

VITALITY CITRUS

Investment Proposal

April 22, 2025

Bryant Zhang



We help urban dwellers to feel refreshed by providing naturally crafted lemon tea that delivers a healthy and convenient experience



“I need something healthy to refresh myself. I am just too tired to stay focused right now...”

"After a long day, I just want a soothing drink that helps me unwind without artificial flavors or unnecessary additives."

"I'm always looking for beverages that support my health—something with natural ingredients and real benefits, not just empty calories."

"I don't have time to prepare fancy drinks; I need something quick, delicious, and good for me that I can grab on the go."

"I need a drink that's refreshing but not overloaded with sugar—something light, natural, and perfect for any time of the day."

Consumers are seeking functional, convenient, and healthier beverages.

47%

of American consumers have specifically purchased a food or beverage product in the last 30 days to obtain more vitamins or nutrients

51%

of American consumers have increased their emphasis on convenience in their food and beverage selections

67%

of American consumers consider healthfulness the most important factor in their food and beverage choices

What is lemon tea?

Lemon tea is a classic beverage made by blending tea with fresh lemon juice.



* 04. Value Proposition

What do we offer?

As a natural refreshing alternative to artificial drinks; our lemon tea offers clean energy & sustainable wellness to our consumers.



✿ 04. Value Proposition



Refreshing

Being a natural energy boost with hydrating lemon and tea, consumers can be kept revitalized and refreshed throughout the day.



Healthy

Packed with antioxidants and Vitamin C, lemon tea supports immunity, aids digestion, and promotes the overall well-being of our consumers.



Convenient

Ready-to-drink and easily portable, lemon tea fits seamlessly into our consumer's busy routines, from work to travel to workouts.

Meet Our Consumer



Average Demographics

- 18–50 Years old
- College educated, urban
- Juggling school, work, life
- Health conscious
- Digitally native
- Upper-middle income

Beliefs and Values

- Seeks healthy choices with natural ingredients
- Demands grab-and-go drinks for busy schedules
- Looks for quick refreshments during breaks

Marketing Metrics

CAGR

4.5%

According to USDA, the functional beverage market in the U.S. was valued at **\$50B** in 2024 and is projected to reach **\$62B** by 2027.

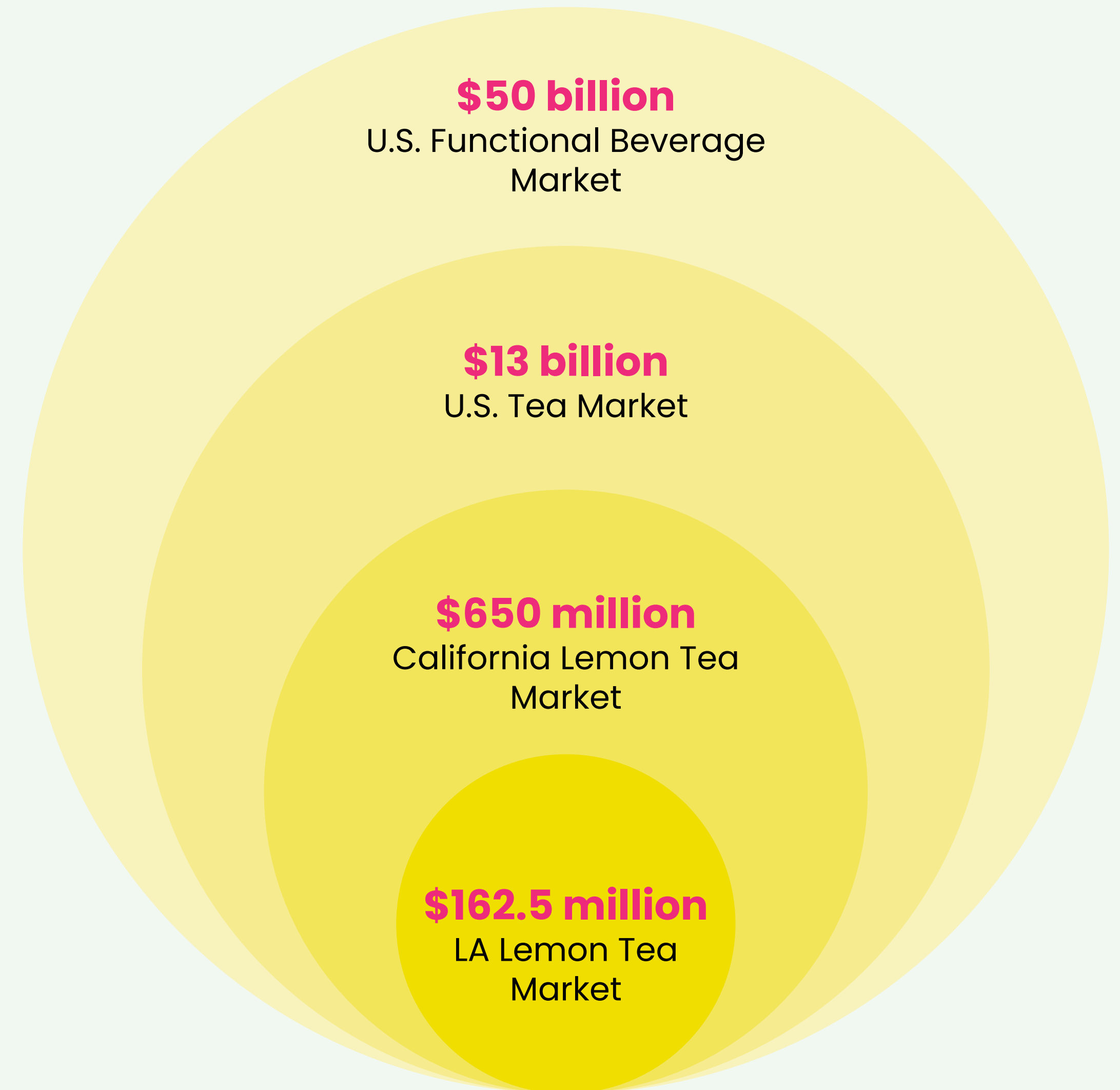
The lemon tea market in LA is experiencing explosive growth.

California Lemon Tea Market

*Calculation: \$13 billion * 5% (lemon tea represents 5% of the tea market in CA)*

Los Angeles Lemon Tea Market

*Calculation: \$650 million * 25% (LA's share of California's lemon tea market)*



Now Serving

716
718
719

Now Preparing

717
720
722
731

VITALITY CITRUS
元气柠檬

SHOP MENU

We aim to provide health-conscious consumers with a refreshing and healthy experience by offering the best naturally crafted lemon tea.

Hand-craft Lemon Tea

Classic Refresh	\$7.99
Berry Delight	\$8.99
Winty Sea Salt	\$8.99
Team Wong Edition	\$10.99

Fresh Baked Pastries

Pineapple Bun	\$5.99
French Croissant	\$5.99
Hong Kong Sandwich	\$6.99
Hong Kong Dim Sum	\$5.99

Drink Well
Live Well
Drink Well
Live Well
Drink Well

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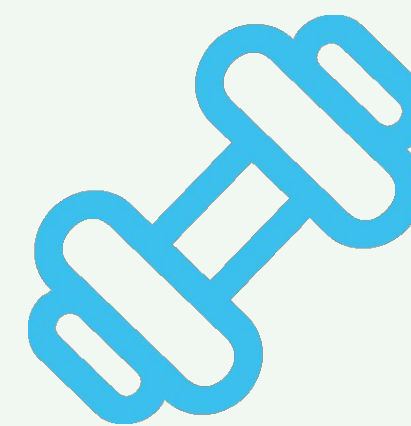
Pineapple Bun	\$5.99
French Croissant	\$5.99
Hong Kong Sandwich	\$6.99
Hong Kong Dim Sum	\$5.99

Customers pay for lemon tea products to savor the refreshing taste while balancing health, convenience, and taste.



Cafe Retail

Everyday retail of our lemon tea products, pastry sales, and other RTD products.



Gym Partnership

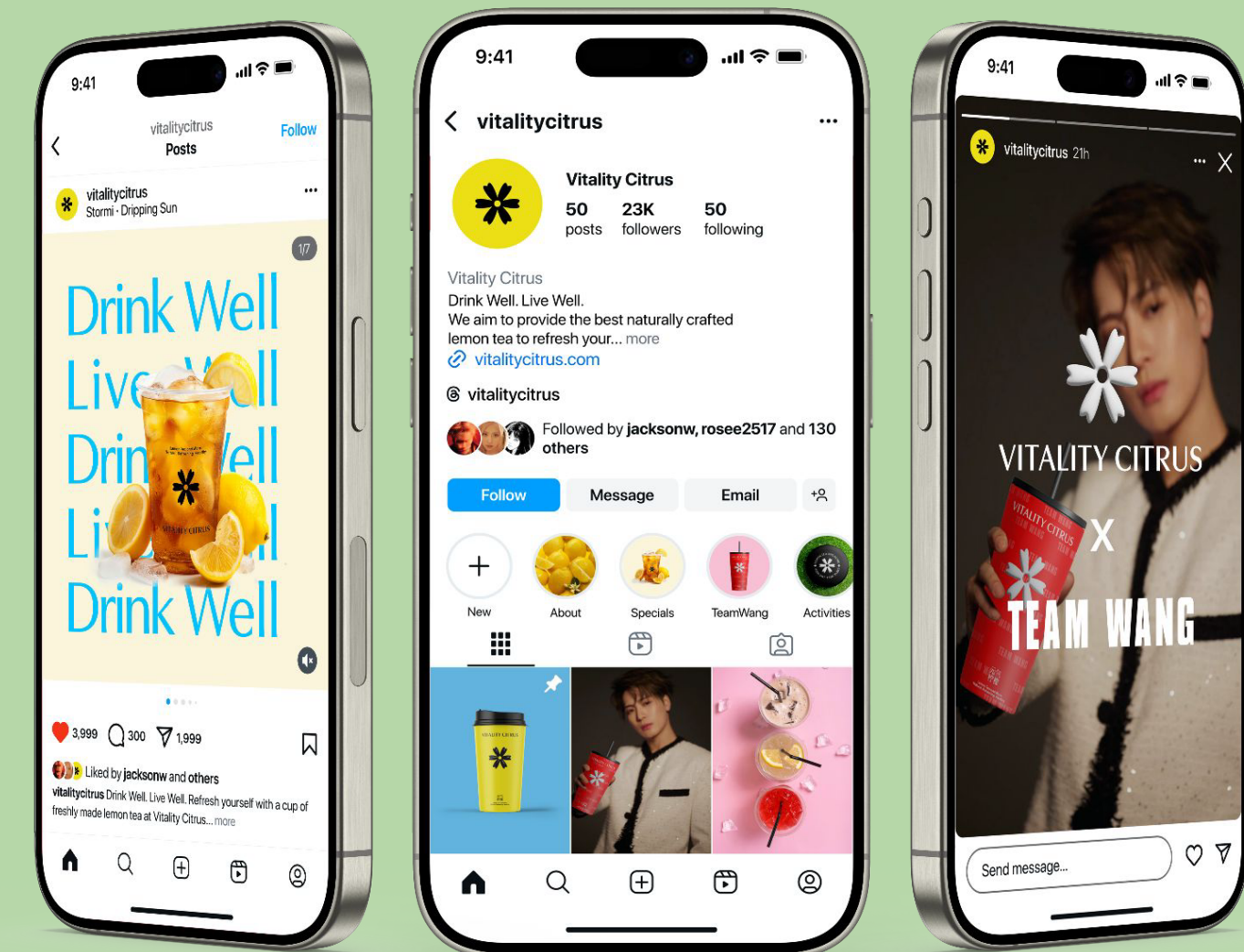
Exclusive in-gym sales of our lemon tea beverages and other Vitamin focused RTD products.



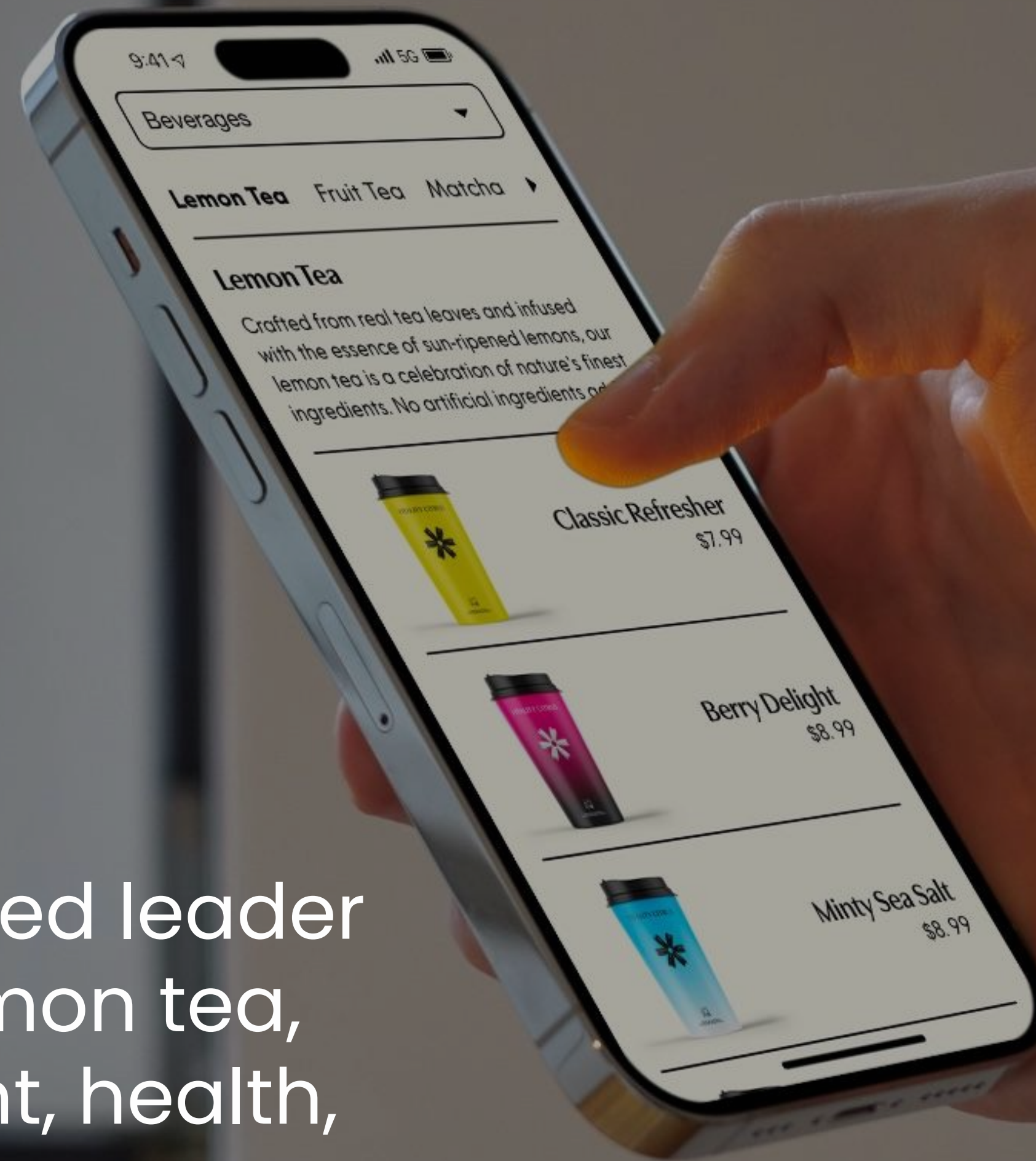
Collaboration

Limited edition of lemon tea beverages will be on sale when collabed with other brands.



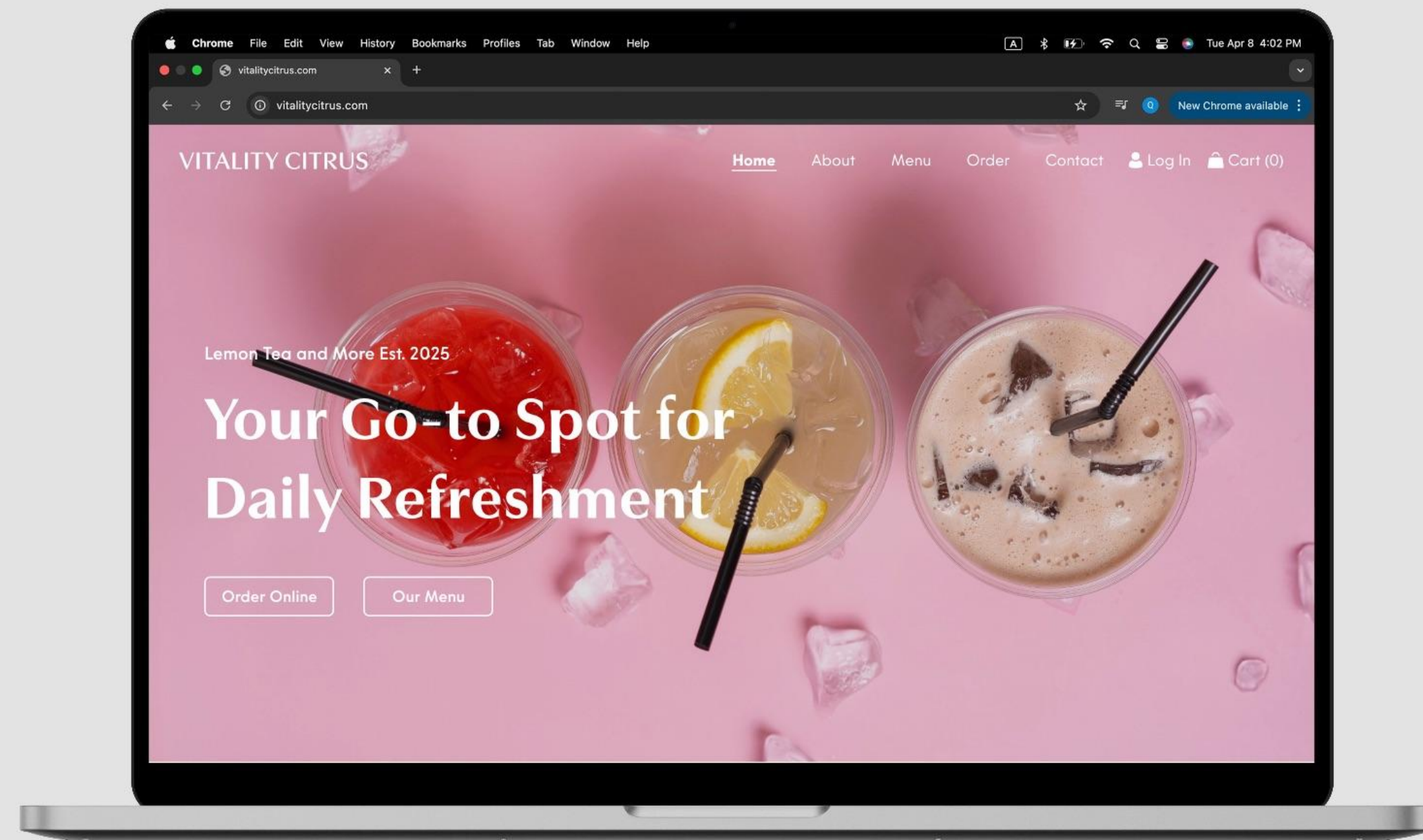


							
Refreshing							
Vitamin							
Convenient							
Gym Partnership							
E-Commerce							
High Hydration							
RTD Products							



To become a recognized leader in naturally crafted lemon tea, promoting refreshment, health, and convenience in the U.S.

✿ 10. Long-term Goal



Website

Drive online sales, establish brand awareness, and also provide information

Packaging

Promote brand identity, and generate leads to both physical and online sales

Digital Advertising

Increase website traffic, and promote visual identity and awareness to generate leads

Meet Our Team



Bryant Zhang
Founder, CEO, Designer

As a lemon tea lover with a background in design and branding, Bryant is obsessed with establishing the perfect lemon tea brand.



Godfrey Lam
Chief Tea Master

With 6 years of experience as a head tea master in Hong Kong, Lam possesses secret recipes to craft the best traditional lemon tea.



Yendy Law
Operations Manager

Yendy is our operations manager who has 4 years of experience of managing the supply chain, inventory, sourcing, and distribution.



Ness Medina
Sales Manager

Experienced in B2B sales, retail negotiations, and strategic partnerships. Ness thrives on expanding our connection and reach.

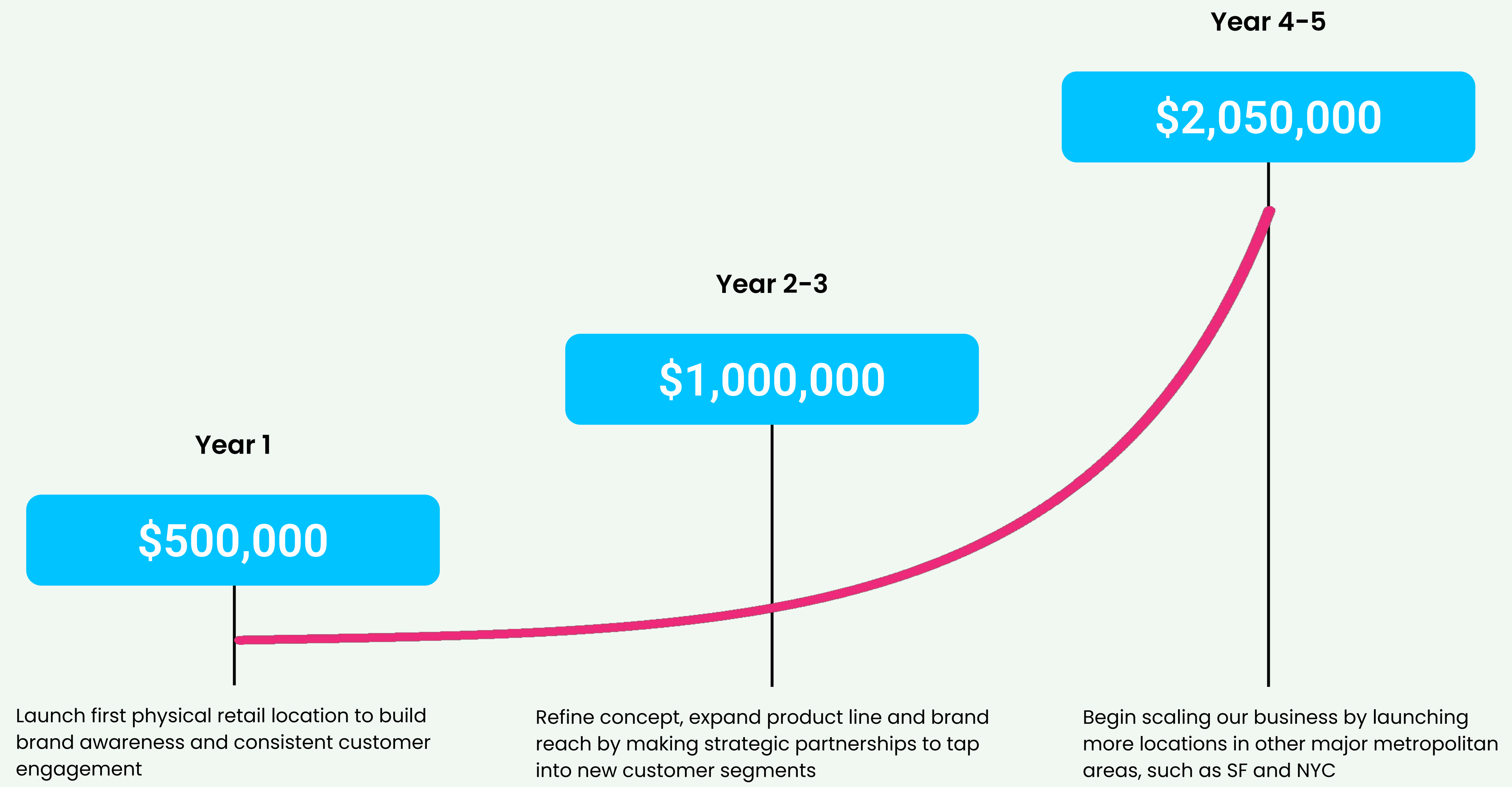


David Nilson
Marketing Manager

David is an experienced marketing manager who is proficient in offering great marketing strategies & ad, and customer relations.

A Promising Forecast

Revenue Growth, Timeline, and Funding Breakdown



Fixed Costs

• Rent	\$266,040	
• Utilities	\$105,000	
• Licences	\$1,850	
• Software	\$3,000	
• Subscriptions	\$3,500	
• Insurance	\$4,000	
• Internet	\$4,500	
		Total Fixed Costs: \$387,890

Variable Costs

• Inventory	\$102,000	
• Replenishment	\$55,000	
• Credit Card Fees	\$4,500	
• Marketing Costs	\$16,000	
• Operation + Waste Costs	\$5,000	
		Total Variable Costs: \$182,500

Payroll

• Employee Salary	\$337,920	
• Benefits	\$14,000	
• CEO Salary	\$57,600	
		Total Payroll: \$409,520

\$570,390

Total Costs

\$409,520

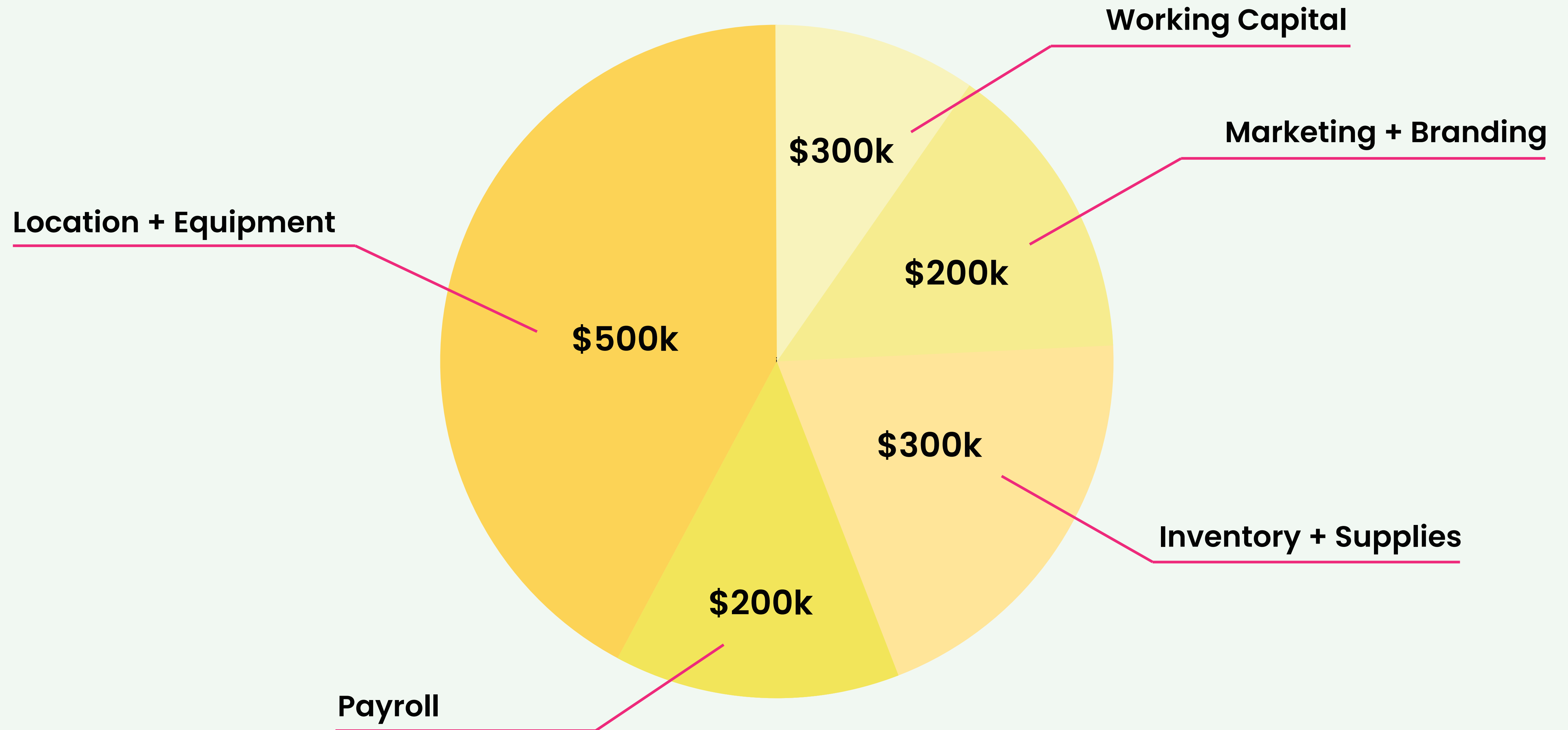
Total Payroll

\$979,910

Year 1 Costs Total

We are seeking **\$1,500,000** in seed funding to fuel our expansion and accelerate growth.





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Thank You for
Your Attention

April 22, 2025

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