

beforeyouspeak

BRAND DECK

— 2020 —





FEATURED IN

Women'sHealth

BuzzFeed

GQ

MEN'S FITNESS

oxygen
AUSTRALIA

STYLERUNNER

YAHOO! 7

Whimn
with her in mind



WE'RE ON A SIMPLE MISSION:

TO HELP PEOPLE GET MORE OUT OF EACH DAY.



We believe life is for living, and a day without coffee is like... actually we have no idea. We are transforming the functional coffee space by creating premium instant coffee blends to help improve health, wellbeing & performance.

By infusing our coffee with superfoods, you get more out of each cup!

We will keep you caffeinated, so that you can focus on getting sh*t done.

Janyal & Ayla

CO-FOUNDERS / DIRECTORS

BEFOREYOUSPEAK COFFEE



Executive Summary.



MADE IN AUSTRALIA
AUSTRALIAN OWNED
AND OPERATED



6 MILLION +
COFFEES SOLD IN 3
YEARS ON THE MARKET

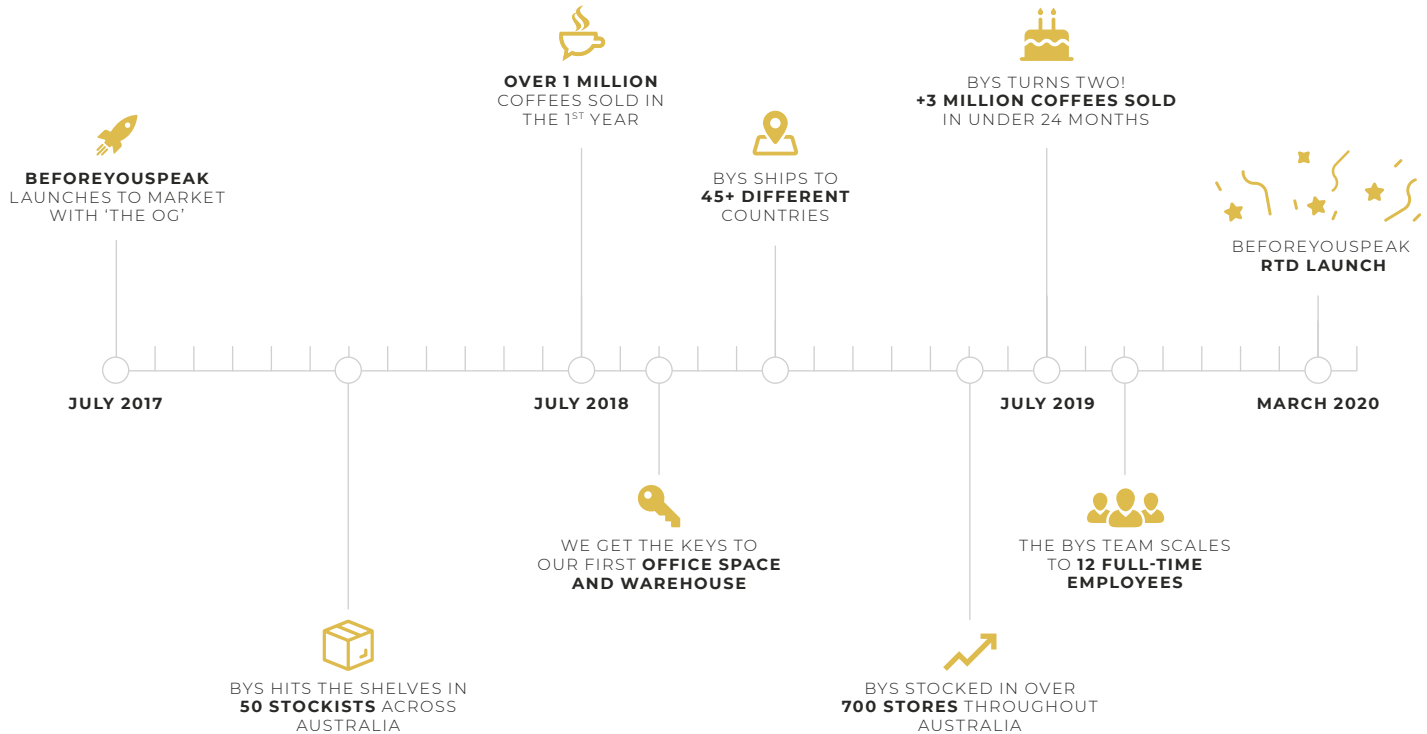


1000+ STOCKISTS
ACROSS AUSTRALIA
AND GROWING RAPIDLY

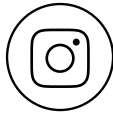


45+ COUNTRIES
BUYING OUR
COFFEE ONLINE

Our Story.



Social Reach.



INSTAGRAM
85K+ FOLLOWERS



FACEBOOK
18K+ FOLLOWERS



MAILING LIST
55K+ SUBSCRIBERS



COLLABS



PARTNERSHIPS



EXPOS



INFLUENCERS

Through creative collaborations, building strong relationships with brands, niche audiences and ongoing activations with dedicated influencers we have grown our brand presence, reach and revenue through both online (DTC) and wholesale sales channels.

The end result - **an exceptional customer experience.**



Market Positioning.



beforeyouspeak

HIGH PERFORMANCE COFFEE

AVAILABLE
IN 7 AND 30
SERVES



GLUTEN
FREE



NO ARTIFICIAL
SWEETENERS



DAIRY
FREE



KETO
FRIENDLY



PALEO
FRIENDLY



VEGAN
FRIENDLY



100%
NATURAL

CLEAN,
JITTER-FREE
ENERGY

HIGH PERFORMANCE COFFEE

AVAILABLE IN 'THE OG', CARAMEL, CINNAMON SPICE,
UNSWEETENED & ASSORTED FLAVOURS

POUCH = 7 x 4.5g (0.16oz) serves | **BOX** = 30 x 4.5g (0.16oz) serves

	Avg qty per serve	Avg qty per 100ml
Energy(kJ)	35kJ (8.37cal)	14kJ (3.34cal)
Protein	0.60g	0.24g
Fat, total	0.30g	0.12g
Saturated	0.30g	0.12g
Carbohydrates	0.50g	0.20g
Sugars	0.03g	0.01g
Sodium	1.0mg	0.40mg

ABOUT THE
SAME AS A
DOUBLE
ESPRESSO

Compositional

Caffeine(mg)	115mg	46mg
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INGREDIENTS: Pure Single Origin Colombian Coffee Bean, MCT Oil (Medium Chain Triglycerides), Eleutherococcus senticosus (Siberian Ginseng), Green Coffee Bean Extract, Turmeric Extract (Curcumin C3 Complex® Std. 95% Curcuminoids), Black Pepper Extract (BioPerine®), Sweetener (Stevia).

100% NATURAL
INGREDIENTS



SINGLE ORIGIN COLOMBIAN COFFEE

We spared no cost when it came to choosing the exact coffee we wanted to use in our range. The highest quality, rich in anti-oxidants and a nice smooth flavour. Boasting an impressive list of health benefits of its own, coffee will not only give you a good hit of natural energy, but also improve your metabolism, lower insulin sensitivity and has links to improved heart health and longevity.



TURMERIC (CURCUMIN C3 COMPLEX®) | 500MG

With this specific form of patented Curcumin having comprehensive research conducted on it, you can rest easy knowing that the benefits in relation to the reduction of inflammation and pain symptoms, improved gut health, immunity and blood glucose regulation to name a few are going to be in affect with each and every cup.



MCT OIL (MEDIUM CHAIN TRIGLYCERIDE) | 1,000MG

Sourced from France, our MCT Oil has been sprayed directly onto our coffee powder, which in itself is a unique process, as most MCT Powders on the market contain a Dextrose or Caseinate base, two things we wanted to keep out of our product. MCT Oil is fantastic for improved mental clarity and focus, appetite control and fat utilization.



SIBERIAN GINSENG | 500MG

Ginseng is a key adaptogen found in nature, which will assist your body regulate cortisol, reduce systemic stress and provides long-lasting energy, mental alertness and an improved sense of wellbeing. One of the ingredients that will help reduce that 'crash' feeling you get from normal coffee.



GREEN COFFEE BEAN EXTRACT | 500MG

Another great source of natural energy to give ONE that little extra kick we won't say no too. GCBE is renowned for its ability to regulate blood pressure, lower blood sugar and improve metabolism due to its higher levels of Chlorogenic acid than standard coffee.



BLACK PEPPER (BIOPERINE®) | 10MG

Adding BioPerine® (a trademarked form of black pepper) to our coffee may look like a strange move to make. However, BioPerine® is one of the best ingredients to help increase the absorption of other ingredients, 150% better in fact, making the product more potent and giving a better overall effect.



Glow

COLLAGEN COFFEE

AVAILABLE
IN 7 AND 30
SERVES



IMPROVES
JOINT HEALTH

GLow COLLAGEN COFFEE

AVAILABLE IN ORIGINAL & MOCHA FLAVOUR

POUCH = 7 x 6.5g (0.22oz) serves | BOX = 30 x 6.5g (0.22oz) serves

	Avg qty per serve	Avg qty per 100ml
Energy(kJ)	68kJ (16cal)	27.2kJ (6.4cal)
Protein	1.9g	0.76g
Fat, total	0.37g	0.14g
Saturated	0.36g	0.14g
Carbohydrates	0.94g	0.37g
Sugars	0.02g	0.01g
Sodium	0.7mg	0.28mg

PROMOTES
HEALTHY HAIR,
SKIN AND NAILS

Compositional

Caffeine(mg)	115mg	46mg
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INGREDIENTS: Pure Single Origin Colombian Coffee Bean, Marine Collagen, MCT Oil (Medium Chain Triglycerides), Organic Camu Camu, Silica Colloidal Anhydrous, Lysine, Proline, Vitamin B6 (Pyridoxine), Biotin, Natural Flavours, Sweetener (Stevia).

PREMIUM
INGREDIENTS,
CLINICAL DOSES



SUPPORTS SKIN
HYDRATION



PROMOTES
THICKER HAIR



STRENGTHENS
NAILS



REDUCES
WRINKLES



NO ARTIFICIAL
SWEETENERS



DAIRY
FREE

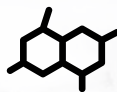


GLUTEN
FREE



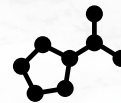
MARINE COLLAGEN | 1,200MG

Collagen is the key to improved skin elasticity, improved joint health, enhanced hair health and more. The reason we chose this exact marine collagen is because it contains higher levels of type I and III collagen (the type for skin, nails and hair) and it is absorbed up to 150% better.



SILICA | 200MG

Silica is an essential mineral that is involved in the formation and protection of collagen in your body. It has been shown to reduce thinning hair, brittle nails and skin blemishes. We are using the highest and most bioavailable form of silica to help you look amazing from the inside out.



PROLINE | 50MG

Proline is important in the formation of collagen and keratin. Proline makes up at least 15% of collagen in our bodies and helps significantly reduce collagen loss associated with aging and stress. Proline, Lysine, B6 and Vitamin C all work synergistically to improve skin, hair and joint health.



CAMU CAMU | 200MG

Camu Camu contains 30x the vitamin C of oranges. It is also high in an antioxidant called ellagic acid that may help reduce the signs of aging and improve overall health and vitality. Camu Camu may also improve skin tone and reduce acne, acne scarring or skin blemishes.

B₇

BIOTIN | 40MG

Biotin, otherwise known as B7 is an essential water soluble vitamin that is needed daily to help nerve, cardiovascular, digestive and metabolic function. It is also well researched to help thicken hair, strengthen nails and beautify your skin. Another benefit beyond helping you look amazing is the metabolic boosting and cognitive enhancing properties of biotin.



LYSINE | 50MG

Lysine is an essential amino acid that helps form the structure of our skin, hair, nails, joints and much more. Lysine is also a powerful anti-viral. Many people report the reduction of wrinkles and fine lines plus hair regrowth when used consistently.

PLUS VITAMIN B6 + STEVIA



ADRENAL Reset

AVAILABLE
IN 7 AND 30
SERVES



PROMOTE
RECOVERY

ADRENAL RESET DECAF COFFEE AVAILABLE IN MOCHA

BOX = 30 x 5g (0.18oz) serves | **POUCH** = 7 x 5g (0.18oz) serves

	Avg qty per serve	Avg qty per 100ml
Energy(kJ)	36kJ (9cal)	14kJ (3.6cal)
Protein	0.70g	0.28g
Fat, total(g)	0.18g	0.07g
Saturated	0.11g	0.04g
Carbohydrates(g)	0.59g	0.23g
Sugars	0.02g	0.01g
Sodium(mg)	3.5mg	1.40mg

FIGHT
ADRENAL
FATIGUE

INGREDIENTS: Decaffeinated Colombian Coffee Bean, Rhodiola Rosea, Valerian Root, Ashwagandha (Withania Somnifera), Curcumin C3 Complex®, Aquamin Mg (Magnesium 35%), L-Theanine, (95%), Camu Camu, Zinc Citrate, Cell Charge™, Stevia.

AID SLEEP CYCLE +
MUSCLE RECOVERY



100%
NATURAL



VEGAN
FRIENDLY



PALEO
FRIENDLY



KETO
FRIENDLY



CAFFEINE
FREE



DAIRY
FREE



NO ARTIFICIAL
SWEETENERS



GLUTEN
FREE



ASHWAGANDHA | 450MG

Ashwagandha is a popular herb used in Ayurvedic Medicine for its strong effects on reducing anxiety and cortisol levels. It is a powerful adaptogen that may help reduce insomnia, blood pressure and 'bad' LDL Cholesterol levels.



MAGNESIUM | 200MG

Aquamin MG is an essential mineral sourced off the coast of Ireland — a natural and highly bioavailable magnesium citrate. Magnesium plays an important role in over 300 enzyme reactions within the human body.



RHODIOLA ROSEA | 450MG

Traditionally used as an anti-fatigue and an adaptogen compound that helps curb the feeling of prolonged stress and anxiety. It also has potential benefits as a neuroprotective to help fight against toxins and increase serotonin levels.



VALERIAN ROOT | 450MG

Traditionally brewed for tea and consumed for its relaxation and 'sedation' purposes, Valerian Root Extract boasts an impressive list of health benefits when it comes to achieving deep and restorative sleep.



ZINC | 30MG

Zinc is an essential mineral that plays a role within numerous enzymes such as antioxidants and helps your immune system, metabolic and brain function. Zinc Citrate is also known to help keep our bodies skin, eyes and heart healthy.



L-THEANINE | 150MG

L-Theanine is known to help take the 'edge' off stimulants and help promote relaxation without that drowsiness effect. It is considered a non-dietary amino acid, that may help reduce blood pressure, improve sleep and mental clarity.

+ CELL CHARGE™ & TURMERIC



CREAMER

WITH ACACIA FIBRE



MIX WITH COFFEE, SHAKES AND RECIPES

COFFEE CREAMER

AVAILABLE IN VANILLA, CHOCOLATE, COCONUT & CARAMEL

300g (10.58oz) | 60 serves | 5g (0.18oz) serves

	Avg qty per serve (10g)	Avg qty per 100g
Energy(kJ)	198kJ (47cal)	1980kJ (470cal)
Protein	0g	0g
Fat, total	6.5g	65g
Saturated	5.9g	59g
Carbohydrates	0.05g	0.5g
Sugars	0.05g	0.5g
Dietary Fibre	2.45g	24.5g
Sodium	0.5mg	5mg

DAIRY FREE
SUGAR FREE
GUILT FREE



VEGAN FRIENDLY



SUSTAINED ENERGY



KETO FRIENDLY



BOOST PERFORMANCE



DAIRY FREE



GLUTEN FREE

INGREDIENTS: GoMCT™ 75% Powder on Acacia Fibre (Medium Chain Triglycerides Oil), GoFAT™ 75% Powder on Acacia Fibre (Avocado Oil, Coconut Oil), Natural Flavours, Sweetener (Stevia)

LOADED WITH HEALTHY FATS AND PREBIOTIC FIBRE



MCT OIL

QUICKLY METABOLIZED INTO
KETONES FOR ENERGY.



ACACIA FIBRE

GREAT SOURCE OF SOLUBLE
PREBIOTIC FIBRE.



COCONUT OIL

SLOWER DIGESTION INTO ENERGY
THAN NORMAL MCT.



AVOCADO OIL

RICH IN HEART-HEALTHY OLEIC ACID, A
MONOUNSATURATED OMEGA-9 FATTY ACID.

COLD PRESS

— HIGH PERFORMANCE COFFEE —



GLUTEN
FREE



NO ARTIFICIAL
SWEETENERS



DAIRY
FREE



KETO
FRIENDLY



PALEO
FRIENDLY



VEGAN
FRIENDLY



100%
NATURAL

COLD PRESS 330mL
HIGH PERFORMANCE COFFEE
DOUBLE-SHOT

*BEST
SERVED
CHILLED*

	Avg qty per serve	Avg qty per 100ml
Energy(kJ)	109kJ (26.1cal)	33kJ (7.9cal)
Protein	<1.5g	<0.5g
Fat, total	1.0g	0.3g
Saturated	1.0g	0.3g
Carbohydrates	4.3g	1.3g
Sugars	<0.3g	<0.1g
Sodium	15.2mg	4.6mg

*NO STEVIA OR
SWEETENER*

Compositional

Caffeine(mg)	200mg	60mg
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INGREDIENTS: Water, Cold Press Coffee, eOils™ (Medium Chain Triglycerides Oil), Siberian Ginseng (Eleutherococcus senticosus), Green Coffee Bean Extract, Turmeric Extract (Curcumin C3 Complex® Std. 95% Curcuminoids), Black Pepper Extract (BioPerine®).

*SUPERFOOD
INFUSED COFFEE*

Product Innovation.



SINGLE ORIGIN COLOMBIAN COFFEE

Rich in anti-oxidants, provides natural energy, improves metabolism, lowers insulin sensitivity and has links to improved heart health.



MEDIUM CHAIN TRIGLYCERIDES (MCT OIL)

Improves mental clarity, focus, appetite control and fat utilisation.



TURMERIC (CURCUMIN C3 COMPLEX®)

Patented Curcumin backed by comprehensive research. Reduces inflammation, improves gut health, immunity and blood glucose regulation.



SIBERIAN GINSENG

A key adaptogen which helps the body regulate cortisol and reduce systemic stress. Provides long-lasting energy, mental alertness and a sense of wellbeing.



GREEN COFFEE BEAN EXTRACT

Renowned for its ability to regulate blood pressure, lower blood sugar and improve metabolism due to its higher levels of chlorogenic acid.

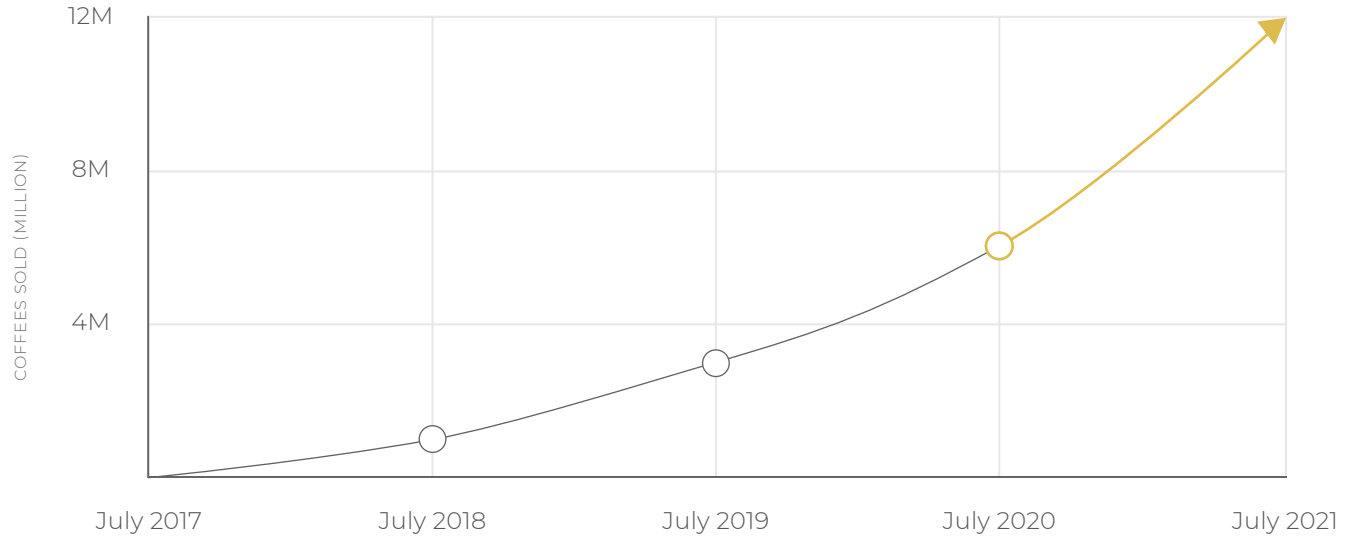


BLACK PEPPER EXTRACT (BIOPERINE®)

BioPerine® (a trademarked form of black pepper) helps increase the absorption of other active ingredients by 150%.



Growth in Sales.



OVER 1 MILLION
COFFEES SOLD IN
THE 1ST YEAR

12 MILLION
COFFEES SOLD BY
JULY 2021

Competitor Comparison.

	Single Origin Colombian Coffee	Turmeric Extract (Curcumin C3 Complex®)*	Convenient Sachets (REDcycle™ approved)	Multiple Flavours + Formulas	Dairy + Gluten Free
Beforeyou speak	✓	✓	✓	✓	✓
FourSigmatic®	✗	✗	✓	✓	✓
X50 Revolver	✗	✗	✗	✗	✗
BSC Clean Coffee	✓	✗	✓	✗	✓
Moccona	✗	✗	✗	✗	✓

*A patented form of Curcumin, backed by comprehensive clinical research. Numerous benefits in relation to the reduction of inflammation and pain symptoms, improved gut health, immunity and blood glucose regulation. <https://www.curcuminoids.com/clinical-evidence>

Current Stockists.





"AUSTRALIA'S FASTEST GROWING
COFFEE BUSINESS."



"A NEW HIGH PERFORMANCE COFFEE BOOSTED
WITH MCT OIL, GINSENG, TURMERIC..."

Women'sHealth

"JUMP-LEADS FOR YOUR BRAIN... THIS TURBO-
CHARGED COFFEE CHANGED MY LIFE"

THE FATHER HOOD

"COFFEE SACHETS WITH A SUPERFOOD TWIST
TO HELP BOOST YOUR HEALTH AND WELLBEING."

YAHOO!







BEFOREYOUSPEAKCOFFEE.COM
ORDERS@BEFOREYOUSPEAKCOFFEE.COM

