



SAMSARA FOR FOOD AND BEVERAGE

Revive Kombucha

Based in Sonoma County, CA, Revive uses Samsara to monitor and maintain its relentless focus on product quality and sustainability while scaling nationwide production and distribution.

What if we could brew a Kombucha that tasted as delicious as it was healthy?

That's the question posed by Revive Kombucha's Co-Founder Sean Lovett at the beginning before Revive honed its craft brewing process and earned immense customer popularity and became a Sonoma County Farmers Market sensation.

Now, with investments from 1600-location California chain Peet's Coffee and Tea and national distribution to Trader Joe's and Whole Foods Market, the Revive production team has scaled its operations and is aligning for the future as a responsible producer of a healthy beverage and a brand that stands for quality and community.

"For the first time customer, we want the quality to be so good that they will pick it up and come back repeatedly."



20

PRODUCTS

distributed across 48 states

1600

DISTRIBUTION LOCATIONS

calling for an expansion of production capacity within 12 months time

80%

SALES GROWTH

and national distribution in Trader Joe's, Whole Foods Market, Fairway, and Wegmans



An Unwavering Commitment to Quality

After moving into a 50,000 square foot facility in Petaluma, CA from Windsor, CA in 2015, Revive has continued to scale its operations and team to meet growing demand and distribution requirements.

Despite that growth, Plant Manager Doug Beacom knows how critical it is to maintain product standards as production expands: “We have to be mindful of every batch having that guaranteed quality. There isn’t room to miss the mark.”

By relying on Samsara early on to monitor and record temperature performance of its coolers, Revive found a partner focused on providing easy-to-deploy sensors designed to help monitor and automate production lines.

“As we have scaled the brand and our distribution to more and more customers and distributors nationwide, it’s been not only about producing to the same quality [standards], but also demonstrating, documenting, and showing how great that quality is.”



Samsara VS2
Machine Vision System



Samsara EM21
Environmental Monitor



The tools we’re working with from Samsara will actually help us monitor quality and performance in real-time and not have to guess or estimate or assume.”

— Doug Beacom, Plant Manager





Working with Samsara to Verify Lot Codes, Best-by Dates, and Label Applications

Brand identity and design have always been front and center at Revive, designing labels that helped products stand out on the shelf and focus customers on the ingredients themselves. “We wanted to let the ingredients be the star of the show... the one clear idea we had is that less is more. How can we describe more to the consumer with a less busy package?”, said co-founder Lovett in a 2018 interview.

But, as Doug Beacom (Plant Manager) acknowledged, “the possibility to have a misprint on a lot code or label is always a possibility... anything we can do to foolproof that process is going to be an important tool. Multiple changeovers per shift create risks like that. That was one thing that was a challenge as we scaled.”

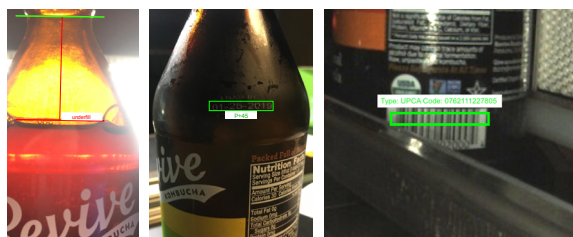
Samsara’s machine vision technology will help us verify that 100% of the products we produce are up to our quality standards.

How Accurate Fill Level Affects Growth and The Bottom Line

Doug also noted how monitoring accurate fills can have an enormous impact on production flexibility and the ability of bottlers to grow, and how Revive focused on manual checks to ensure every bottle had the right amount of product.

“Having accurate fills can really make a difference when a company is in rapid growth... trimming waste yield even in single percentage points can change so much of a company’s flexibility. To have a product be in spec the first time, and maximizing first pass yield” increases productivity and quality and lowers production costs and scrap rates.

“It prevents you from being in a place where you can’t rapidly grow or scale distribution to customers. We are excited to partner with Samsara to automate our fill checks on every bottle we produce.”





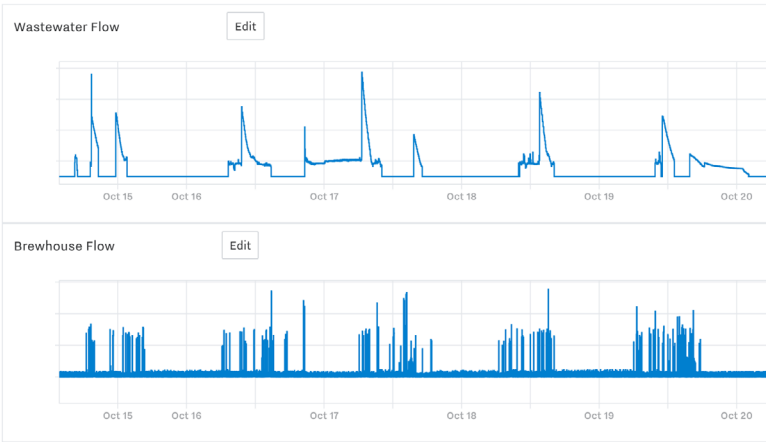
The responsibility is ours to say, 'how can we be a responsible producer in our community?' Samsara gives us information with which to be a sustainable producer while delivering to a loyal, enthusiastic customer base the product quality they expect.

Matt Carden, Brewmaster at Revive Kombucha

Dedication to Responsibility and Sustainability

As Revive has scaled its operations, Lovett notes on their website that “we source organic, fair-trade, non-GMO certified ingredients and take pride in producing organic, vegan, raw and traditionally fermented kombucha which just happens to be Super Tasty... Super fresh, we’ve learned, is the secret ingredient to Super Tasty. We source directly from the farmer whenever we can and value our long-standing relationships with our suppliers. We know if you’re going to guarantee something as audacious as Super Tasty, then every single ingredient – from the just picked mint leaves to the perfectly tart hibiscus flowers we source from only one location in Africa – has to be added to the brew at its natural peak of flavor.”

This commitment means that Revive verifies and works with suppliers that have sustainable practices, and, as Brewmaster Matt Carden notes, that “the responsibility is ours to say, ‘how can we be a responsible producer in our community’ as well?”



Using Samsara to Monitor Real Usage

Revive uses Samsara to monitor - live and historically - critical plant functions like temperature and water flow. Furthermore, the availability of real usage data means that everyone at Reive can be conscious of and “creative with how we manage things like water use” in order to operate more sustainably.

“Without Samsara, we would get bogged down in data, going around tracking all these numbers”, noted Doug. “Samsara gives us information with which to be a responsible, sustainable producer.”



Conclusion

By providing visibility into plant usage and a centralized dashboard in which they are able to add sensors and view and manage quality and plant performance, Samsara has provided Revive Kombucha with an invaluable tool as it scales operations and delivers more and more product to customers.

As they note on their website: For all of us on the Revive Kombucha crew, there is no greater affirmation for our work than to see so many come back as loyal customers and drink our kombucha. It's why we do this, and we're so grateful for the chance to keep brewing our kombucha for you.

