



**TAURANGA.
WE MEAN
BUSINESS.**
Priority 1 Drinking
Economic
Growth

GOOD BUZZ CHOSE TAURANGA.



NOW IT'S YOUR TURN.

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THE BACKGROUND

Good Buzz is the market leader in kombucha – a nonalcoholic probiotic soft drink. Over the last five years kombucha has seen a huge growth worldwide in line with the health and wellness trend. Historically kombucha has a vinegary taste making it unpleasant to drink, however founders Alex and Amber Campbell have formulated a unique recipe that tastes just like a smooth cider with all of the health benefits of drinking the real thing.

THE CHALLENGE

Armed with a unique product and the opportunity to disrupt the beverage market, Good Buzz established their base in the Wellington region in 2014 and began to build a distribution network. The business expanded quickly and soon they were looking for new premises to keep up with the demand. Alex explained “As we looked to expand and source a new production facility in Wellington we came up against a series of barriers and setbacks so we decided to look elsewhere.”

THE SOLUTION

From a business perspective, the team required a location that would allow them to scale up production whilst reducing distribution costs. To do this they needed a world-class bottling plant and efficient access to local and international markets via a port and airport. Tauranga

delivered on both fronts. “We were also aware of the rapid growth happening in the city making it an exciting place to be as a business. The other convincing factor was the lifestyle benefits - we all love the beach and felt Tauranga would be a perfect place to raise a family.”

THE EXPERIENCE

Good Buzz connected with Priority One to discuss relocation and straight away experienced a supportive partner, willing to help every step of the way. “From day one we felt Priority One was excited about having Good Buzz coming to Tauranga. With their help, we were able to relocate our business and achieve in seven weeks what we could not achieve in another city. Priority One removed any associated barriers to ensure the business was up and running right from the start.”

THE FUTURE

The team cite the move to Tauranga and the support from Priority One as integral to their growth. “Our long term vision is to stay in Tauranga - the city moves at the speed we need for our business to grow at the rate we want. It's a progressive, innovative place full of like minded people working together to get ahead.”

200%
INCREASE
IN SALES

PRODUCTION
FACILITY
EXPANSION

1100
STOCKISTS
NATIONWIDE

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