

rite.

The New Ritual of Feel-Good Hospitality



The UAE's Leading Wellness Brand

The only brand offering the largest range of gummies and powder drinks, blending premium vitamins, 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



The Wellness Shift in Hospitality

Wellness is the Fastest-Growing Driver of Guest Spend

\$5.6T

**Global wellness
Economy**

A massive market opportunity

1 in 2

**Travelers switch
Hotels**

For better wellness offerings

9.9%

Annual Growth

Double the rate of regular
tourism

70%

Gen Z & Millennials

Book hotels with health-focused
F&B options



Wellness smoothies in spas,
juice-based energy boosters
in-room



Daily gut health smoothies &
in-room wellness rituals



Functional minibar upgrades
and botanical mocktails



Modern Wellness, Integrated Seamlessly

Today's guests want to feel good.
And they expect hotels to support this movement.

Rite offers a turnkey wellness concept that adds value across your hotel experience – from in-room rituals to F&B menus and spa moments.

We create high-quality, low-effort functional drinks designed to be

Functional

Gut health, energy, glow,
recovery

Effortless

1-minute prep
& no mess

Desirable

Delicious, photogenic, shareable



Why It Works For Hotels & Their Guests

For Hotels

- Higher margins than standard drinks
- 30% higher conversion in premium outlets
- Elevate your drinks menu & fulfill demand for healthy drinks
- Less than 30 seconds prep time
- No refrigeration, no waste, long shelf life
- Photogenic drinks create organic exposure

For Guests

- 73% want wellness options at every stage
- 60% feel "more cared for" with wellness support
- 2 out of 3 guests more likely to recommend
- Creates memorable, shareable moments

Add wellness to your offering without adding operational strain.



Touch Points Across Your Property

Whether it's a pre-massage glow-up or a poolside healthy drinks, Rite becomes part of your guest's stay — without changing how you operate.

Versatile Format, Zero Operational Friction

- Works across cold and hot drinks
- Mixes into sparkling water, smoothies, plant-based milks
- Beautifully designed for menu placement, minibar, or gifting



In-Room

Welcome sachets, ritual cards, turndown drinks, minibar kits

Guest Gifting

Co-branded take-home wellness kits for suites or VIP amenities

Spa & Wellness

Pre/Post-treatment drinks, spa menus, hydration stations

Restaurants

Signature smoothies, mocktails, iced lattes, breakfast add-ons



In-Room Wellness Experience

From check-in to turn-down, wellness becomes a moment of calm, care, and intention.

Welcome Ritual

Premium sachet and branded ritual card placed by minibar or espresso machine



Turndown Touch

Peach-flavoured Gut Health sachet on pillow for post-dinner digestion



Minibar Upgrade

Gut Health and Daily Greens Sachets alongside branded shaker bottle



Guest Gifting

Co-branded take-home wellness kits for suites or VIP amenities



Elevate your Drinks Menu with Wellness that sells Itself

Wellness drinks don't just live on menus – they create experiences guests talk about.

Breakfast Healthy Bar

Add Rite to your breakfast smoothie bar, brunch menus, or mocktail list



Boost Your Drink

Offer a "Boost Your Drink" upsell – e.g. Add Gut Health sachet +10 AED



Wellness Category

Serve wellness drinks as a standalone category: functional mocktails, glow lattes, daily reset smoothies made with rite powder base



Easy Integration

Integrate into poolside, lobby cafés, or wellness-focused dining concept with RTD cans.



Spa & Wellness Integration

Extend the Treatment with a Sip That Heals

Pre/Post Treatment

Offer calming or hydrating drinks like The Bloom Elixir or Sparkling Calm at the spa lounge or tea area



Spa Menu Upgrade

Add wellness drinks as a functional enhancement – e.g. “Add Glow Greens to any treatment for +25 AED”



Hydration Station

Infuse the waiting area with chilled still or sparkling water mixed with Rite sachets – elegant, simple, and effective



Take-Home Recovery Kits

Co-branded wellness pouches offered at checkout with sachets and a ritual card



Fitness Center – Refuel Smarter

Delivers value to guests right when they want to feel recharged

Pre/Post Workout Corner

A wellness station with sachets + shaker bottles + chilled water = instant protein, greens, or hydration

Mini-Fridge Integration

Stock sachets next to infused water, coconut water, or sparkling water cans
Guests mix and sip – no prep, no mess

Add-On to Fitness Packages

Include functional drinks in personal training, wellness experiences, or retreat offerings



Real-World Success – Café & Hotel Partners

Proven to increase guest satisfaction, average order value, and shareability

L'Occitane Café

Top 3 best-selling drinks within first 2 weeks



- Average +35 AED add-on per guest
- 30% ordered with food
- 50% increase in tagged content

Friends Avenue Cafe

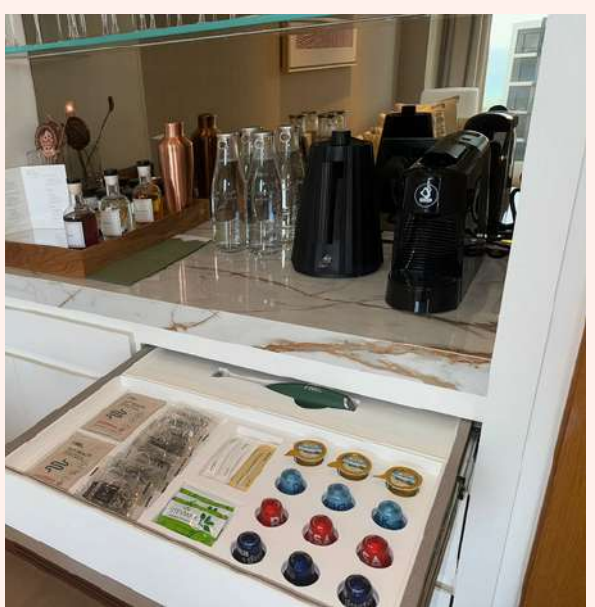
Rated best coffee shop in Dubai



- Dedicated Mushroom coffee menu
- Strong support with content & social media push

Delano Hotel

In-room wellness that delivers premium touch



- Elevated minibar offering
- Fits premium lifestyle experience
- Zero operational burden

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



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 guests 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, spa staff, room service, and housekeeping





Bringing wellness into every guest moment.

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Appendix

Packaging Options

							
Individual sachets of 8g		Box of 15 units/sachets		Trial pack of 5 sachets of 8g		Pouch of 30 servings 240g – 8g spoon	
Guava & Peach flavor		Guava & Peach flavor		Guava flavor		Guava & Peach flavor	
UNITS PER CARTON		500 sachets		48		154	
						10 pouches per carton	

							
Individual sachets of 12g		Box of 15 units/sachets		Box of 3 sachets DG + 3 Sachets GH		Pouch of 30 servings 360g – 12g spoon	
Lemon Flavor		Lemon Flavor		Lemon Flavor = Guava Flavor		Lemon Flavor	
UNITS PER CARTON		400 sachets		48		106	
						8 pouches per carton	

					
Individual sachets of 10g		Box of 15 units/sachets		Pouch of 30 servings 300g – 10g spoon	
Vanilla Caramel		Vanilla Caramel		Vanilla Caramel	
UNITS PER CARTON		100 sachets		48	
				1 pouch per carton	

					
Individual sachets of 5g		Box of 15 units/sachets		Pouch of 30 servings 150g	
Coffee flavor		Coffee flavor		Coffee flavor	
UNITS PER CARTON		600 sachets		48	
				10 pouches per carton	