

Made in Indiana | Family-Owned | Small Batch

Official Walmart supplier | 2025 Open Call Golden Ticket winner
Available in 30—50 Kroger stores

Clean, small-batch elderberry syrup
made without preservatives or artificial
ingredients.

About Us

Abby's Elderberry is a family-owned brand based in Southern Indiana, crafting small-batch elderberry syrup for over 10 years.

Originally made to support the health of our growing family, our products are now trusted by customers seeking clean, effective immune support.

Why Abby's Elderberry?

- No preservatives, artificial ingredients, or fillers
- Made with 100% U.S.-grown elderberries
- Small-batch production for consistency
- Great taste that drives repeat purchases
- Available in honey or maple (infant-safe option) varieties, with 2 more coming soon

Current Retail Presence

- 30—50 stores in The Kroger Company (Louisville Division)
- Official Walmart supplier and 2025 Open Call Golden Ticket winner
- Azure Standard (national distribution)
- Regional retailers in IN, IL, & KY

Proven Velocity

- ~4 units/store/week in current retail locations with strong repeat purchases
- Select retail partners report up to 20—25 units/day with strong repeat purchases

Wholesale Pricing

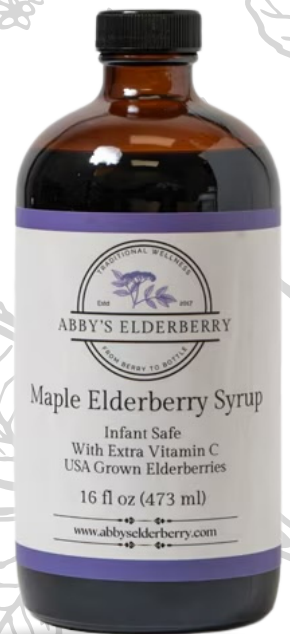
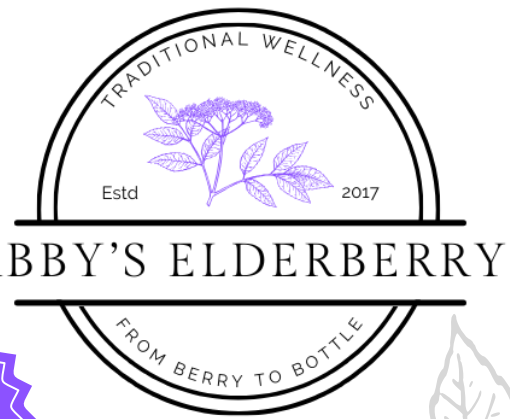
- Case (12 units): \$20/unit
- Pallet (25—50 cases): \$18.50/unit
- Greater volume discounts available

Suggested Retail Price (SRP)

- \$27.99 — \$31.99

Operational Readiness

- Shelf-ready, UPC & case-compliant packaging
- Scalable production capacity
- 8,000+ sq ft warehouse
- Ready for immediate fulfillment



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