



Tastes as good as  
it is good for you!





# why Annie's Ginger Elixir?

## THE PROBLEM

Food without nutritional value

Reliance on medication for  
health issues

## THE SOLUTION

Food as medicine

Heal the body through eating  
and drinking whole organic foods

Protect the body's immune system  
through functional food & beverage

**this is where  
we come in!**



# what makes us different?

Our elixir is  
**hot-brewed**  
vs  
**cold-pressed**

When I created my home remedy 25+ years ago it was important that it would **taste as good as it is good for you.**

*The difference and importance between hot-brewed vs cold-pressed:*

- The taste; balanced, potent, delicious and lacks the harshness sometimes associated with cold-pressed drinks
- For a daily ritual it is important that it is a pleasure to drink

Hand-brewed, locally in The Brooklyn Navy Yard

**hot-brewed**  
vs  
**cold-pressed**

**25+ year**  
home  
remedy

**1 year**  
shelf-  
stable

# our ingredients (organic and non-GMO)

- powerful anti-inflammatory
- support gut health
- beneficial for heart health and blood pressure
- helps control blood sugar level
- boosts immunity
- helps prevent cancer
- improves blood circulation
- can help treat chronic indigestion
- improves brain function and protects against Alzheimer's disease

**Ginger**  
*(organic)*



**Blueberries**  
**Cranberries**  
**Currants**  
**Elderberry**  
**Blackcurrants**  
**Hibiscus**  
*(non-GMO)*



- boosts immune system
- antioxidant
- antimicrobial
- anti-inflammatory
- antiviral
- antitoxic
- antiseptic
- anticancer
- antibacterial
- supports heart health

- rich in antioxidants
- may help lower blood pressure
- helps improve cholesterol
- can lower triglycerides
- supports heart health

**Honey**  
*(organic)*



**Lemons**  
*(organic)*



- supports heart health
- good source of vitamin C
- help control weight
- prevent kidney stones
- protect against anemia
- reduce cancer risk
- improve digestive health





# our story and mission

## our story

Annie's Ginger Elixir was born out of a personal need to clear up health issues, from a constant loop of sinus infections and bronchitis and the need to be on antibiotics. Knowing the strong healing properties of ginger, I created Annie's Ginger Elixir 25 years ago as a home remedy. I am proud to have launched it as a business in 2017 to extremely positive reception.

Annie's Ginger Elixir is a hand-brewed, small-batch artisanal Brooklyn-based wellness beverage. Our organic ginger from the rainforest of Peru, has powerful anti-inflammatory properties. The hibiscus and super berries provide anti-oxidants.

It contains: Filtered Water, Organic Ginger, Organic Lemon, Organic Honey and Hibiscus & Berry (Elderberries, Currants, Blackcurrants, Cranberries, Blueberries) Tea. Our elixir is potent and equally as tasty and delicious.

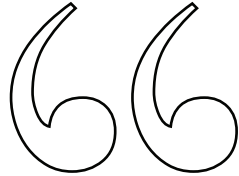
## our mission

The mission of Annie's Ginger Elixir is to provide a healthy, organic and delicious alternative to traditional western medications, to help boost a compromised immune system due to inflammation, congestion and/or gut issues.





# testimonials



## Word on the street:

"We have heard all sorts of testimonies, soar throats, sniffles, congestion etc... I was in the store one day and a man came in with no voice and a heavy head cold - I gave him a shot of Annie's, he likes it, said it felt good inside, walked around a few minutes looking around store and took another shot... by the time he left he HAD HIS VOICE BACK!!!

I honestly have not seen one person not fall in love with it on the spot."

"I had a woman today trying to figure out a way to sneak it onto an airplane because she couldn't go 1 day without it!!!!!"

*Bo, Owner  
It's Only Natural  
Bellport, NY*

"Just recently started carrying this in my store. Packaging is great, customers are definitely starting to check it out. I bought a bottle myself when I started having some sinus issues and felt like I was getting a sinus infection the other day, started doing shots and within 24 hours I felt as good as new! I'm a total believer! Thanks"

*Carrie, General Manager  
Gilbertie's Herb Gardens  
Westport, CT*

"My husband and I bought a large bottle of your ginger elixir, for how delicious it is and because I've been feeling congested and under the weather. I took a shot of it Saturday night and first thing Sunday morning, and by Sunday afternoon I felt back to normal! It's even helped balance my stomach and gut."

*Aly*

"I have had a terrible cough for several days. I found your elixir at my local grocery store and bought it. It was the last one, left so I figured it was good stuff. Once I got home, I drank it, and I haven't been coughing ever since! This stuff is amazing! Thank you so much for creating a product that is natural and works!"

*Grace*







O, The Oprah Magazine

**"Potent Potable"**



"A Fort Greene Ginger Elixir is Healing  
Brooklyn Naturally"



"Annie has a 20-year-old recipe that had her  
serving as the local "medicine woman."



**"The 5 Best Things I Tried at Summer Fancy Food 2018"**

"It's pungent and strong and incredibly delicious."



**"Top 10 food trends"**

"a spiky fermented potion housed in elegant packaging"



"New fancy food brands marry nutritious, delicious"



Proud to be in these fine retailers:



EREWON

Wegmans

LAZY ACRES  
natural market

BKLYN  
LARDER  
CHEESE & PROVISIONS



Brooklyn Fare

abc  
carpet & home

Forager  
Project

MAISON

Bristol Farms



wthn



Provisions  
Natural Foods Market | Water Mill, NY

Commodities  
NATURAL MARKET



Pastaworks



Greig  
FARM



# consumer profile

35 – 55 predominantly female, health conscious, functional food aware

20 – 35 female/male, support healthy living through food, environmentally aware

40 – 55 female/male seeking inflammation-reduction + immune-support



# on the shelves with



Cold-pressed shots



Concentrates /shrubs / cordials



Grab-and-go



Functional beverages





# founders (100% ownership)



## Annie Bassin

*Founder / CEO / COO*

Annie is a Graphic Designer by trade. Prior to founding Annie's Ginger Elixir, Annie worked for a global premier Branding Design Consultancy in NYC. That branding knowledge has been instrumental in helping build a successful and iconic brand.

Growing up in a Chinese household Annie grew up with the deep belief that food is medicine. Food was not only nutritious and a necessary sustenance but also provided healing properties. This philosophy helped her create Annie's Ginger Elixir.

## Allard van Hoorn

*Co-Founder / CSO / CCO*

Allard van Hoorn, is a sound-, installation- and performance artist. Prior to life as an artist Allard has over a decade experience in sales, marketing and executive management as well as strategic development for consumer brands.



thank you!



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