

# VENTURA BLVD



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THE WOMEN'S ISSUE

## The Genius Of Photographer Marjorie Salvaterra

## THE SAUCE

### NICOLE DEAN

#### KOLLO TEA

*A line of premium, cold-brew bottled iced tea that does not contain sweeteners or preservatives.*

#### BACKSTORY

I've been exclusively a tea drinker for about 10+ years now, and I saw what I believed to be a hole in the market for a premium, healthy, cold-brew, bottled iced tea. I began researching the market extensively and decided to take a trip to Japan to learn more about the origins and preparation of green tea. Upon seeing the ubiquitous nature of unsweetened, bottled green tea available in Japan, I decided that there might also be a customer base for such products in the U.S., and thus Kollo was born.

#### WHAT'S NEW

Pre-COVID, a large segment of our business was servicing top-tier hotels, restaurants, and members' clubs in LA, New York and Las Vegas. With all the recent changes in the marketplace, we are now working to expand into more traditional grocery outlets such as Whole Foods and Erewhon. We've also

recently launched our online store and subscription program, which has been a great way to continue to provide our products to our customers nationwide, with the added convenience of home delivery.

#### GET YOUR HANDS ON SOME

Currently our three tea varieties—black tea, oolong tea and green tea—can be found locally at Gucci Osteria, Eataly Century City, Erewhon stores, and Red Window Coffee in Studio City, as well as online at [thekollo.com](https://thekollo.com).

#### SECRET TO SUCCESS

We try our best to focus on doing a few things well, rather than be everything to everyone. Our products seem very simple in concept, but an incredible amount of thought has been put into the sourcing and quality of the tea leaves, the cold-brew production process, the water used to brew, and the aesthetic of the packaging, in order to make the experience as enjoyable as possible. It is very tempting to feel like you need to compete with every other product in your category, but we focus on providing quality above all else and hope that this comes across in our teas.

