

EMAIL MARKETING CAMPAIGN

CommuniTea Kombucha



ComKom news Email Campaign Archive

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Dear friend,

CommuniTea Is Updating Its Retail Pricing

At CommuniTea Kombucha, we continue to review ways in which we can improve our business and make it more efficient, as we struggle with our pandemic times. Recently, we realized we had a conflict between our retail and our wholesale pricing that was causing confusion for our customers while undermining both ourselves and our wholesale customers.



Until now, we have appeared to be charging the same price for direct sales via our brewery and on our website as one would find at any

Until now, we have appeared to be charging the same price for direct sales via our brewery and on our website as one would find at any local grocery store. However, the reality was that our prices *included* sales tax, whereas our grocery store partners prices were pre-tax. The result has been that we have been undercutting our grocery store partners while charging less than we needed to on our direct retail sales, thus undermining our own retail cash flow to the tune of 10%. At a time when things are very tight, this has become an inescapably big number that we can no longer ignore. Additionally, this system made it difficult for people to accurately do price comparisons, and it confused our direct customers, both online and in the brewery, with complicated formulas for our pricing.

To rectify this, we have decided to bring our pricing system in line with our grocery store partners, in which we will display just the product price, and taxes will *not* be included in that price. Instead, like when one goes to any grocery store, we will add the tax at the end of the transaction. We will keep our product pricing rounded off, to make it simpler. You will just need to figure on sales taxes being added later, as you would anywhere else. You will see these changes starting February 15, 2021, after Valentine's Day, both in our brewery and in our Home Delivery program online.

Thank you for your understanding, and please let us know if you have any questions.

-Zach

Zachary Lyons
Chief Storyteller
CommuniTea Kombucha



CommuniTea Is Updating Its Retail Pricing

[Click here to read more!](#)

Dear friend,

Happy New Year To Our CommuniTea Community!

We wish you a happy and healthy 2021, as we finally close the book on a very challenging 2020. We hope you will ring in the new year with us, with hope and a glass of delightfully bubbly CommuniTea Kombucha!

2020 has been a year our business could only have survived with your support, and we thank you for that. Indeed, 2020 has been a year in which we have learned the critical importance of togetherness – of community – even at a time we have had to stay apart.



Thank you for rolling with the punches with us, and yes, they have often felt like punches. You embraced our Brewery Appointments immediately, turning our reduced hours into increased brewery sales. You embraced our Home Delivery Program. You patiently held onto your empty bottles when they were difficult to return to your local retailer, and then you returned them when you could, or you brought them directly to us at the brewery. And you purchased Community Supported CommuniTea Gift Cards (CSC Card) that gave us upfront operating revenue to help keep us going through the lean months of winter. We have had to adapt a lot this year, and we appreciate that you have adapted right along with us.

Remember, [if you purchase a CSC Card from us before the end of New Year's Day](#), we will give you a special discount code to use with it for purchases on our website or at our brewery. CSC Cards are also a gift you can give to us by giving us upfront operating revenue, whether or not you feel you need or desire a discount code for yourself. It is a way of supporting us now, while helping to assure that you'll continue to get to enjoy our delicious, delightful kombucha in the future.

On behalf of Chris and Tim, thank you, and Happy New Year!

-Zach

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Remember, if you purchase a **CSC Card** from us *before the end of New Year's Day*, we will give you a **special discount code** to use with it for purchases on our website or at our brewery.

[Click here to read more of our end of the year thoughts!](#)



Dear friend,

Happy Solstice!

Year-End Gift For You Doubles As Gift For Us!

Gift yourself the gift of CommuniTea Kombucha by purchasing a [Community Supported CommuniTea Gift Card \(CSC Card\) on our website](#) before the end of the day on January 1, 2021, and **we'll give you an extra gift of a discount code you can use** with your CSC Card. Your CSC Card can be used while ordering Home Delivery on our website, or during your Brewery Appointment. And when you buy a CSC Card, **you'll be giving us the gift of upfront operating revenue** to help us through what are shaping up to be the most difficult months of our pandemic times as we head into winter.



Holiday Hours

Happy and Merry to you, whatever you celebrate! **We will be closed**

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Happy and Merry to you, whatever you celebrate! **We will be closed on Christmas Day and New Year's Day**, so no Brewery Appointments are available those two Fridays. However, **we have added Brewery Appointments on both Christmas Eve and New Year's Eve, available from 2-4pm on both Thursdays.** Between people stocking up for the holidays, and our limited schedule, [Brewery Appointments are going fast, so please schedule yours right away.](#) And remember, CommuniTea Kombucha has a delightful effervescence that brightens the spirit while it tickles the palate – perfect for ringing in the New Year!



On Sale At Whole Foods Through December!

Through the end of December, Whole Foods Market stores in King and Snohomish Counties are featuring CommuniTea Kombucha. **500 ml and 1-liter bottles of our kombucha are on sale**, so stock up for the holidays! And if that isn't exciting enough, CommuniTea Kombucha is now available in **two more Whole Foods Market stores: Madison-Broadway and West Seattle!** (Unfortunately, their Westlake store is not yet able to participate.)

Home Delivery

Want CommuniTea Kombucha delivered to your doorstep? Check out our updated and expanded **Home Delivery Program** now! We made it simpler, and we expanded our delivery area. To learn more, please visit the [Home Delivery page on our website!](#)

Brewery Appointments

We offer **brewery appointments four days a week**, a safe, convenient way to stock up on CommuniTea Kombucha.

[Book A Brewery Appointment Now](#)

*We appreciate your ongoing support! We love our CommuniTea community, and we want to keep sharing with you our traditionally brewed kombucha – what we like to call, "**The Kombucha-Flavored Kombucha™**." It brings us delight to brew it, as we trust it brings you delight to drink it. And we all need more joy in our lives, perhaps now more than ever. Please take care of*

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Dear friend,

I hope October has treated you well. It occurred to us that a lot is happening on our end right now, and we wanted to bring you up to date on some of it. We'll have more news to share next week, too!

Reminder: PCC Accepting Bottle Returns



All PCC Community Markets are once again accepting returns of our bottles. And while we love seeing your beautiful, masked faces, hauling as many as 65 at a time back to our brewery, over the last few months, you may again more conveniently return them to your place of purchase. That said, we would still love to see you at the brewery, and you are still welcome to return bottles directly to us! **(Note to Instacart Customers:** We welcome your returns at the brewery, too. [Learn more](#)

[about how to return bottles to us at this link](#), and feel free to let us know if you need assistance with your bottle returns.)

Whole Foods Market Promotion

During the months of November and December, Whole Foods Market stores in King and Snohomish Counties will be featuring CommuniTea Kombucha. During this time, 500ml and 1-liter bottles of our kombucha will be on sale, so stock up for the holidays! And if that isn't exciting enough, CommuniTea

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Home Delivery

We are still working out a few kinks, reviewing your survey responses (thanks, everyone!), and figuring out what adjustments we are able to make, but **our Home Deliver Program is open**. To learn more, please visit the [Home Delivery page on our website!](#)

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Thanks, Zach

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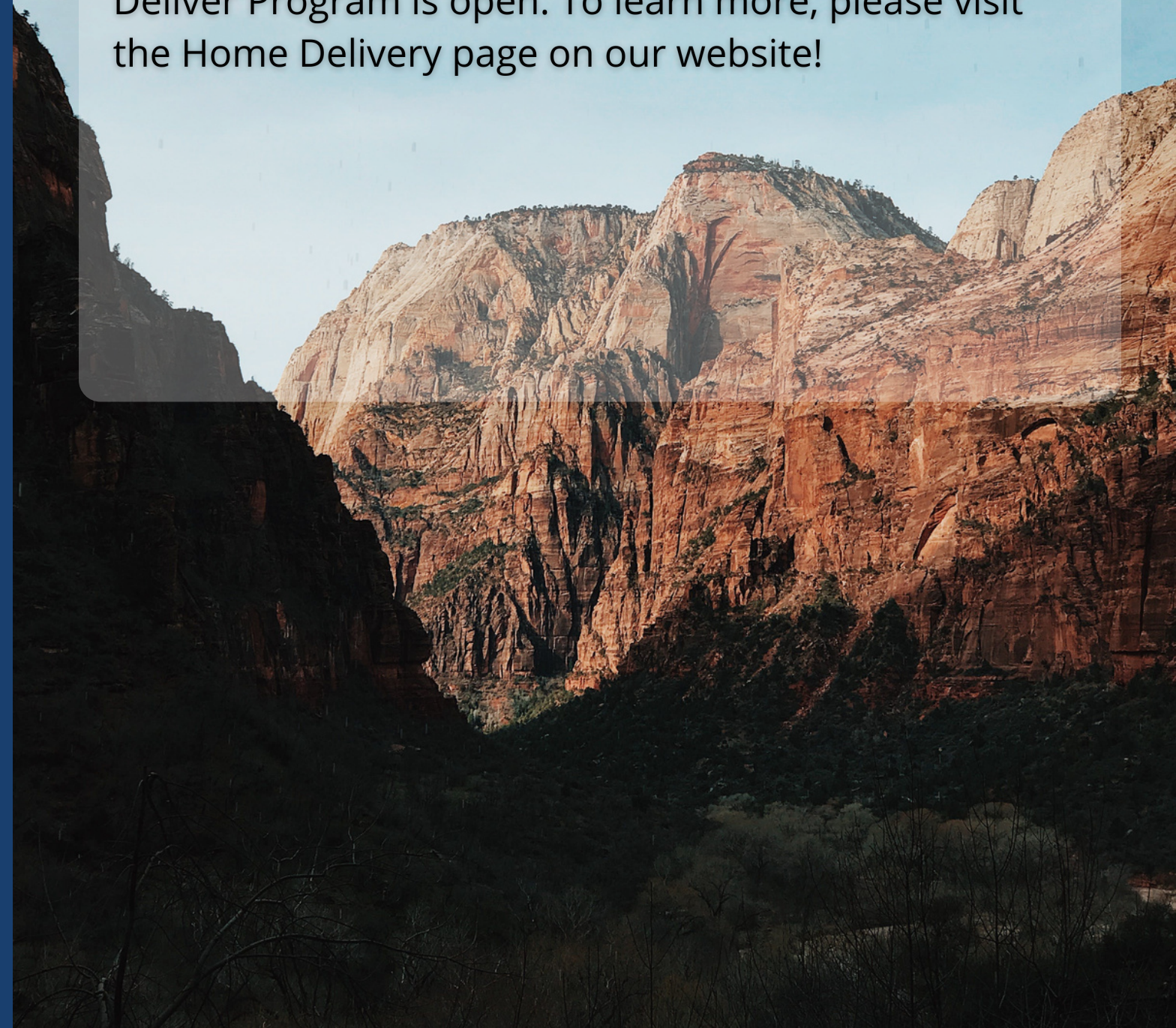
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