

MINDFUL



MATCHA

Mindfully Crafted Holistic Hues of Flavor

By Martina Adrianza, Grace Caspino, Heather Harpole

BRANDING

Logo

MINDFUL



MATCHA



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Fonts

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TS DAMAS SANS

DM Sans Bold

DM Sans

Colors



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Mood Board



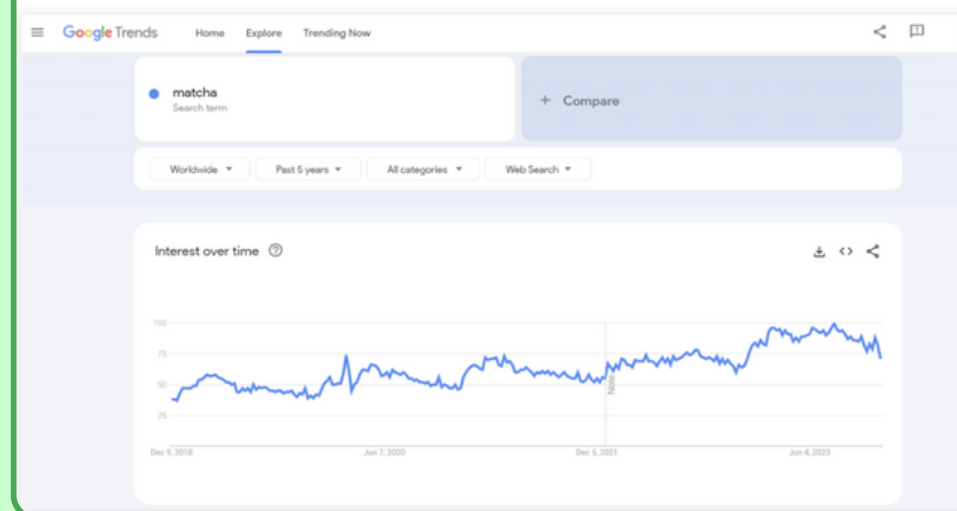
PRODUCT

1. Matcha

- Average selling price: \$10-50
- Monthly global Google search volume: 799,000 ("matcha")
- Top countries: United States, Mexico, France
- Ideal target audience: nutrition and caffeine enthusiasts
- Supplier suggestions: Ikeda Tea World (USA), Alibaba, Alveus

Matcha green tea is one of the few trending eCommerce products that have stayed relevant long after their initial popularity.

According to Google Trends, searches for "matcha" have experienced a gradual upward trend in the recent years.



Considering the growing potential for matcha's market share in the beverage industry, our company would like to capitalize on the health and wellness benefits matcha provides customers.

Our product line includes three variations of our matcha that will be a crucial aspect of the company's marketing strategies to consumers.

2. Matcha

If you've been to a coffee shop in recent years, you've seen matcha. It's a finely ground, vibrant green tea powder that's become a popular wellness product.

Data shows that the term "matcha" receives one million searches per month. The graph below also shows the increased interest in matcha from 2019-2024.



Here are a few ways online stores can market matcha products:

- **Highlight its health benefits:** Emphasize the nutritional value and advantages of matcha, such as its high antioxidant content and potential to improve mental clarity, to appeal to health-conscious consumers.
- **Collaborate with influencers:** Partner with food, health, and lifestyle influencers to showcase matcha's versatility in recipes, smoothies, lattes, and other innovative uses, reaching a wider audience.
- **Offer product samples:** Encourage potential customers to try matcha by offering free samples or organizing tasting events to familiarize them with the unique flavor and texture.
- **Educate consumers:** Create engaging content that educates consumers about the history, production process, and proper preparation techniques of matcha, fostering appreciation and loyalty to the product.



Shopify and Hostinger Tutorials both ranked Matcha as one of the top health and wellness E-Commerce products in 2024.

With an increase in Google searches from 2018-2024, there are countless opportunities to enter the market.

(Shopify 2023 and Hostinger Tutorials 2024)

SWOT ANALYSIS

Strengths

- Variety of product for different needs
- Easy to make
- Unique flavors
- Health benefits
- Aesthetically pleasing branding and trendy
- Booming industry based on research
- Different from competitors because we offer benefits for each of our segment's needs

Weaknesses

- Pricing
- Educational barrier (like people not knowing still matcha and its benefits)
- Sourcing the product itself
- Affordable distributors
- Over-saturated market
- Consumers may be skeptical of benefits

Opportunities

- Innovative
- Online presence to expand knowledge on matcha and benefits
- Upcoming health and wellness trends
- Creative marketing/advertising opportunities
- Offering three segments of consumers products to help their individual needs

Threats

- Differentiating the brand amongst competitors
- Other already established brands/cafes
- Market share
- Consumers not trusting our products
- Health professionals not approving our products

COMPETITORS

Nekohama



- Nekohama positions themselves as a healthy matcha brand that has “all the benefits and none of the bitterness.”
- They have a large community of wellness lovers and an influencer founded the company.
- Clean branding and simple website for navigation to purchase products.

Bloom Nutrition



- Bloom Nutrition offers digestion beverages that promote gut health.
- They have a massive presence on social media because of their founder being a wellness influencer.
- They have a solid website and branding that is easily recognizable
- They have pre-workout and calming powders similar to our concept.

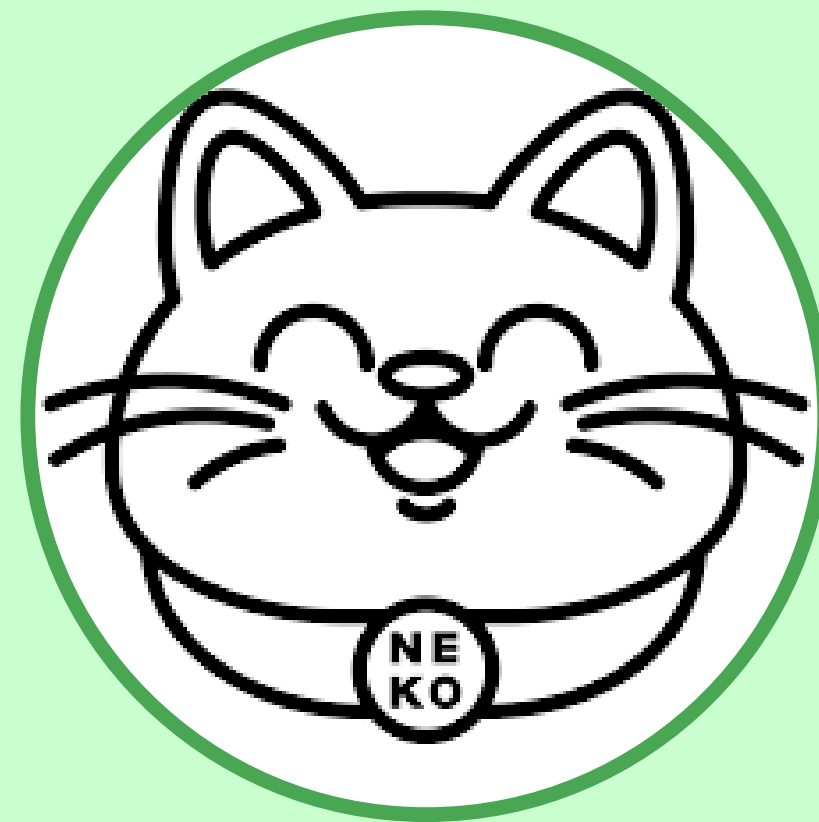
Chamberlain Coffee



- Emma Chamberlain, a well-known influencer founded the company.
- They offer primarily coffee grounds but extended their brand to matcha.
- Chamberlain Coffee has an impressive E-Commerce and retail presence
- They have recognizable branding.

DIRECT COMPETITOR

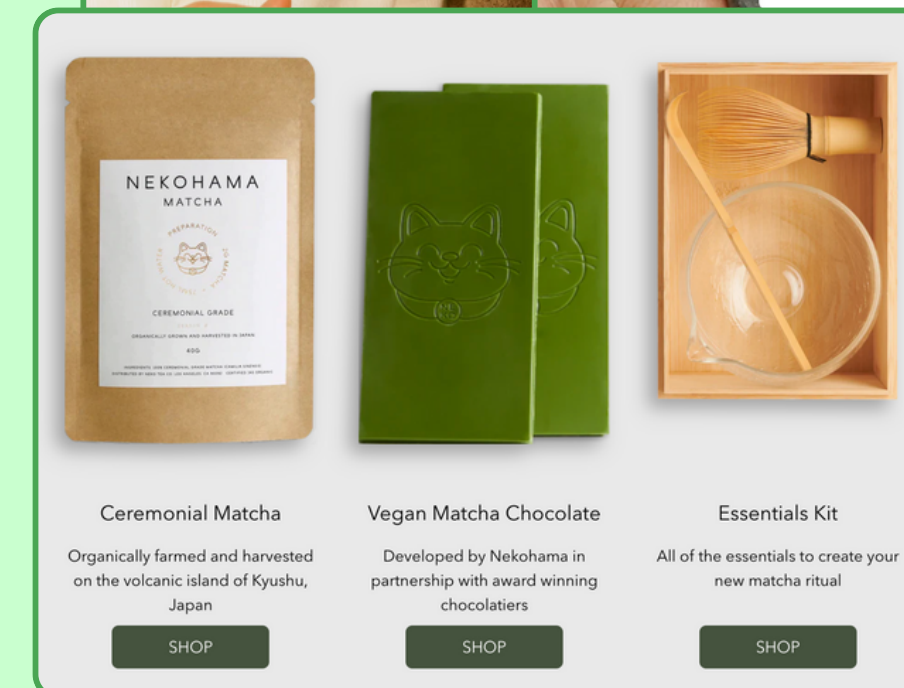
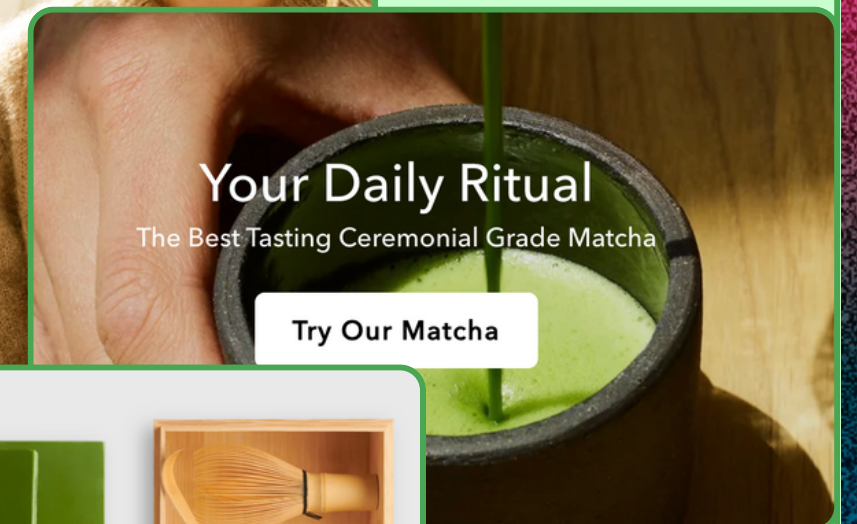
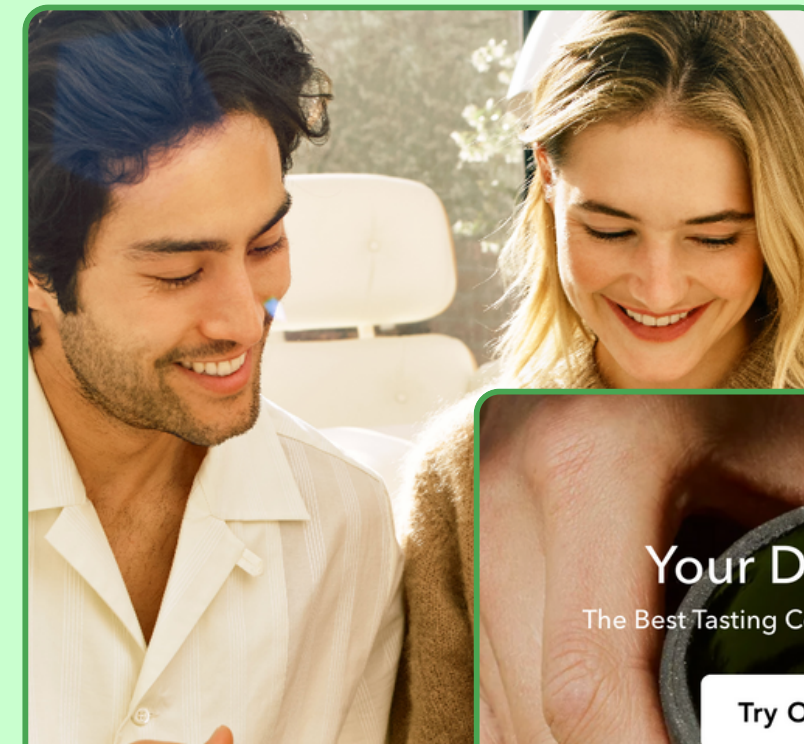
Nekohama



Nekohama, a wellness matcha brand seeks to integrate matcha into their consumers' daily health routine. Founded by Sanne Vloet, Max Ando, and Jason Gorskie. The company seeks to make Nekohama a lifestyle over just a step in someone's morning.

Their consumers are wellness gurus that also support the company's founders and values because they are health influencers.

Our company is a direct competitor because we want consumers to integrate our matcha into their daily health routine through our three product variations.



GLOWING GUT MATCHA LOVER



Bio: Evelyn lives a busy life as a director in fashion PR and pilates coach on the weekends. She makes it her goal to listen to her body and not let her schedule get in the way of maintaining a healthy, balanced lifestyle.

Age: 32 * **Gender:** Female * **Nationality:** African American * **Location:** New York City, NY * **Environment:** Urban * **Income:** \$90,000

Interests: Pilates, fashion, health and wellness, being active in her community, treating herself to food with friends and family

Likes: Organic products, eating healthy, feeling good in her skin

Dislikes: Unhealthy products, diets, stomach aches

Activities: Working out, walking around the city, and eating out with friends

Goals: Improve her gut health and increase her metabolism

Favorite Brands: Alo, Whole Foods, ILIA

PURE ENERGY PRE-WORKOUT MATCHA LOVER



Bio: Brett is a social media coordinator and wellness influencer. She adores fueling her body before and after her training as a marathon runner.

Age: 23 * **Gender:** Female * **Nationality:** White * **Location:** Brentwood, CA *
Environment: Urban * **Income:** \$75,000

Interests: Documenting her life on social media, sustainable and clean products, working out in her free time, fueling her body for workouts

Likes: Healthy products, eating clean, going to workout classes, treating herself to beverages

Dislikes: Injuries, feeling tired, products with processed ingredients, unethically made products

Activities: Running, trying restaurants, maintaining a busy schedule

Goals: Having enough energy to make it through long runs and be able to conquer the day

Favorite Brands: Erewhon, TikTok, Starbucks

COOL DOWN MATCHA LOVER



Bio: Max is a business owner, entrepreneur, and life coach. He loves relaxing after a long day of working on his company.

Age: 28 * **Gender:** Male * **Nationality:** Japanese * **Location:** Austin, TX
* **Environment:** Urban/Suburban * **Income:** \$150,000

Interests: Maintaining his mental health, journaling, spending time with family, being a mentor in his community

Likes: Feeling grounded, organic products, relaxing beverages, listening to uplifting music and podcasts

Dislikes: Negative self talk, overworking himself, processed products, feeling stressed

Activities: Going in the sauna, walking in his neighborhood, getting tea with friends, writing

Goals: Clarifying his mental health and maintaining a work/life balance

Favorite Brands: Whole Foods, Stanley, Blue Bottle

VARIATIONS

Glowing Gut Health Matcha



The original flavor, Glowing Gut Health Matcha provides consumers with a healthy digestive system. Benefits include high fiber, increased metabolism, vitamin C, and magnesium.

Pure Energy Pre-Workout Matcha



Our Pure Energy Pre-Workout Matcha gives users a boost to make it through their workout or busy day. Benefits include heart health, high in antioxidants, weight loss, increased metabolism, energy, and fat burner.

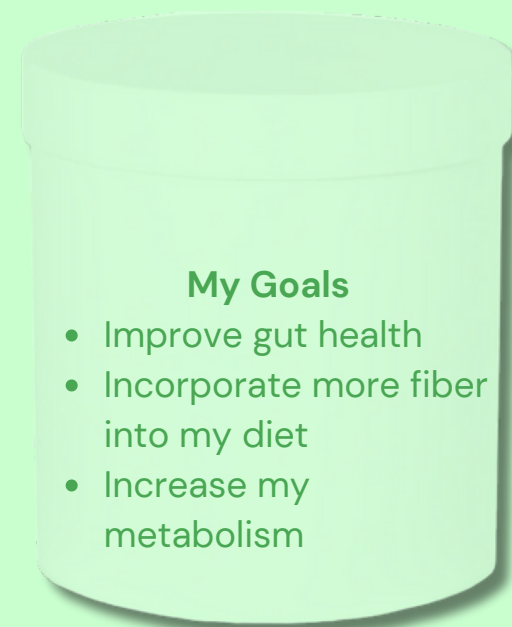
Cool Down Matcha



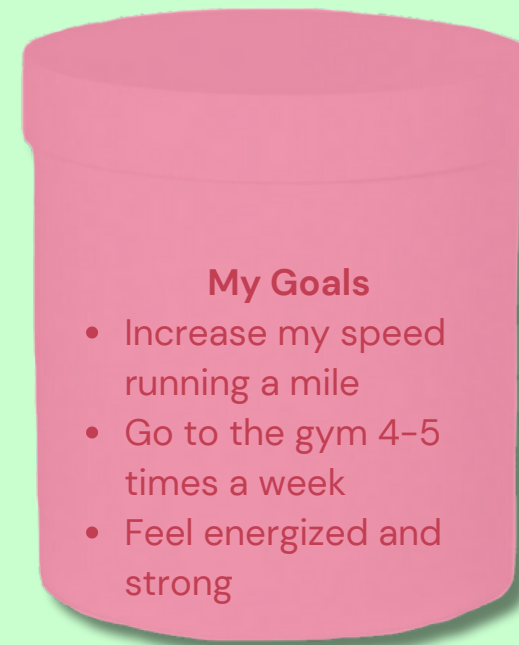
Cool Down Matcha flavor inspires users to relax and take mental health breaks. The benefits include mental clarity, calming, focus improvement, increased memory, balance anxiety

CUSTOMIZATION

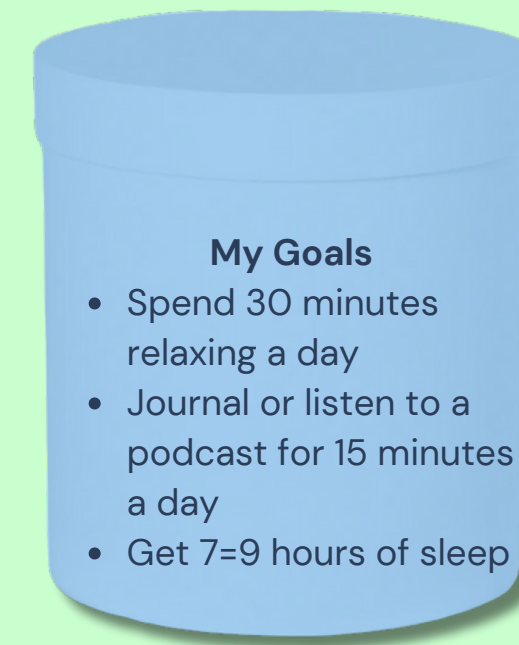
Glowing Gut Health Matcha Goal Personalization



Pure Energy Pre-Workout Matcha Goal Personalization



Cool Down Matcha Goal Personalization



Our goal personalization feature allows customers to write their personal goals on the back of their matcha container that they would like to accomplish by the time they finish their matcha container. This will help us to get to know our demographic better and meet their needs through future products.

COLLABORATIONS

Brett's Bites

A wellness influencer and marathon runner. We would partner with her on a pre-workout matcha to share with her audience! She can show how she prepares for a run with our product on her TikTok.



Gabe Garcia Fit

We want to collaborate with a trainer to promote our Cool Down Matcha to his clients. In a social media campaign, we will create a challenge for his clients to join in on by encouraging his followers to implement cool down goals.



Jeanine Amapola

A health influencer that posts about life and educating her audience on maintaining a balance between fitness and enjoyment. This partnership would be to encourage improved gut health while treating one's self.



Goodies Matcha Whisk

We would like to collaborate with Goodies LA, a lifestyle gift store in LA to sell branded matcha whisks. Customers can purchase the Mindful Matcha whisk from a LA business. Customers love their gifts under \$25 and can help get our brand some local exposure.

PRINT ADVERTISEMENTS

Our product is appropriate for these audiences as there are similar audiences who would enjoy the product. As we are marketing to primarily Gen Z and young adults, these magazines have a similar audience that would resonate with our product.

LA
Times InStyle
allure **Women's Health**
COSMOPOLITAN **People**



TASTE

SEPTEMBER 2022
NEW YORK EDITION

Best MATCHA RECIPES

MINDFUL MATCHA

THE MATCHA
GLOWING GUT, PURE ENERGY, AND COOL DOWN

THE SWEETEST THING
MATCHA WITH FUNCTIONAL BENEFITS

MINDFUL MATCHA
THE MATCHA WITH BENEFITS



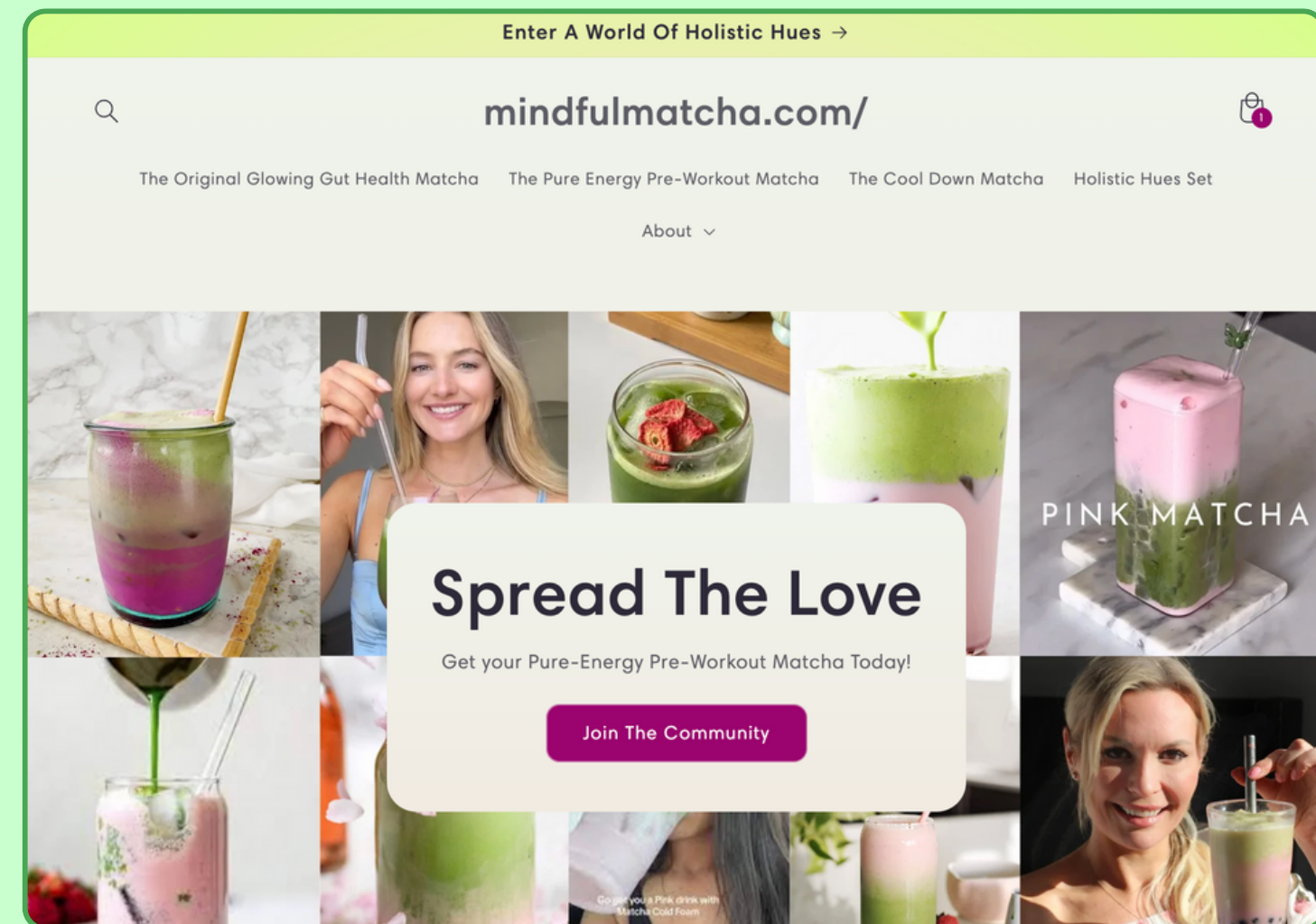
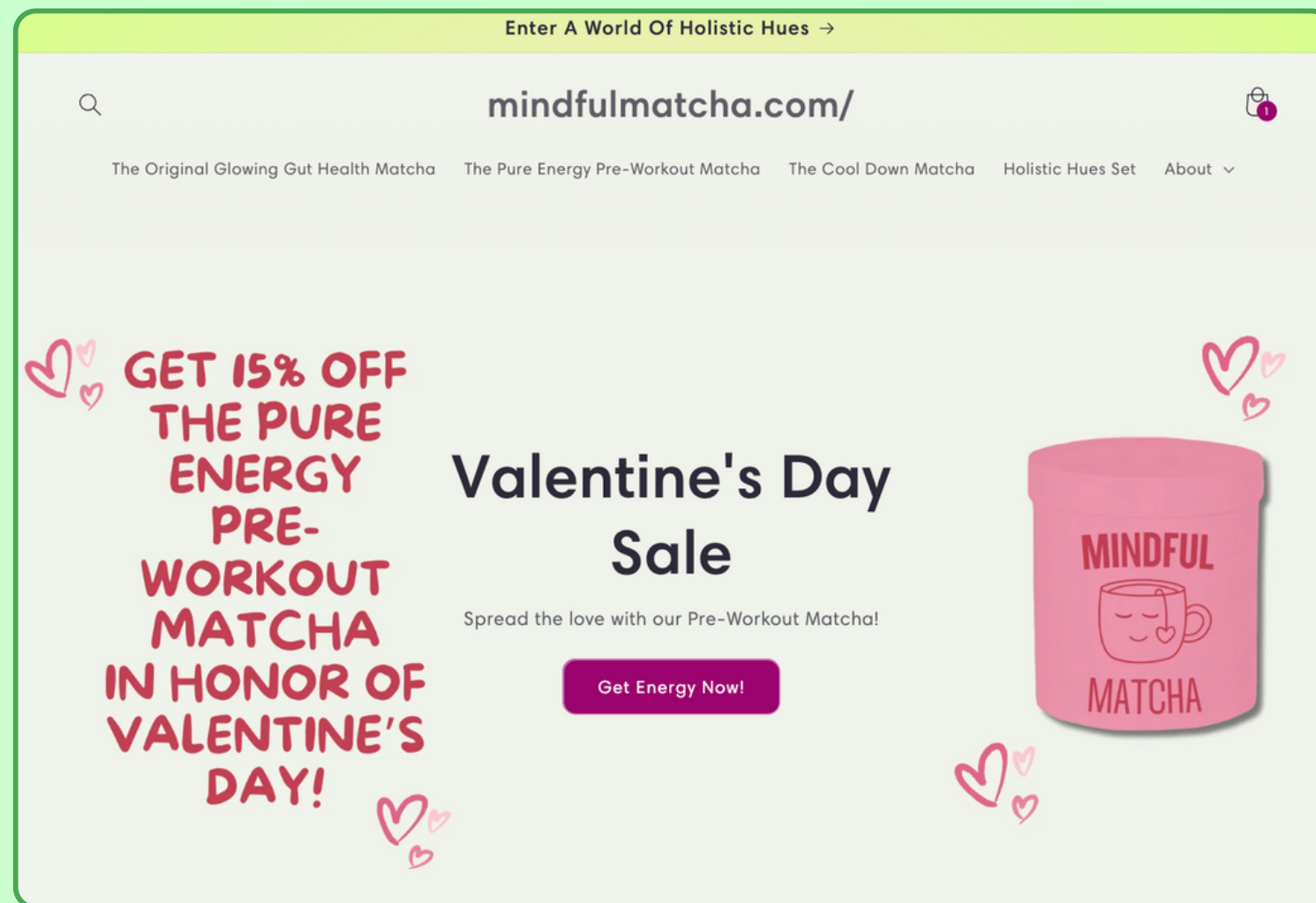
October 2024 | Issue No 54

MINDFUL MATCHA

The matcha with benefits! Choose from our glowing gut, pure energy, and cool down matcha!

MINDFUL MATCHA

E-COMMERCE WEBSITE




Shopify Link: <https://mindfulmatcha-com.myshopify.com/>


E-COMMERCE WEBSITE

mindfulmatcha.com/


The Original Glowing Gut Health Matcha | The Pure Energy Pre-Workout Matcha | The Cool Down Matcha | Holistic Hues Set | About ▾




Mindful Matcha Holistic Hues Set
\$90.00 USD



The Cool Down Matcha
\$39.00 USD



The Original Glowing Gut Matcha
\$39.00 USD



The Pure Energy Pre-Workout Matcha
\$39.00 USD

Join the Mindful Matcha Community!

Email →

[f](#) [@](#) [v](#) [d](#) [t](#) [p](#) [s](#)

mindfulmatcha.com/

Enter A World Of Holistic Hues →

The Original Glowing Gut Health Matcha | The Pure Energy Pre-Workout Matcha | The Cool Down Matcha | Holistic Hues Set | About ▾

Inquire About Our Holistic Hues Of Matcha Flavors!

We would love for you to join our community of matcha lovers!

Name Email *

Phone number

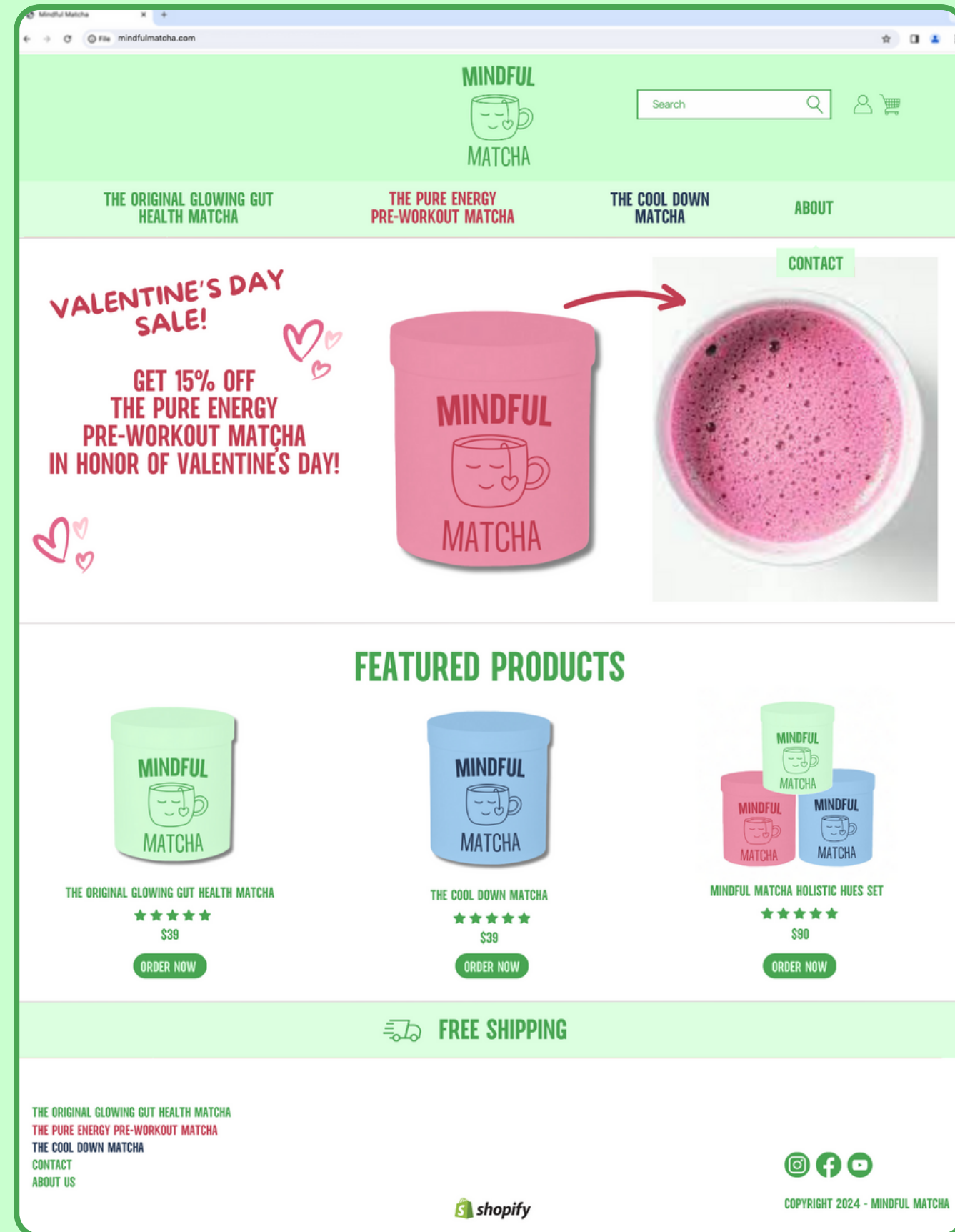
Comment

Send

Join the Mindful Matcha Community!

Email →

E-COMMERCE WEBSITE MOCKUP




PRODUCT PAGES

Enter A World Of Holistic Hues →

mindfulmatcha.com/

The Original Glowing Gut Health Matcha | The Pure Energy Pre-Workout Matcha | The Cool Down Matcha | Holistic Hues Set | About ▾



MINDFULMATCHA.COM/
The Pure Energy Pre-Workout Matcha

\$39.00 USD



Quantity
- 1 +

Add to cart

Buy it now

Step into a world of pure energy with Mindful Matcha's energy boosting workout supplement. Feel inspired by our revolutionary blend of organic matcha and pre-workout. This supplement is bound to get you ready for a workout or prepared for anything the day has to bring! Within only 15 minutes, enjoy the benefits of natural sources of caffeine that help you to power through a workout routine and feel fulfilled by your performance. It's time to start incorporating Mindful Matcha's Pure Energy Pre-Workout Matcha into your health ritual today!


Share



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MINDFULMATCHA.COM/
The Original Glowing Gut Matcha

\$39.00 USD



Quantity
- 1 +

Add to cart

Buy it now

Step into a world of glowing gut health with Mindful Matcha's gut health supplement. Feel inspired by our revolutionary blend of organic matcha providing optimized gut health. This supplement is bound to get your digestive system prepared for anything the day has to bring! Within only 15 minutes, enjoy the benefits of natural sources of caffeine that help you to feel cleansed and energized. It's time to start incorporating Mindful Matcha's Glowing Gut Matcha into your health ritual today!

Share




PRODUCT PAGES

Enter A World Of Holistic Hues →

mindfulmatcha.com/

The Original Glowing Gut Health Matcha The Pure Energy Pre-Workout Matcha The Cool Down Matcha Holistic Hues Set About ▾



MINDFULMATCHA.COM/
The Cool Down Matcha
\$39.00 USD



Quantity
- 1 +

Add to cart

Buy it now

Step into a world of serenity with Mindful Matcha's relaxation supplement. Feel inspired by our revolutionary blend of organic matcha providing a natural calming treatment. This supplement is bound to cool you down after a long day. Within only 15 minutes, enjoy the benefits of soothing energy that help you to feel ready for a good night's sleep. It's time to start incorporating Mindful Matcha's Cool Down Matcha into your health ritual today!


Share



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\$90.00 USD


Quantity (1 in cart)
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Add to cart

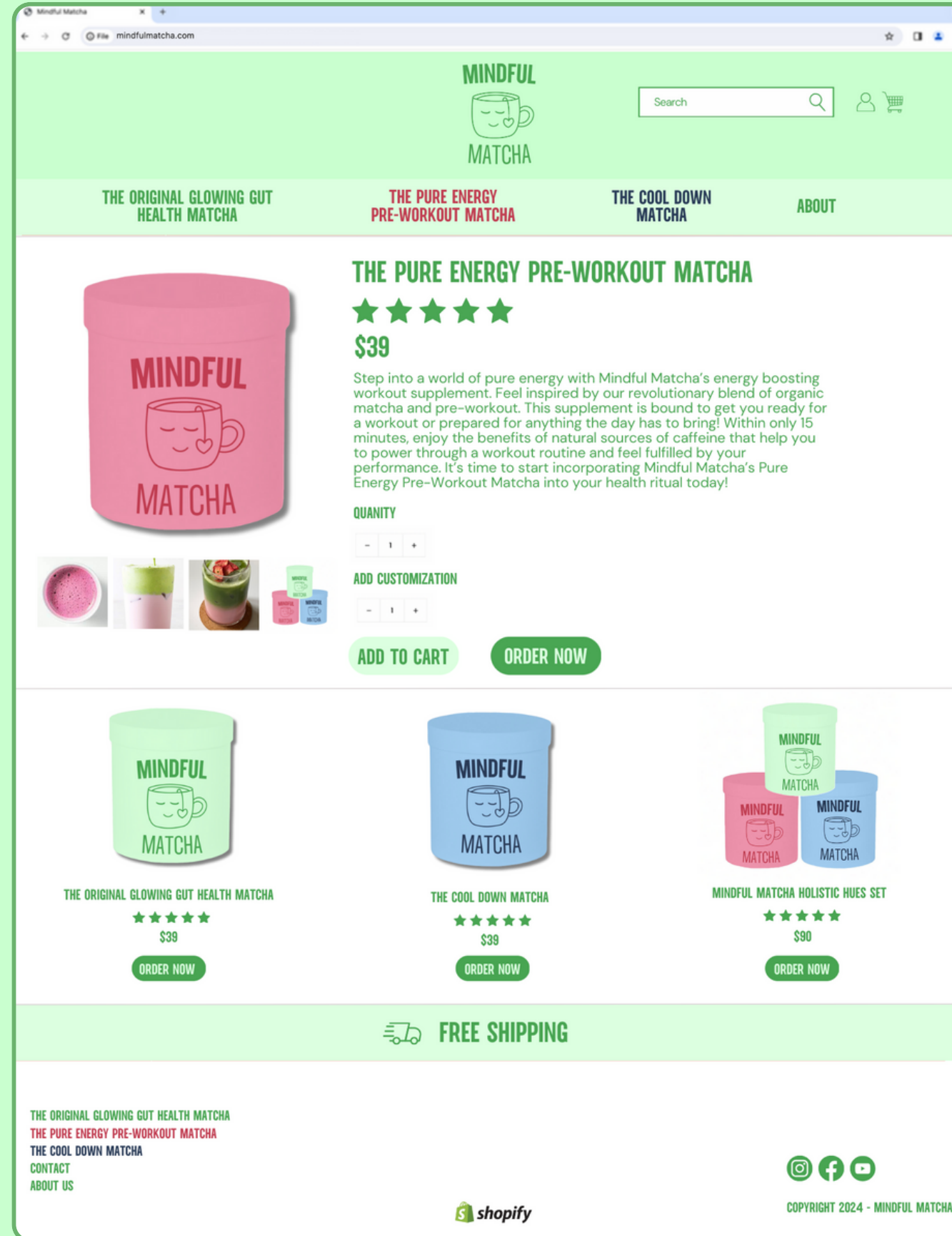
Buy it now

Elevate your wellness routine to the next level with our Holistic Hues Set of our most loved matcha flavors. This kit comes with The Original Glowing Gut Health Matcha, The Pure Energy Pre-Workout Matcha, and The Cool Down Matcha. Our super fans adore this set because of getting our best sellers in one sweep. It's time to add Mindful Matcha to your daily rituals to enjoy the benefits of a healthy gut, energy boosts, and superior relaxation!

Share



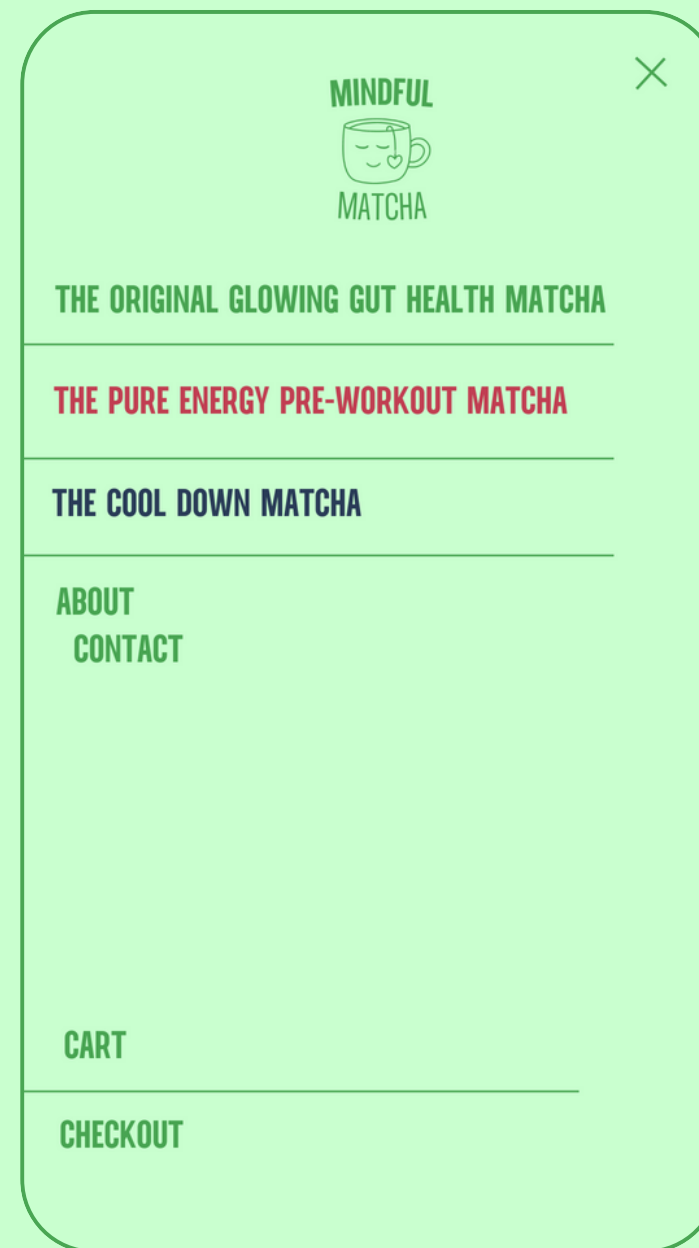
PRODUCT PAGE MOCKUP



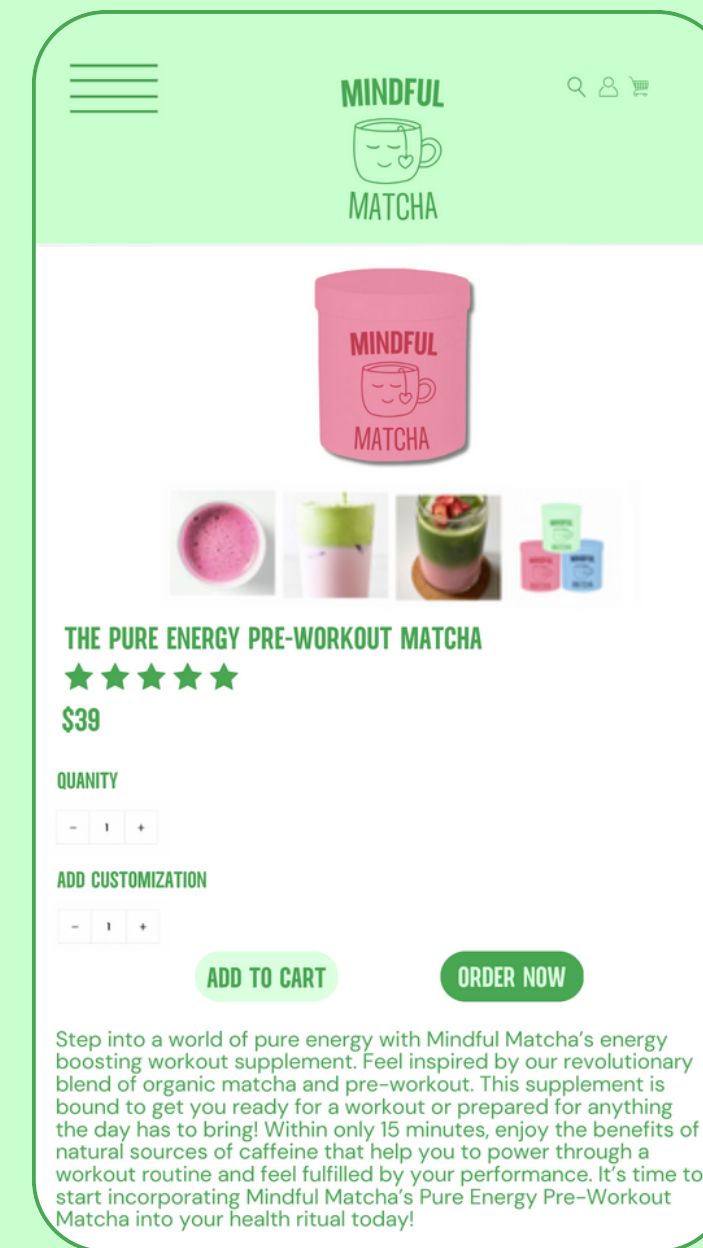
MOBILE COMMERCE EXPERIENCE



Home Screen

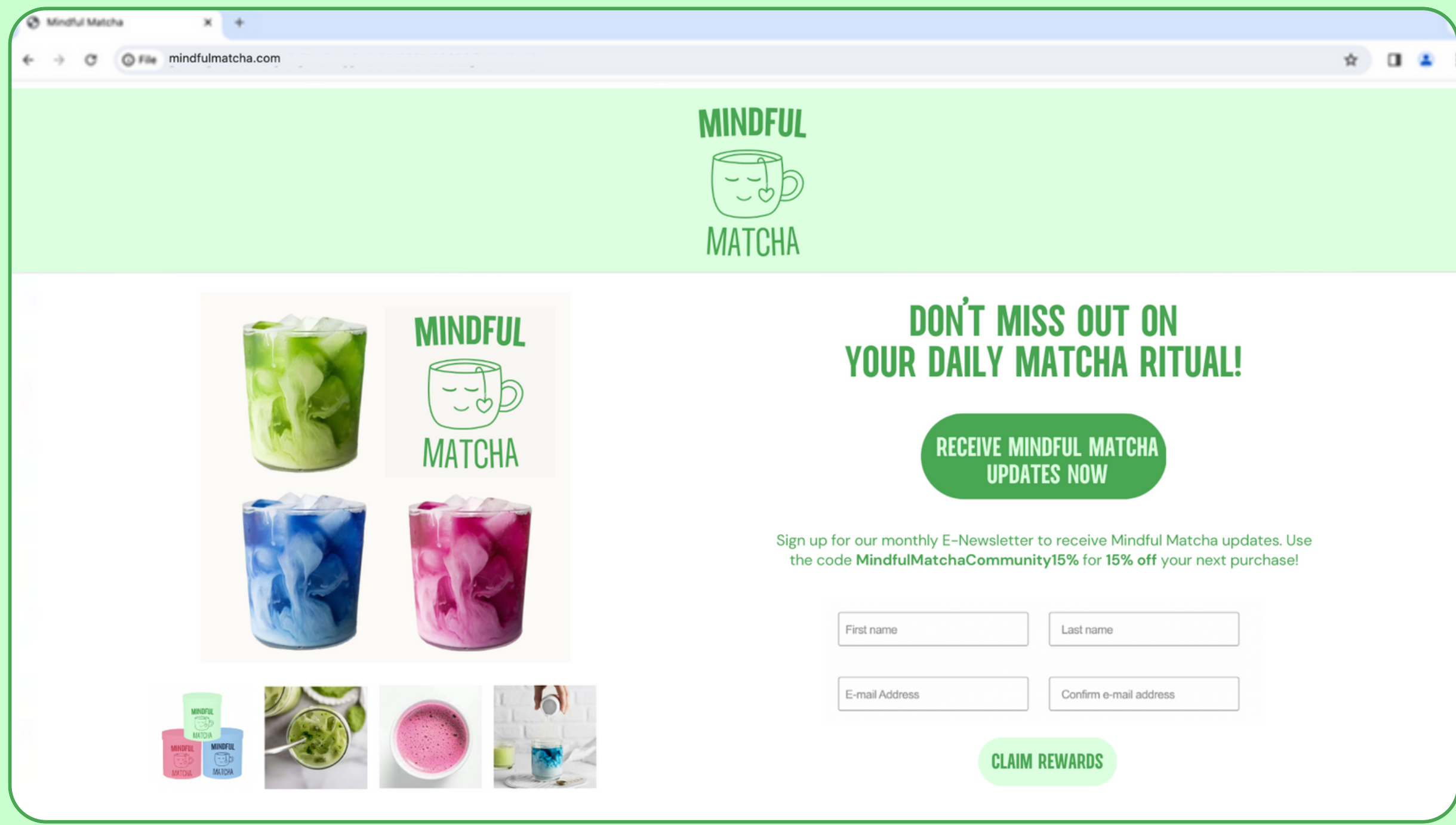


Fly-Out Nav



Product Screen

LANDING PAGE



MINDFUL
MATCHA

DON'T MISS OUT ON
YOUR DAILY MATCHA RITUAL!

RECEIVE MINDFUL MATCHA
UPDATES NOW

Sign up for our monthly E-Newsletter to receive Mindful Matcha updates. Use the code **MindfulMatchaCommunity15%** for 15% off your next purchase!

First name

Last name

E-mail Address

Confirm e-mail address

CLAIM REWARDS

3 DIGITAL DISPLAY ADS

Ad · mindfulmatcha.com/google-ad- ▾

Mindful Matcha | Flavors | Shop Now

Shop our array of matcha that gives you benefits! Choose from our array of flavors that taste good and make you feel good!

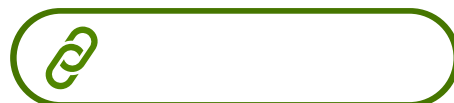
MINDFUL



MATCHA

TRY MINDFUL MATCHA NOW

The matcha with benefits! choose your flavor based on your need. Try it now!



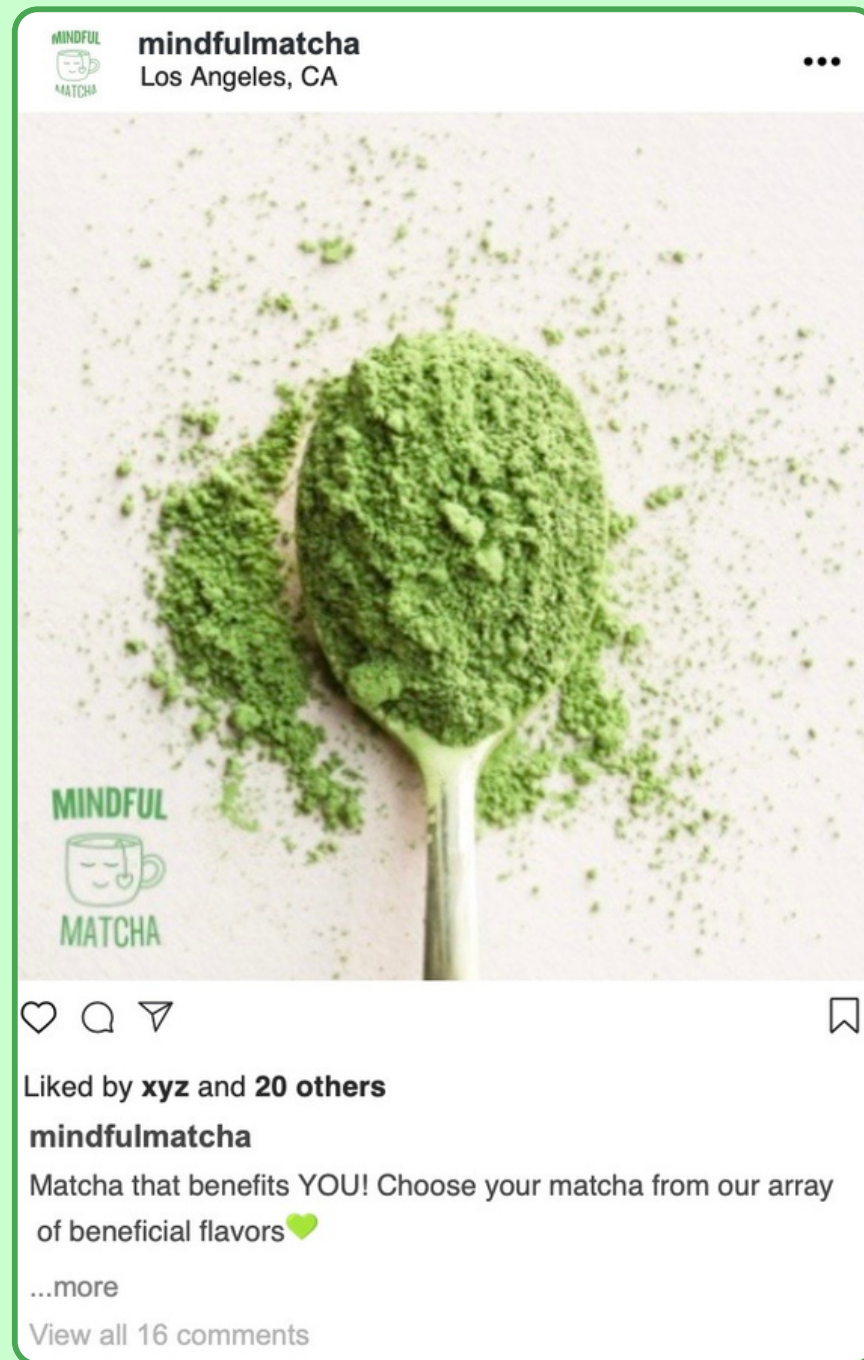
**THE MATCHA WITH
BENEFITS!**

The matcha with benefits! choose your flavor based on your need. Try it now!



SHOP NOW

3 PAID SOCIAL CAMPAIGN ADS



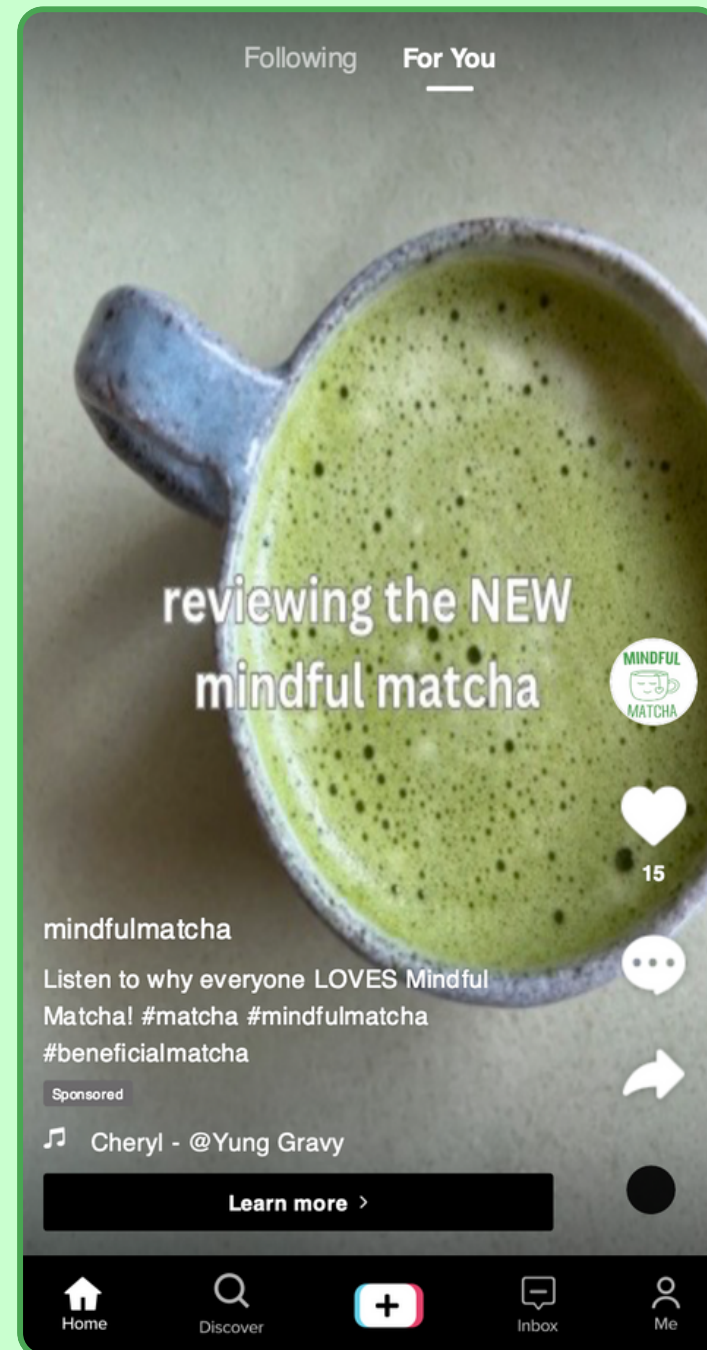
mindfulmatcha
Los Angeles, CA

MINDFUL MATCHA

Liked by xyz and 20 others

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Matcha that benefits YOU! Choose your matcha from our array of beneficial flavors

...more
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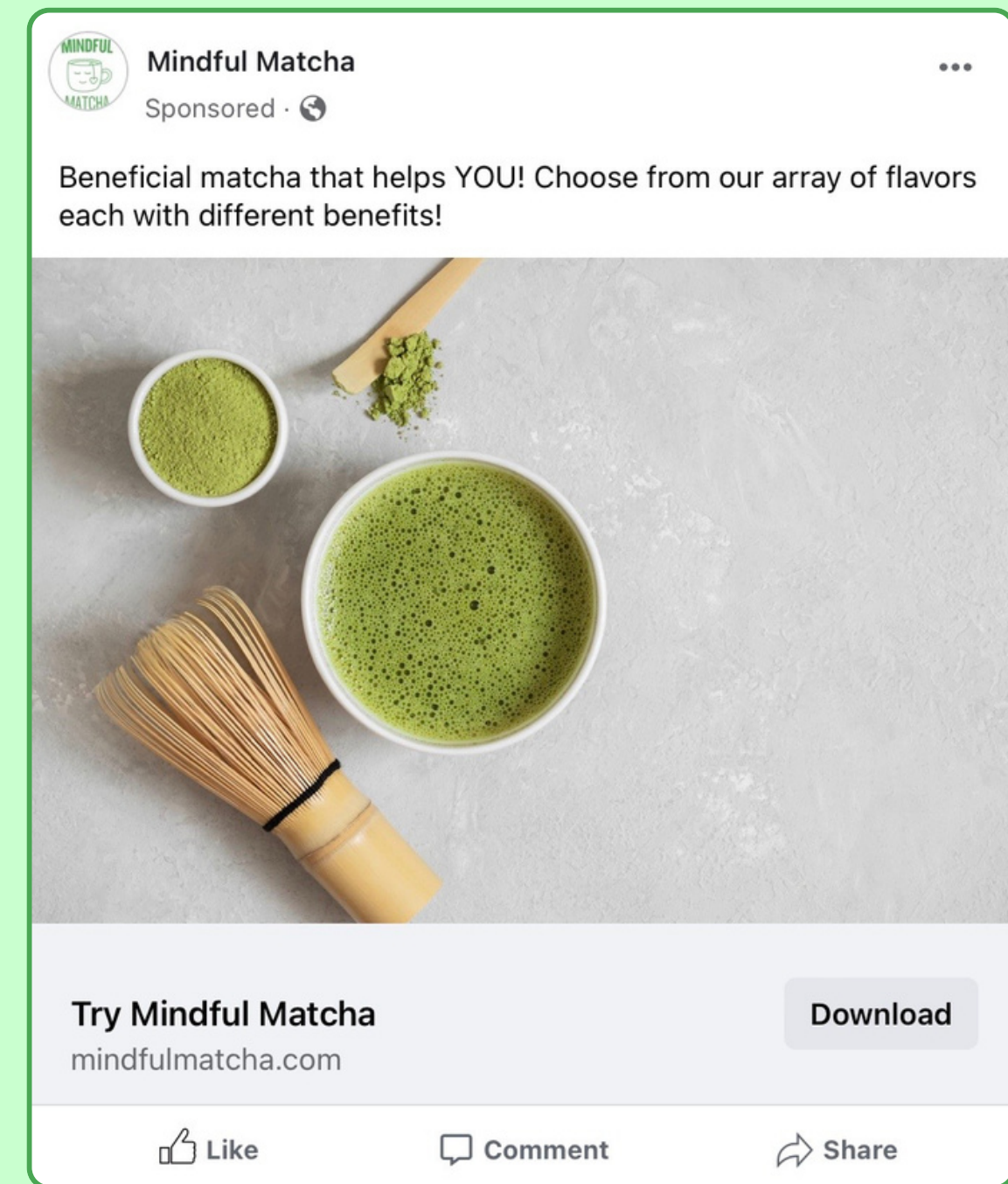
reviewing the NEW mindful matcha

mindfulmatcha
Listen to why everyone LOVES Mindful Matcha! #matcha #mindfulmatcha #beneficialmatcha

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Beneficial matcha that helps YOU! Choose from our array of flavors each with different benefits!


Try Mindful Matcha
mindfulmatcha.com

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A/B MULTIVARIATE TESTING

A (CONTROL)




MINDFUL MATCHA

Title

5.0 ★★★★★ 1,749

\$39
Mindfulmatcha.com
Free delivery & Free 30-day returns

B (CHALLENGER)

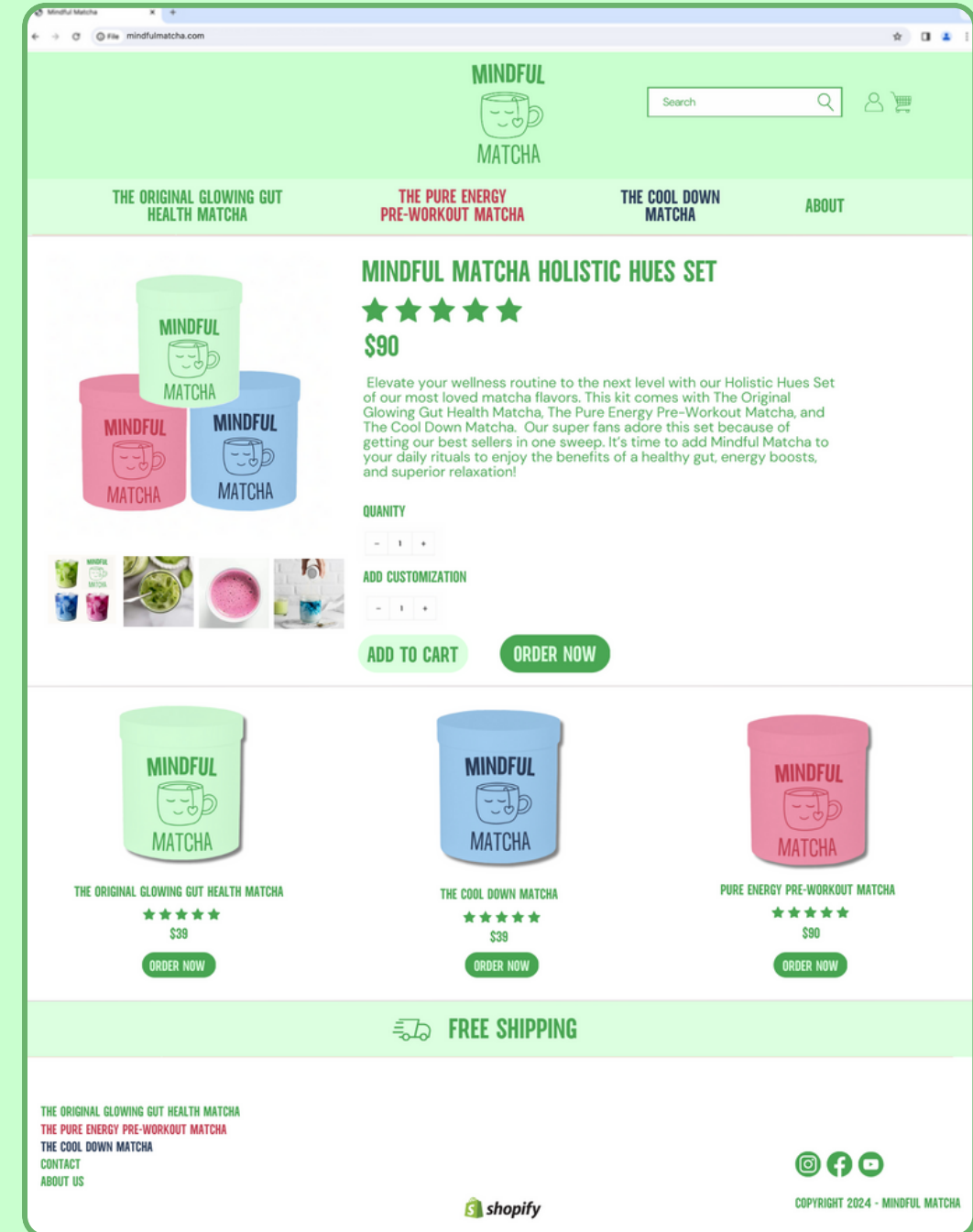


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MINDFUL MATCHA

THE ORIGINAL GLOWING GUT HEALTH MATCHA | THE PURE ENERGY PRE-WORKOUT MATCHA | THE COOL DOWN MATCHA | ABOUT

MINDFUL MATCHA HOLISTIC HUES SET

★★★★★
\$90

Elevate your wellness routine to the next level with our Holistic Hues Set of our most loved matcha flavors. This kit comes with The Original Glowing Gut Health Matcha, The Pure Energy Pre-Workout Matcha, and The Cool Down Matcha. Our super fans adore this set because of getting our best sellers in one sweep. It's time to add Mindful Matcha to your daily rituals to enjoy the benefits of a healthy gut, energy boosts, and superior relaxation!

QUANTITY: 1

ADD CUSTOMIZATION

ADD TO CART | ORDER NOW

THE ORIGINAL GLOWING GUT HEALTH MATCHA
★★★★★
\$39
ORDER NOW

THE COOL DOWN MATCHA
★★★★★
\$39
ORDER NOW

PURE ENERGY PRE-WORKOUT MATCHA
★★★★★
\$39
ORDER NOW


FREE SHIPPING

THE ORIGINAL GLOWING GUT HEALTH MATCHA
THE PURE ENERGY PRE-WORKOUT MATCHA
THE COOL DOWN MATCHA
CONTACT
ABOUT US

shopify
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A/B MULTIVARIATE TESTING

A (CONTROL)




Mindful Matcha - Pure Energy Pre-Workout Matcha. A boost to make it through the day. Add to your wellness routine.

5.0 ★★★★★ 1,749

\$39
[Mindfulmatcha.com](https://www.mindfulmatcha.com)
Free delivery & Free 30-day returns

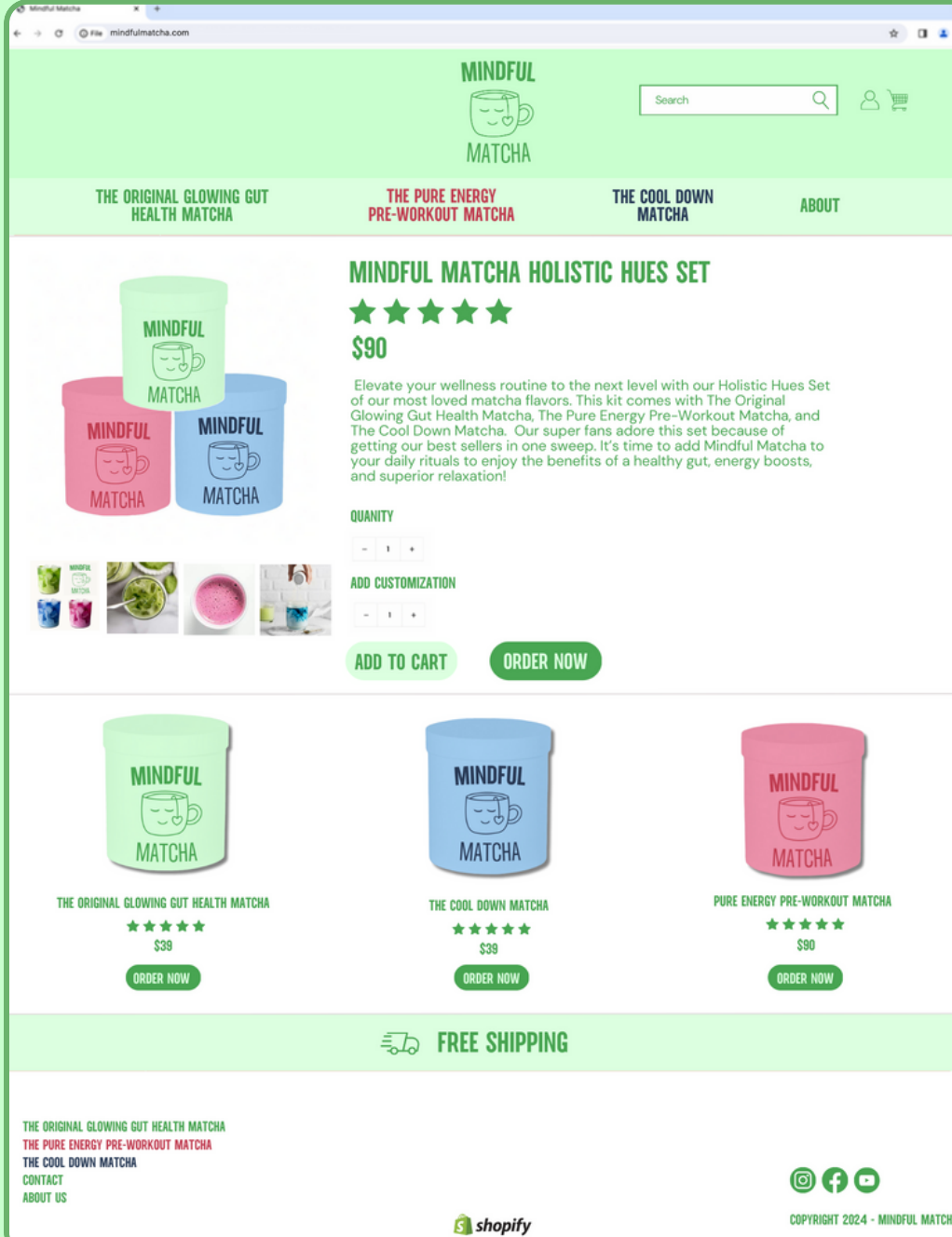
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QUANTITY: 1

ADD CUSTOMIZATION

ADD TO CART | ORDER NOW

THE ORIGINAL GLOWING GUT HEALTH MATCHA \$39 ORDER NOW

THE COOL DOWN MATCHA \$39 ORDER NOW

PURE ENERGY PRE-WORKOUT MATCHA \$39 ORDER NOW

FREE SHIPPING

THE ORIGINAL GLOWING GUT HEALTH MATCHA
THE PURE ENERGY PRE-WORKOUT MATCHA
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A/B MULTIVARIATE TESTING

A (CONTROL)



Mindful Matcha Cool Down Matcha -
Unlock holistic hues of calming energy for
your daily relaxation ritual.

5.0 ★★★★★ 1,749

\$39

[Mindfulmatcha.com](https://mindfulmatcha.com)

Free delivery & Free 30-day returns

Buy Now

B (CHALLENGER)



Mindful Matcha Cool Down Matcha -
Restore peace and serenity in your wellness
routine with matcha calming beverage.

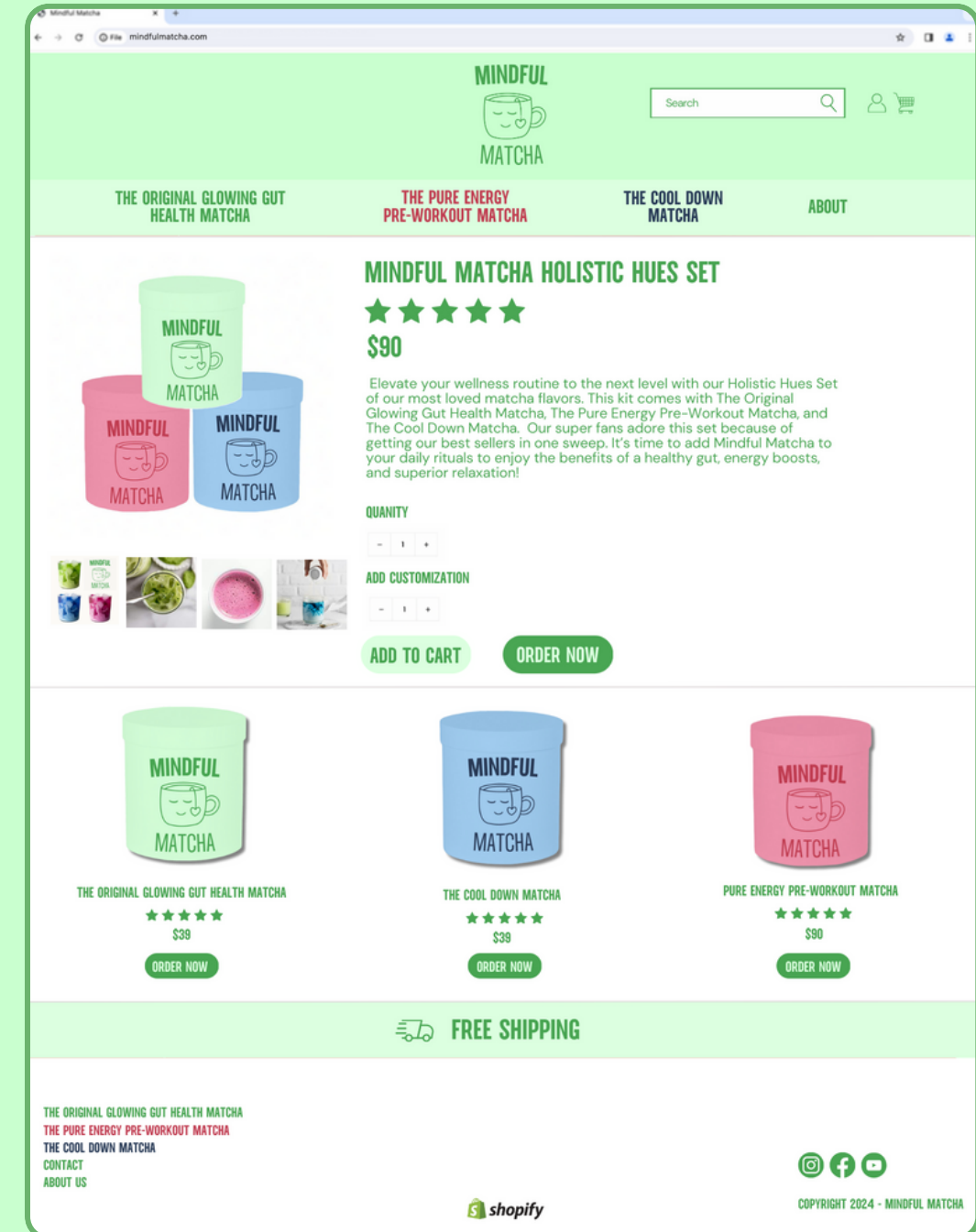
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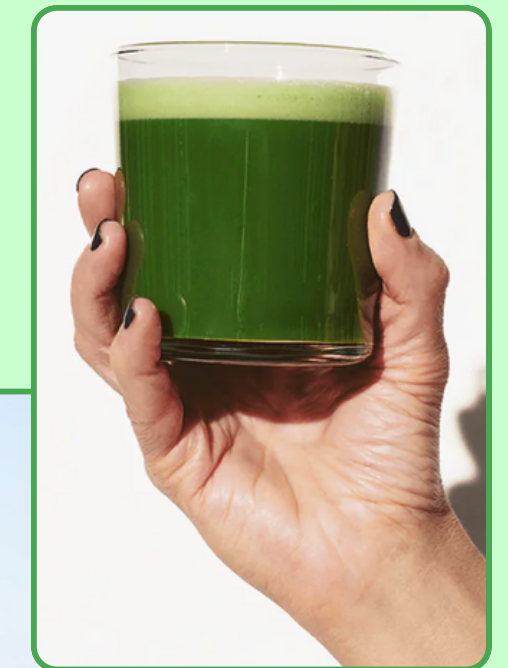
Get Yours Now!



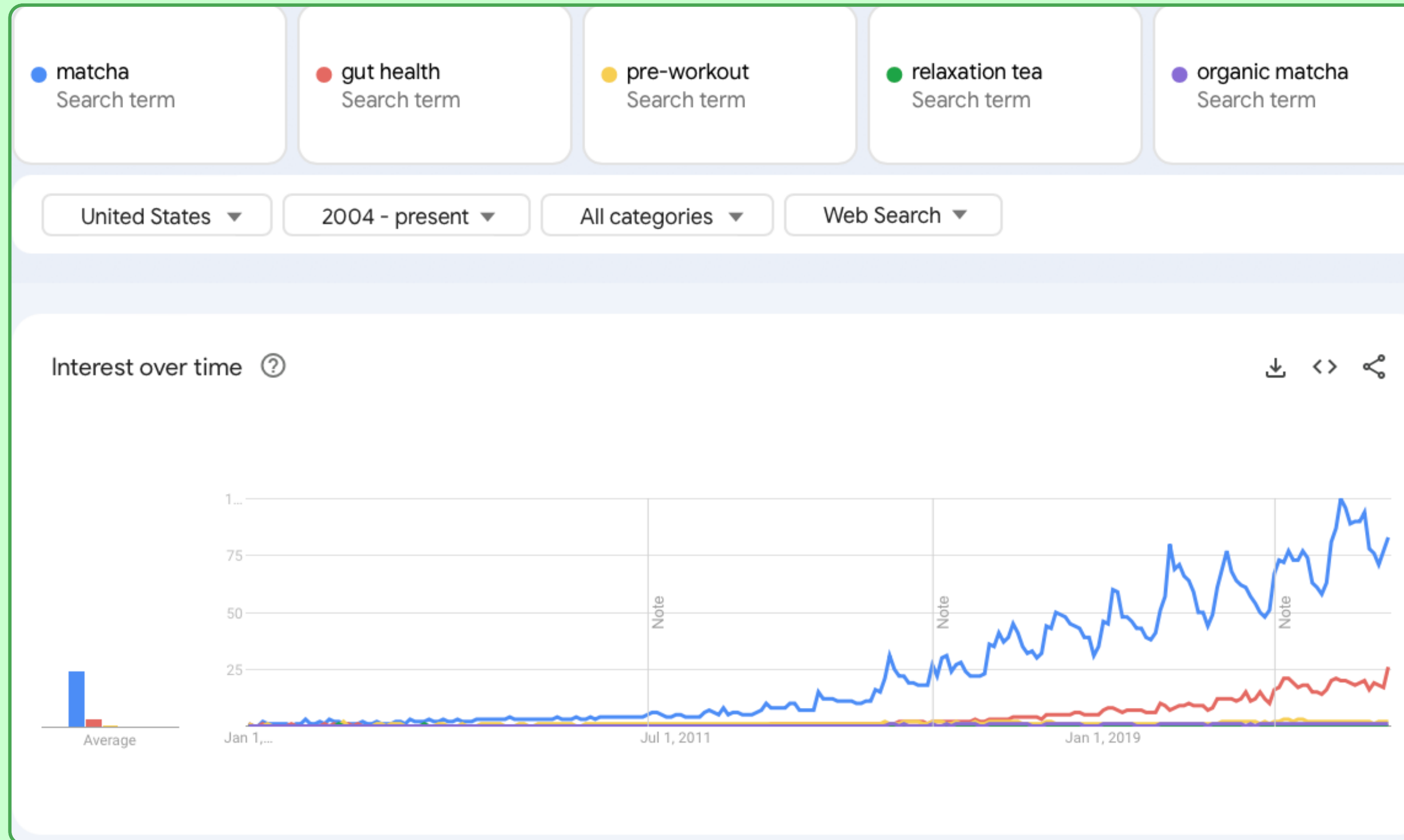
EXPERIENTIAL MARKETING TACTIC

Matcha and Mindfulness Alo Yoga Seminar

- In partnership with Alo Yoga, Mindful Matcha will host an educational seminar event with licensed health coaches and nutritionists on the benefits of matcha in one's daily routine
- Alo has the same demographic as our company which will increase our brand's exposure to potential customers
- The experience will include a workout, journaling session, and matcha tasting
- We will invite wellness influencers to share about their experience at the event



KEYWORD TREND ANALYSIS



KEYWORD TREND ANALYSIS

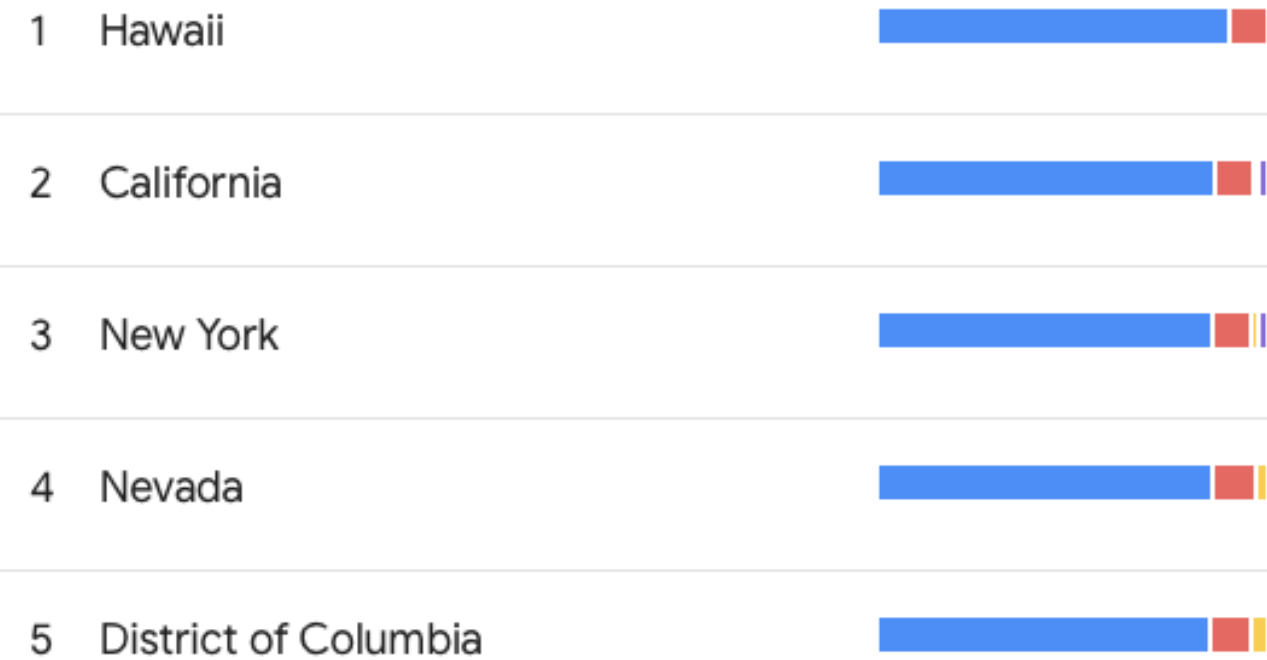
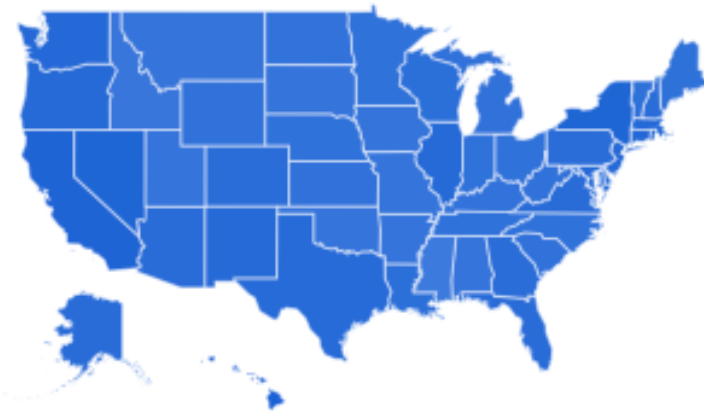
Compared breakdown by subregion

Subregion ▼



- matcha
- gut health
- pre-workout
- relaxation tea
- organic matcha

Sort: Interest for matcha ▼



Color intensity represents percentage of searches [LEARN MORE](#)

< Showing 1-5 of 51 subregions >

GOOGLE SEARCH ENGINE RESULTS PAGE (SERP)

The screenshot shows a Google search for "organic matcha". The browser address bar displays the search URL. The Google logo and search bar are at the top. The search results are for "Mindful Matcha" from the website https://www.mindfulmatcha.com. The main result is titled "Mindful Matcha - Mindfully Crafted Holistic Hues of Flavor" and includes a description: "Our matcha seeks to elevate your wellness routine providing three matchas catering to your needs. Drinks with benefits of helping gut cleansing, energy boost, and relaxation." Below this are three featured products: "Glowing Gut Health Matcha", "Pure Energy Pre-Workout Matcha", and "Cool Down Matcha", each with a brief description. There is also a section for "Our Story". On the left side, there are filter options for "Filter by" (Nearby, On sale, Get it fast, Small business), "Size" (1.06 - 3.5 ounces, 3.5 - 8 ounces, Over 16 ounces, Under 1.06 ounces, 8 - 16 ounces), "Form" (Powdered, Bag, Ready Serve, Single-serve), "Health Benefit", "Sweetness", "Origin", "Features", "Type", "Variety", "Price", and "Stores". At the bottom, there is a "Videos" section with two video thumbnails: "Best & Worst Organic Amazon Matcha Powders | Affordable" and "Best organic matcha on Amazon to date".

organic matcha - Google Search

google.com/search?q=organic+matcha&oq=organic+matcha&gs_lcrp=EgZjaHJvbWUyDwgAEEUYORiDARixAxiABDINCAEQABiDARixAxiABDIHCAIQABiABDIHCAMQABiABDIHCAQQ...

Google organic matcha Sign in

Filter by

- Nearby
- On sale
- Get it fast
- Small business

Size

- 1.06 - 3.5 ounces
- 3.5 - 8 ounces
- Over 16 ounces
- Under 1.06 ounces
- 8 - 16 ounces

Form

- Powdered
- Bag
- Ready Serve
- Single-serve

See 2 more

Health Benefit

Sweetness

Origin

Features

Type

Variety

Price

Stores

Mindful Matcha
https://www.mindfulmatcha.com

Mindful Matcha - Mindfully Crafted Holistic Hues of Flavor

Our matcha seeks to elevate your wellness routine providing three matchas catering to your needs. Drinks with benefits of helping gut cleansing, energy boost, and relaxation.

Glowing Gut Health Matcha

The original flavor, Glowing Gut Health Matcha provides benefits like, rich in fiber, vitamin C, and magnesium.

Pure Energy Pre-Workout Matcha

Our Pure Energy Pre-Workout Matcha gives a boost to make it through the day. High in antioxidants supports weight loss and increasing fat burning.

Cool Down Matcha

Cool Down Matcha flavor allows the benefits of mental clarity, focus improvement, and balance anxiety. It's a perfect way to unwind.

Our Story

Matcha made for your wellness needs. Seeking to elevate your wellness routine amongst our three flavors catering towards differing needs.

[More results from MindfulMatcha.com >>](#)

Videos

Best & Worst Organic Amazon Matcha Powders | Affordable
YouTube · Meredith Mao
Apr 8, 2023
11:01

10 key moments in this video

Best organic matcha on Amazon to date

SEO CODE

```
<head>
<title>Mindful Matcha</title>
<meta name="description" content="Mindfully Crafted Matcha Flavors of Holistic Hues">
</head>
<table width="95%" border="0" cellpadding="5" >
<tbody>
<tr>
<td width="25%">
<!-- The tags below ensure the image is search engine optimized. This text is not seen by person who is viewing the page -->

</td>
<td width="75%">
<!-- The tags below ensure the text is search engine optimized. -->
<h1>MINDFUL MATCHA</h1> <!-- The H1 is usually the most prominent text on a page,
allowing visitors to quickly learn what the page is about. For this assignment, this page is about the sunglasses you chose. It is
considered the most important text-based content on a web page. For this reason, only one H1 tag can be on a page. -->
<h2>Mindfully crafted holistic matcha blends</h2> <!--The H2 tag defines the
second level of importance in the HTML document, and is visually smaller than the H1. It gets less importance than the H1, but serves
as a supporting description of the H1 -->
<h3>Enter a world of glowing gut health, pure energy, and cooling relaxation with our hues of flavors.</h3> <!--The H3 tag defines the third level of importance in the HTML document, and is visually
smaller than
the H2. It gets less importance than the H2, and serves as an introductory title to the body of descriptive text below -->
<p>Mindful Matcha seeks to elevate your wellness routine amongst our three flavors catering towards differing needs. The Original Glowing Gut Health Matcha in the green packaging provides you with
a healthy digestive system. Benefits include high fiber, increased metabolism, vitamin C, and magnesium. Next, Our Pure Energy Pre-Workout Matcha gives you a boost to make it through your
workout or busy day. Benefits include heart health, high in antioxidants, weight loss, increased metabolism, energy, and fat burning. Finally, our Cool Down Matcha flavor inspires you to relax and take
mental health breaks. The benefits include mental clarity, calmness, focus improvement, increased memory, and balanced anxiety.</p> <!--The <p> tag indicates paragraph
text. The paragraph should be between 4 to 6 complete sentences, and provide detailed information to the viewer -->
<h3>Matcha made for your wellness needs:</h3>
<p>Daily gut-health and energy</p>
<p>Nightly relaxation </p>
</td>
</tr>
</tbody>
</table>
```

PRODUCT PAGE SEO IMPLEMENTED



E-BLAST NEWSLETTER



| FEB 2024

Weekly Newsletter

we're so glad you're here!



**VALENTINE'S DAY
SALE!**

**GET 15% OFF
THE PURE ENERGY
PRE-WORKOUT MATCHA
IN HONOR OF VALENTINE'S DAY!**

MATCHA FEBRUARY FEATURE

PURE ENERGY MATCHA

Featuring our Pure Energy Pre-Workout Matcha this month!

Benefits:

- High in Antioxidants
- Support in Heart Health
- Improves energy
- Supports weight loss & fat burning

This matcha blend offers a natural and sustained energy boost to power through your workouts. Say goodbye to jitters and crashes, and hello to enhanced focus and endurance. With its unique combination of matcha and other energizing ingredients, our Pure Energy blend provides a clean, jitter-free source of vitality, perfect for maximizing your workout potential. Elevate your fitness routine and experience the benefits of Pure Energy Pre-Workout Matcha

SHOP NOW

CELEBRATE THE MONTH OF LOVE

Embrace the spirit of love this February with our exclusive Pure Energy Pre-Workout Matcha sale. But that's not all - for every purchase made during this special event, a portion of the proceeds will be donated to charities supporting causes close to our hearts. Spread love and make a difference with every purchase you make. Join us in celebrating love and giving back!



PRESS RELEASE LETTER



FOR IMMEDIATE RELEASE

MINDFUL MATCHA™
March 1, 2024

MINDFULLY CRAFTED HUES OF HOLISTIC MATCHA BLENDS

Los Angeles, CA, March 1, 2024 – Mindful Matcha offers premium, expertly developed matcha flavors for your daily wellness needs. The patented blends include specialized ingredients to meet individual fitness and mental health goals. When indulging, consumers can enjoy the benefits of clean gut health, energy boosts, and relaxation. Amongst the brand's three hues of goodness, users can elevate their daily matcha ritual.

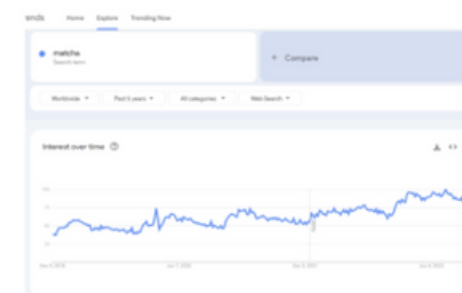
The rising popularity of E-Commerce matcha companies sets Mindful Matcha on the map considering the rich health benefits and values behind the brand's vision. The brand aspires to promote more freedom in living a healthy lifestyle by tailoring its product variations to consumers' struggles. Through research and testing, Mindful Matcha pinpointed which problems consumers could solve by using its products. These include optimized digestion, revitalized motivation, and enhanced relaxation.

The Original Glowing Gut Health Matcha in green packaging provides users with a healthy digestive system. The benefits of this beverage include high fiber intake, increased metabolism, vitamin C incorporation, and amplified magnesium consumption. Mindful Matcha's Pure Energy Pre-Workout Matcha offers a boost of energy to make it through a workout or busy day. The benefits range from better heart health, high antioxidant intake, weight loss, increased energy, and fat loss. Finally, the Cool Down Matcha hue inspires you to relax and take mental health breaks. Therefore improving mental clarity, calmness, focus levels, increased memory, and balanced anxiety.

Each matcha package can simply be combined with water and whisked to meet your needs. Within ten minutes users feel the impacts of the flavor's formula. Ultimately, create a new habit to implement in your daily rituals to feel your best self!



This image shares the three hues of Mindful Matcha that includes green, red, and blue.

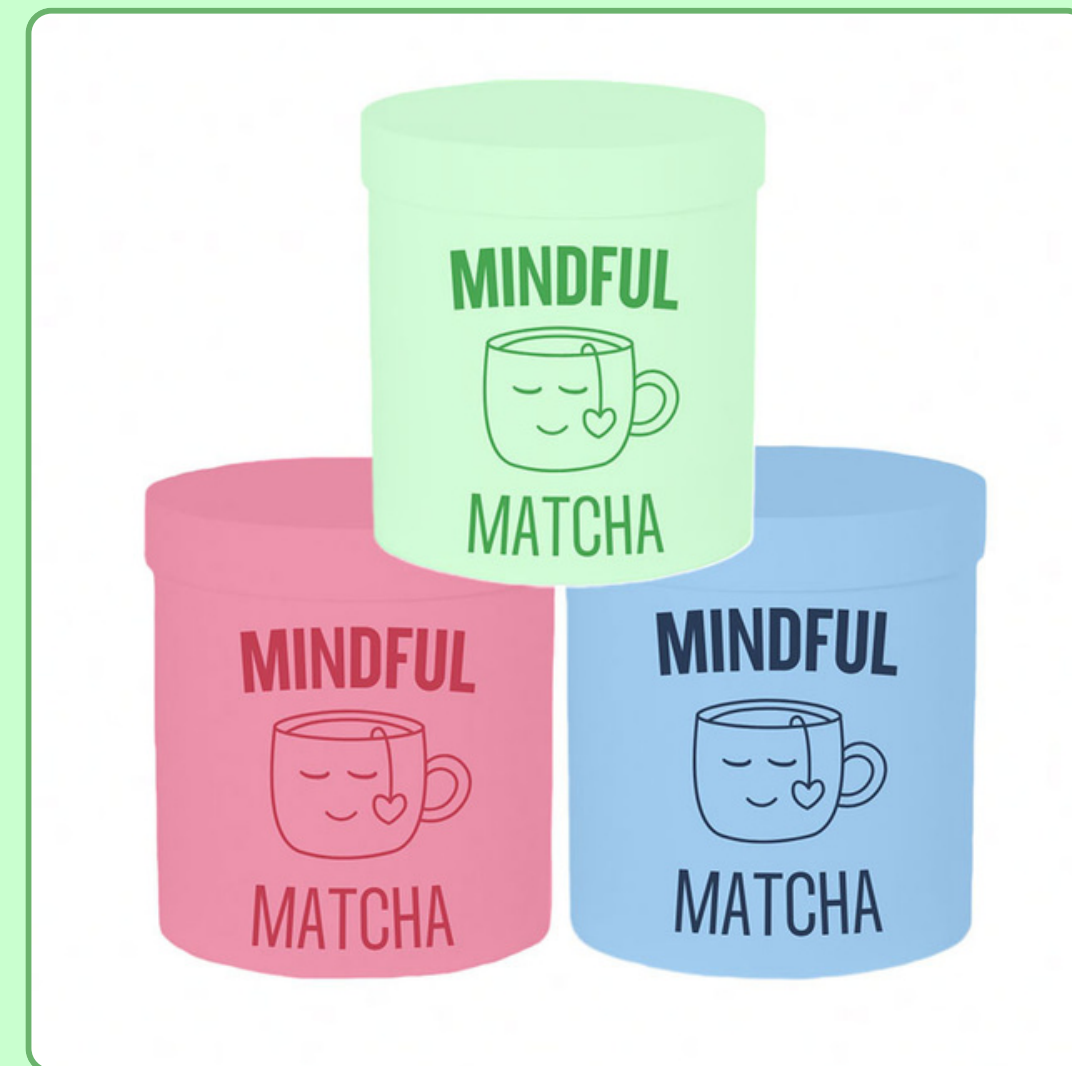


This graph depicts the increase in Matcha searches on Google since 2019.

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heather@mindfulmatcha.com
123-456-7890
www.mindfulmatcha.com

PRICING

- \$39 per container/flavor
- Bundle \$90
- Goal Personalization +\$10



3-MONTH PRODUCTION AND ADVERTISING BUDGET FORECAST

	PRODUCT	COST PER UNIT	QUANTITY	ESTIMATED COST	COMMENTS	
GOOGLE PPC	Original Glowing Gut Health Matcha				<i>unit = click</i>	
	Display Ad Impressions	\$0.32	5400	\$1,728.00		
	Display Ad Clicks	\$0.75	6500	\$4,875.00		
	SERP Clicks	\$0.65	4500	\$2,925.00		
	YouTube Videos Clicks	\$0.55	1200	\$660.00		
	Pure-Energy Matcha					
	Display Ad Impressions	\$0.32	5400	\$1,728.00		
	Display Ad Clicks	\$0.75	6500	\$4,875.00		
	SERP Clicks	\$0.65	4500	\$2,925.00		
	YouTube Videos Clicks	\$0.55	1200	\$660.00		
	Cool Down Matcha					
	Display Ad Impressions	\$0.32	5400	\$1,728.00		
	Display Ad Clicks	\$0.75	6500	\$4,875.00		
	SERP Clicks	\$0.65	4500	\$2,925.00		
YouTube Videos Clicks	\$0.55	1200	\$660.00			
			TOTAL:	\$30,564.00		

	PRODUCT	COST PER UNIT	QUANTITY	ESTIMATED COST	COMMENTS	
SOCIAL MEDIA PPC	Original Glowing Gut Health Matcha				<i>unit = click</i>	
	Facebook Impressions	\$0.65	6100	\$3,965.00		
	Facebook Clicks	\$0.75	6500	\$4,875.00		
	Instagram Impressions	\$0.65	5400	\$3,510.00		
	Instagram Ad Clicks	\$0.85	5600	\$4,760.00		
	X Impressions	\$0.25	900	\$225.00		
	X Clicks	\$0.55	1100	\$605.00		
	TikTok Impressions	\$0.85	5500	\$4,675.00		
	TikTok Clicks	\$0.95	6800	\$6,460.00		
	Pure-Energy Matcha					
	Facebook Impressions	\$0.65	6100	\$3,965.00		
	Facebook Clicks	\$0.75	6500	\$4,875.00		
	Instagram Impressions	\$0.65	5400	\$3,510.00		
	Instagram Ad Clicks	\$0.85	5600	\$4,760.00		
	X Impressions	\$0.25	900	\$225.00		
	X Clicks	\$0.55	1100	\$605.00		
	TikTok Impressions	\$0.85	5500	\$4,675.00		
	TikTok Clicks	\$0.95	6800	\$6,460.00		
	Cool Down Matcha					
	Facebook Impressions	\$0.65	6100	\$3,965.00		
	Facebook Clicks	\$0.75	6500	\$4,875.00		
	Instagram Impressions	\$0.65	5400	\$3,510.00		
	Instagram Ad Clicks	\$0.85	5600	\$4,760.00		
	X Impressions	\$0.25	900	\$225.00		
	X Clicks	\$0.55	1100	\$605.00		
TikTok Impressions	\$0.85	5500	\$4,675.00			
TikTok Clicks	\$0.95	6800	\$6,460.00			
			TOTAL:	\$87,225.00		

3-MONTH PRODUCTION AND ADVERTISING BUDGET FORECAST

	PUBLICATION/PRINT COMPANY	COST PER MONTH	No. MONTHS	ESTIMATED COST	COMMENTS
PRINT MAGAZINE ADVERTISING	<i>Cosmopolitan</i>	\$5,000.00	3	\$5,003.00	<i>Approx. 25k-45k copies distributed across the country</i>
	<i>LA Times</i>	\$2,000.00		\$2,000.00	
	<i>InStyle</i>	\$5,000.00		\$5,000.00	
	<i>Women'sHealth</i>	\$3,500.00		\$3,500.00	
	<i>Allure</i>	\$5,000.00		\$5,000.00	
	<i>People</i>	\$5,000.00		\$5,000.00	
			TOTAL:	\$25,503.00	

	PRODUCT	COST PER UNIT	QTY.	ESTIMATED COST	COMMENTS
PRODUCTION/MANUFACTURING	Original Glowing Gut Matcha	\$23.40	1000	\$23,400.00	<i>unit = one product</i>
	Pure-Energy Matcha	\$23.40	1000	\$23,400.00	
	Cool Down Matcha	\$23.40	1000	\$23,400.00	
	Mindful Matcha Whisk	\$6.00	3000	\$18,000.00	
			TOTAL:	\$88,200.00	
			TOTAL INVESTMENT REQUIRED:	\$231,492.00	

MINDFUL



MATCHA



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