

ASARASI

THE FUTURE OF WATER.
SOURCED FROM TREES.



ABInBev
100+

PROUD PARTNER OF

The Nature Conservancy 



THE GENESIS OF ASARASI

PROBLEM

The world is running out of fresh water. Water scarcity, driven by over-consumption and drought, is an enormous global issue.

SOLUTION

The maple industry produces and discards 1Bn gallons of sugar-free maple sap annually. This byproduct is elementally pure water that the tree produces. Asarasi is disrupting the bottled water industry by providing the world's only organic, plant-sourced bottled water.

MISSION

Our mission is to protect rapidly eroding groundwater resources by promoting the use of sustainable and renewable plant-sourced water within the CPG and bottled water industries.

VISION

Our vision is to create a paradigm shift in the use of water as an ingredient across the food and beverage landscape by disrupting the current use of groundwater with a plant-sourced water alternative.

WATER SCARCITY: AN ENORMOUS GLOBAL PROBLEM

“At the current rate, there will be a 40% gap between global water supply and demand by 2030.”

– World Economic Forum

“By 2025, two-thirds of the world’s population may face water shortages and ecosystems around the world will suffer even more.”

– World Wildlife Fund

NATIONAL GEOGRAPHIC | NAT GEO FAMILY | RENEW | SUBSCRIBE | MENU

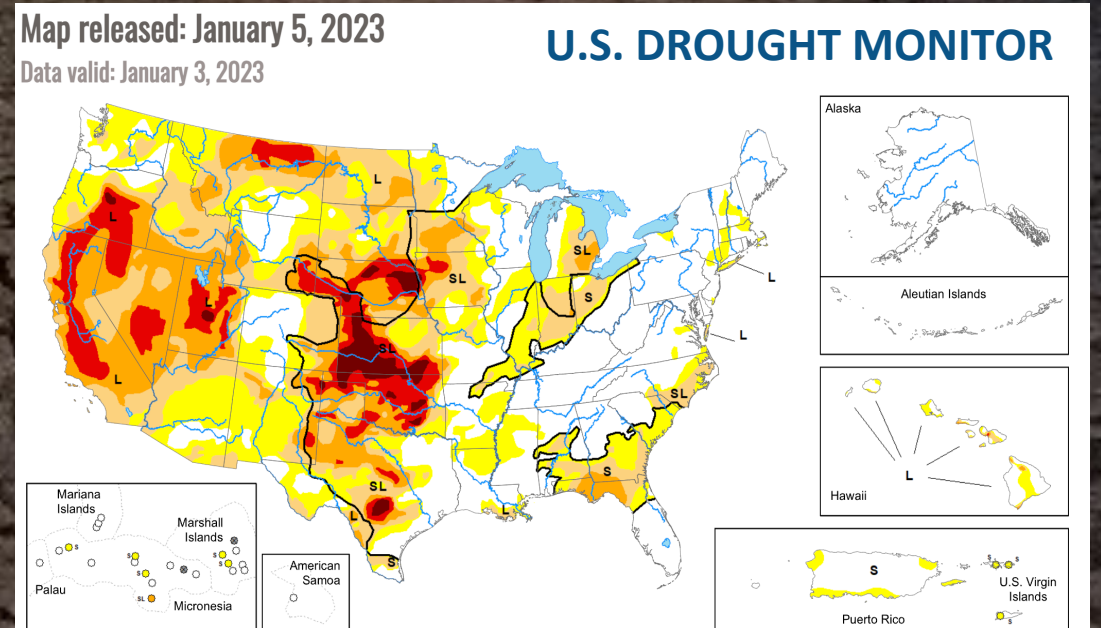
SCIENCE

Why is America running out of water?

Decreasing precipitation and rising populations could bring a perfect storm of water shortages for the United States. Where is our water going?



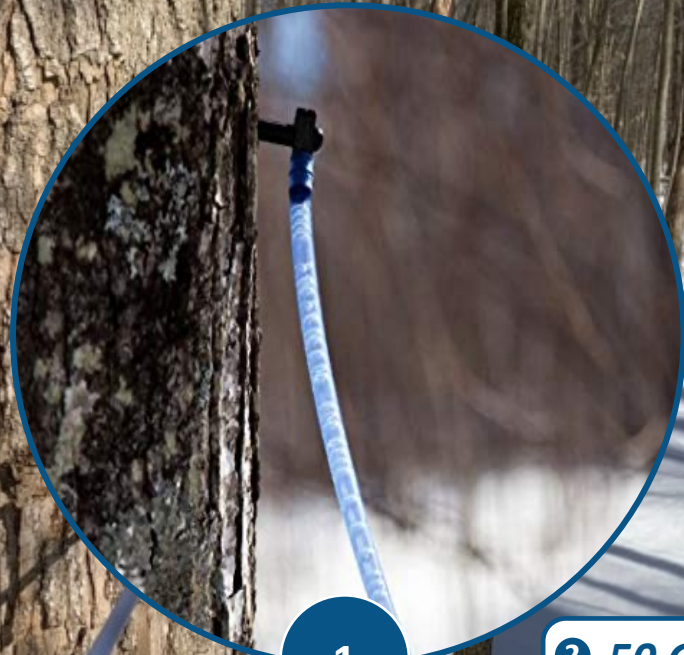
COLORADO RIVER: FIRST-EVER SHORTAGE DECLARED AMID RECORD US DROUGHT



A SUSTAINABLE PLANT-SOURCED WATER SOLUTION



HOW TREE WATER IS MADE



1

1 TREE IS TAPPED WITH NO HARM TO THE TREES!

2

2 50 GALLONS OF SAP IS HARVESTED



3

3 MAPLE SUGAR SEPERATED FROM SAP

4

4 1 GALLON OF MAPLE SYRUP PRODUCED (3%)

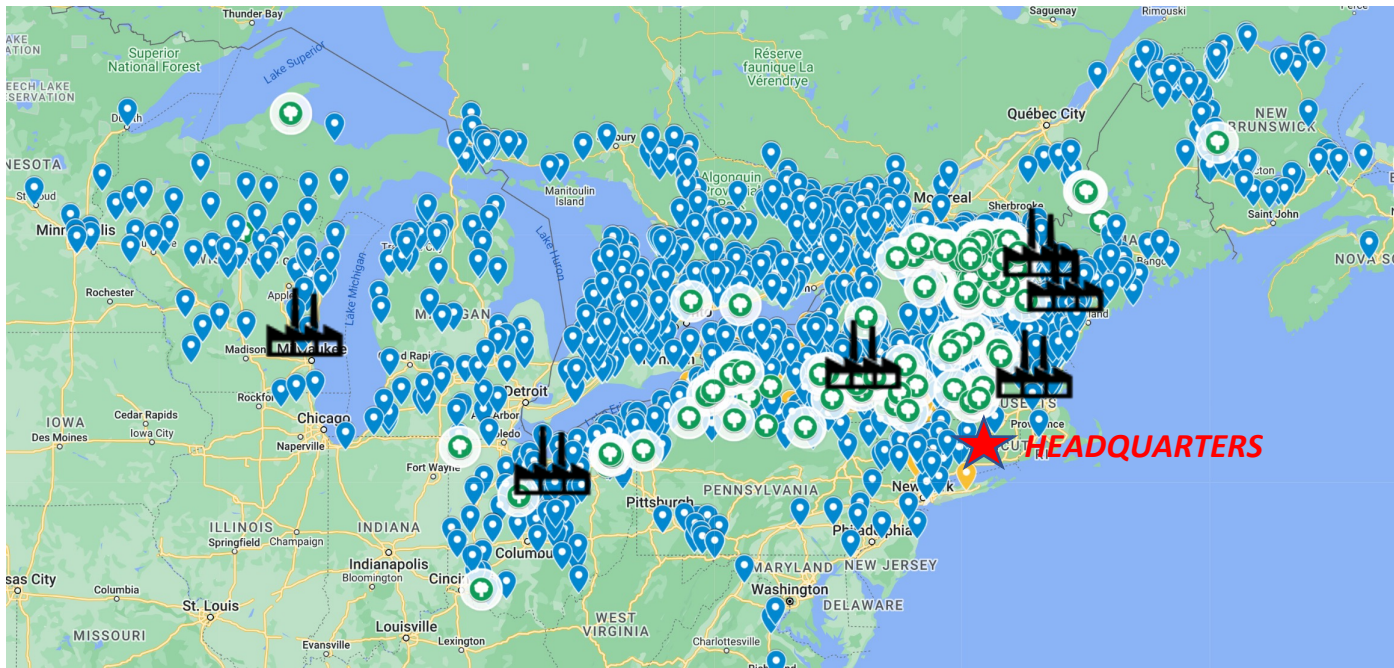


5

5 50 GALLONS OF TREE WATER PRODUCED (97%)



1 BILLION GALLONS OF AVAILABLE TREE WATER



 **ORGANIC CO-PACK PARTNER**
 **MAPLE FARM PARTNER**
 **MAPLE FARM**

FARMER NET INCOME DOUBLES!

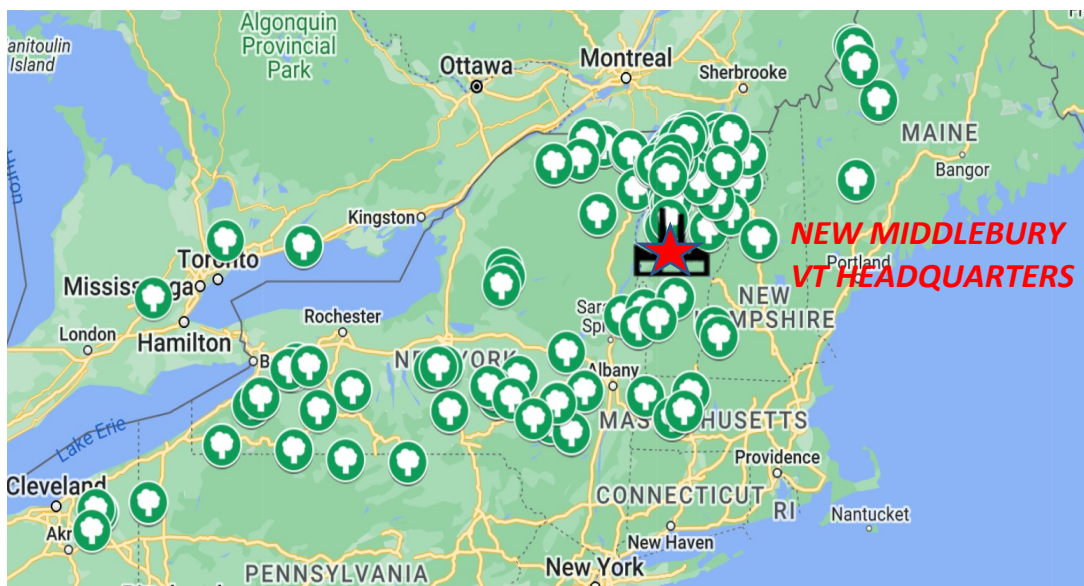
\$5 WHOLESALE PROFIT/GALLON + **\$5** ADDITIONAL PROFIT / GALLON = **\$10 - NEW** PROFIT PER GALLON

= 2X MAPLE INCOME!

ASARASI HAS CONTRACTS WITH 140+ US FARMS +100 MILLION GALLONS OF TREE WATER



\$3 BILLION VT OPPORTUNITY & COMPANY RELOCATION

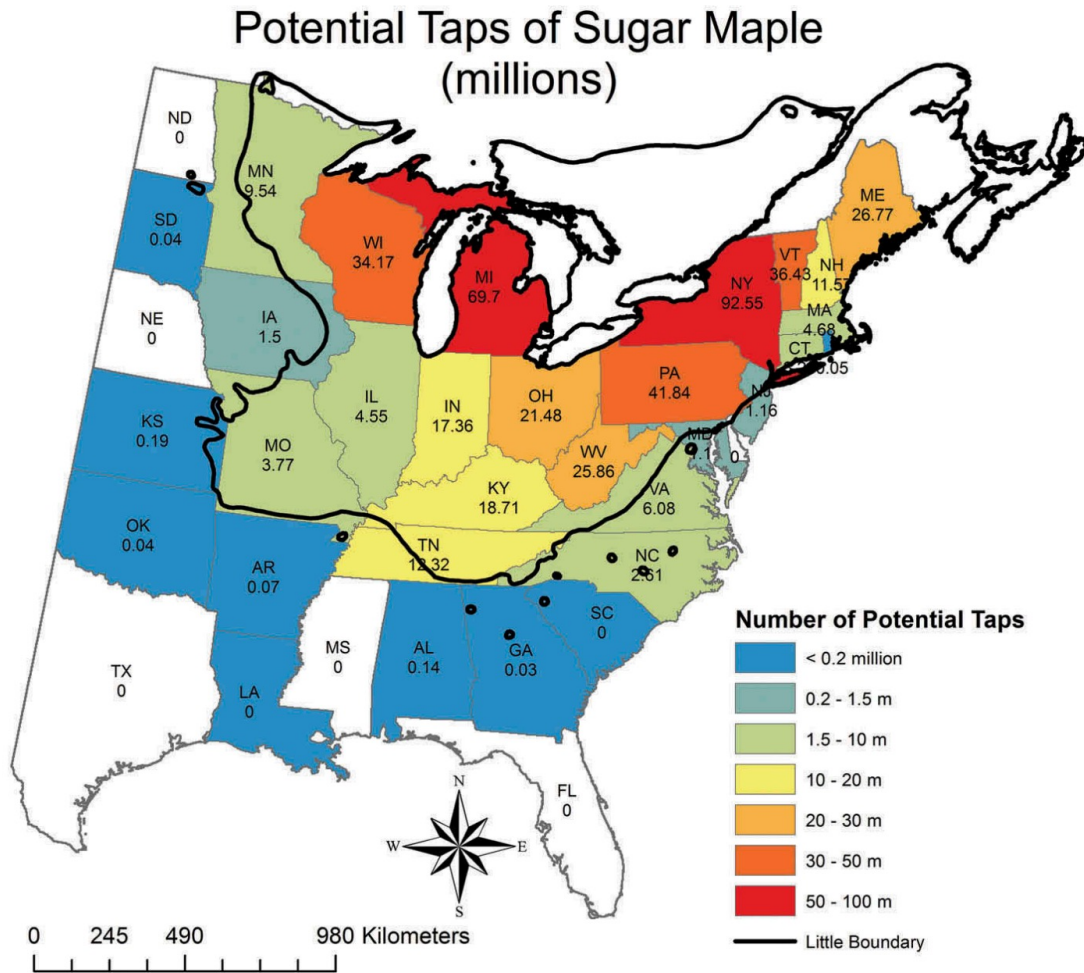


- **VERMONT FARMER INCOME DOUBLES**
- **55X VT MAPLE INDUSTRY GROWTH!**
- **\$56M VT MAPLE SYRUP INDUSTRY (\$32/GALLON AVG RETAIL)**
- **\$3B VT TREE WATER INDUSTRY POTENTIAL - (\$1,100/GALLON - PER SAME GALLON OF SYRUP MADE - AT AVG RETAIL (\$1.99/BOTTLE) - 1.5 BILLION BOTTLES (150M GALLONS)**
- **CONTRACTS WITH 50+ VT FARMS (550K+ GALS SYRUP & 30M+ GALS TREE WATER)**
- **3K VT FARMS MADE 2.5M GALS SYRUP & 150M GALLONS OF TREE WATER**
- **10K+ POTENTIAL NEW JOBS (3 PER FARM)**
- **NEW LOGISTICS & MANUFACTURING INDUSTRY JOBS**

50+ VERMONT MAPLE FARM PARTNERS

BATES FAMILY MAPLE	COVERED BRIDGE MAPLE	HAPPY HOLLOW SUGARWORKS	MEADOWBROOK ACRES	STEWART ENTERPRISES
BIG TREE MAPLE	EDEN ECHO'S FOREST	HEFFERNAN'S SUGARWORKS	METTOWEE VALLEY MAPLE	SUGARHILL SUGARWORKS
BOTANICAL SPRINGS	ERIK'S SUGARBUSH	HIDDEN MOUNTAIN MAPLE	NORTHEAST MAPLE PRODUCTS	SWEET TIME MAPLE
BRANON SHADY MAPLES	FULL THROTTLE SUGARING	HOLLOW BROOK FARMS	OSBORNE FAMILY MAPLE	THE ELMORE SUGARHOUSE
CABOT HILLS MAPLE	GAGNE MAPLE	HOWRIGAN'S MAPLE ORCHARD	PARENT BOYS SUGARING	THE GATEWAY FARM
COCHRAN COUSINS	GERVAIS FAMILY MAPLE	JUDEVINE MAPLE FARM	R SWEET MAPLE PRODUCTS	TRUDELL FAMILY FARM
COLBURN'S VILLAGE VIEW	GOODRICH MAPLE	KANE'S SUGARING OUTFIT	R.C. MAYOTTE	TWIN MAPLE SUGARWORKS
COLLINS MAPLE	GRAY'S SUGAR SHACK	LARIVEE'S MAPLE HILL	ROBBIN'S MOUNTAIN ENTERPRISE	TWO BROTHERS MAPLE
COREY'S SUGARHOUSE	GREEN MOUNTAIN MAINLINES	M & J MAPLE RIDGE	RUNAMOK MAPLE	WESTFORD STONEWALLS

FULLY SCALABLE, CARBON NEUTRAL, TREE WATER SOLUTION



**1 BILLION GALLONS
OF WATER
AVAILABLE TODAY
(500 MILLION - 24 COUNT CASES)**

**SCALABLE TO
1 TRILLION GALLONS
FUTURE STATE**

*THE US FOREST SERVICE

*CANADIAN MAPLE STATISTICS

ASARASI IS A ONE-STOP SUSTAINABILITY SOLUTION

ASARASI TREE WATER PRODUCTS

ASARASI, INC.

\$250B TOTAL ADDR. MARKET ORGANIC FOOD & BEVERAGE

- Sparkling Water
- Home & Office Flat Water
- Probiotic Seltzers
- Sodas & Teas
- Mixers & Spirits
- Hard Seltzers

PRIVATE LABEL & STORE-OWNED BRANDED PRODUCTS

ASARASI PRIVATE, LLC

\$225B TOTAL ADDR. MARKET PRIVATE LABEL BEVERAGES

- Private label
- Organic ingredient
- Water Sourcing
- Natural Grocers Private Label
- Kroger Private Label

TREE WATER RIGHTS MANAGEMENT

ASARASI FARMS, INC.

\$125B TOTAL ADDR. MARKET SOURCE WATER RIGHTS

- Tree Water as a new water asset
- Current contracts on 100M+ gallons long-term tree water rights
- Tree Water market opportunity of 1Tn gallons (U.S. & CN)

CELEBRITY INFLUENCER MARKETING

ASARASI PAPARAZZI

\$13.8B TOTAL ADDR. MARKET CPG INFLUENCER MARKETING

- Endorsement of Products
- USDA Organic Lobbying
- Marketing & Communications of Ambassadors
- Nature Conservancy Partnership

WATER CREDIT OFFSETS & SDG GOALS

ASARASI H2O CREDIT

\$1B TOTAL ADDR. MARKET SOURCE WATER CREDIT

- Hedge against water scarcity
- Helps meet SDG & CSR goals today with water credits
- Alternative water source adapts to rapidly changing regulatory environment

EXECUTIVE TEAM - ADVISORY BOARD & AMBASSADORS



ADAM LAZAR
FOUNDER & CEO



DONALD DRIVER
STRATEGIC GROWTH



CATHERINE POLISI JONES
COMMUNICATIONS



DAVE DIEHL
ASARASI PAPARAZZI



AMBIA PHELAN
OPERATIONS



SEAN O'BRIEN
HEAD OF SALES



JASON FOSTER
FIELD SALES



JASON WITTEN
TIGHT END DALLAS COWBOYS



CHRIS LAMBTON
HOST HGTV'S "CLIPPED"
CO-STARRING MARTHA STEWART



PAIGE NIELSEN
WASHINGTON SPIRIT
NATIONAL WOMEN'S SOCCER LEAGUE



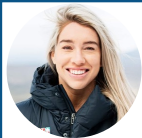
ADAM VON GOOTKIN
FOUNDER & CEO
HIGHCLERE CASTLE GIN



MATTHEW PROVENCHER, MD



TORI HUSTER
WASHINGTON SPIRIT
NATIONAL WOMEN'S SOCCER LEAGUE



COLLEEN FOTSCH
USA 2022 OLYMPIC TEAM
NATIONAL WOMEN'S CROSSFIT CHAMPION



LUKE MANSFIELD
CHIEF STRATEGY OFFICER
HARLEY DAVIDSON MOTORCYCLES



PEYTON LAMBTON
HOST - HGTV'S "GOING YARD"



JIM GIANGRANDE
MANAGING DIRECTOR
ALTIUM



CATHERINE POLISI JONES
PRESIDENT



BRENDA MORRIS
BOARD MEMBER



COMPANY HISTORY & TRACTION

2014
FOUNDED COMPANY



2015 - 2016
R&D COMPLETED



2017-2018
PRODUCT LAUNCH



2019 -2020
ON-PREMISE GROWTH



2021 -2022
COVID-19 - PIVOT TO GROCERY



2022 -2023

IN MARKET



IN REVIEW



PIONEERING THE ORGANIC TREE WATER CATEGORY



Plant-Sourced Water & Functional Beverage



Not Maple Water - Zero Sugar!



100% Organic Ingredients



0 Sugar, 0 Sodium, 0 Calorie, Soda Alternative



Supports Farmers + Income



Upcycled Maple Byproducts



Harmlessly Harvested



Nature Conservancy Partnership Donates \$ to TNC's Projects!



SRP \$1.99 12 OZ



SRP \$6.99 48 OZ 4 -PACK



SRP \$5.99



SRP \$7.99 PROBIOTIC SELTZER



4 FLAVOR VARIETY 12-PACK



SRP \$14.99



HOME & OFFICE 5 GALLON LIQUIBOX

SRP \$29.99

ASARASI WATER PURITY ANALYSIS

What's Really in Your Bottled Water?

Consumer Reports found toxic PFAS chemicals in several popular water brands, especially carbonated ones

By Ryan Felton
September 24, 2020

LOWER TOTAL PFAS LEVELS	
CARBONATED BRANDS	TOTAL PFAS (PARTS PER TRILLION)
Sparkling Ice Black Raspberry Sparkling Water	Not Detected
Spindrift Raspberry Lime Sparkling Water	0.19
Sanpellegrino Natural Sparkling Mineral Water	0.31
Dasani Black Cherry Sparkling Water	0.37
Schweppes Lemon Lime Sparkling Water Beverage	0.58
TOTAL PFAS OVER 1 PPT	
Perrier Natural Sparkling Mineral Water	1.1
La Croix Natural Sparkling Water	1.16
Canada Dry Lemon Lime Sparkling Seltzer Water	1.24
Poland Spring Zesty Lime Sparkling Water	1.66
Bubly Blackberry Sparkling Water	2.24
Polar Natural Seltzer Water	6.41
Topo Chico Natural Mineral Water	9.76



UNIT	ASARASI	S. PELLEGRINO	Topo Chico	perrier	VOSS
pH	5.8	5.7	5.8	5.9	5.1
TDS	42 mg/L	900 mg/L	600 mg/L	470 mg/L	290 mg/L
POTASSIUM	1.1 mg/L	NONE	3.0 mg/L	NONE	NONE
MANGANESE	.014 mg/L	NONE	NONE	NONE	NONE
CHLORIDE	.37 mg/L	51 mg/L	58 mg/L	19 mg/L	6 mg/L
URANIUM	NONE	.0068 pCi/L	NOT REPORTED	.0018 pCi/L	NOT REPORTED
RADIUM 226	NONE	2.0 pCi/L	NOT REPORTED	1.2 pCi/L	1.34 pCi/L
SODIUM	NONE	29 mg/L	40 mg/L	8.2 mg/L	90 mg/L
NITRATE	NONE	.76 mg/L	NOT REPORTED	2.2 mg/L	10 mg/L
SULFATE	NONE	420 mg/L	160 mg/L	23 mg/L	5 mg/L
BICARBONATE	NONE	NONE	NOT REPORTED	NONE	240 mg/L
FLOURIDE	NONE	.47 mg/L	.37 mg/L	.12 mg/L	.10 mg/L
PFAS	NONE	.37 PPT	9.76 PPT	1.1 PPT	NOT REPORTED

ASARASI 3RD PARTY INDEPENDENT TESTING CONDUCTED BY EDGE ANALYTICAL

PARTNERING WITH THE NATURE CONSERVANCY



“The Nature Conservancy has partnered with Asarasi Sparkling Tree Water to raise awareness about the link between forests and fresh water and to support both TNC’s reforestation work through the Plant a Billion Trees campaign.” - The Nature Conservancy

- **ON-PACK CONSUMER MESSAGING**
- **COLORADO RIVER BASIN PRESERVATION & PLANT-A-BILLION TREES INITIATIVES**
- **THE NATURE CONSERVANCY WEBSITE DEDICATED ASARASI PARTNERSHIP PAGE**

PARTNERING FOR A BETTER WORLD

Not many people know that more than half of all the drinking water in the United States is sourced directly from our forests.

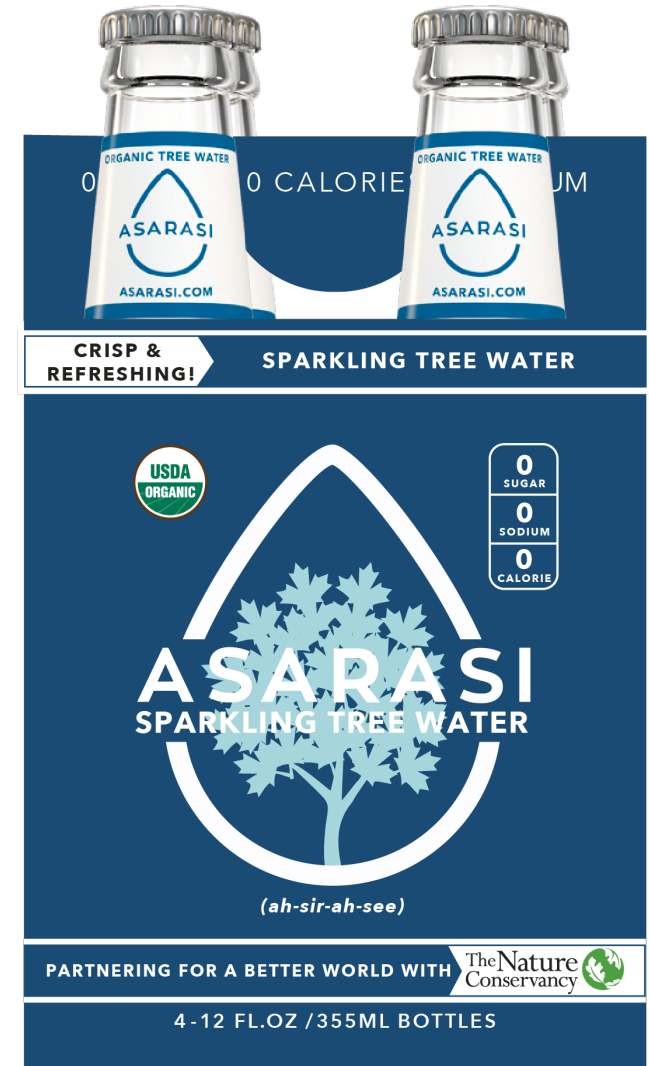
We are preserving Earth’s dwindling fresh groundwater resources by bringing you the very first-ever, tree-drawn water.

This is why we are partnering with The Nature Conservancy to help us restore our forests & support water conservation.

By choosing Asarasi, you share in our support of these efforts & make the world a better place.

Learn more at:

ASARASI.COM

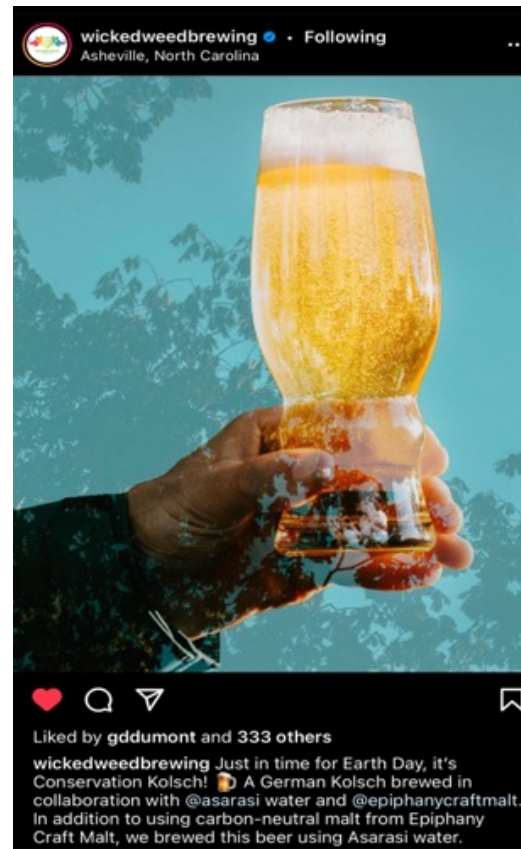


ASARASI AS AN INGREDIENT: ANHEUSER-BUSCH



“We are excited about this as well, and we can tell a great story via social media with just this small batch”

- Mike Siegel - Innovation Manager, Goose Island



“From a plant-based origin, it is unlike other waters as it is free of all impurities and is the only water in the world that is USDA Certified Organic”

- Andrew Dagnan - Wicked Weed Brewery

ZERO GROUNDWATER – TREE WATER BEER



Tree Water Pils

Goose Island Beer Co.
Pilsner - Other

2 BARRELS, 660 SERVINGS SOLD IN ONE WEEKEND!

5.1% ABV



Conservation Kolsch

Wicked Weed Brewing
Kölsch

15 BARRELS, 5,000 SERVINGS SOLD IN ONE WEEK!

5.1% ABV



ASARASI ACHIEVEMENTS & AWARDS



- 2016 - RESET SOCIAL ENTERPRISE TRUST 1ST PLACE WINNER



- 2017 - 43 NORTH, WORLD'S LARGEST BUSINESS IDEA COMPETITION - 3RD PLACE WINNER (\$500K AWARD)



- 2018 - EDISON AWARD - SILVER MEDAL



- 2018 - FAST COMPANY WORLD CHANGING IDEAS AWARD



- 2018 - AMERICAN MASTERS OF TASTE AWARD - GOLD MEDAL



- 2019 - CHIPOTLE MEXICAN GRILL – CHIPOTLE ALUMINARIES AWARD - WINNER



- 2020 - BERKELY SPRINGS BOTTLED WATER COMPETITION - BEST TASTING SPARKLING WATER - GOLD MEDAL



- 2021 - ANHEUSER-BUSCH 100+ ACCELERATOR AWARD (\$100K AWARD)



- 2021 - LARGEST SEC REG. CF CROWD EQUITY FUNDRAISE (CPG INDUSTRY) - \$1.3M WITH 2,700+ INVESTORS



- 2021 - THE NATURE CONSERVANCY PARTNERSHIP



- 2021 – TOP 20 FINALIST – GROW-NY \$3M FOOD AND AGRICULTURE BUSINESS COMPETITION



- 2023 – FINALIST – NATURAL PRODUCTS EXPO WEST NEXTY AWARDS

THANK YOU!

ASARASI

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SOURCED FROM TREES.**

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