

News Release
For Immediate Release

Contact: Emily Tracy
ROOT Marketing & PR
919.449.4803
emily@rootmarketingpr.com

Five Colorado Companies Battle Over \$75,000 at Naturally Boulder Pitch Slam

"Shark Tank"-style event is biggest event of the year for Colorado's \$3.1 billion dollar natural products industry

BOULDER, Colo. (January 30, 2023) - A life-changing \$75,000 prize pack will be given out on February 23 to the most up-and-coming Colorado natural and organic companies at [Naturally Boulder's 18th annual Pitch Slam & Innovation Showcase](#). The competitive Shark Tank-style event, open to the public, will be held in person at the Boulder Jewish Community Center (6007 Oreg Ave, Boulder, CO, 80303) and live streamed.

Previous Pitch Slam winners include [Gruvi](#), a company that raised \$2 million in seed funding following their win, and [Frescos Beverage Corporation](#), a company that successfully made a deal on NBC's Shark Tank this month after winning Naturally Boulder's Pitch Slam in 2021.

The five Pitch Slam finalists competing on stage will be:

- [Hazlo](#), a line of non-alcoholic elixirs with electrolytes, adaptogens and antioxidants
- [Hooch Booch](#), hard and non-alcoholic canned kombuchas
- [Peak State Coffee](#), the world's first whole bean coffee with functional mushrooms
- [Qi Alchemy](#), which brings ancient Korean herbalism to the modern world
- [Terraseed](#), the first vegan multivitamin in a plastic free bottle

"Since Naturally Boulder started nearly 20 years ago, our goal has always been to support our members' growth," said Naturally Boulder Executive Director Bill Capsalis. "Since the beginning, the annual Pitch Slam has been a fun and entertaining, yet highly effective, way to connect growing companies with possible investors, retailers, suppliers, and industry leaders to move these young companies into the next stage of growth."

Dozens of Naturally Boulder member companies will be sampling, pouring, and sharing information about their products and services at the Innovation Showcase, held before and after the Pitch Slam competition. Established Naturally Boulder member brands who can demonstrate innovation and a significant Colorado business presence are invited to participate. Participating companies include Remedy Drinks, YAYE Organics, and Dasher Origin Dressings. Additionally, a number of growing brands seeking investment, including Etalia, Holidaily Brewing Company, and Sati Soda, will give short presentations on stage while the judges deliberate to determine the Pitch Slam winners.

The winner of the Pitch Slam receives a complimentary 10' x 10' booth at the [Natural Products Expo East 2023](#) trade show Sept. 20-23, a guaranteed opportunity to pitch at the Natural Products Expo East Pitch Slam competition, and a cash prize of \$3,000. The first, second, and third-place winners also split a prize pack of a robust suite of business services from Naturally Boulder sponsors, such as free financial and legal advice,

packaging design, strategy consulting from leading marketing, and more – a total package worth approximately \$75,000.

“Winning the Naturally Boulder Pitch Slam turbo-boosted our growth a good three to five years,” said Juan Stewart, owner of Frescos Naturales. “Obviously the cash prize is nice, but the best part really was all the services provided from Naturally Boulder community members. Getting a booth at Natural Products Expo East and competing in the Expo East Pitch Slam was the cherry on top. We won the ‘Audience Choice Award,’ and it put us on the radar of national chains and stores that we seek to grow into in 2023.”

[Tickets](#) to the Naturally Boulder 2023 Pitch Slam include a cocktail reception and buffet, and are on sale now. Standard registration tickets are available until January 31 at 11:59 p.m. MST for \$99 + fees for members, and \$124 + fees for non-members. Late registration tickets are available February 1-22 at 11:59 p.m. MST for \$119 + fees for members, and \$144 + fees for non-members. Additional tickets are available at the door on February 23 for \$159 + fees.

The day-of schedule is as follows:

4:00 – 6:30 pm: Innovation Showcase, cocktail reception, buffet

6:30 – 7:45 pm: Pitch Slam

7:45 – 8:30 pm: Innovation Showcase resumes; networking and dessert.

###

[Professional, high resolution photos available here](#), additional photos available on request. Photos courtesy of Naturally Boulder. **Contact Emily Tracy at emily@rootmarketingpr.com to inquire about a complimentary media pass.**

About Naturally Boulder

Naturally Boulder is a 501(c)(6) non-profit economic development organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change. Naturally Boulder was created in 2005 and today has over 1,000 members comprised of manufacturers, service providers, entrepreneurs, investors and individuals in Colorado. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit them online at naturallyboulder.org, and find them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

For media information or interviews with Naturally Boulder Executive Director Bill Capsalis, contact Emily Tracy at 919.449.4803 or emily@rootmarketingpr.com.