White Paper

BUYZ®

A New Category of Alter Drinks

November 2024

Introduction

Eybna is a terpene-based technology company and manufacturer with headquarters in both Tel Aviv and California. Eybna is internationally recognized as the leading terpene formulation manufacturer backed by science, and at the forefront of botanical compound research and innovation.

Gat Foods is a global manufacturer of advanced beverage solutions, providing bases, compounds and fruit raw materials to the beverage industry worldwide. Founded in 1942, they operate around the globe in 70 countries. They fully cooperate with their clients providing them with tailor-made solutions and quality products.

The Central Bottling Company (CBC Group), the parent company of Gat Foods, is an international dedicated to the manufacturing, importing, marketing, and distribution of a huge variety of leading and well known beverage and dairy brands that bring hundreds of millions of consumers a unique experience of quality and taste every day. CBC is an international group based in Israel representing, leading brands and companies, including soft drinks, still drinks, water, dairy products, wine, spirits, and beer.

With 80+ years of experience in over 70 countries worldwide, Gat Foods, through the group's innovation center, the CORE creates industrial solutions and valuable consumer products from lab to industrial manufacturing tailored to each customer's needs. The main focus of the CORE is on innovation and creation quality beverage solutions for non-alcoholic and alcoholic categories for CBC Group brands and its extensive client base worldwide.

Eybna, together with Gat Foods, have recently established a cooperation to develop a new category of functional beverages. The strategic collaboration includes the development of Terpene Zone - a functional line that utilizes first-of-its-kind botanical terpene formulations, to achieve specific effects to beverages, such as buzz, focus, and calm.

A New Era Of 'Alcohol-Free' Social Drinking

Amidst the transformative landscape of conscious health and well-being, recent findings illuminate a shift in societal attitudes towards alcohol consumption, manifesting in varied nuances across generations. "The Goods Sober Curious Nation" underscores that in 2023, 34% of individuals are actively endeavoring to drink less, while 28% are attempting to sever ties with alcohol. Simultaneously, 24% have chosen a teetotal lifestyle, and 25% resonate with the emerging sober curious moment—an unfolding narrative that resonates not just in America but echoes globally [1].

"Global Data – Top Trends in Alcoholic Beverages 2023" highlights shifts in consumer behavior. Amid the ongoing health and wellness megatrend and a shift to a more home-based lifestyle post-COVID-19, alcohol consumption is declining in both volume and appeal.

As these seismic shifts unfold, the generational tapestry paints a diverse portrait of attitudes toward alcohol. Boomers, maintaining their stronghold, continue to be the highest consumers of alcohol, embodying a legacy of traditional consumption. In stark contrast, Gen Z and Millennials advocate for a premium or less-is-better experience, steering away from conventional norms, particularly in social and entertainment settings. Gen X, positioned at the intersection of these generations, emerges as trailblazers, leading the change towards low/no alcohol choices fueled by a unique blend of relaxation and health consciousness [2].

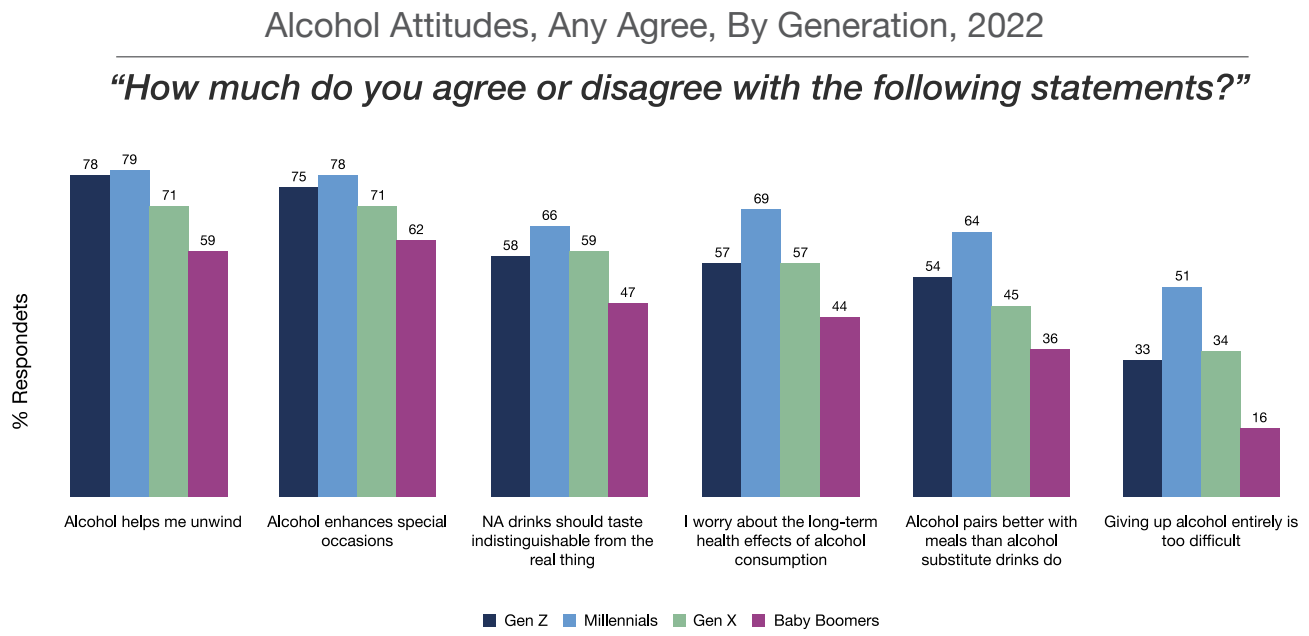

Figure 1: Alcohol Attitudes, Any Agree, By Generation, 2022 [3]

A New Era Of 'Alcohol-Free' Social Drinking

The increasing inclination of Gen Z and Millennials in low/no alcohol choices reflects a growing awareness of the importance of relaxation, socializing, and health. This creates a distinctive market need for functional beverages that can cater to specific need states, such as the desire to feel like after drinking alcohol, a buzzed feeling, without alcohol. These beverages can leverage botanical terpenes and other natural elements to craft mood-enhancing options, providing a unique and appealing alternative for those seeking enjoyable experiences.

Long-term alcohol consumption can initially offer short-term relief and relaxation, acting as a central nervous system depressant. While some individuals may turn to alcohol as a coping mechanism for stress, relying on it can lead to detrimental effects on mood and mental health. Additionally, alcohol's interference with sleep patterns and impaired decision-making can further exacerbate stress and negatively impact mood.

The sober curious movement, with low/no alcohol, fits with stress and mood being the top concerns of the younger generations. With a diminishing perception of alcohol's benefits, a more lifestyle-friendly approach to moderation at home is gaining broader popularity.

Overview

In light of the shifting landscape in alcohol consumption and the burgeoning interest in low/no alcohol trends, the utilization of botanical terpenes presents a strategic avenue for industry players seeking to cater to evolving consumer preferences. Recognizing this opportunity led Gat Foods together with Eybna, to establish a cooperation to develop a new category of functional beverages. The strategic collaboration includes the development of Terpene Zone - a partnership that utilizes first-of-its-kind scientifically based botanical terpene formulations for the wellness-seeking consumer.

Terpenes: The new adaptogens and nootropics

Terpenes are unsaturated aliphatic hydrocarbons made up of repeating five-carbon isoprene units. Found abundantly in nature, these botanical compounds play a vital role in shaping our sensory experiences of the natural world. Depending on their formulation, concentration, and delivery method, terpenes can also offer therapeutic benefits.

Each terpene has distinct functions; for example, some possess adaptogenic or nootropic properties. Adaptogens are natural substances believed to help the body manage stress by stabilizing physiological processes, while nootropics are known to enhance memory and other cognitive functions, including attention, orientation, executive functions, language, social abilities, and visuospatial skills.

Thanks to their unique aromas, flavors, and beneficial properties, terpenes are widely used across various industries. Here are some of their common applications:

Fragrance:

- Limonene: This terpene, found in citrus fruits like oranges and lemons, is commonly used in food products ,cosmeticss and perfumes for its fresh and citrusy scent [4].
- Linalool: A main compound in lavender essential oil, linalool has a floral aroma and is used in perfumes and aromatherapy products.

Flavoring in Food and Beverages:

- Myrcene: This terpene has an earthy and herbal aroma. It's found in hops and contributes to the flavor of beer. It is also present in mangoes and is used to enhance the flavor of foods and beverages [5].

Overview

Medicinal and Therapeutic Uses:

- Beta-Caryophyllene: This terpene is found in black pepper and cannabis strains. It binds to endocannabinoid receptors and has anti-inflammatory properties, making it a potential component in medical cannabis products [6].

- Terpinolene: Found in sage and rosemary, terpinolene may have sedative and antioxidant effects [7]. It's used in some natural remedies and supplements.

- Pinene: There are two isomers of pinene, alpha-pinene and beta-pinene, both found in pine trees. They are used as solvents, in the production of resins, and as flavor additives in some products. A wide range of therapeutic effects have been reported for both Alpha and Beta-Pinene [8].

Aromatherapy and Essential Oils:

- Eucalyptol: Also known as cineole, eucalyptol is found in eucalyptus leaves. It has a fresh, minty aroma and is commonly used in essential oils for its potential respiratory benefits [9].

- Terpineol: Found in lilacs, terpineol has a floral scent and is used in aromatherapy for relaxation and stress relief.

Figure 2: The different Terpenes and their botanical sources

Terpenes And Our Biology

Terpenes influence the various biological systems including the endocannabinoid system (ECS), GABA system, serotonergic system, and the dopamine system. They do this by sending chemical signals to receptors located throughout the body.

Receptors: Imagine a receptor like a lock on the surface of your cells. These locks are waiting for specific signals to fit into them, like a key. The endocannabinoid system, for example, comprises two major receptors (CB1 and CB2) and evidence suggests additional cannabinoid receptors exist. These (GPR55, TRPV1, and A2a) are currently the subject of scientific investigations.

Ligand: a ligand is like the key for these receptor locks. It's a molecule that fits into the receptor and triggers a response. Ligands can be agonist, antagonist, or partial agonist/antagonist.

- An agonist binds to the receptor and activates it like demonstrated in Figure 3.
- An antagonist binds to the receptor and blocks other ligands from binding and triggering a response.
- Partial agonist/antagonist when bound to a receptor produces a response that is between a full agonist and a full antagonist.

While terpenes don’t always fit into receptors like a key, they can be partial agonists that enhance the ligand's ability to trigger a response.

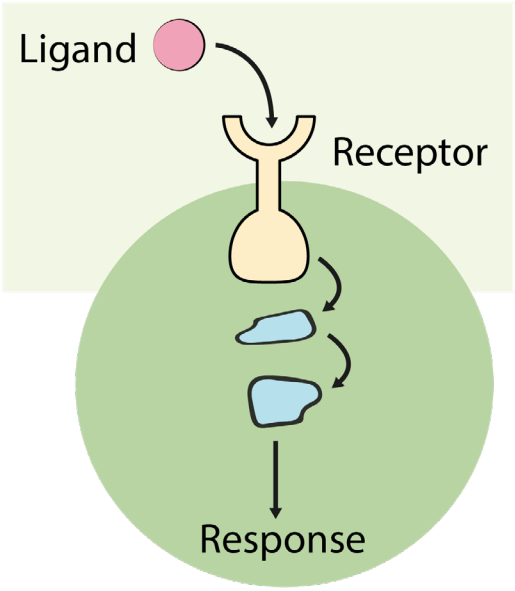

Figure 3 - Cellular response of receptor activation

Terpenes And Our Biology

While many terpenes found in medicinal plants, such as hemp, have been identified and studied to some extent, the percentage of terpenes that have undergone comprehensive scientific research may not be explicitly quantified. Research on terpenes is an evolving field, and the focus tends to vary based on factors such as the popularity of certain strains, therapeutic potential, and emerging trends.

In the realm of terpene research, the focus has predominantly centered on the hemp plant due to its rich terpene profile and potential medicinal properties. Numerous studies have highlighted the intriguing phenomenon where specific strains with similar cannabinoid concentrations, such as THC and CBD, yet distinct terpene profiles, can induce diverse medicinal effects [10]. This underscores the significance of terpenes in contributing to the overall therapeutic profile.

While the exploration of hemp-derived terpenes continues to yield valuable insights, there exists a notable gap in our understanding of terpenes sourced from other botanical origins.

Eybna Technologies has astutely recognized this opportunity to delve into the functional properties of terpenes extracted from diverse botanical sources, extending beyond cannabis. By doing so, they navigate the legal and regulatory complexities associated with cannabis, allowing for the development of data-driven functional formulations.

This innovative approach not only broadens the scope of terpene research but also opens avenues for creating versatile and compliant products that harness the potential benefits of terpenes without being confined to the legal constraints tied to the hemp plant.

Phytochemicals Interactions With The Endocannabinoid System And Neurophysiological System

The discovery of phytochemicals and the mechanisms by which they interact with the biological systems has led to the further discovery of the potential medicinal values for several indications.
Eybna harvests the combined powers of advanced research and pioneering technology to utilize these natural compounds. By doing so, Eybna is unlocking a targeted approach to botanical consumption. From unpredictable effects to targeted effective usage, which have increased efficacy and accuracy for human needs.

- For example, the sesquiterpene β-caryophyllene has been shown to have analgesic effects in mouse models of neuropathic pain and peripheral neuropathy, suggesting the effects are mediated via the CB2 receptor [4][11].
- Overall, numerous studies support the anti-inflammatory and analgesic effects of β-Caryophyllene and its pharmacological activity as an agonist at CB2 [12][13].
- In addition, the monoterpene β-Myrcene has been reported to have activity at TRPV1 receptors which may lead to pain relief properties [14][15].

Out of the hundreds of phytochemicals found in the botanical world, only a couple are deeply studied.

Biologically-Based, Data-Driven Approach

Eybna studies the interactions between phytochemicals and the human body using advanced methodologies that are commonly used in the drug discovery world.

In order to test a wide range of compounds' biological activity, Eybna uses a High-Throughput Screening (HTS) method. This method identifies compounds that can activate or inhibit specific receptors or targets in the human body. This method permits large compound collections to be screened against diverse, biologically relevant targets in a high throughput fashion.

By doing so, Eybna examines In Vitro the interaction between hundreds of phytochemicals and receptors in order to evaluate compounds that are biologically active. Some of the targeted receptors that were used in the study and the associated indication are presented in Figure [4].

In addition to in vitro studies, Eybna utilizes advanced computational biology methodologies that allow the prediction of the interactions between phytochemicals and receptors. This method involves machine learning algorithms and is commonly referred to as "In-Silico".

Phytochemicals Interactions With The Endocannabinoid System And Neurophysiological System

These techniques generate large data sets that hold the quantitative measurements of the biological activity of phytochemicals on receptor targets - Eybna's building blocks for creating targeted formulations [16].

Utilizing both the In-Silico and In-Vitro Eybna have detected and quantified the effect of specific Terpenes and other Phytochemicals on multiple receptors connected to important biological systems such as:

- The Endocannabinoid system receptors - mood, pain, stress, inflammation, and appetite.
- The GABA system receptors - anxiety, muscle tension, sleep cycle, epileptogenic activity and memory functions.
- The Serotonin system receptors - body temperature, sleep, appetite, pain, motor activity, cognition and emotional behavior.
- The Dopamine system receptors- movement, cognition, reward, motivation, and neuroendocrine control

Utilization of the activation of these important biological systems led Eybna to develop scientific-backed botanical formulations aimed for the creation of specific sensorial effects such as relaxation, focus, and elevated mood experiences.

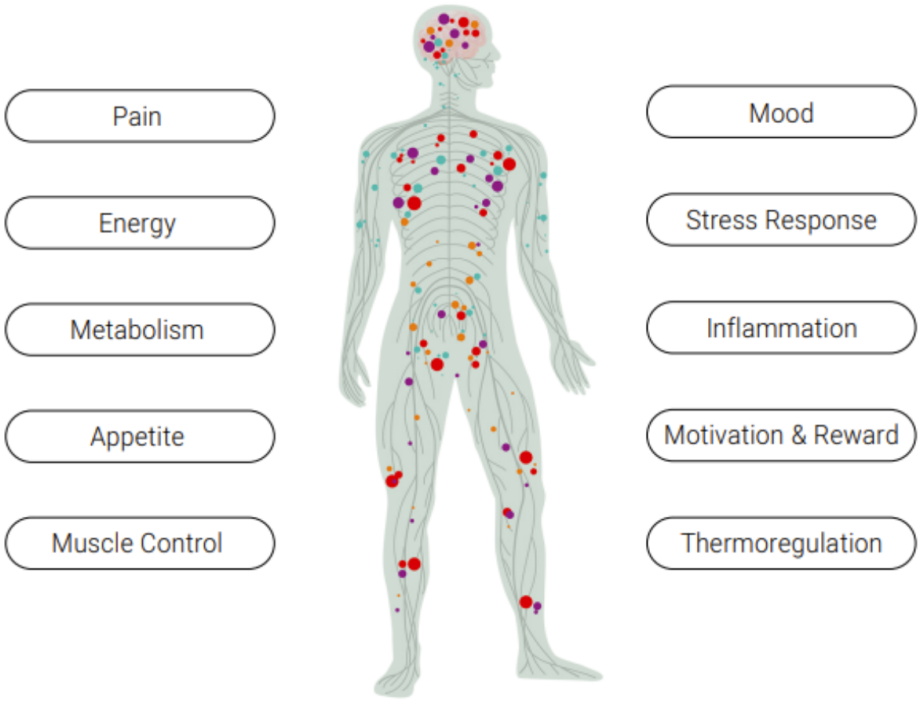

Figure 4 The Endocannabinoid system and the major physiological functions related to it.

The BUUZ® Development

As part of Gat Foods innovative strategy they identified the opportunity to connect between Eybna, a pioneer in the research of Terpenes as functional ingredients.

The joint Terpene Zone team began to wonder - how may we craft a BUUZ® formulation with a unique blend of terpenes designed to replicate the light effects of alcohol. Experience a gentle decrease in concentration and alertness, coupled with a smoothing sensation of calm and heaviness—perfect for unwinding without the next-day haze.

Based on Eybna's computational and biological studies for the activation of desired receptors, the team has selected the terpenes and concentrations best suited to create a "BUUZ" beverage together with Gat Foods.

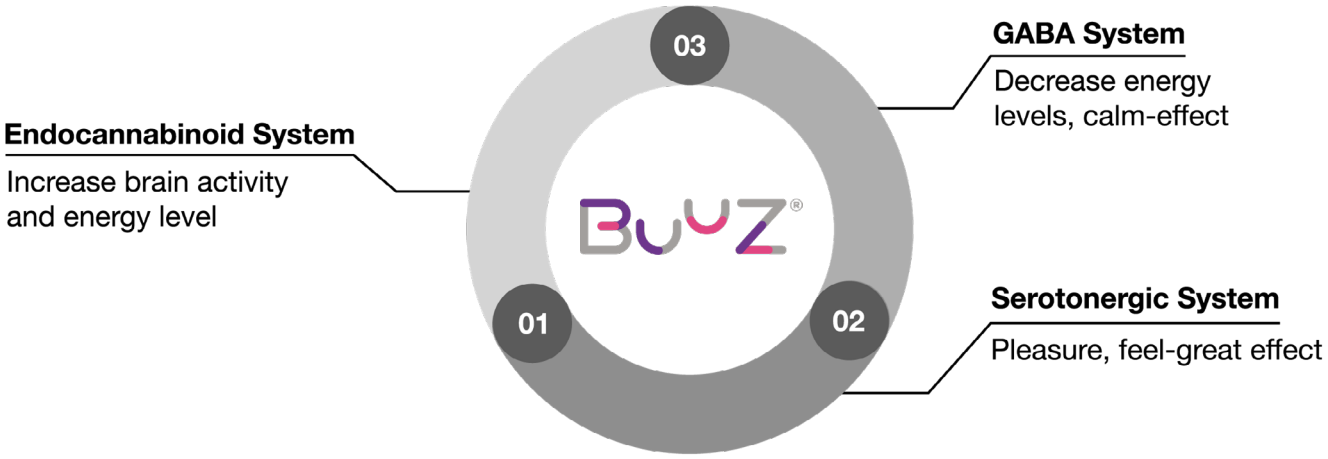

Figure 5: The different biological systems involved in the creation of BUUZ® effect

The Hypothesis

By targeting three of the main biological systems, 37 terpenes could be included in a BUUZ® formula to mimick the light effects of alcohol experience which will offer a healthier alternative than traditional alcoholic drinks - supporting overall well-being. The main terpenes used are listed below.

Eybna terpenes are botanically derived from the highest possible quality and purity.
The terpene blend contain only natural ingredients, are food grade, OU Kosher, and non-GMO. The manufacturing facilities are certified FSSC22000 and ISO 9001 and compliant with the U.S. FDA and European Food Safety Authority, and compliant with FEMA & EFSA.

The BUUZ® Development

Terpene Name	Source	Aroma & Flavor	Receptor	Targeted Biological System
Beta-Caryophyllene	Clove oil	Woody-spicy. Clove-like aroma.	5-HT3	Serotonergic System - associated with mood regulation and emotional behavior.
Linalool	Ho wood oil	Floral odor. Floral-woody taste.	CB2	Endocannabinoid System - associated with functionality against anxiety and depression.
Citronellol	Citron oil	Fresh rosy oder, Bitter. Peach-like flavor	GABA332	GABA system - promotes calmness and muscle relaxation.
Caryophyllene oxide	Clover oil	Woody-spicy odor. Spicy, woody, earthy taste.	GABA232	GABA system - promotes calmness and muscle relaxation.

Eybna's 37 ingredients blend was delivered to Gat Foods.
The Gat Foods development team has yielded a stable emulsion with 8 months of shelf life.

Following challenging development, this groundbreaking formula has been brought to life in the form of BUUZ® Sparkling Ginger Ale beverage.

Following the development of BUUZ® Sparkling beverage, it was taken to broad consumer studies

BUUZ® Consumer Studies

Study #1
Evaluating the Impact of a 39-terpene blended emulsion on buzz-feeling and sensory perception: A randomized double-blind placebo-controlled study.

Study Design
Randomized double-blind, placebo-controlled, monadic over four separate days with a full rotation of the tasting orders.
The study Duration is 1 hour.

Population
50 consumers - familiar with Eybna and Gat Foods.
25% do not consume alcohol.
48% female, 52% male.
Ages: 21 - 67.

Dose Consumed
All the beverages tasted were carbonated ginger ale with a volume of 250 ml. We examined three different dosages of terpene blends: 5, 10, and 15 mg per 250 ml bottle, as well as a placebo - a carbonated ginger ale beverage without any terpene mixture.

Key Findings
One hour after drinking the carbonated ginger ale flavor beverage with a 5 mg terpenes blend, the participants showed a significant difference compared to the placebo in:

- HIGH Feelings ($p < 0.05$).
- Like After Drinking Alcohol Feeling ($p < 0.05$).
- 2 people (4%) reported negative effects, unaided, such as headache and apathy in 5 mg dosage compared to 3 people (6%) in placebo. No significant difference was found between the different drinks.

Conclusion
Carbonated ginger ale flavor beverage with a 5 mg BUUZ® terpenes blend drink led to a significant buzz feeling, with no significant difference in sensory attributes comparing to placebo.

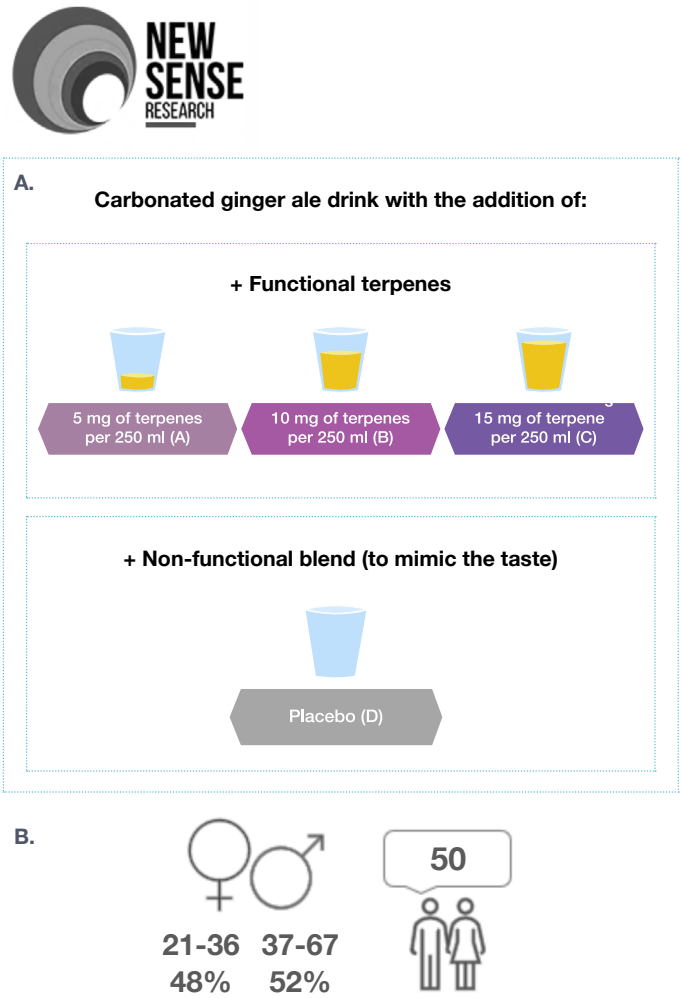

Figure 6:
A. Dose Consume. B. Population. C. Summary of the 5 mg BUUZ® formulation results

BUUZ® Consumer Studies

Study #2
Home usage test (HUT) to evaluate the effect of BUUZ® formulation in alcohol consuming population.

Study Design
Home usage tests, randomized double-blind, placebo-controlled, monadic over four separate days with a full rotation of the tasting orders. The study Duration is 1 hour.

Population
195 consumers - Drinking alcoholic beverages at least once in two weeks.
50% female, 50% male.
Ages: 20-60.

Dose Consumed
All the beverages tasted were carbonated ginger ale with a volume of 250 ml. We examined 2 different dosages of terpene blends: 5, 2.5, mg per 250 ml bottle, as well as a placebo - a carbonated ginger ale beverage without any terpene mixture.

Key Findings
30 min post drinking carbonated ginger ale flavor beverage with 2.5 mg terpene blend subjects have demonstrated significant difference compared to placebo in:

- Relaxation ($p < 0.1$).
- Less than 3% reported negative effects, unaided, such as dizziness or fatigue, similar as for the placebo.

Conclusion
In a HUT study involving 195 individuals who consume alcohol at least once every two weeks, a beverage containing 2.5 mg of BUUZ® terpene blends demonstrated a significant improvement in relaxation sensation ($p<0.1$).

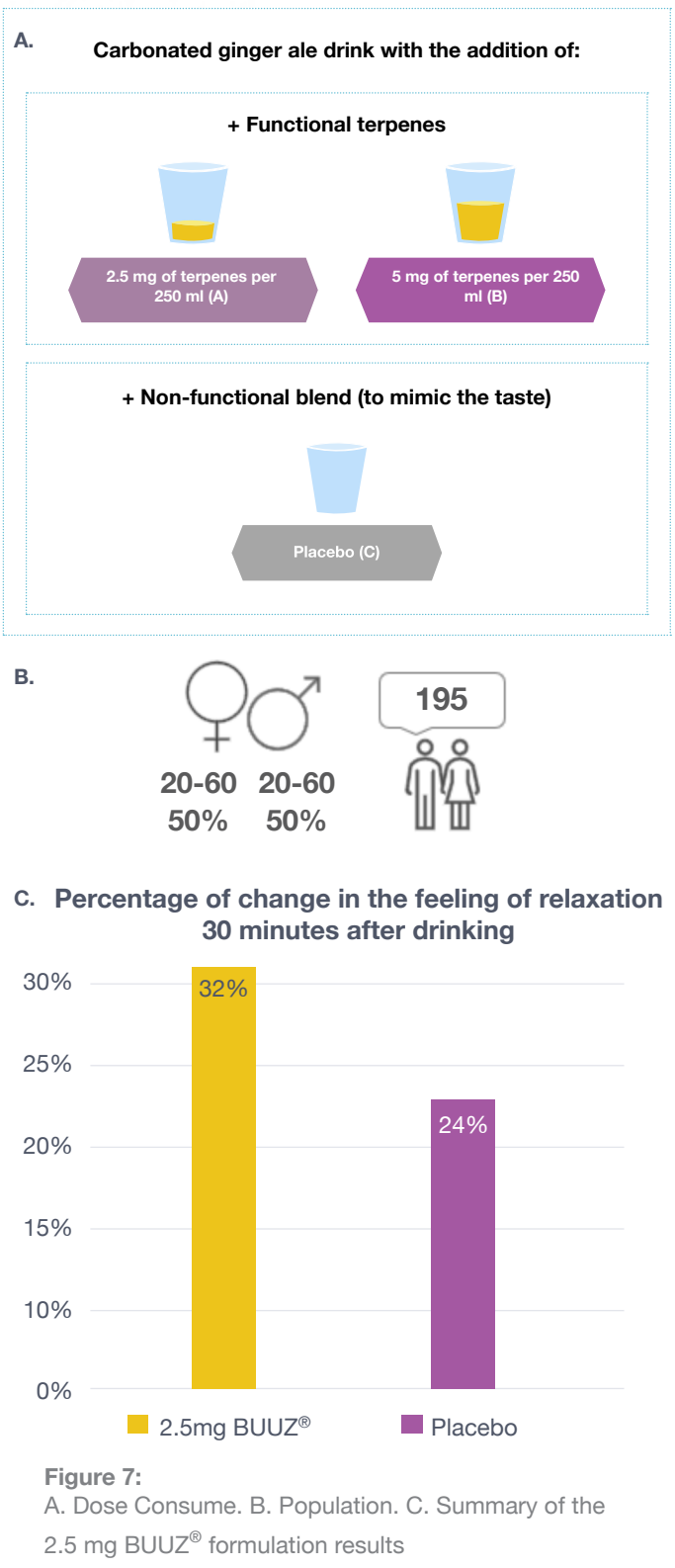

Figure 7:
A. Dose Consume. B. Population. C. Summary of the 2.5 mg BUUZ® formulation results

BUUZ® Consumer Studies

The conclusions from the first two studies:

At the end of the two studies, we sought to understand why the results were inconsistent. In the first study, the feeling of a “high” and the sensation similar to that of drinking alcohol were statistically significantly higher than the placebo. In the second study, the significance compared to placebo was observed in the feeling of “relaxation”.

We hypothesized that the differences in target audiences might have influenced the results, as well as challenges in terpene stability that could have affected the outcomes.

Therefore, we decided to proceed with a third study, after refining the formulation and increasing the study sample to 240 participants, allowing us to statistically analyze both the target audience of regular alcohol consumers and the target audience of light or non-alcohol consumers.

BUUZ® Consumer Studies

Study #3
Home usage test (HUT) to evaluate the effect of BUUZ® formulation in both regular alcohol consumers and the target audience of light or non-alcohol consumers.

Study Design
Home usage tests, randomized double-blind, placebo-controlled, monadic over four separate days with a full rotation of the tasting orders. The study Duration is 1 hour.

Population
240 consumers - Alcohol Consumers & Light or Non-Alcohol Consumers.
50% female, 50% male.
Ages: 20-60.

Dose Consumed
All the beverages tasted were carbonated Aperol Spritz style drink with a volume of 250 ml.
We examined 3 different beverages:
1. 5mg Terpenes' Blend.
2. Placebo (NC=Negetive Control).

Key Findings
45 Minutes after drinking Aperol Style drink with 5 mg terpenes blend, the subjects demonstrated significant difference comparing to Placebo in:

- Decrease in concentration / wakefulness or
- tired / heavy feeling ($p<0.05$). The Significance in sensation stems from light consumers and non- alcohol consumers.
- Warm feeling/blushed cheeks ($p<0.1$).
- Like after drinking alcohol feeling ($p<0.1$).
- A decrease in anxiety or worries, or a feeling of euphoria in light or non-alcohol consumers ($p<0.1$).

Conclusion
The BUUZ® beverage contains terpenes that may provide a light, unfocused sense of ease, helping you unwind and gently transitioning you into a peaceful, drowsy state. It also may induce a warm, flushed feeling, mimicking the light effects of alcohol — perfect for those seeking a balanced, non-alcoholic experience.

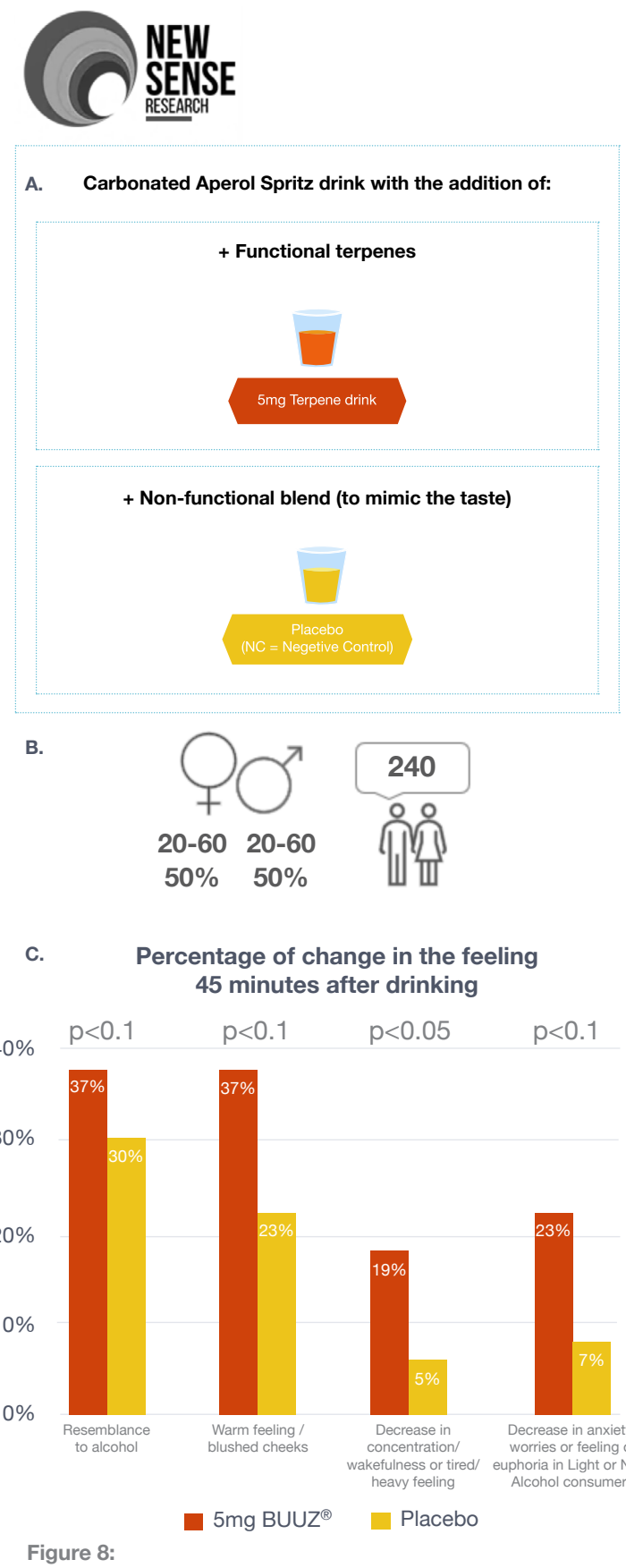

Figure 8:
A. Drinks variety. B. Population. C. Summary of the 5mg BUUZ® formulation results

BUUZ® Consumer Studies

Summary: Three placebo-controlled, double-blinded consumer studies were conducted to test the BUUZ® formula. In the first two studies, the exact same formula was tested, while in the third study, a refined formula was tested.

The Study results:

- 1st study (n=50) - BUUZ® demonstrated a "High" feeling and elevated mood compared to Placebo.
- 2nd study (n=195) - BUUZ® demonstrated effectiveness in feelings of relaxation.
- 3rd study (n=240*) - BUUZ® demonstrated in alcohol related sensations compared to placebo: Decreased focus ($p<0.05$) Warm feelings ($p<0.1$), Like after drinking alcohol ($p<0.1$), Reduced anxiety or increased euphoria in light and non-alcohol consumers ($p<0.1$).

*Divided into two target audiences: 1. Alcohol consumers 2. light or non-alcohol consumers.

What have we learned?

After 3 years of research and development, we have achieved an industrial formulation of BUUZ® that contains terpenes providing a light, unfocused sense of ease, helping you unwind and gently transitioning you into a peaceful, drowsy state. It also induces a warm, flushed feeling, mimicking the light effects of alcohol.

Eybna and Gat Foods developed a stabilized terpenes emulsion, preserving their distinctive properties and ensuring they remain effective throughout the emulsion's shelf life.

Eybna Technologies, in collaboration with Gat Foods, remains committed to advancing our botanical blends based on all scientific insights.

The Future Is Now: Data-Driven Wellness

As alcohol consumption, especially among Generation Z, experiences a decline, an emerging market opportunity arises for a novel generation of functional beverages designed to enhance social experiences without the negative health side effects.

This shift towards wellness underscores the significance of science-backed and data-driven functional beverages in meeting the evolving preferences of consumers, particularly within the context of decreasing alcohol consumption.

The botanical terpenes BUUZ® blend, examined in this study, amplifies the potential of terpenes to interact synergistically with various essential biological systems, presenting a promising approach toward the innovation and further development of functional wellness beverages.

What Is Next In Our Pipeline?

Eybna continuously expands its knowledge regarding the nature of phytochemicals, and their ability to activate specific biological systems in our body and enhance holistic human wellness and specific desired functionalities.

Together with Gat Foods we commit to continuous innovation and creation of novel functional beverages and developing a new category of socially uplifting beverages Based on nature, science, and evidence-based wellness.

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