



MIRACLE

Sea Buckthorn

Making the incredibly healthful benefits of the well-kept secret superfruit, the Sea Buckthorn berry, available to all for a state of well-being you can feel good about.

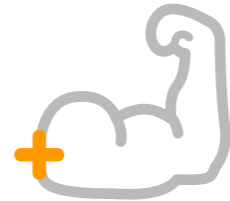
**SEA BUCKTHORN IS THE SUPERFRUIT YOU'VE NEVER HEARD OF,
BUT NEEDED IN YOUR LIFE FOR GOOD HEALTH, NATURAL
PERFORMANCE ENHANCEMENT, AND BALANCED NUTRITION**

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Sea Buckthorn

- Sea Buckthorn is one of the most nutritiously dense foods found in nature.
- Over 190 biologically active ingredients
- One of the most concentrated sources of Vitamin C ever discovered. 10x more than found in an orange
- 3x more Vitamin A than found in carrots
- 4x more superoxide dismutase (SOD) than ginseng
- Contains ALL 4 omega fatty acids, including the rare omega-7
- Essential and non-essential amino acids
- Vegetarian/Vegan source of Vitamin B12, normally found in animals
- Low in fructose
- Plant based energy, natural energy
- Beneficial to the body's major organs and systems



Brain/Focus



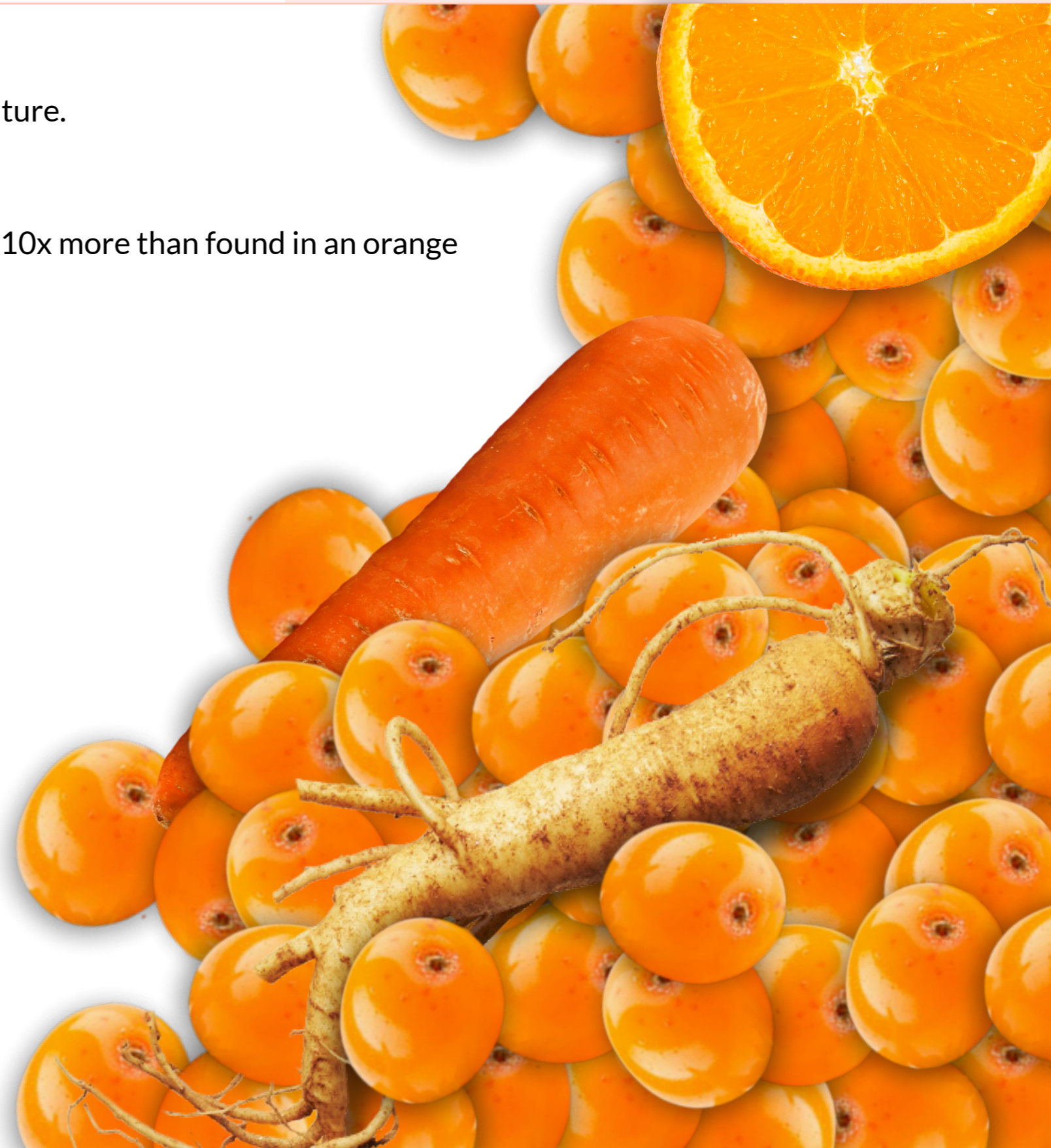
**Muscle
Recovery**



**Heart
Health**



**Gut
Health**



THE TIME IS NOW!

Sea Buckthorn and its incredibly healthful properties are at a tipping point and have never been more necessary than today

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Sea Buckthorn

1- The introduction of SBT oil in the cosmetic industry in the last decade broke the ice

2- People are actively searching for natural, healthier alternatives to products they ALREADY spend their money on



Supplements



Functional Beverages



Sport Drinks



Performance Enhancers

3- The forager way of eating has been highlighted and popularized in restaurants. Sea Buckthorn can be found on Michelin starred menus, in mixologists' cocktails, fast casual restaurants, and grab & go juice cases.

4- Traceability, sustainability, & environmental impact are increasingly important factors in purchase AND investment decisions. The sea buckthorn bush is often used in the fight against soil erosion and land reclamation projects.



TIME IS NOW: Scientists and Doctors in Korea have promising results using Sea Buckthorn in the fight against our COVID - 19 Pandemic. (Korea Biomedical Review 03/17/2020)

ANCIENT SUPERFOOD WITH A LONG HISTORY OF USE

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Used for centuries for its medicinal properties throughout Asia, Alexander the Great discovered sea buckthorn's healing and restorative properties and brought trees back to Europe for cultivation. Still, modern education, exposure to and access to sea buckthorn to date has been limited.

Grown only in the northern hemisphere and requiring careful harvesting techniques, it has become a staple in areas where they are grown locally. Sea Buckthorn is now grown in North America, in parts of Canada.

The work of a passionate few have allowed sea buckthorn to grow in exposure and popularity.

Miracle's Harvest and production techniques have been refined to preserve the highest nutrition possible.



INTRODUCING MIRACLE SEA BUCKTHORN

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The Miracle Sea Buckthorn family offers beverages that highlight the health benefits of the sea buckthorn berry.

- Delicious targeted blends that support well-being and performance
- Kid-friendly juice combinations
- Loaded with the incredible vitamins, minerals, and essential nutrients found in the sea buckthorn berry
- Detoxifying
- Skin Health
- Liver, Kidney & Spleen Support
- Gut and Digestive System Health
- Immune System Health
- Cardiovascular Health
- Supports Healthy Insulin Levels
- Non-caffeine, plant based energy
- Keto-friendly
- High volume of sea buckthorn juice per bottle, compared to competitors



SEA BUCKTHORN IS AT A TIPPING POINT

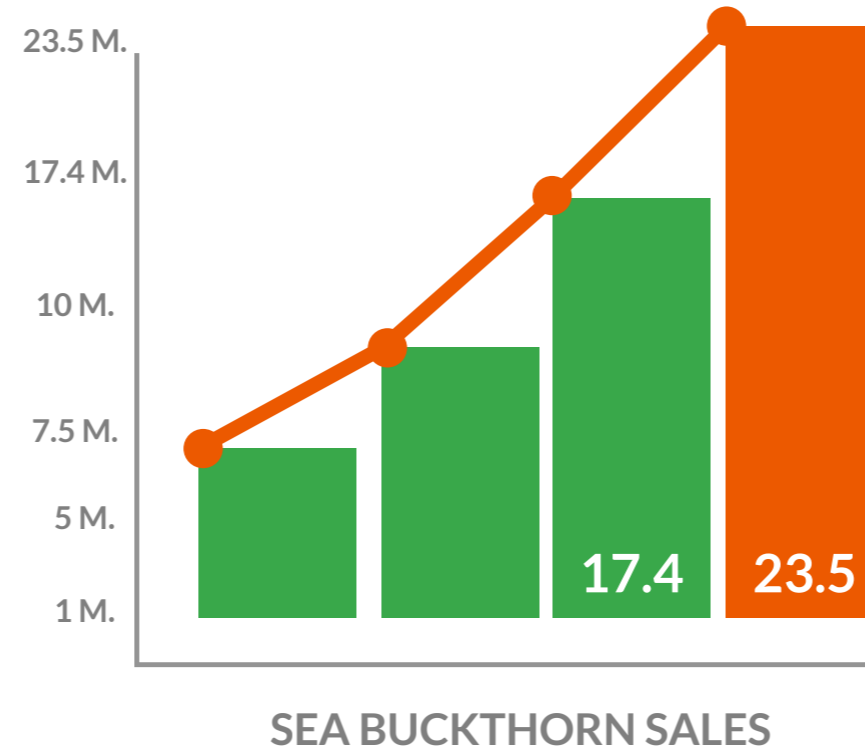
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Miracle has spent the last 3 years in research and development, and the introduction into the beverage market synchronistically aligns with the exponential growing demand for Sea Buckthorn products

35% Increase in Sea Buckthorn sales from 2018 to 2019.

45% Increase in Sea Buckthorn Juice sales from 2018 to 2019.

Sea Buckthorn, and the Miracle SBT family, is right where Acai was a decade ago... on the cusp of explosive growth.



The beverage industry offers growth opportunities like no other industry:



Vita coco achieves \$1 Billion in sales



Bai coffee fruit and white tea extract drinks distributed through Dr. Pepper and millions of dollars in investment support



Red Bull

Red Bull estimated company value \$20 Billion in 2019

The supplement industry reached \$122 Billion in 2016 with much of the sales being driven by an increase in demand for health and wellness products



MEET THE TEAM



We created Miracle SBT for ourselves and want to share it with the world.



FRANCESCO TAMBURRIELLO

FOUNDER & PRESIDENT

Father

Consumer packaged beverage industry veteran

Grocery/Retail ownership and management

Former member of the Italian National Boxing team

Sea Buckthorn enthusiast: Created the first Miracle juice blends to support his own athletic and personal life demands



VANESSA RIMANDO

VICE PRESIDENT

Doting aunt to a 3 year old

Food & Beverage industry 20 year veteran: NYC restaurant and personal chef, Restaurant

Management, Director of Operations Roberta's restaurant group

Hospitality business owner: Spirit, Pittsburgh PA; Voted One of the Best Restaurants/Bars/

Music Venues in America 2017 by Esquire Magazine

BS in Design and environmental Analysis from Cornell University.

Sea Buckthorn obsessed: Uses sea buckthorn in creating dishes and in skin care products she creates for herself and her family



JOHNPAUL CROCENZI

OWNER, ACCOUNTANT & FINANCIAL ADVISOR

20 years experience with expertise in tax planning and tax saving strategies for high net worth individuals and their businesses.

Principal CPA at the firm Raich, Ende & Malter Co. LLP, serving the following industries: High Net Worth Individuals, Hospitality, Manufacturing Distribution & Wholesale, Professional Service Firms, Not-for-Profit Private Foundations

Member of AICPA and NYSSCPA

Controller of the New York Italians group

BS in Accounting from Brooklyn College (CUNY)



Burst Management, LLC is an entrepreneurial national sales organization with a mission to better serve natural and health-focused brands in the consumer packaged goods industry.



I specialize in growing brands and businesses from "blah" to "WOW" - by creating professional, responsive websites, graphic design, video animation, SEO, and digital marketing services that produce real results.



Retail communication, design, & strategy experts with clients such as Nikon, Kinder, Ferrero, Zuegg, Lavazza, Tic Tac, and Havaianas.

TARGET AUDIENCE

EVERYONE CAN BENEFIT FROM MIRACLE. OUR INITIAL AUDIENCE WILL FOCUS ON PEOPLE THAT ACTIVELY SEEK OUT AND RESEARCH WAY TO LIVE A HELTHIER LIFESYTLTLE.



Athletes & Individuals with a regular workout regimen



Mind-Body Exercise Practitioners



Busy Professionals



Active Families



Pregnant Moms and expecting parents



Vegan + Plant forward eating

MARKET SHARE + COMPETITORS

MIRACLE IS UNIQUELY POSITIONED TO GAIN MARKET SHARE IN A NUMBER OF HEALTH + WELLNESS INDUSTRIES



JUICE + SMOOTHIE BARS



ENERGY DRINKS



TEA'S, PACKAGED JUICE KOMBUCHAS,



SUPPLEMENTS + WORKOUT SUPPLEMENTS

SEA BUCKTHORN JUICE VS ...

OIL/GEL CAPS

Vitamins, minerals + nutrients not retained, **ONLY** omega fatty acids



JUICE POWDER

Berries are juiced AND THEN dehydrated; healthful nutrients lost; maltodextrin often added



DIRECT COMPETITORS

SIBU BLEND

- Sugar from Cane Juice Added
- "Natural Flavors" Added
- Xanthan gum Added
- Not Organic
- Not a Drink 1. oz Serving - Shot



- Inverted Beet Sugar added
- "Natural Flavor" Added
- Gums + Pectin added
- Not a Drink - 1 oz. shot serving size



365 EVERYDAY VALUE

HONEST KIDS

- "Natural Flavors" Added
- Vitamin C From Ascorbic Acid Added



WHOLE FOODS BRAND

- Select Juices
- Contain "Natural Flavors"



What we accomplished to date



3 YEARS OF RESEARCH AND DEVELOPMENT

- Finding sea buckthorn farm with best quality, flavor profile, sustainable, and fair practices
- Sourced other ingredients for quality
- Created 2 targeted formulas
- Lab tested for nutrient content



ESTABLISHED E-COMMERCE SYSTEM

- Established warehousing and logistics
- Created E-commerce portal and partnership with Amazon/ Amazon Fulfillment Services



ESTABLISHED KEY PARTNERSHIPS

- Brought on a partner with complimentary skill sets
- Partnered with graphics designer established within the CPG industry
- Identified professional services
- Verified on Range Me platform

OUR APPROACH TO GROWTH

Develop exposure through social media and word of mouth

- Expand general awareness and knowledge of Sea Buckthorn
- Establish ourselves as trusted Sea Buckthorn experts

Develop a relationship with beverage industry brokers, beginning with the following regions

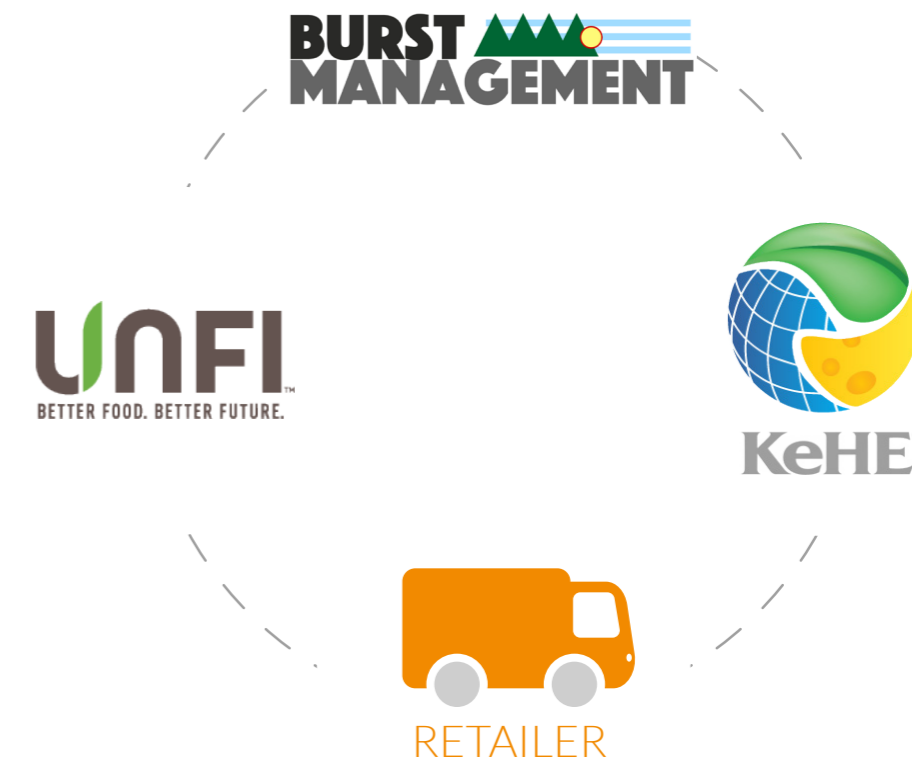
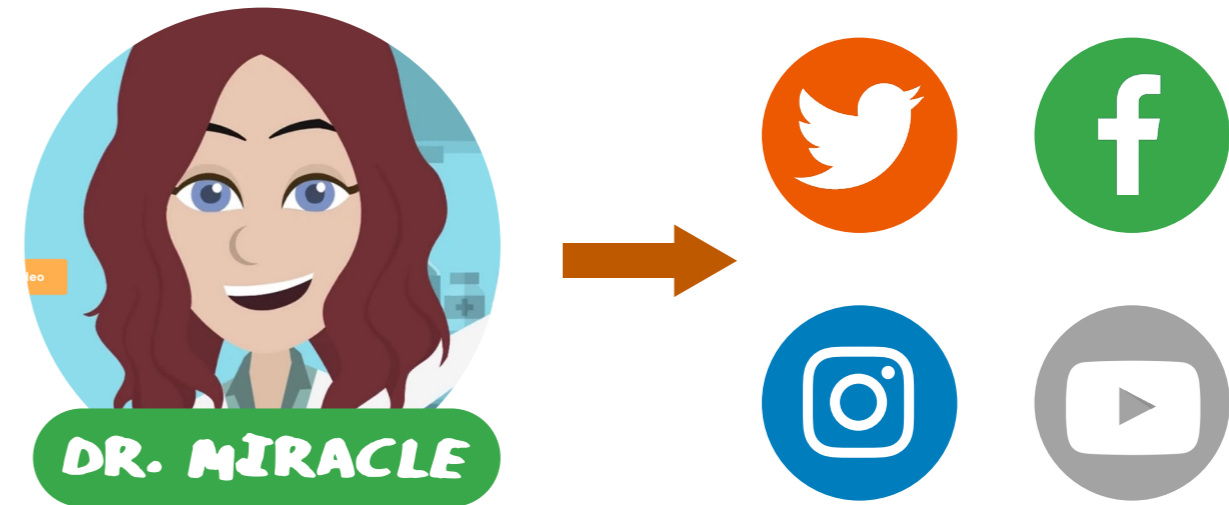
- Northeast/Mid-Atlantic
- Florida
- West Coast/Pacific Northwest
- South West & So Cal

Leverage established/experienced brokers, Burst management, to obtain national distribution with UNFI and KeHE

- More than 10k accounts in the USA
- Delivery volume: 1 to 1000 case
- Trusted by brokers and retailers
- UNFI margin is lower than competing national distributors

Smart cash management

- Marketing expenses 17% - In line with beverage industry standards
- Leverage Key Partners experience and grow internal team as sales volume grows.
- Leverage volume savings in warehousing/logistics (10-15% revenue)



OUR APPROACH TO GROWTH

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Create innovative marketing program and Sales/Promotional tools for brokers and distributors using visual imagery and video.

Develop strategy with brokers and distributors to obtain shelf space with notable retailers in the quality/wellness/organic channels:



Walgreens



THE VITAMIN SHOPPE

GNC
LIVE WELL

Introduce wellness juice blends targeted towards children 3yrs old and older, and 3rd targeted juice blend aimed at supporting immune system and battling inflammation.



FUTURE MILESTONES

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- 3 Juice blends for children 3yrs old and older (Spring 2020)
- Targeted blend for immune system health and anti inflammatory aid support (Spring 2020)
- Sea Buckthorn “shot” (Late 2020)
- Flavored Water
- Alternative Bottle sizes/volume: Large and small format.

FUTURE CERTIFICATIONS



* USDA ORGANIC CERTIFIED ENSURES INGREDIENTS ARE NON GMO



GOALS OF THIS FUNDING ROUND

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FUNDING RECEIVED WILL BE USED TOWARDS THE GROWTH OF THE BUSINESS + PRODUCT DEVELOPMENT

- Purchase Inventory
- Promotional Materials and Product Demos
- Sales and marketing development
- Formulation + nutritional information testing
- Label development for kids line and targeted blend
- Additional product certifications



FINANCIAL PROJECTIONS

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2020 - 2025 Projections												
	2020		2021		2022		2023		2024		2025	
Net Revenue	\$1,178		\$4,320		\$7,344		\$12,484		\$17,477			
COGS	\$748	63%	\$2,748	64%	\$4,396	60%	\$7,033	56%	\$9,142	52%		
Gross Margin	\$430		\$1,572		\$2,948		\$5,451		\$8,335			
G&A	\$135	11%	\$162	4%	\$194	3%	\$232	2%	\$272	2%		
Advertising	\$200	17%	\$734	17%	\$1,248	17%	\$2,122	17%	\$2,268	13%		
EBITDA	\$95	8%	\$676	16%	\$1,506	21%	\$3,097	25%	\$5,795	33%		
Company Valuation			3.5M		13M		22M		37.4M		51.4M	

* Production cost, shipping, and logistics savings increase over time

**JOIN THE MOVEMENT FOR BETTER HEALTH
AND NATURALLY DERIVED WELL-BEING FOR ALL**

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**WE ARE OFFERING A LIMITED
NUMBER OF SHARES**

Talk to us today about how Miracle can help you
discover the next level of wellness and financial
growth.

Tell.me.more@mianatural.com

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