



REBBL Press Kit

Year Founded:

2013

Location:

Emeryville, CA (Bay Area)

Founders:

Dave Batstone (Not for Sale) & Palo Hawken

Company Overview:

REBBL curates the best of the Plant Queendom into deliciously nourishing super herb elixirs to nourish and vitalize life's every day journey, empower growers and farmers, honor the planet, and co-create a future without human trafficking. Celebrating traditional super herb wisdoms refined over millennia which are only now being openly shared, studied and embraced globally, every bottle of REBBL is certified organic, soy and dairy-free, gluten-free, GMO-free, and made without cane sugar, carrageenan, thickeners, gums, natural flavors or agave.

REBBL was born out of a conscious collaboration between global thought-leaders, who sought out to address the malfunctioning global food system through a regenerative business model that would respect, uplift, and delight the world. REBBL donates 2.5 percent of all net sales to Not For Sale to support regions of the world that are vulnerable to exploitation and human trafficking. Through impact sourcing, REBBL helps communities to thrive and prevent their vulnerability to trafficking in the first place. REBBL recently became a Certified B Corporation, meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Impact Mission:

REBBL was founded by a non-profit organization whose mission is to fight human trafficking. To this day, REBBL works with Not For Sale to co-create a future without human trafficking through awareness, prevention, and support, while also addressing climate change -- two problems that are inextricably linked. REBBL give 2.5% of the net sales of every bottle sold to Not for Sale to rehabilitate survivors of trafficking. As of 2018, REBBL has donated more than \$754,000 to Not for Sale. REBBL was created to be, and continues to be, a mechanism to leverage market forces for the empowerment of indigenous communities.

Products:

REBBL is a leader in the functional beverage category, offering nourishing plant-based super herb elixirs.

As a super herb beverage pioneer, REBBL soulfully crafts exquisite-tasting, nutrient-dense drinks that are organic, non-GMO, and free of flavor chemicals, gums, thickeners and carrageenan. Every bottle utilizes super herbs at meaningful, efficacious levels, delivering them in indulgent flavors for a deeply nourishing experience at every occasion—whether that be a midday pick-me-up or a post workout fuel.

Elixirs

- Ashwagandha Spicy Chai
- Turmeric Golden-Milk
- 3 Roots Mango Spice
- Matcha Latte
- Schizandra Berries & Creme
- Maca Mocha
- Reishi Chocolate
- Maca Cold-Brew
- Reishi Cold-Brew

- Yerba Mate Mint Latte

Proteins

- Vanilla Spice Protein
- Dark Chocolate Protein
- Banana Nut Protein
- Cold-Brew Protein
- Hazelnut Chocolate Protein
- Mint Chip Protein

Retail Price:

Super Herb Elixirs are \$3.99

Protein Elixirs are \$4.99

Availability:

Nationwide in select retailers, including Whole Foods Market and Sprouts
Amazon Fresh in certain cities.

Store Locator: <https://rebbl.co/where-to-buy/>

Organizational Partners:

Not for Sale (Co-founding non-profit partner)

OSC2 (One Step Closer to an Organic Sustainable Future)

Climate Collaborative

JEDI (Justice, Equity, Diversity Inclusion)

The Regenerative Business Development Community

Certifications

Certified Organic

Certified B Corporation

PR Contact Details:

REBBL@havasbuzzlounge.com