Tap into consumer desires
Through real probiotic benefits
You have a product that you’re proud of, in an industry that’s set for explosive growth.

Kombucha sales are growing because consumers are choosing organic and natural drinks over empty-calorie choices. Kombucha has a refreshing taste. It’s bubbly and fun. AND it’s an organic functional beverage.

The Kombucha brewing process creates vitamin B and probiotics. It’s naturally nourishing. And that’s good news, as more and more consumers read labels.

Government regulations are a different story, however. Regulators want to know exactly how much alcohol each bottle contains. They want you to list every gram of sugar. And cite how many live probiotics are in each and every bottle. That’s challenging. Each brew is unique. Which is one of the beauties of kombucha that regulators don’t quite get.

Known only to a niche audience a few years ago, today this probiotic and organic functional beverage is winning the hearts of consumers across America.”

It’s a great time to be in the booch business.

Standardizing a living, hand-crafted product is complicated.

Especially when you consider shipping, storage, and retail display. There’s one factor, however, you can control. It will help you with regulators. It will develop trust with consumers. It will let you tap into more customers. That factor is the probiotic in your booch.

Most probiotics are fragile, including Lactobacillus, which is the strain naturally produced by a SCOBY. This fragility is why probiotic amounts in kombucha range from batch to batch.

To ensure their booch is a functional beverage, many companies are adding extra probiotics. Sometimes as much as 300 percent more than listed on the label. Adding more probiotics than needed is expensive. Not just because you’re using a larger amount, but because most probiotics have to be kept cold. This means you need additional refrigerated storage space.

Adding fragile probiotics such as Lactobacillus can also cause other problems – like secondary fermentation. This has made formulating with probiotics difficult.
These difficulties are in the past.

Because now there’s a different probiotic. A strain that doesn’t require refrigeration. A strain that’s viable at a wide range of temperatures. A strain of probiotic that can withstand differing pH levels. It’s the perfect addition to your kombucha.

This probiotic strain is *Bacillus subtilis*. *Bacillus subtilis* is a tough probiotic because it has an endospore. An endospore is a resilient outer shell which protects the probiotic until it reaches the right environment to germinate – which happens to be the GI tract. Unlike other strains of probiotics, the heartiness of *Bacillus subtilis* makes it easy to work with.

*Bacillus subtilis* is available from Deerland Probiotics & Enzymes, and the strain is DE111®. DE111 has been studied in vitro and in human clinical trials. It’s also been genome sequenced for safety. *Bacillus subtilis* DE111 is a probiotic strain which promotes the growth of good bacteria and crowds out bad bacteria.

Deerland Probiotics & Enzymes does more than just provide probiotics, however. We have an entire manufacturing facility dedicated to probiotic formulation. Our staff understands how closely guarded you are about your ingredients and brewing process. Our research and development team will work with you. We’ll help you create a brew both you and your customers love.

Adding DE111 to your kombucha will ease your mind about regulators. It will develop trust with consumers. And it will help you tap into more customers by standing out from the crowd.

Consider your customer. They pick up a bottle of your booch. They see “Probiotic *Bacillus subtilis* DE111, 1 billion CFU.” They pick up another brand and see “live cultures,” but no amount. Which bottle are they going to choose?
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Bacillus subtilis DE111 is:

- **Safe.** Genome sequenced and uploaded to GenBank.
- **Efficacious.** More than 30 studies and 4 human clinical trials confirm benefits for digestive and immune health.
- **Hearty.** Remains viable under a wide temperature and pH range.
- **Stable.** Long shelf-life. No refrigeration needed.
- **Certified.** Non-GMO Project verified, Kosher and approved in Canada as a non-novel food.

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2 https://www.researchgate.net/publication/227802174_Mineral_and_water_soluble_vitamin_content_in_the_Kombucha_drink
6 https://www.hawaiibusiness.com/business-is-brewing/