

MYSA

STOCKIST CONCEPT PREVIEW

A tart little drink from a wild place.

An Icelandic-inspired refrigerated cultured dairy whey beverage concept for curious customers and thoughtfully stocked fridges.

THREE PROPOSED FLAVORS

Honey Lemon
Raspberry Elderflower
Cucumber Mint

PROPOSED FORMAT

12 fl oz / 355 mL glass bottle
Refrigerated. Contains milk.

TARGET SHELF PRICE

\$4.99 MSRP. Wholesale terms are not yet finalized.

INITIAL LAUNCH FOCUS

Direct local delivery in New York City is proposed.



Let's start with curiosity.

Would you consider stocking MYSA once samples, final pricing and product documentation are available? Retailer interest is nonbinding. No orders or payments are accepted.

Preproduction concept. Product and samples are not currently available. Formulation, sourcing, manufacturing, nutrition, shelf life and packaging require validation. No health benefits or Icelandic manufacturing origin are claimed.