

Teall Investments fuelling Sunshine Beverages

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Recent investment in the company from Teall Investments, also based in North Carolina, is fueling plans for expanding distribution in the near future. In June, Teall acquired a majority stake in Sunshine Beverages, with Teall partner Lizzie Ward joining the company as president. Financial details of the investment were not disclosed.

Sunshine has a three-SKU line made with ginger root extract and marketed as “good energy.” Available in Blueberry Lemonade, Clementine Twist, and Ginger Berry flavors, each SKU contains 50mg of organic caffeine, B vitamins and electrolytes for hydration.

Vest, who also serves as CEO of Sunshine said, “Coffee and tea are the more traditional ways to get energy in the afternoon, not necessarily to skateboard across the Grand Canyon. That was what the core idea began as.”

According to Vest, the Teall investment, which wasn't announced until last month, has allowed the Sunshine team to grow to 10 employees and expand distribution into Southern retailers such as Food Lion, Harris Teeter, and Ingles.

Retailing at \$2.29-\$2.59 per 8.4 oz can, Sunshine is set to grow its distribution footprint further south into more than 1,500 grocery stores, 800 convenience stores, and various independent retailers by early 2018. The focus is now on pushing into the entire Southeast, with active expansion into South Carolina, Virginia, Georgia, and Alabama.