

100% CERTIFIED ORGANIC

MOJO®

LIVE SPARKLING PROBIOTIC

Australia's leading producer of probiotic beverages.

Organic and Raw, producers of the MOJO brand of beverages, is an Australian family business, located in the pristine region of McLaren Vale, South Australia.

At the foothills of the local ranges, we create our MOJO sparkling probiotic beverages in small batches. It is a hands on approach, to ensure our MOJO is the most probiotic brimming, potent Kombucha in Australia.

MOJO is made with Certified Organic ingredients, stringent quality controls and one hundred percent love.

We are committed to providing the best range of sparkling probiotic beverages possible. We produce our MOJO locally with the best ingredients that we can source, to deliver a premium health-focused product.

What is Kombucha?

Kombucha is a naturally sparkling, fermented tea that is full of living probiotics ('good' bacteria), organic acids and vitamins. Kombucha begins as a sugar-tea solution before being fermented by bacteria and yeast, commonly known as a "SCOBY" (symbiotic colony of bacteria and yeast).

MOJO Kombucha is a functional beverage with numerous nutritional benefits, but is also enjoyed as;

- a non alcoholic alternative
- a sports recovery drink
- a lower sugar alternative to traditional soft drinks
- an enjoyable refreshment

Health Benefits

Kombucha is a living powerhouse of healthy goodness, filled with active enzymes, b-vitamins, organic acids and proven probiotics.

As a functional beverage, Kombucha is best consumed daily, to deliver and maintain the incredible health benefits it offers:

- Improved digestion and gut health
- Increased energy and nutrient absorption
- Cleansing and detoxification
- Immune Support
- Reduced inflammation
- Muscle recovery

MOJO Kombucha key messages:



Australian owned and made



Certified Organic



1 billion proven probiotics in every bottle, which are 10 times more likely to reach the gut ALIVE than probiotics found in yoghurt.



NO added sugar beyond the start of fermentation where it is used to feed the culture



NO artificial colours, flavours, sweeteners, additives or Stevia



Vegan friendly and gluten free



Frequently asked questions:

Q. Where is it made?

A. In our Global Food Safety Initiative certified production facility in Willunga, South Australia.

Q. What are the sugar levels?

A. Crafted Kombucha and Tonic products contain 1.9gm of sugar per 100mL, meeting the low sugar standard. MOJO Classic Kombucha contains up to 2.9gm per 100mL.

Q. Are there any preservatives or sweeteners?

A. Completely free from any additives, preservatives or artificial sweeteners including stevia, erythritol or aspartame.

Q. Why do you use glass bottles?

A. For environmental AND product integrity reasons, we use bespoke flint glass bottles for all MOJO beverages. Because of the naturally occurring organic acids in our kombucha, we choose glass over plastic to ensure the safest and best possible drinking experience. Using fully recyclable glass also extends MOJO's zero waste to landfill production commitment.

Q. Why do your products require constant refrigeration?

A. Because our beverages contain live organic cultures and probiotics, they must remain chilled between 1-5 degrees Celsius at all times. This prevents further fermentation, and ensures that the probiotic reaches the gut alive.

Q. How long does it keep for?

A. Once opened, the bottle can be resealed and lasts two days in refrigerated conditions. From production unopened, all products have a 240 day (8 months) shelf life.

MOJO Classic

Kombucha is a living functional beverage packed with healthy goodness, including active enzymes, b-vitamins, organic acids and proven probiotics.

Our original recipe boasting an authentic fermented tang, it delivers incredible health benefits such as improved digestion and gut health, increased energy and nutrient absorption, immune system support and muscle recovery.

Australia's first commercial Kombucha, and still the only brand able to quantify scientifically proven probiotic content in every bottle!

Available in 330mL bespoke flint glass bottles.



STRAWBERRY HIBISCUS is a refreshing combination of organic strawberries with the gentle softness of the hibiscus flower in a lightly sparkling, probiotic dense fermented tea.



PERFECT PASSIONFRUIT marries the unique freshness of real passionfruit with a lightly sparkling, probiotic dense fermented tea.



BLUEBERRY & GINGER BLISS combines sweet organic blueberries and the zing of ginger in a lightly sparkling, probiotic dense fermented tea.



LEMON CITRUS refreshing and tangy lemon in a lightly sparkling, probiotic dense, fermented tea.



GINGER TONIC brings the delightful zing of organic ginger in a lightly sparkling, probiotic dense fermented tea.



ORIGINAL is the unadulterated and pure natural kombucha variety – all you can taste is the goodness of lightly sparkling, probiotic dense fermented tea.



RASPBERRY PASSION the tart sweetness of organic raspberries meets lightly sparkling, probiotic dense, fermented tea.



TURMERIC TRIO with Carrot and Ginger pairs the earthy sweetness of carrots with zingy ginger and aromatic turmeric in a low sugar, lightly sparkling, probiotic dense fermented tea.

MOJO Crafted Kombucha is a living powerhouse of healthy goodness.

Our Crafted Kombucha range was developed for consumers interested in taking advantage of the health benefits of kombucha but find the fermented notes of traditional recipes too bold.

It is a smoother, lighter refreshment, the perfect introduction to Kombucha, with the added bonus of meeting the low sugar standard.

Crafted Kombucha contains powerful probiotics ("good", "friendly" or "healthy" bacteria) which support digestive and immune health.

Available in 330mL and 750mL bespoke flint glass bottles.



STRAWBERRY HIBISCUS is a refreshing combination of organic strawberries with the gentle softness of the hibiscus flower in a lightly sparkling, probiotic dense, low sugar fermented tea.



PASSIONFRUIT marries the unique freshness of real passionfruit with a lightly sparkling, probiotic dense, low sugar fermented tea.



BLUEBERRY WITH GINGER combines sweet organic blueberries and the zing of ginger in a lightly sparkling, probiotic dense, low sugar, fermented tea.



GINGER brings the delightful zing of organic ginger in a lightly sparkling, probiotic dense, low sugar, fermented tea.



TURMERIC WITH CARROT AND GINGER pairs the earthy sweetness of carrots with zingy ginger and aromatic turmeric in a low sugar, lightly sparkling, probiotic dense fermented tea.



MOJO Tonic
quenches the thirst
with a smattering
of fizz.

MOJO Tonic is a range of sparkling, low sugar, probiotic refreshers that are a nourishing, all natural alternative to traditional soft drinks. Blending coconut water, apple cider vinegar, our exclusive probiotic strain, minimal sugar and all natural ingredients with no nasties, this is a sparkling beverage boasting maximum wellbeing. Perfect for summer sipping or high-end mixing.

Packed with probiotics, this sparkling sipper contains no additives or sweeteners, just an effervescent mix of low sugar and subtle flavour.

Available in 330mL bespoke glass bottles.



COLA

Subtle citrus, vanilla and cinnamon tones in a sparkling probiotic base spiked with organic apple cider vinegar for a zingy finish.



PINEAPPLE AND COCONUT

Tropical pineapple meets rich coconut tones in a sparkling probiotic base accented with organic apple cider vinegar.



BERRY FUSION

Raspberry, strawberry and blueberry mingle with organic apple in an effervescent probiotic base with a fresh, fruity flavour.

REFRESHING
LOW SUGAR
TONIC



"Kombucha: the fizzy drink that is stealing the market share from soft drinks"

- The Age, May 2017

"Australians now spend half of their weekly food and grocery expenditure on 'healthy eating' trend foods."

"Around half of Australians claim to incorporate 'superfoods' into their diet."

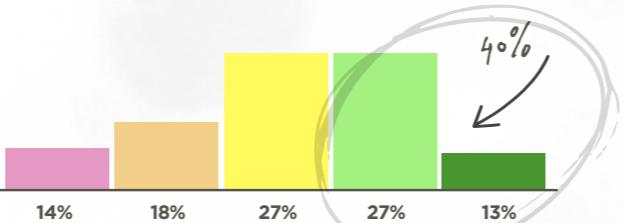
"86% of Australians are trying to make more health conscious decisions."

"2/3 Australians tend to purchase food and beverages that are part of new trends."

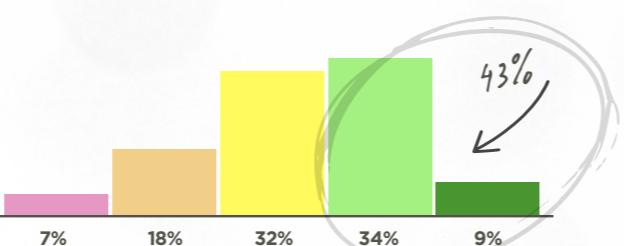
- Modern Food Trends Report, 2017

Why functional beverages?

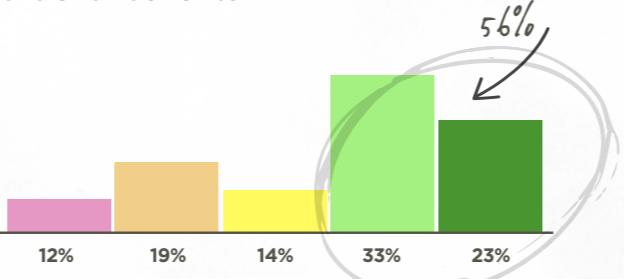
Taken from Glow Australia Research Report, November 2017.
Survey of 994 respondents who regularly purchase chilled beverages.



"I'm interested in taking probiotics"



"I choose drinks with higher nutritional benefits"



"I choose low/no sugar whenever I can"

■ STRONGLY DISAGREE ■ DISAGREE ■ AGREE
■ UNDECIDED ■ STRONGLY AGREE

MOJO products experienced a 58.8% growth nationally year on year within measured independent grocery, as well as exponential growth across major national retail chains Woolworths and Aldi.

Why MOJO?

- Grocery Specialist - DC compliant and experienced.
- Proven success in grocery and other traditional channels.
- Real Kombucha with a PROVEN probiotic that can legitimately claim health benefits.
- ONLY producer in Australia at the Global Food Safety Initiative Certification standard
- Underpinned with strong marketing and 3rd party endorsement
- Range of product options and pack sizes
- Leading the market with product development
- MOJO Tonic as an exciting mainstream alternative to Kombucha

MOJO marketing support



Ongoing brand public relations and advertising initiatives across print, retail and online media.



Stockist stores and promotional activities supported by branded social media platform presence and campaign work.



Dedicated ambassador campaign covering high-profile individuals across AFL/AFLW, netball, soccer, surfing, hockey, Rugby Union, Yoga, food, health and fitness, fashion, medical professionals and natural lifestyles.



Sponsorship and event initiatives with a national footprint.



Brand association with broader health issues front of mind for consumers such as The Gut Movie and the Jodie Lee Foundation.



Work with retailers on educational campaign programs to help grow the functional beverage category.



Ongoing research and consumer insights programs.



MOJO Beverages are lovingly
created and bottled by
Organic and Raw Trading Co. Pty Ltd.
4/8 Jay Drive, Willunga, SA, 5172.
For consumer enquiries please call 08 8556 4976.



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