



Oaza Coffee

One Line Pitch: Hydrate Your Coffee.

Business Summary: Oaza developed a unique and innovative line of ready-to-drink (RTD) cold brew coffees, enhanced with electrolytes. As a first-of-its-kind functional coffee, designed for hydration and energy, Oaza is a disruptive entrant into the \$3b RTD coffee category.

Management: Jeff Burbank (CEO) and Greg Dunton (COO) have been good friends for 15+ years and share a passion for entrepreneurship and coffee. Both have years of experience in F&B through post-MBA consulting careers,

Customer Problem: Americans are tired and also chronically dehydrated, which just worsens fatigue. For energy, we turn to coffee, the *least hydrating* staple beverage, but it provides a temporary boost and a crash when we're dehydrated.

Product: Hydrate Your Coffee. Each Oaza cold brew uses premium Colombian dark roast coffee with 200mg+ of natural caffeine (i.e., 2 coffee) and supplemented with hydrating electrolytes, and healthy ingredients for sustained 'Lean Energy'.

Target Market: Active, health-conscious consumers, ages 25-44, who care about performance and need a clean energizing beverage to hit a higher gear.

Customers: Brick & Mortar: ~200 independent retailers in NYC and LA, and online with Amazon, Shopify and Snack Magic (Top 10% Beverage in 2020).

Why Now: As Covid-19 winds down, Americans are striving to be more active and healthy. They are seeking F&B products rich in taste and quality, but with less sugar or additives. Oaza offers the coffee people love, the hydration they need, and the energy they feel to be at their best post-Covid.

Sales/Marketing Strategy: Partnering with NYC and LA fitness brands and influencers to build strong local foundation. To drive trial through outdoor sampling events and partnering with subscription box services, along with PR and targeted Digital Ads.

Business Model: 50/50 with Direct Store Delivery (DSD) + Direct-to-Consumer (D2C)

Competitors: Traditional RTD coffees, such as La Colombe, and Rise; Functional coffees, such as Super Coffee.

Competitive Advantage: Significant R&D on taste, to streamline electrolytes into coffee. Also, trade secrets with leading copacker to make a shelf-stable and safe coffee that is high in PH and blends simple ingredients without additives.

Company Profile

URL: www.drinkoaza.com
Industry: Food & Beverage
Category: Ready-to-Drink (RTD) Coffee
Employees: 1 paid
Launched: June, 2020

Contact Info

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Financial Information (USD)

Sales (Yr1) \$100k (run rate)
Stage: Pre-Seed
Seeking: \$500k
Instrument: Convertible Note

Management

[Jeff Burbank](#), CEO/CoFounder
[Greg Dunton](#), COO/CoFounder

Advisors

[BeyondSKU](#), NYC F&B Accelerator
[Elliot Begoun](#), Founder, Intertwine Group
[Jamie Borteck](#), former SVP at Justins
[Larissa Hrabec](#), former Director at Nestle
[Steve Kessler](#), Cofounder of Steaz
[Tom Healy](#), former SVP at Vitamin Water
[Veronica Park](#), former Exec at Starbucks