



## 2023 RETAIL LINE



NATURES OWN  
**ONE**  
INGREDIENT

DRINKING STRAW PORTFOLIO



# KEY TAKEAWAYS

Holy City Straw Co. specializes in **ONE** product only.  
Truly 100% plant based, sustainable drinking straws.

We are the **only supplier** with a full retail suite of wheat and reed stem drinking straws.

Our portfolio fills a **material void** in the current retail market.

We believe our portfolio would be an **upgrade in both sustainability and consumer satisfaction** than what is currently being offered by retailers today.

We have the **infrastructure and capacity** to meet the growing demand.



# THE PROBLEM

NO truly sustainable or consumer satisfying straws are currently sold in grocers and retailers today.

The majority are selling straws that are bad for the environment or have a low consumer satisfaction rating.

**Plastic straw** - Environmentally damaging but cheap.

**Bioplastic Straw** - Majority of these are only industrial compostable not home compostable. Most consumers will toss them in the trash making them no better than a plastic straw.

**Paper Straw** - Energy intensive, most of the time not recyclable or compostable. Extremely poor satisfaction rating.



# ABOUT OUR COMPANY

# OUR SOLUTION



Our line of **ONE** ingredient drinking straws are the only non-manufactured, home compostable, 100% biodegradable, and 100% bio-based straws on the market today. Mother Earth is our machine.



Our straws require minimal carbon usage during the beginning and end-of-life cycle. They come straight from nature and, when disposed, will naturally return to the Earth all while eliminating downstream waste!





# WHEAT



# REED



## EARTH STRAW 101



### FARM TO GLASS

Enjoy our straws straight from the wheat reed farms to your glass. Straws are cut to length, sorted, washed with salt water and uv sterilization methods to remove any bacteria and pathogens, and finally baked before packaged for shipment.



### WASTE RE-IMAGINED

Wheat straws are made from reclaimed material left over after grain harvesting, with the leftover stems turning into our straws! This left over material would normally be burned, used as mulch or livestock feed. It completely sustainable and renewable during each harvest.



### ZERO MANUFACTURING

Unlike many straws on the market today, our straws require no additional resources to produce or compost, dramatically reducing the pollution footprint on the environment. Mother Earth herself is our machine! No dyes, glues, waxes, or polymers necessary.



### SUSTAINABLE AND RENEWABLE

Sustainable growing patterns of wheat (harvested biannually) and reed (harvested annually) minimizes unnecessary resource consumption.



### ADAPTIVE REUSE

Reed straws are durable straws that can be re-used over and over which serves to amplify the positive impact on the planet and our resources.

# OUR EARTH STRAWS



The Premium  
**WHEAT** Straw

The Premium  
**REED** Straw



One-Ingredient - No Chemicals  
99% - USDA Bio-Based - 100%  
No Downstream Waste  
Certified Compostable  
Made by Mother Earth  
100% Biodegradable  
Marine Degradable  
100% Plant Based  
Plastic-free  
Soggy-free  
PFAS free



## **Single-Use**

Gluten-Free  
Bends without Breaking  
Within a Few Sips

**PERFECT FOR HOT AND  
COLD DRINKS**

## **Home Reusable**

Durable  
Dishwasher Safe  
Customized Logo Branding

**PERFECT FOR SMOOTHIES  
AND FROZEN DRINKS**



# WHY CARRY OUR RETAIL PRODUCT PORTFOLIO?



**Attractive Above Average Margins**  
For all retail and ecommerce partners. 35-50% Margins.



**Huge Market Penetration**  
Our retail portfolio offers a 100% plastic free alternative to plastic, paper, or bioplastic PLA and PHA drinking straws.



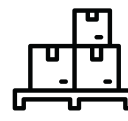
**Growing In-store Straw Market**  
\$100+ million market annually and growing at 5% according to Nielson.



**Current Retailers**  
Approximately 50 independent grocers, eco retailers, gift shops and online resellers as well as 10 wholesale marketplaces.



**Sustainability Sells**  
According to Inc, 73% of Millennials are willing to spend more money on sustainable products.



**Distribution**  
We distribute directly from four of our strategically placed US based warehouses.



**Long Shelf Life**  
Our straws have a shelf life of 36 months +.



**In-Store Marketing**  
In-store stand up displays and table top check out displays available upon request.



**Sample Ready**  
HCSC provides sample package upon request.



**Social Media Presence**  
We have a robust social media presence (list our handles with icons) and have an interactive audience.



**MOQ**  
1 Case (See page 8-9 for details)



**Production Time**  
60 Days.

# RETAIL PORTFOLIO SPECIFICATIONS



## Wheat Straw Product - Tall

**Pack Quantity** - 50 Count

**Inner Pack Quantity** - 10 x 50 Count Packs

**SRP** - \$3.99+



## Wheat Straw - Cocktail

**Pack Quantity** - 50 Count

**Inner Pack Quantity** - 10 x 50 Count Packs

**SRP** - \$3.85+



## Reusable Reed Straw - Tall

**Pack Quantity** - 10 Count

**Inner Pack Quantity** - 20 x 10 Count Packs

**SRP** - \$4.50+



## Reusable Reed Straw - Cocktail

**Pack Quantity** - 10 Count

**Inner Pack Quantity** - 20 x 10 Count Packs

**SRP** - \$4.35+



## Reusable Reed Straw Pouch - Tall

**Pouch Quantity** - 2 Straws per Pouch

**Inner Pack Quantity** - 25 x Two Straw Pouch Combos

**SRP** - \$2.50+

# WHOLESALE PURCHASE

## PRODUCT SPECIFICATIONS



### TALL WHEAT STEM DRINKING STRAW - 50 Ct. Pack

|                          | PACK  | INNER PACK  | CASE  | CARTON  | PALLET  |
|--------------------------|---|---|---|---|---|
|                          |  |  |  |  |  |
| <b>COUNT</b>             | 1   | 10 Packs  | 6 Inner Packs   | 4 Cases   | 18 Cartons  |
| <b>DIMENSIONS (in)</b>   | 2.0"x1.5"x9.8"  | 4.1"x7.8"x9.9"  | 15.7"x12.5"x10.0"   | 20.8x17.0"x24.4"  | 52"x48"x68"   |
| <b>STRAW LENGTH (in)</b> | 7.75"   | 7.75"   | 7.75"   | 7.75"   | 7.75"   |
| <b>STRAW DIA (mm)</b>    | 4.5-6   | 4.5-6   | 4.5-6   | 4.5-6   | 4.5-6   |
| <b>UPC</b>               | 860003540121  | 860003540138  | 860007812019  |   |   |

### COCKTAIL WHEAT STEM DRINKING STRAW - 50 Ct. Pack

|                          | PACK  | INNER PACK  | CASE  | CARTON  | PALLET  |
|--------------------------|---|---|---|---|---|
|                          |  |  |  |  |  |
| <b>BOX/CASE COUNT</b>    | 1   | 10 Packs  | 6 Inner Packs   | 4 Cases   | 12 Cartons  |
| <b>DIMENSIONS (in)</b>   | 2.0"x1.5"x7.5"  | 4.1"x7.8"x7.9"  | 15.7"x12.5"x8.3"  | 16.5"x17.0"x24.4"   | 52.0"x48.8"x56.2"   |
| <b>STRAW LENGTH (in)</b> | 5.5"  | 5.5"  | 5.5"  | 5.5"  | 5.5"  |
| <b>STRAW DIA (mm)</b>    | 4.5-6   | 4.5-6   | 4.5-6   | 6-8   | 6-8   |
| <b>UPC</b>               | 860006673611  | 860006673635  | 860007812026  |   |   |



# WHOLESALE PURCHASE

## PRODUCT SPECIFICATIONS








### TALL REUSABLE REED STEM DRINKING STRAW - 10 Ct. Pack

|                          | PACK  | INNER PACK  | CASE  | CARTON  | PALLET  |
|--------------------------|---|---|---|---|---|
|                          |  |  |  |  |  |
| <b>COUNT</b>             | 1   | 20 Packs  | 6 Inner Packs   | 4 Cases   | 8 Cartons   |
| <b>DIMENSIONS (in)</b>   | 2.2"x0.8"x9.5"  | 4.5"x8.5"x9.8"  | 26.0"x9.8"x10.2"  | 26.8"x20.0"x21"   | 43"x43"x63"   |
| <b>STRAW LENGTH (in)</b> | 7.75"   | 7.75"   | 7.75"   | 7.75"   | 7.75"   |
| <b>STRAW DIA (mm)</b>    | 6-8   | 6-8   | 6-8   | 6-8   | 6-8   |
| <b>UPC</b>               | 860003540145  | 860003540152  | 860007812033  |   |   |

### COCKTAIL REUSABLE REED STEM DRINKING STRAW - 10 Ct. Pack

|                          | PACK  | INNER PACK  | CASE  | CARTON  | PALLET  |
|--------------------------|---|---|---|---|---|
|                          |  |  |  |  |  |
| <b>COUNT</b>             | 1   | 20 Packs  | 6 Inner Packs   | 4 Cases   | 12 Cartons  |
| <b>DIMENSIONS (in)</b>   | 2.2"x0.8"x7.3"  | 4.5"x8.3"x7.5"  | 15.8"x14.0"x8.6"  | 28"x18"x16"   | 37"x48"x65"   |
| <b>STRAW LENGTH (in)</b> | 5.5"  | 5.5"  | 5.5"  | 5.5"  | 5.5"  |
| <b>STRAW DIA (mm)</b>    | 6-8   | 6-8   | 6-8   | 6-8   | 6-8   |
| <b>UPC</b>               | 860006673604  | 860006673628  | 860007812040  |   |   |

### TWO STRAW/POUCH COMBO - HOLY CITY STRAW CO.

|                          | PACK  | INNER PACK  | CASE  | CARTON  | PALLET  |
|--------------------------|---|---|---|---|---|
|                          |  |  |  |  |  |
| <b>COUNT</b>             | 1   | 1   | 6 Inner Pack  | 4 Cases   | 16 Cartons  |
| <b>DIMENSIONS (in)</b>   | 7.5"x7.25"x7.25"  | 10.5"x7.25"x3"  | 10.6"x14.5"x9.5"  | 22"x19.7"x15.0"   | 47"x43"x67"   |
| <b>STRAW LENGTH (in)</b> | 5.5"  | 5.5"  | 5.5"  | 5.5"  | 5.5"  |
| <b>STRAW DIA (mm)</b>    | 6-8   | 6-8   | 6-8   | 6-8   | 6-8   |
| <b>UPC</b>               | 860006673604  | 860006673659  | 860006673656  |   |   |

# ECO PARTNERS AND CERTIFICATIONS



## ECO AWARENESS

*Holy City Straw Company not only carries some of the greenest products on the planet but we also work hard to partner with organizations that align with our mission to save the planet one straw at a time.*



Environmentally Sustainable



100% USDA Bio-Based



Gluten Free



Food Safe



Chemical and Pesticide Safe



Carbon Free Shipping





"Best Plastic Straw Alternative Ever"



#zerowaste



"So much better than Paper"



"Straw Revolution. Up Your Drink Game"



"Fun and Functional Eco Straws"



"All Natural Straws for the Win"



"Perfect Eco Straws"



"Amazing Product"



You Made Me a Believer!



"Durable and Elegant"



"Save the Turtles!"



"The Straw that saved the Camel's back."



# WHAT OUR CLIENTS ARE SAYING



### WOW!

"These straws are great. As an Event Planner always planning weddings and parties these straws are amazing. Guests tend to complain about the paper straws that they get mushy and don't last— this solves that problem and great for the environment!"



### FUTURE OF STRAWS!

"We tested these out several times and left them in liquid for hours. They never got soggy like paper straws do and they are also flexible. Owning a bartending company, we go through a lot of straws at each event. The Holy City Straws are a guilt-free way to use straws without hurting the environment. They are a great company to work with and I have already recommended them to several friends. Thanks again :)"



### AWSTRAWK

"These are exactly what I've been looking for for my mobile cocktail company. It's easier to keep track of plastic straws in a brick and mortar setting and dispose appropriately; if there's such a thing... but when you're in a field in Maine, and a straw made of straw ends up in the field, it's just going home after a long vacay and heroic job. I dig em!"



### WHEAT STRAW!

"I tested the straws in both a hot and cold beverage, and I can honestly say the straw never got soggy in neither drink. If you're looking for a straw to use for your margarita or coffee this straw works great!"



### FORGET PAPER STRAWS!

"I must say I'm pretty impressed by these straws. I like the fact I don't have to switch straws to finish my drink nor do I get bits of paper in my drink! HolyCity Wheat straws are great!"



### GREAT STRAW AND FAST SHIPPING! GREAT EXPERIENCE!

"These straws are not only an ideal alternative to plastic straws, but should become the new normal. As a natural straw, they are the perfect traditional size and never get soggy. Great straw!"



Thanks for your consideration.  
**We look forward to the possibility of working together!**  
 Cheers!

- *Holy City Straw Co.* -



SCAN ME

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