



Pure Luck California

# Pure Luck®

Past, Present, Future

Works In Progress

[www.mypureluck.com](http://www.mypureluck.com)  
[info@mypureluck.com](mailto:info@mypureluck.com)

# Pure Luck® Mood





# What is Pure Luck®?

Pure Luck® is a happy smile from a stranger, a wink, a nod, a step in the right direction and a foot in the door; Positivity, paid forward, unadulterated good fortune and the optimization of lifestyle choices enabling a higher quality of life.

Pure Kombucha™ is our proprietary, biodynamic process. It is also one reason our product retains better, live, energetic qualities, tastes awesome and has a unique mouthfeel, that other brands cannot match.

The press, our clients, and celebrities all agree, we are the brand selling **Happiness In a Bottle!™**

Science has shown a clear Brain-Gut connection and recent revelations have shown the positive benefits of probiotics on decision making and mood.



With a \$521 million dollar market share in 2015 and growing 10-20% per year, kombucha is on track to become the next billion dollar beverage.

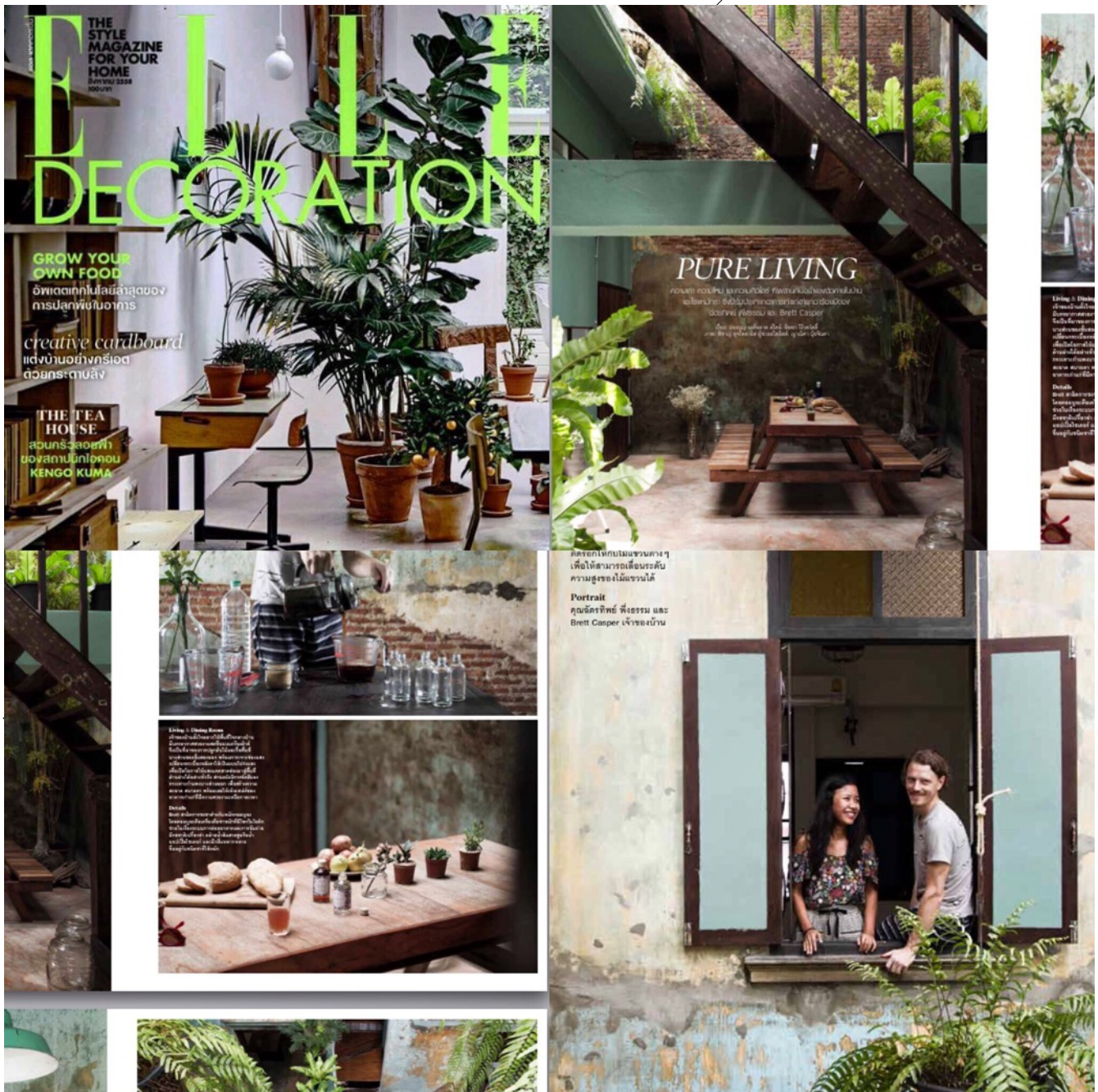


Kombucha acts as a gateway probiotic to the healthy side of the fence. It's already been established that our gut biome develops at an early age. Specialists say in order to maintain a positive probiotic presence and keep up immunity, daily consumption of probiotics (kombucha) is required. As we say on the bottle, Drink Pure Luck® Every Day.

Year after year in NYC, Bangkok, Hong Kong, Singapore and Los Angeles people are telling us our product is addictive and is the best tasting kombucha they have ever tried. We attract and retain clients because our product radiates high quality, tastes amazing, and like beer, Pure Luck® has a "pay off" with single use, as well as, regular consumption.

CHEERS!





content & images ©PureLuck 2016

Bangkok's first kombucha brewery is here—and it looks and tastes amazing

*Nestled down near Chinatown, Pure Luck is a new player in the city's super-food movement.*

BY CARL DIXON | FEB 24, 2015

**Pure Luck®  
Bangkok**





content & images ©PureLuck 2016

*Pure Luck® Bangkok - looking down from the Sleeping Room window*

# Greenhouse Mixology Events Inspiration Destination

[www.mypureluck.com](http://www.mypureluck.com)

*Pure Luck® Bangkok - A concept brewery and greenhouse - Thirty-five foot high skylights beam light onto a jungle-esq. environment with hanging plants hiding picnic tables, canopied by trees below. On the roof, vegetables grow from composted brewery waste.*

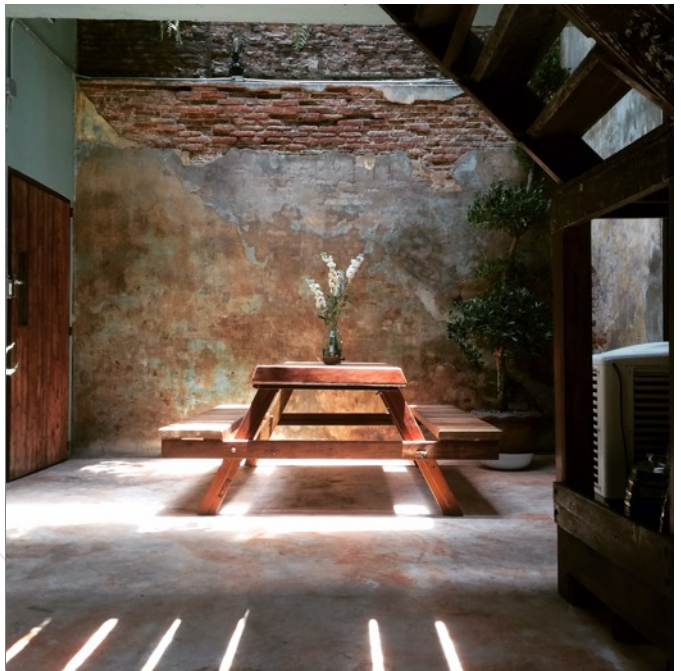


# Living Environments Clean The Air & Awaken The Spirit

The concept of Pure Luck® is to create symbiotic environments & systems. Put another way, to live, work, rest & eat - within a Virtuous Cycle.



Pure Luck® Bangkok



# Pure Luck® Lifestyle



High Standards & Tradition  
Artesian Sources & Artisan Technique

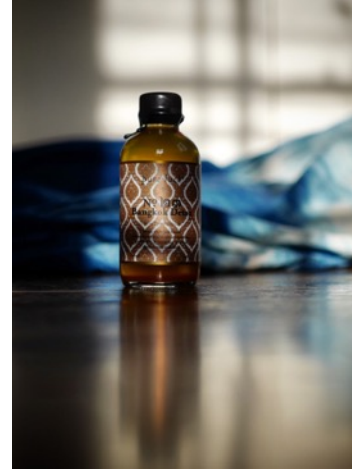
NY Sour Kombucha - Silver Jasmine, Golden Dragon, Green Dragon





# Crafted With Intent

*Pure Luck® Kombucha is a secret blend of award winning, certified organic teas brewed with artesian water & unadulterated good fortune. Each flavor, created with peak health benefits in mind.*



## Each Taste & Label, Unique Themselves

**Twenty-Two Flavors  
Seasonal Limited Editions  
Collaborations with Other Brands  
= Options & Opportunities**

*Always brewed by hand, fermented in glass, naturally carbonated, naturally caffeinated, non-GMO, gluten free*

**LOW SUGAR & NO ADDED JUICES or FLAVORS.**

**Healthy Gut, Happy Mind!™**

[www.mypureluck.com](http://www.mypureluck.com)

Better Than Cola, Tropical Gold Limited Edition, Hibiscus Bordeaux, The Bangkok Detox & Himalayan Jun (made from honey)

content & images © PureLuck 2016



# Nothing Like PURE LUCK® Exists Today...



...and people LOVE it!



content & images ©PureLuck 2016



# We have already...

- Proven our Concept in Asia & the USA
- Generated over a 100k+ in Revenue
- Are adding new clients every week
- Multi-market export demand

## NEED WE SAY MORE...?



### Brett Casper Lentine

Pure Luck® Brand Founder, Est. 2010

President, CEO & Brewmaster

Co- Founder, Pure Luck® Bangkok

Co- Founder, Pure Luck® California

- 20 Years experience in Branding, Advertising, Fashion & Celebrity print/online image media production in USA, ASIA & EUROPE
- 6 Years Managing Multi-million dollar Photo Studios, Art Galleries & Fine Artists
- 3 years working with Brooklyn Brewery



### Chatthip Phungtham

Brand Ambassador

Chief Creative

Co- Founder, Pure Luck® Bangkok

Co- Founder, Pure Luck® California

- 15 Years Global Branding, Fashion, Design, Textiles, Production & Merchandising experience



### Hana Kitchens/ Nicole Bermensolo

CEO

A resource providing the means and the support and business advice to culinary entrepreneurs - a collective that has the tools and equipment to offer both apprentice and professional alike.