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The State University of New York



Andrew Bannister founder and owner of Big Norwegian Kombucha



Andrew Bannister is the founder and owner of *Big Norwegian Kombucha, LLC*. It is the newest Kombucha microbrewery and taproom in Buffalo, NY. *Big Norwegian Kombucha, LLC* was founded in April 2018 and occupies a former 1600 Square foot boiler room at 500 Seneca. Its retail space faces an interior courtyard in a building that houses 98 apartments and dozens of other businesses.

Kombucha is an effervescent, sweet, and tangy beverage made by fermenting black, green, and white tea. Kombucha is typically stored and served cold. Kombucha is known for providing gluconic acid, ascorbic acid, probiotics (healthy gut bacteria), and limited B vitamins. These are promoted as healthy compounds intended to mitigate various human conditions and afflictions, including but not limited to: inflammation, auto-immune conditions, and gastrointestinal issues. Overall, it provides an alkalizing effect to our internal systems.



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It is reported that kombucha has nearly 40% of the *functional* beverages market (beverages believed to convey a health benefit) in the United States. In 2016, the US sales of kombucha were approximately \$534 million. With its continued popularity, sales are estimated to grow by 25% annually. Millennium Products, Inc. was the first to bring kombucha to the US in 2013. Since then scores of companies have followed suit. Read more about it [here](#).

[Big Norwegian Kombucha](#) has five flavors in its taproom, three made with black tea, and two made with green tea. Andrew Bannister sells his healthy drink at local farmers markets across the region and is partnering with various restaurants and bars. Currently, Andrew Bannister is looking to expand his business. His goal is to significantly increase retail sales. With the assistance of Andrea Lizak at the SUNY Buffalo State Small Business Development Center, Mr. Bannister completed a business plan that helped him to secure private financing. He further utilized his business plan while competing and ultimately winning, the IGNITE Buffalo/Ureka 2019 Pitch Competition. [Here](#) you can learn more.



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