

# KeVita Kombucha Where To Buy

KeVita kombucha was originally developed by Chakra Earthsong Levy. The beverage was sold in eleven different flavors and was initially a cold-pressed, non-pasteurized product that required constant refrigeration. The Kombucha false advertising lawsuit alleges that in 2011 KeVita continued to assert the product contained live probiotic cultures even though pasteurization was added to the production process. The Kombucha false advertising lawsuit states that KeVita attempts to dupe consumers by selling the product in the refrigerated section of the store alongside competing non-pasteurized kombucha products, even though KeVita kombucha is actually transported to stores in non-refrigerated trucks. The plaintiff alleges that she purchased approximately \$60.00 worth of KeVita kombucha based on the alleged false advertising and asked her family to purchase 8 to 10 bottles more. She says she would not have purchased the drink or recommended it if she had known it had been pasteurized. Brenner claims she did not receive a true kombucha beverage, but a mimic and imitation. The plaintiff seeks to represent a nationwide class of consumers who purchased KeVita kombucha after Oct. 4, 2013. Brenner is seeking an end to the false advertising as well as a disgorgement of all profits received through deceptive marketing. The plaintiff is also seeking damages for herself and class members who purchased KeVita kombucha under the alleged false pretenses. Because KeVita does not disclose its pasteurization process, and allegedly goes to great lengths to conceal it, consumers have no way of knowing at the point of sale that the KeVita kombucha products do not contain healthy probiotics, the KeVita class action lawsuit alleges. According to the kombucha class action lawsuit, KeVita kombucha was originally crafted as a raw fermented beverage, but the company switched from a raw, unpasteurized formula to a manipulated and pasteurized formulation that allows for mass production and increased profits. Good luck finding a supermarket kombucha product that contains the live bacteria and not a lot of added sugar. I have tried many brands, and none of them will ferment, which tells me they are all dead. Kombucha, when you get down to it, is a fermented, sweetened tea. It's made using a SCOBY (Symbiotic Culture of Bacteria and Yeast) which looks quite a bit like a cross between a mushroom and jellyfish. Sugar is a crucial component for brewing kombucha because, like all yeast and bacteria, it like to feast on sugar. The sweetened tea then ferments with the SCOBY, and it breaks down the sugar into alcohol, acids, and carbon dioxide which gives kombucha its unique tangy flavor. Well, if that description doesn't make you want to chuck down a fizzing glass of bacteria tea, then we don't know what will. Yes, the concept of drinking bacteria sounds rather ... disgusting, if not understood correctly. As it turns out, our guts need good bacteria in order to thrive and keep a balanced microbiome in sync. Ever heard that yogurt helps to keep our guts in check? Yogurt is a fermented product just like kombucha, which is why it contains so many good bacteria. So, if you think about it, it's no odder than enjoying a dollop of yogurt in your bowl of fruit in the morning. Although kombucha may seem like a modern trendy drink to be consumed alongside chickpea pasta and avocado toast, it's actually quite ancient. The fermented drink has been around since 220 B.C.E., originating first in Northeast China and was later introduced to the rest of the world through trade expansion. However, it wasn't mainstream until the last few decades in the western world. Today,

bottled kombucha can be found in almost any grocery store across the United States. Not all kombucha is created equal, and Health-Ade is a clear champion of the industry. The mission-led family-run business cares about not only producing a health-promoting product but also educating its customer base about the importance of creating a balanced gut microbiome. A wife, husband, and best friend started this company by selling their organic kombucha at farmer's markets. They remain devoted to keeping their supportive community feel by giving back to underserved communities, decreasing their carbon footprint and water use, and reducing waste by using recycled materials for shipping. Being the first major kombucha producer to become a Certified B Corporation, Brew Dr. prides itself in putting its values, causes, and the environment above all else. The folks there run an almost carbon-neutral operation and have a plan in place to take it all the way by 2030. Brew Dr. donates heavily to both environmental and social groups, uses 100% renewable energy, and the bottles are made from partially recycled glass. GT Dave grew up with an Eastern philosophy of healing, and after watching his mother recover from aggressive breast cancer, all the while drinking kombucha, he began creating and bottling small batches of the fermented beverage. Today, GT's Kombucha is one of the most popular bottled kombucha brands in the world. With perhaps one of the most creative names around, Rowdy Mermaid was started in a garage by founder Jamba Dunn who was determined to create a kombucha that didn't taste so ... "kombucha-y." His goal was to make a more accessible version of the drink that was less sugary, vinegary, less caffeinated, less acidic, and safer overall for consumption. With the help of his daughter who was inspired to add herbs from their garden, they created a company that matched their vision. With female empowerment, gender equality, inclusivity, and sustainability at its core, Rowdy Mermaid is a solid kombucha pick. Humm was created by a home brewer who simply loved making kombucha after being introduced to the craft by her mother-in-law. She and her friend decided it was good enough to sell, so the pair began bringing it door-to-door milk-man style. They then expanded to farmer's markets and started selling it on tap. Today, Humm is sold in stores across the United States. These "Kombucha Mamas" have several lines with a focus on reduced sugar. Holy Kombucha ferments its tea in small batches and uses only organically sourced ingredients. The brand's mission, besides creating a healthy, probiotic beverage, is to raise awareness about teenage suicide, a cause that hits close to home. The brand has partnered with Hope Squad, a peer-to-peer suicide prevention program that hopes to support the declining mental health of the next generation. This company is more than just tea; they are a team of caring people with a purpose unique to the kombucha scene. While most kombucha companies are focused solely on the health benefits of probiotics, Wonder Drink Prebiotic Kombucha takes another approach. Prebiotics are often overlooked when it comes to gut health but are just as important to achieving a balanced gut microbiome. Wonder Drink Prebiotic Kombucha includes plant fibers that the body can't digest called xylooligosaccharides, which stimulate the growth of good bacteria. Founder Trey started brewing homemade kombucha when his sister was diagnosed with cancer. Knowing the medicinal properties of the probiotic tea, he was determined to make a healing drink. After her successful recovery, Trey wanted to bring healing to the masses and partnered with a microbiologist and chemist to create what we know today as Better Booch Kombucha. The partners were also sick of sugary sodas and alcoholic beverages dominating the "fancy drink" scene and wanted to popularize a healthier option for get-togethers, picnics, barbecues, and celebrations. Because everyone loves a good toast, and we love kombucha, this is a great drink to put out at a party or brunch with friends. Two all-time favorites come together in an energizing, sparkly, sassy and pleasingly sweet kombucha. KeVita Master Brew Kombucha is energizing with a bold brewed tea taste. Fermented with our proprietary kombucha tea culture, our Master Brew Kombucha has billions of live probiotics, active cultures, and is verified non-alcoholic. The move is also a significant pivot for PepsiCo as it aims to diversify the portfolio to tilt more heavily toward beverages that are in the health and wellness space of the grocery aisle at a time when U.S. consumers are drinking less carbonated soft drinks because of concerns about high calorie counts and some sweeteners found in those drinks. Consumers are leaning more toward bottled water, juices, kombucha, and flavored waters that are more on trend today, so it makes

sense that PepsiCo would want more brands in house to address those broader trends. For the second time today, a giant soda company has announced an acquisition of a smaller company that makes drinks that are a lot less sugary. Earlier today, it was Dr Pepper Snapple spending \$1.7 billion on flavored water maker Bai Brands. Now comes news that PepsiCo is acquiring KeVita, a brand known for its kombucha offerings.





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