

## CRISIS MANAGEMENT WHILE SCALING UP

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# What's in this session

- Format for presentation
- Quick Outline for session
- Goals for the audience

# WHY PLAN FOR A FERMENTATION CRISIS

- Especially vulnerable during scale-up
- Maintain sales while scaling up
- Avoid pitfalls that can snowball
- Catch any issue before it becomes too serious
- Overall maintenance of culture

# FERMENTATION COMPONENTS

- Starter = broth used to start a fermentation of kombucha.
- Kombucha = the sweet tea the broth is added to.
- Pellicle = the cellulose that grows on top of the brew.

# SYMPTOMS OF FERMENTATION ISSUES

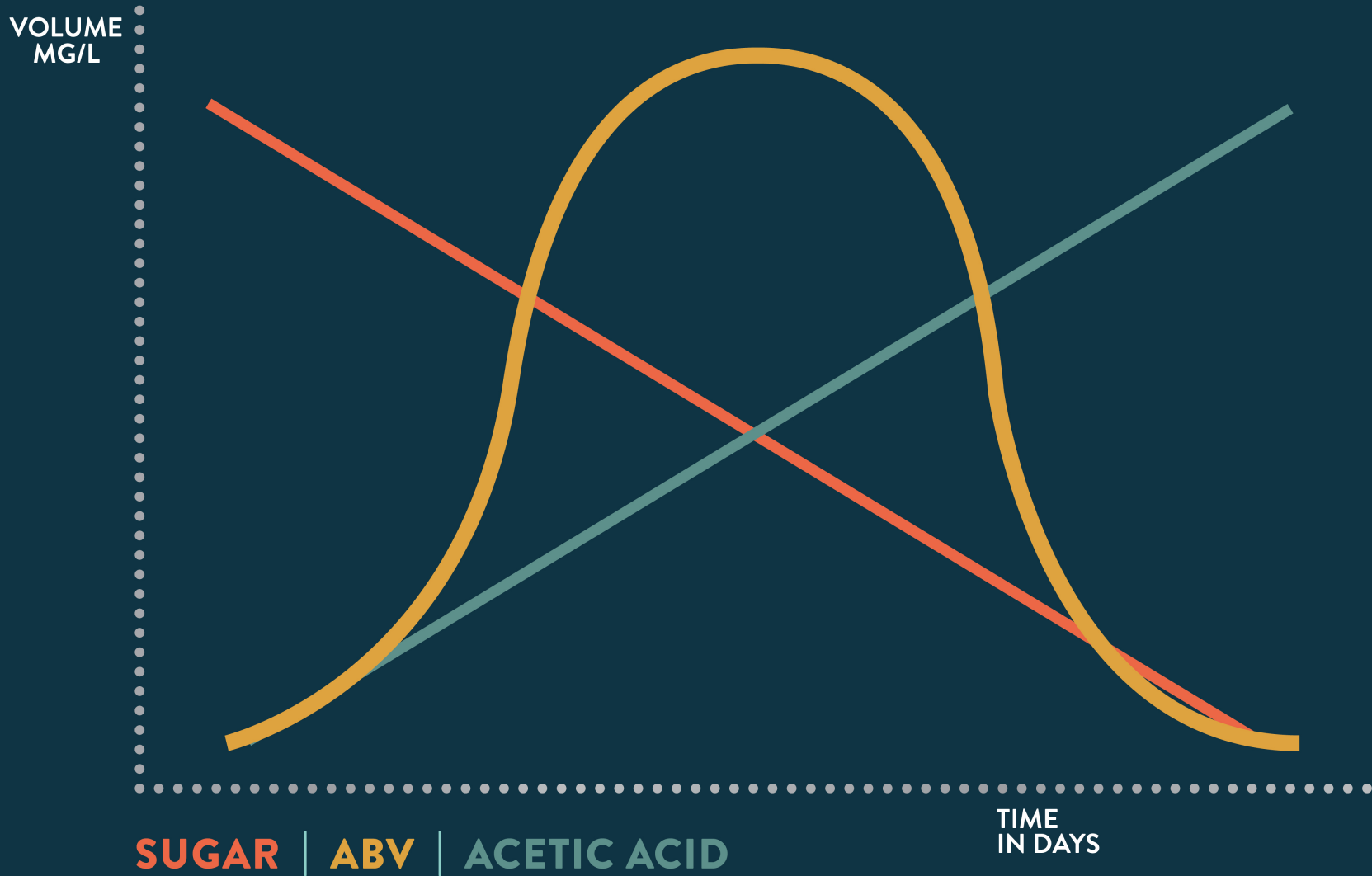
- Stalled fermentation
- Acid used as carbon source
- Overly Alcoholic
- Off flavors
- Thin/Not healthy pellicle development

# DEVELOP A PLAN

- Test at Set Intervals
  - Alcohol
  - Acidity
  - Sugar
- Document
  - Date
  - Batch #
  - Temperature of Batch

# FERMENTATION CURVES

- Fermentation curves based on testing
  - Develop Trend Lines
- Helps with early detection



# FERMENTATION CALENDAR

- Average length of fermentation time for kombucha
  - Make sure your customers are ordering with enough lead time for one fermentation ideally.
- Average length of fermentation time for starter (if fermented separately)

# QUESTIONS