

rite.

The New Ritual of Feel-Good Sipping

The UAE's Leading Wellness Brand

The only brand offering the largest range of vitamin gummies and powder drinks, blending premium vitamins, minerals, powerful plant extracts, and amino acids.

1M+

Wellness Drinks

Sold since the launch of our powder drinks mix in 2024

100K+

Devoted Clients

Growing loyal customer base across the UAE & GCC

250+

Retail Locations

Grocery stores, Wellness spaces and Pharmacies



★★★★★
Part of my gut health routine. I love the Guava taste. The fiber blend helps a lot with digestion. It also helps me a lot to control appetite and directly my weight! Big Fan!
— Rabeb

★★★★★
I have been among the first to try and I can say It's my morning fuel, perfect to start my day. I feel healthy and happy having my greens and fruits for the day!
— Greg



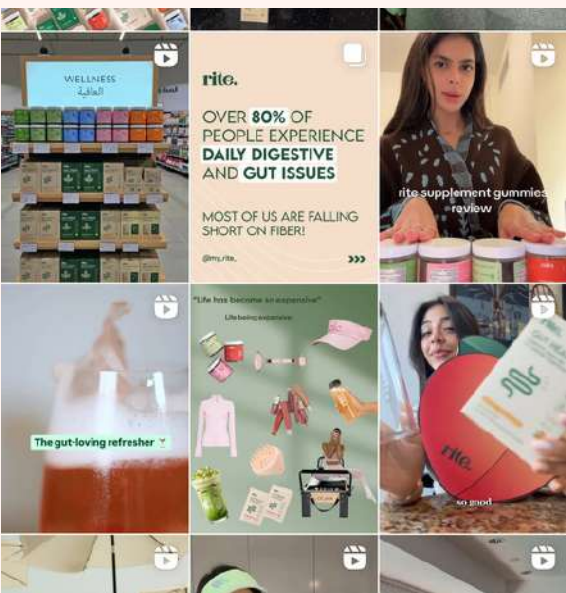
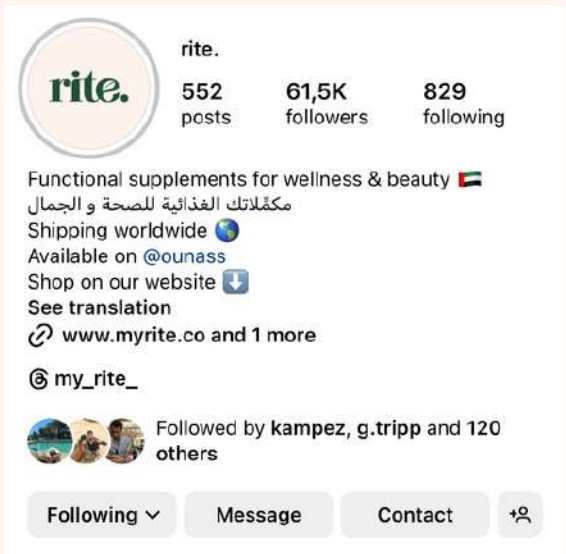
A Multi channel approach: Digital + Offline activations

rite. has created a strong brand awareness in the UAE with strong legitimacy

Corporate



Social Media



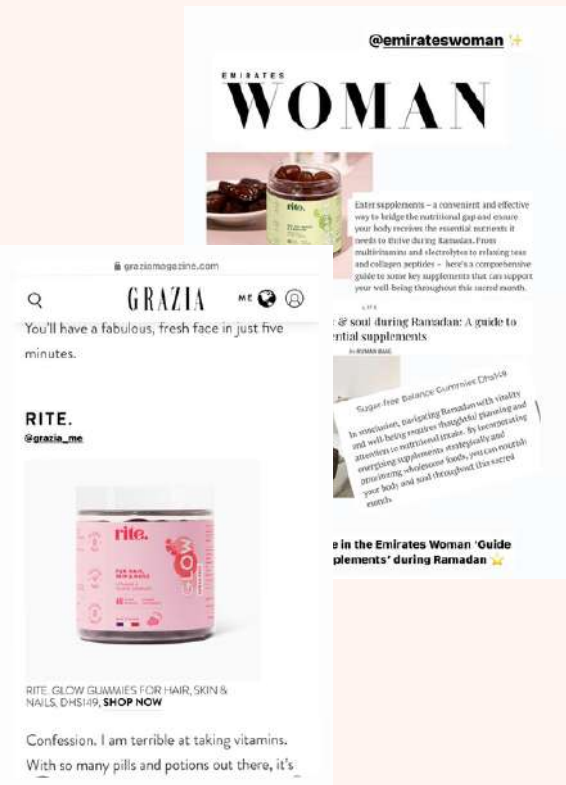
Community



Collabs & Events



Press



The Rise of Wellness in Cafés

From healthy smoothies, detox drinks, to green lattes, cafés are becoming wellness destinations and customers are drinking it up.

38%

higher average spend – that’s what cafés see, especially during brunch, breakfast, and takeaway

Gen Z & Millennials

your most active café demographic – want drinks that support digestion, immunity, energy, and glow

72%

of café guests are actively seeking healthier drink options

Functional drinks

are now the fastest-growing menu category in cafés



Offers easy drink boosts like protein, fiber, and ginger that drive repeat orders and upsell revenue.

EREWON

Built a cult following with \$17 functional smoothies featuring gut health, glow, and green blends.



Pairs functional lattes and smoothies with brunch, turning wellness into a daily ritual.



The New Ritual of Feel-Good Sipping

Rite brings functional wellness to everyday sipping – gut health, daily greens, and plant protein in drinks your customers actually crave.

We turn smoothies, iced lattes, and mocktails into feel-good moments that are:

Easy To Make

ready in 60 seconds

Repeat-Worthy

your customers come back for their ritual

Desirable

Delicious, photogenic, shareable

High Margin

25–60 AED RSP per drink



Why It Works for Cafés & Their Clients

For Coffee shops

- Functional drinks are sold at AED 25–60 price points with 3–5x coefficient
- No additional labor or prep – just mix + serve
- Fits seamlessly into existing coffee, smoothie, or grab-and-go programs
- Beautiful drinks = organic content + social exposure

For Customers

- Want drinks that do more for digestion, immunity, longevity & Glow
- Choose cafés that offer healthy, premium alternatives
- Come back for their daily wellness ritual
- Love drinks that are aesthetic, functional, and feel good



Seamless Integration Across Your Menu

Wellness, wherever and however you serve.

Dine-In

Signature iced lattes,
smoothies & sparkling drinks

Grab-and-Go

Mushroom coffee, Gut Health
sachets, Protein sachets and
Daily Greens sachets

Boost Option

"Add Gut Health +AED 10" to
juices, matcha, cold brew

Ready-to-Drink

RTD cans at checkout, fridges,
or takeaway shelves



rite. x 	
DRINKS MENU	
Mushroom Americano <i>Rite. Mushroom Coffee, hot water (hot or iced)</i> Clean, steady energy powered by functional mushrooms and less caffeine.	29AED
Mushroom Oat Latte <i>Rite. Mushroom Coffee, oat milk (hot or iced)</i> A creamy oat latte that supports focus and feels light on the gut.	35AED
Mushroom Mocha Oat Latte <i>Rite. Mushroom Coffee, oat milk, low-cal iced chocolate (hot or iced)</i> A chocolatey latte designed for calm alertness and long-lasting energy.	35AED
Mushroom Spanish Latte <i>Rite. Mushroom Coffee, milk, sweetened condensed milk (hot or iced)</i> A sweet and smooth latte made for steady energy with no crash or jitters.	35AED
BENEFITS?	
The all-in-one coffee alternative that makes you feel as good as it tastes. Smooth energy & strong focus with no crash or jitters.	
 Boosts energy without jitters	 Supports focus & concentration
 3x less caffeine	 Promotes gut health & better digestion

Rite doesn't change your operations. It elevates them.

- Versatile Powder base
- Mixes into sparkling water, smoothies, plant-based milks.
- Easy to price, prep, and promote
- Requires no equipment, training, or kitchen dependency
- Works for dine-in and delivery-first models



Hero Drinks that sell themselves

Crafted to Nourish, Designed to Sell

Daily Greens Iced Latte



Gut Health Peach Prebiotic fizz Soda



Mushroom coffee hot or iced



Chocolate and Vanilla Protein Shake



Proven Success

From trial to top-seller in just weeks.

What We Did

- Integrated Rite drinks into their smoothies & iced drinks menu
- Included Gut Health, Mushroom coffee, Daily Greens, and Protein shake options
- Branded drinks with functional benefit names e.g. "Berry Gut Bomb"

The Results

- Top 3 selling drinks on menu within the first 2 weeks
- +35 AED average add-on per customer
- Staff reported drinks were easier to prep than smoothies
- Increased shareable content + organic Instagram tags

L'Occitane Café

Top 3 best-selling drinks within first 2 weeks



Friends Avenue Cafe

Rated best coffee shop in Dubai



Our Product Range

Electrolytes Hydrate drink

Electrolyte drink mix made with essential electrolytes, Vitamin C, B12 & Minerals



Gut Health Prebiotic Drink

Prebiotic fiber blend to improve gut health & support your overall wellness



Daily Greens Drink Mix

High-quality vitamins, minerals, electrolytes, fiber and whole-food sourced nutrients to support immunity, energy and longevity



Mushroom coffee Adaptogens Drink

The all-in-one Mushroom coffee that makes you feel as good as it tastes. Smooth energy, easy digestion & strong focus with no crash or jitters. Your functional coffee alternative.



Plant Protein Vegan Protein Mix

The ultimate plant-powered protein shake with 23g of premium pea & rice protein for recovery and muscle performance



Marketing & Operational Support

We don't just deliver product.

We help you launch, promote, and grow a wellness experience customers remember.

✓ POS Design Materials

Tent cards, coasters, menu inserts, shaker tags – fully branded or co-branded with your property

📷 Content Pack

Beautiful lifestyle imagery, product shots, and captions for your social channels or marketing teams

📦 Onboarding Kit

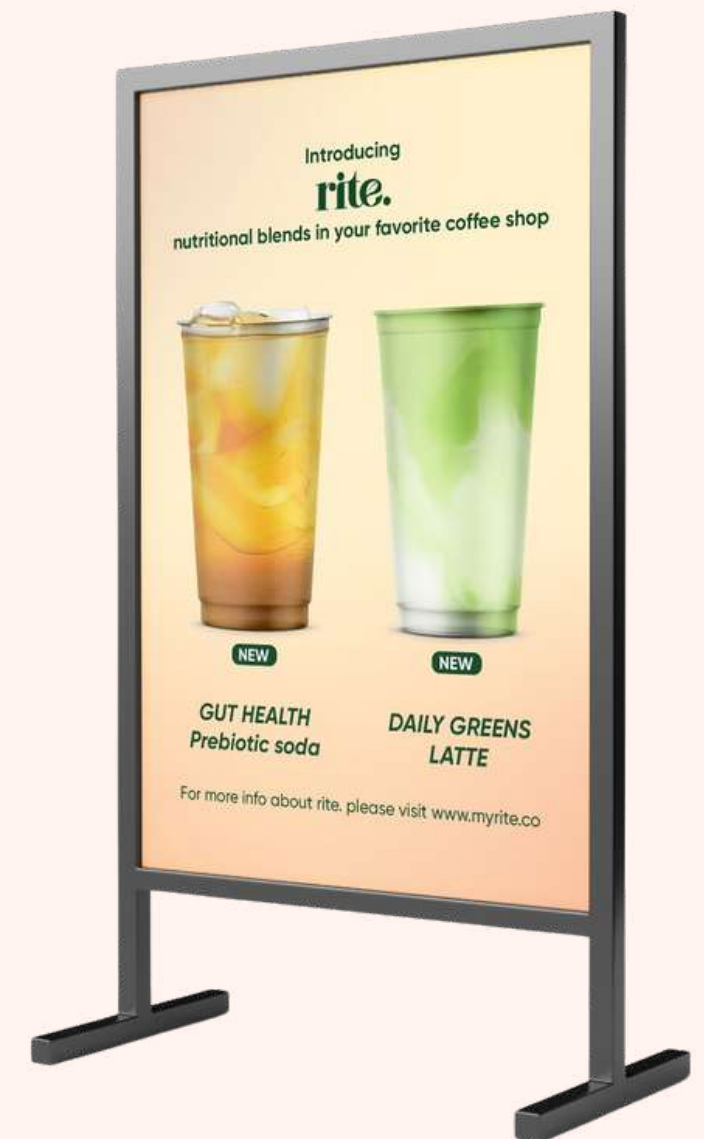
Starter pack with sachets, ritual cards, and suggested menu layouts

📅 Seasonal Campaigns

Support for quarterly activations (e.g. Summer Glow, Detox December, Sleep & Sip)

🎬 Staff Training Toolkit

1-minute prep video + printable recipe cards
Designed for F&B teams, baristas & mixologists





Let's bring wellness into every moment.

Sebastien Herriau

Co-founder

sebastien@myrite.co

+971 50 490 7532

Guillaume Tripet

Co-founder

guillaume@myrite.co

+971 52 3164 098

Appendix