

SCALEUPCATALYST

CASE STUDY: YAALA SPARKLING

Yaala Sparkling was conceived with a mission to create a range of exceptional, non-alcoholic, upmarket beverages infused with native botanicals. Mel Davey and Tara Croker, the founders, envisioned a unique blend that not only delivered on taste but also celebrated their Indigenous heritage.



Tara and Mel came into the program with exceptional skills sets in marketing combined with their shared passion for native ingredients. As first-time founders they were looking to further develop their commercial skills to bring a new product to market.

ENSURING SUSTAINABILITY AND TRANSPARENCY ACROSS THE VALUE CHAIN

The Yaala team came into the program pre-product and pre-revenue and used the program to help develop their Go-To-Market strategy and build out their supply chain. The journey began with challenges in quality issues stemming from a previous contract manufacturer, leading to challenging negotiations. Mel and Tara, worked with their coach, a specialist in FMCG, to overcome this hurdle to help them line up a new contract manufacturer, negotiate terms to bring their product to market rapidly to meet their launch date.

IMPACT ON THE NATIVE FOOD SECTOR

The impact of Yaala Sparkling on the sector and its customers is evident in their commitment to quality, sustainability, and celebrating Indigenous flavors. Their beverages have not only filled a gap in the market for premium non-alcoholic drinks but have also contributed to the preservation and promotion of native botanicals.

Yaala Sparkling entered the spotlight when they pitched their business on Australian Shark Tank, securing a significant investment offer of \$125,000 by Dr. Catriona Wallace. This infusion of capital has positioned Yaala Sparkling for rapid expansion, enabling increased production and a nationwide reach.



“The program taught us the significance of sustainability in our supply chain. We understand the responsibility we hold in preserving native ingredients and supporting local communities”.

Tara Croker

Co-Founder, Yaala Sparkling



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Food Futures Company Scale Up Catalyst Program

KEY RESULTS

- ✓ Pre-revenue at the start of the program but secured first sales of \$50,000 during the program through online channels. Sales growth is predicted to grow rapidly with distribution in Dan Murphy's from January 2024.
- ✓ \$125,000 seed investment round closed
- ✓ Secured distribution nationally through Dan Murphy's online and commence in store presence from Jan 2024
- ✓ Distribution partners and retailers in place in NSW and QLD
- ✓ Opportunities to feature Yaala sparkling at major national events; Introduction of two new flavours to product portfolio

Similarly, the appearance on Shark Tank generated national exposure, resulting in increased product sales and offers of support, including opportunities to feature Yaala beverages at major national events such as SXSW Sydney, TEDx, and Ausbiotech.

Yaala Sparkling has secured first sales of over \$50,000 through online channels. They have also secured distribution nationally through Dan Murphy's online. The team has initial distribution partners in place for their first target market in NSW and commenced discussions with additional retailers.

Tara's recognition as a finalist in the Women's Agenda Leadership Awards further underscores the impact of Yaala Sparkling as a significant Australian startup on the rise.

WHAT IS NEXT?

The Yaala Sparkling team aims to build on their initial traction and improve accessibility for customers and expand their product presence beyond online platforms by reaching more retailers. They will commence distribution in store with Dan Murphy's from January 2024, which will drive additional sales growth for the Yaala Team. Yaala will build out their distribution network in Queensland and then seek out additional markets as they build scale into their business.

Additionally, they are excited to be introducing two new flavors next year, which will feature unique Indigenous designs on the bottles, similar to their current products. Despite the whirlwind of the past 12 months, it is evident that there is a demand for their product as an Indigenous-owned business. They are eagerly anticipating what the future holds.



"We love having all of the Food Futures Company team's support. It has been a big part of the success of our journey."

Scaling Australia's agrifood innovation businesses for global growth

Our goal is to help startups grow and succeed. The Food Futures Scale Up Catalyst™ incubator supports agrifood tech and innovation startups from across the value chain who are looking to create positive IMPACT on the agrifood system and to scale their ventures globally.