PR & MARKETING

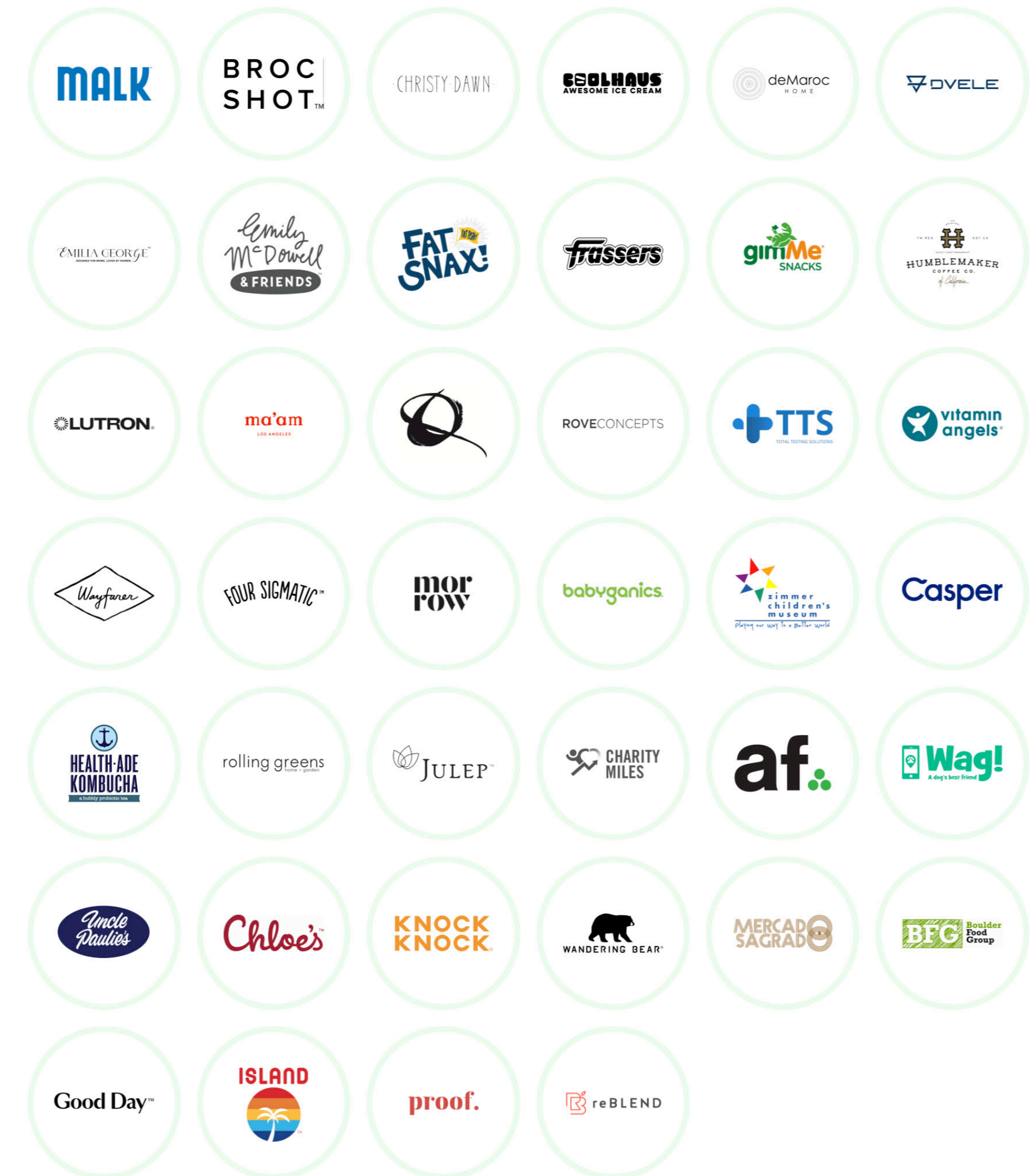
The **CO-OP** is a boutique, full-service, 360 degree buzz marketing and Public Relations agency. The Co-Op's goal is to help its clients grow by generating or in some instances regenerating relevant brand buzz.

Whether its traditional press outreach, booking talent for an event, initiating and creating buzz around partnerships or managing the company's social media, The Co-Op serves as the only agency clients have to manage.

The Co-Op's mission is to strategically help brands build awareness and exposure via comprehensive, strategic and creative programs. The company thinks with an in-house hat on (remembering the other elements of business that must be incorporated into big picture planning) but executes with an agency hat on (leveraging staff, contacts and creativity).

Headquartered in Los Angeles, the founders and its staff represent the best of both worlds, the perfect merger of brand and agency. Lara Bandler and Mike McGuiness met when Bandler ran the Entertainment PR division of glaceau vitaminwater & smartwater and hired McGuiness' agency, to service the brands. Having seen how much further efforts could go with the management of someone as methodical as a top-level PR Director paired with a savvy and connected agency, the two long ago plotted what would later become The Co-Op.

<https://www.co-opagency.com/>







For more information:

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