

JAMOON

THE TEAM



SRUSHTI



AJ



KUNAL
KHUNGER



JULIA
TAYLOR-BROWN



LYNNE
RENNIE



ASHLEY
O'CONNOR

AS A CULTURE
WE'RE DRINKING LESS.



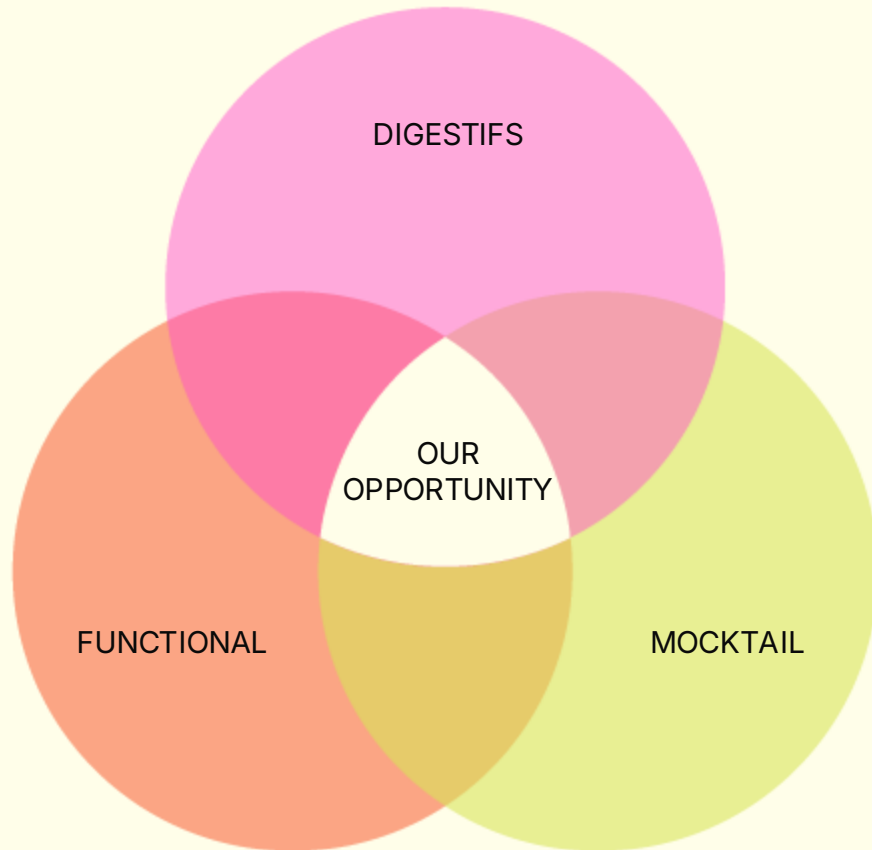
WELLNESS
IS TRENDING AND
IT'S REDEFINING
THE ECONOMY.



OPPORTUNITY

DIGESTIF + FUNCTIONAL MOCKTAIL

The functional beverage market is growing by nearly 7% YoY and the mocktail beverage market is growing 8% YoY. Despite these wildly high growth rates, there are no discernible non-alcoholic digestifs on the market.



A SEED PLANTED IN LOVE

This story started on Srushti's family fruit farm in Aurangabad, a small town in India, where jamun trees line the edge of the field and summer mornings smell like ripe fruit and wet soil.



JAMUN

Jamun (*Syzygium cumini*) is also known as the Indian Black Plum, It is a powerhouse fruit long valued in Indian households and Ayurvedic practices.



THE FUNCTIONAL BENEFITS:



DIGESTIVE SUPPORT

High in fibre and natural astringents to help support healthy digestion



BLOOD SUGAR BALANCE

Contains jamboline, a compound recognized for helping maintain steady blood sugar levels.



ANTIOXIDANT RICH

Full of anthocyanins and flavonoids to help protect against oxidative stress.

THE FLAVOUR PROFILE:

BITTER

SWEET

TART



KEY TRENDS



RISE OF THIRD CULTURE CUISINE

Increasing diversity of younger generations and increased access to global cuisines via social media and travel is driving interest in international and fusion cuisines, leading to diverse flavor profiles

UNIQUE FLAVOUR PROFILES

Rise in spicy, spicy/sweet and unique beverages, condiments, and flavors

AUDIENCE



Millennial and Gen Z people interested in non-alcoholic drinking options

Combined population of 145M people

Based on varying statistics, a conservative estimate for the percentage of that combined group that falls under the “searching for non-alcoholic options” ranges from 20% to 30%

The overall market ranges from 29M to 44M people

Jamoon



jam + moon

Jamoon

A vibrant, non-alcoholic digestif crafted from the revered Indian black plum, a fruit long valued in Ayurvedic tradition for its natural strength and restorative qualities.

Bright, refreshing, and rooted in centuries of wellness, a tasting experience both distinct and comfortably familiar.

jamoon



jamoon



jamoon

AYURVEDIC TRADITION IN EVERY SIP

We redefine tradition: our heart lies in a family's enduring story, not just a product.

It's a flavour, a special elixir where the past and present harmonize to deliver a uniquely delicious sipping experience.











THE ORIGINAL



jamoon

AYURVEDIC TRADITION IN EVERY SIP

JALAPENO LIME

jamoon

SACRED

jamoon

A clear glass bottle of Jamoon The Original beverage with a black cap, set against a large orange circle. The bottle label features the jamoon logo and a small illustration of a jamoon fruit.

THE ORIGINAL

AYURVEDIC TRADITION IN EVERY SIP

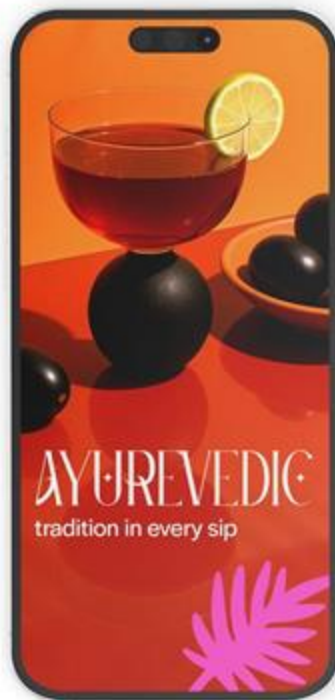
jamoon

A clear glass bottle of Jamoon Jalapeño Lime beverage with a black cap, set against a large yellow circle. The bottle label features the jamoon logo and a small illustration of a jalapeño pepper and a lime.

JALAPEÑO LIME

AYURVEDIC TRADITION IN EVERY SIP











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THANK YOU