CLOVE ORIGIN LTD

Rooted in *Tradition*

Crafted for modern wellness.
A premium botanical wellness water.

BUSINESS PROPOSAL

Clove Origin™ is a trademark of Clove Origin Ltd. All rights reserved.

Executive Summary & Founder Statement

Executive Summary

Clove Origin™ is a premium botanical hydration beverage brand designed to deliver natural wellness-inspired drinking water through clove infusion technology. The brand operates within the growing functional lifestyle hydration market, where consumer demand is shifting toward natural, plant-inspired beverage options. Clove Origin™ is positioned as a modern commercial wellness drink concept rooted in traditional botanical heritage. The product is intended for everyday consumption, supporting lifestyle hydration preferences in the UK and international markets. The brand strategy focuses on scalable distribution, licensing partnership opportunities, and long-term intellectual property value development. Clove Origin™ is aligned with contemporary consumer interest in natural ingredient beverages while maintaining compliance with UK food and beverage regulatory standards.

Founder Statement

Clove Origin™ was established with the vision of combining natural botanical inspiration with modern hydration lifestyle needs. The brand reflects the historical cultural significance of clove as a valued aromatic botanical ingredient traditionally associated with natural wellness practices. Clove Origin™ aims to provide a premium quality clove-infused drinking experience designed for everyday hydration. Our objective is to build a trusted wellness beverage brand that supports responsible manufacturing, consumer education, and sustainable commercial partnerships. The long-term ambition of Clove Origin™ is to establish a recognised natural hydration brand suitable for UK retail distribution and licensing opportunities.

Mission Statement

To provide high-quality botanical hydration water inspired by natural clove infusion, supporting everyday wellness through accessible premium beverage innovation. Clove Origin™ is committed to responsible production standards, consumer education, and sustainable commercial development within the modern functional beverage market.

Vision Statement

To establish Clove Origin™ as a recognised natural wellness hydration brand within the UK and international markets. The long-term vision is to build a trusted botanical beverage platform suitable for retail distribution, licensing partnerships, and global market expansion.

Market Opportunity

The global demand for functional and wellness beverages continues to grow as consumers increasingly seek natural ingredients and healthier alternatives. Clove Origin is positioned to enter this emerging space with a distinctive clove-infused water concept, supported by strong branding, intellectual property protection, and scalable licensing opportunities.

Brand Ethos

CLOVE ORIGIN™ IS BUILT UPON THREE CORE PRINCIPLES:

Heritage

- Clove has played an important role in global culinary and wellness traditions for centuries.

Science

- Modern research continues to explore the unique natural compounds found in cloves, supporting growing interest in botanical ingredients.

Culture

- Clove Origin™ celebrates cultural heritage while presenting it through a contemporary lifestyle brand.

Together, these pillars create a powerful and authentic brand identity with global relevance.

Clove *Origin*™

Clove Infused Water

Investment & Partnership Pitch

The Opportunity

The global bottled water and functional beverage market is undergoing a major shift toward **natural, clean-label, wellness-focused hydration.** Consumers are actively rejecting sugar, artificial ingredients, and synthetic "vitamin" drinks, yet still want products that deliver real functional benefits.

There is currently **no global brand** offering a **botanical-infused functional water** built on a culturally authentic, scientifically validated ingredient.

Clove Origin Ltd is creating this category.

The Product

Clove Origin™ is a premium clove-infused bottled water designed for everyday consumption.

IT PROVIDES:

- Clean hydration.
- Subtle botanical flavour.
- Natural antioxidant and digestive support.
- Zero sugar, zero calories, zero artificial ingredients.

It is produced by infusing clove into purified water using a controlled, safety-compliant botanical infusion process.

THIS POSITIONS CLOVE ORIGIN™ BETWEEN:

- Bottled water.
- Functional beverages.
- Natural wellness products.

Creating a new, premium hydration category.

Why Clove

Clove is one of the world's most powerful and researched botanicals.

IT NATURALLY CONTAINS:

- **Polyphenols** (antioxidants).
- **Eugenol** (a bioactive compound with anti-inflammatory and antimicrobial properties).

Clove has been used for over 2,000 years in traditional wellness systems yet remains almost completely absent from modern functional beverages.

Clove Origin Ltd owns this white space.

Brand Positioning

CLOVE ORIGIN™ IS POSITIONED AS:

- Premium.
- Clean label.
- Functional.
- Culturally authentic.
- Science-supported.

IT APPEALS TO:

- Health-conscious consumers.
- Wellness and spa markets.
- Premium retail.
- Hospitality, travel and lifestyle channels.

Business Model

Clove Origin Ltd operates as a brand (Clove Origin™) and formulation licensing platform.

THE COMPANY OWNS:

- The trademark.
- The formulation standard.
- Manufacturing and quality protocols.
- Brand guidelines.

Licensed manufacturers produce and distribute the product.

PAYING:

- Upfront licence fees.
- Ongoing royalties based on **gross wholesale revenue.**

THIS MODEL DELIVERS:

- High margins.
- Low capital risk.
- Global scalability.

Why Invest

CLOVE ORIGIN LTD OFFERS INVESTORS:

- First-mover advantage in a new beverage category.
- Scalable recurring royalty income.
- Global brand potential.
- Intellectual property ownership.

THIS FOLLOWS THE SAME PATTERN THAT BUILT:

- Coconut water.
- Kombucha.
- Vitamin water.

Vision

"Clove Origin™ aims to become the world's leading botanical water brand - a global name representing natural wellness, cultural heritage, premium simplicity & everyday health."

ASMA ALI, FOUNDER

Product Potential Report

1. Market Overview

1.1 UK Beverage Market

- The UK non-alcoholic beverage market is valued at over **£20 billion** annually.
- Growth drivers include **wellness, functional beverages, and heritage-inspired products.**
- Consumers increasingly seek **clean-label, natural, and culturally authentic beverages.**

1.2 Wellness & Functional Beverage Segment

- The UK functional water and wellness drinks sector is growing at **5-7% CAGR.**
- Drivers: demand for **daily wellness, natural ingredients, and low/no sugar products.**
- Clove as a botanical aligns with consumer interest in **heritage and botanical wellness.**

2. Product Differentiation

Clove Origin™ differentiates itself through: - **Single botanical focus** (clove) - **Clean, minimal formulation** (no sugar, no artificial additives) - **Premium branding - elegant packaging** (glass apothecary or clear spirit-style bottles) - **Scalable licensing model** for manufacturing and distribution.

These differentiators make it stand out against mass-market beverages and trend-driven wellness drinks.

3. Target Consumer Segments

- **Wellness Enthusiasts.**
- **Age 18-80, health conscious, lifestyle driven.**
- **Premium Beverage Consumers.**
- **Interested in quality, presentation, and brand story.**
- **Cultural & Heritage Seekers.**
- **Consumers interested in authentic, traditional botanical ingredients.**
- **Retail & Hospitality Buyers.**
- **Specialty stores, high-end cafés, spas, and boutique hotels.**

4. Market Opportunities

- Browing demand for **botanical beverages.**
- Opportunity to **educate consumers** about clove and its traditional uses.
- **Premium positioning** allows for strong margins.
- **Licensing model** reduces capital expenditure for scale.

5. Competitive Landscape

- Existing functional waters often focus on fruit or exotic botanicals.
- Few focus on heritage spices like clove.
- Premium spirits-style bottles for water are rare, allowing **distinct shelf presence.**

6. Revenue & Licensing Model

- Brand operates on a **licensing model with 7-10% of gross wholesale revenue.**
- Scalable across **UK territories and retail channels.**

REVENUE STREAMS:

- Direct manufacturing & distribution (founder-led).
- Licensed manufacturing & distribution.
- Potential co-branding and partnerships.

7. Packaging & Product Potential

- **Glass bottles:** premium, apothecary or spirit-style silhouette, cork stopper.
- **Plastic bottles (PET)**: clean, heritage-inspired, tamper-evident.
- **Sizes:** 330ml, 500ml.

8. Strategic Growth Potential

- **UK Market Entry:** high-value retailers, wellness stores, boutique hotels
- **Brand Awareness Campaigns:** storytelling, heritage positioning, influencer engagement
- **Long-Term Extension:** botanical range, non-water formats, global expansion
- **Key growth indicators:** - Increasing consumer interest in clean-label, natural beverages - Rise in premium wellness beverage consumption - Clove Origin and storytelling as a differentiator in crowded markets.

9. Risks & Mitigation

- **Regulatory Compliance:** mitigated via manufacturing compliance packs and brand audits.
- **Market Adoption:** mitigated via storytelling, premium packaging, and education.
- **Competition:** mitigated via unique heritage focus and brand consistency.

10. Conclusion

Clove Origin™ presents a compelling market opportunity as a premium, wellness focused beverage in the UK. Its unique proposition, combined with a controlled licensing and manufacturing model, positions the brand for sustainable growth and strong investor appeal.

Brand & Product Overview

This Brand & Product Overview Pack is designed for **licensees, manufacturers, investors, and customers.** It explains what Clove Origin™ is, why it exists, how it operates commercially in the UK, and how all stakeholders align with the brand.

1. Brand Overview

What is Clove Origin™?

Clove Origin™ is a UK-based premium wellness beverage brand built around **clove-infused water.** The brand draws inspiration from traditional botanical practices while being produced, marketed, and distributed within modern food and beverage regulations.

Clove Origin™ focuses on simplicity, integrity, and consistency, one heritage botanical, one clear formulation, and a refined everyday product.

Brand Positioning - Premium heritage wellness beverage - Minimal, clean ingredient philosophy Suitable for daily consumption - UK-focused launch with scalable potential.

2. Brand Story

Clove Origin™ is a botanical wellness drink rooted in heritage, inspired by tradition and crafted for modern life.

Born from the timeless value of natural botanicals, Clove Origin™ celebrates the wisdom of generations who trusted plants for daily wellbeing. Cloves have long been treasured in traditional wellness practices for their distinctive warmth, aroma and natural properties.

Today, Clove Origin™ reimagines this heritage as a modern wellness beverage, **a science supported** natural infusion designed for people who seek cleaner, smarter and more mindful hydration.

Our drink is crafted using selected cloves gently infused to preserve the natural essence of botanical compounds associated with **antioxidant, antimicrobial** and **anti-inflammatory** potential. Every bottle reflects the harmony between nature and modern science.

Clove Origin™ is more than a drink, it is a heritage inspired wellness experience, where tradition meets innovation, and natural botanical wisdom supports everyday health.

Clove Origin™ bridges the past and present, respecting tradition while meeting the expectations of today's conscious consumer.

3. Founder Story

The story of Clove Origin™ is deeply connected to vision, heritage, and a belief in natural wellness.

Asma Ali - Clove Origin™ founded Clove Origin™ with a simple but powerful purpose, to bring traditional botanical wisdom into modern daily living through a science supported natural beverage.

Growing up appreciating the cultural and historical value of natural herbs and spices, the founder was inspired by the timeless role of cloves in traditional wellness practices. This inspiration evolved into a vision to create a heritage inspired botanical drink that respects tradition while embracing modern health science.

Clove Origin™ was built on the idea that wellness should be simple, natural, and accessible. Every bottle reflects the founder's commitment to quality, authenticity, and responsible botanical sourcing. The brand is designed not just as a beverage, but as a legacy driven wellness experience that connects past knowledge with future lifestyles.

Driven by passion for heritage and modern innovation, the founder continues to shape Clove Origin™ as a global botanical wellness brand that celebrates natures intelligence.

Rooted in tradition. Crafted for modern wellness.

4. The Importance of Cloves

Cloves have a long history of traditional use and are naturally rich in aromatic compounds. In food and beverage contexts, cloves are valued for their distinctive warm, aromatic profile, their historical association with everyday wellness rituals, their natural presence in traditional diets

Important note:

Clove Origin Ltd does **not** make medicinal or therapeutic claims. Any reference to cloves relates to traditional and nutritional context only, in line with UK food and advertising regulations.

5. The Product

Clove Origin™ Clove infused Water for everyday hydration.

- Clove-infused water.
- Clean, minimal formulation.
- No added sugar.
- No caffeine.
- No artificial ingredients.

Taste Profile

Subtle, warm, lightly aromatic, designed to feel refined and calming, not overpowering.

Consumption

Designed for everyday hydration as part of a balanced lifestyle.

6. Business Model Overview

Clove Origin™ operates through a **brand ownership and licensing model,** with optional founder-led manufacturing and distribution.

The brand owner retains: - Trademark ownership - Brand governance - Product standards - Formulation guidance.

Manufacturing and distribution are delivered through licensed partners.

7. Licence Structure (UK)

Royalty Framework - Licence royalty: 7-10% of gross wholesale revenue - Rate depends on territory, volume, and scope of rights.

What the Licence Includes - Right to manufacture and/or distribute Clove Origin™ products, Use of Clove Origin™ trademark and brand assets, Approved formulation and ratio guidance, Packaging and labelling standards, Marketing and storytelling framework.

Key Licence Principles - UK-based operations (initial phase) - Strict brand consistency - Compliance with UK food regulations - Performance-based continuation.

8. Manufacturer Overview

Manufacturers working with Clove Origin™ must: - Meet UK food safety and hygiene standards follow approved clove-to-water ratios - Use approved packaging formats (glass or PET) - Maintain traceability and quality controls.

Manufacturers do not own the brand or formulation; they operate under licence or supply agreements.

9. Investor Overview

Why Clove Origin™? - Clear, focused product - Low formulation complexity - Scalable licensing model - Strong brand and IP control - Growing demand for clean, wellness-aligned beverages.

Use of Investment - Manufacturing setup or expansion - Packaging and supply chain development Brand and market entry costs - UK distribution growth.

10. Customer Overview

Clove Origin™ is for customers who: - Value simplicity and tradition - Prefer clean, honest products seek everyday wellness without exaggerated claims.

It is not a trend product; it is a lifestyle choice.

11. Vision & Future

The long-term vision is to establish Clove Origin™ as a trusted UK wellness non-alcoholic beverage brand, with the potential to expand into additional botanicals while maintaining strict brand and compliance standards.

Licence & Royalty Structure

Clove Origin™ operates under a **licensed brand model.** Manufacturers and distributors are granted the right to produce and sell Clove Origin™ products in return for a royalty paid to the brand owner.

This structure allows partners to benefit from a premium, protected wellness brand while the brand owner retains control of quality, positioning, and long-term value.

Royalty Rate

Licensees pay **7% to 10% of gross wholesale revenue** generated from all Clove Origin™ products.

GROSS WHOLESALE REVENUE MEANS:

— The full amount invoiced to retailers or distributors before any deductions, excluding VAT.

THIS INCLUDES ALL FORMATS, INCLUDING:

— 330ml bottles.
— 500ml bottles.
— Multi-packs.
— Foodservice or hospitality supply.
— Any future Clove Origin™ product extensions.

Payment Terms

ROYALTIES ARE:

— Calculated monthly.
— Paid quarterly.
— Accompanied by full sales reports.

LATE OR INACCURATE PAYMENTS MAY RESULT IN:

— Interest charges.
— Audit action.
— Suspension or termination of licence.

License Type

The licence granted is a Non-Exclusive Licence.

THIS MEANS:

— Multiple companies may license Clove Origin™.
— The brand owner may license additional partners.
— The brand owner may also operate or manufacture under the brand.

Territory

TERRITORY COVERED BY THIS LICENCE:

United Kingdom.

The licence applies only within the UK unless otherwise agreed in writing.

Licensed Product

THE LICENSED PRODUCT IS DEFINED AS:

Clove Origin™ botanical infused water.

CORE INGREDIENTS:

— Purified water.
— Clove infusion.

No additional ingredients may be used without written approval from the brand owner.

Licensee Responsibilities

THE LICENSEE IS RESPONSIBLE FOR:

— Beverage manufacturing.
— Bottling and packaging.
— Distribution and sales.
— Regulatory and food safety compliance.

All products must comply with UK food and beverage regulations.

Brand Standards

All licensees must follow the official Clove Origin Ltd Brand Standards Guide.

THIS INCLUDES:

— Bottle design.
— Label design.
— Marketing materials.
— Product description.

No modifications may be made without written approval.

Quality Control

THE BRAND OWNER RESERVES THE RIGHT TO:

— Review product samples.
— Review packaging and labelling.
— Request corrections if brand standards are not followed.

Licence Term

TYPICAL LICENCE DURATION:

— **3-5 years.**

Licenses may be renewed subject to agreement between the parties.

Intellectual Property

The licence grants usage rights only.

OWNERSHIP OF THE FOLLOWING REMAINS WITH THE BRAND OWNER:

— Clove Origin™ trademark.
— Brand narrative.
— Bottle design.
— Marketing assets.

Termination

THE LICENCE MAY BE TERMINATED IF:

— Royalty payments are not made.
— Brand standards are violated.
— Product quality is compromised.
— Contract terms are breached.

What the Royalty Covers

THE ROYALTY GRANTS THE LICENSEE:

— Right to use the Clove Origin™ brand.
— Access to approved formulations and infusion standards.
— Packaging and design rights.
— Ongoing brand protection and development.

What the Licensee Does Not Own

THE LICENSEE DOES NOT ACQUIRE ANY OWNERSHIP IN:

— The Clove Origin™ trademark.
— The brand or story.
— The formulation or infusion standards.
— Any future Clove Origin Ltd products.

All rights remain with the brand owner.

Audit & Verification Rights

TO PROTECT THE INTEGRITY OF THE BRAND AND ALL STAKEHOLDERS:

— Clove Origin Ltd reserves the right to audit sales records.
— Manufacturing volumes may be verified.
— Retail and distributor invoices may be inspected.

This ensures fair and transparent royalty reporting.

Financial Projections & Revenue Modelling

This document provides **financial projections and revenue modelling** for Clove Origin Ltd, focusing on UK operations. It is intended for **investors, licensees, and strategic partners** to demonstrate commercial viability.

1. Revenue Streams

CLOVE ORIGIN LTD REVENUE COMES FROM:

— Founder-led operations.
— Wholesale and retail sales.

1.2 License Fees

— **7-10%** of gross wholesale revenue from licensed manufacturers.

1.3 Potential Co-Branding / Partnerships

— Limited edition collaborations Specialty retail campaigns.

2. Projected UK Sales by Format (Annual)

FORMAT	UNITS (YEAR 1)	AVG. WHSLE PRICE (£)	REVENUE (£)
Glass 330ml	100,000	2.50	250,000
Glass 500ml	50,000	3.50	175,000
PET 330ml	150,000	1.80	270,000
PET 500ml	75,000	2.50	187,500
TOTAL	375,000	-	882,500

Note: These are baseline projections for Year 1, scalable with market penetration.

3. Licensing Revenue Projections

ASSUMING 7-10% OF GROSS WHOLESALE REVENUE FROM LICENSED PARTNERS:

SCENARIO	GROSS WHSLE REV (£)	ROYALTY RATE	LICENSING REV (£)
Conservative	500,000	7%	35,000
Base	750,000	8%	60,000
Optimistic	1,000,000	10%	100,000

4. Manufacturing & Operating Costs

COST CATEGORY	ESTIMATED ANNUAL (£)
Ingredients & Raw Materials	120,000
Bottling & Packaging	150,000
Labour & Staff	100,000
Distribution & Logistics	80,000
Marketing & Promotion	60,000
Compliance & Audits	20,000
TOTAL	530,000

5. Gross and Net Margin Estimates

- **Gross Revenue:** £882,500 (Year 1 baseline).
- **Total Costs:** £530,000.
- **Gross Profit:** £352,500.
- **Net Margin:** ~40% (before tax, interest, and additional investment costs).

6. Break-Even Analysis

- **Break-even Revenue:** Total Fixed & Variable Costs / Contribution Margin.
- **Approximate break-even:** £530,000 in gross wholesale revenue.
- **This equates to selling:** ~250,000 bottles across all formats.

7. Growth Scenarios (3-Year Outlook)

YEAR	UNITS SOLD	REVENUE (£)	LICENSING REV (£)	NOTES
1	375,000	882,500	60,000	Base launch scenario.
2	500,000	1,175,000	80,000	Market expansion, new retailers.
3	650,000	1,527,500	110,000	Expanded licensees, premium lines.

8. Key Financial Insights

- Clove Origin Ltd demonstrates **strong margin potential** due to low formulation complexity and premium pricing.
- Licensing provides **scalable, low-capex revenue streams.**
- Break-even achievable within Year 1 under base scenario.
- Clear potential for **profit growth through additional formats, limited editions, and market expansion.**

Strategic Partnership & Investment

Clove Origin™ - A New Category in Botanical Wellness Beverages

Clove Origin™ is a United Kingdom wellness beverage brand built around one of the world's most historically valued botanicals - **clove.**

For centuries, clove has been used across cultures for its distinctive flavour and natural wellness properties. Clove Origin™ reintroduces this remarkable ingredient in a refined, modern beverage designed for today's health-conscious global consumer.

Rooted in tradition and guided by modern science, Clove Origin™ represents the next evolution of **botanical hydration.**

Tagline

Rooted in tradition. Crafted for modern wellness.

Market Opportunity

Consumer demand for natural, plant-based, and functional beverages is growing rapidly worldwide. Modern consumers are increasingly seeking products that combine **heritage ingredients with credible wellness benefits.**

CLOVE ORIGIN™ SITS AT THE INTERSECTION OF SEVERAL HIGH-GROWTH MARKETS:

- Botanical beverages
- Functional wellness drinks
- Natural lifestyle brands
- Premium hydration products

This convergence creates a powerful opportunity to establish Clove Origin™ as a distinctive category leader.

The Brand Advantage

Clove Origin™ is more than a drink.

IT IS A **BRAND PLATFORM** BUILT ON THREE CORE PILLARS:

- **Heritage** - Clove has played an important role in global culinary and wellness traditions for centuries.
- **Science** - Modern research continues to explore the unique natural compounds found in cloves, supporting growing interest in botanical ingredients.
- **Culture -** Clove Origin™ celebrates cultural heritage while presenting it through a contemporary lifestyle brand. Together, these pillars create a powerful and authentic brand identity with global relevance.

Scalable Global Growth

Clove Origin™ has been designed from the beginning as a **scalable international brand.**

Growth will be achieved through strategic partnerships, licensing, and regional distribution networks, enabling rapid expansion while maintaining brand integrity.

EXPANSION OPPORTUNITIES INCLUDE:

- International beverage manufacturing
- Retail distribution partnerships
- Hospitality and wellness sector partnerships
- Strategic investment partnerships
- Regional brand licensing

Licensing Model

Clove Origin™ operates a strategic licensing model that enables qualified partners to bring the brand to new markets while maintaining quality and consistency.

TYPICAL LICENSING STRUCTURE:

- **7-10% royalty on gross sales**

PARTNERS RECEIVE ACCESS TO:

- The Clove Origin™ brand
- Product concept and formulation guidance
- Brand narrative and positioning
- Marketing framework
- Global brand strategy

Long-Term Vision

Clove Origin™ is positioned to grow into a **global botanical wellness brand,** expanding beyond its initial beverage offering into a broader ecosystem of natural wellness products.

FUTURE OPPORTUNITIES MAY INCLUDE:

- Botanical wellness drink ranges
- Herbal infusion beverages
- Functional botanical formulations
- Premium wellness lifestyle products

Our vision is to establish Clove Origin™ as a globally recognised brand in botanical hydration and modern wellness culture.

Founder Statement

"Clove Origin™ was created to reconnect modern life with the power of natural botanical heritage. By combining cultural tradition, scientific curiosity, and contemporary design, we are building a brand that honours the past while shaping the future of wellness."

ASMA ALI, FOUNDER

Strategic Partnerships & Investment

Clove Origin™ welcomes discussions with investors, distributors, and licensing partners interested in participating in the brand's international growth.

Partnership opportunities are available across manufacturing, distribution, licensing, and strategic investment.

Consumer Education - Clove-Infused Everyday Beverage

What is a Clove-Infused Beverage?

Clove Origin™ is a gently infused drinking water made with **natural whole cloves,** using a carefully controlled, low-dose infusion designed for **daily enjoyment.**

Rather than using extracts or oils, Clove Origin™ uses the traditional method of **whole-clove infusion,** allowing beneficial plant compounds to slowly and naturally release into the water creating a subtle flavour and wellness-supporting drink that fits into everyday life.

This mirrors how cloves have historically been consumed for centuries - not as medicine, but as part of daily food and drink.

Why Cloves in Drinking Water?

Cloves contain naturally occurring plant compounds especially **eugenol, polyphenols and flavonoids** that are widely studied for their protective and wellness-supporting properties.

Infusing whole cloves into water at a low, food-safe level.

CLOVE ORIGIN™ DELIVERS:

- Light antioxidant support
- Gentle digestive comfort
- Subtle antimicrobial and freshness effects
- A warm, clean, naturally aromatic taste
- All without sugar, caffeine, artificial flavourings or chemicals.

How Clove Infusion Supports Everyday Wellness

Antioxidant Support

Cloves are among the most antioxidant-rich spices in the world. These antioxidants help neutralise free radicals that build up through stress, pollution, and normal metabolism.

In an everyday beverage, this means - a gentle daily contribution to cellular protection and vitality.

Inflammation Balance

The natural compounds in cloves have been shown in scientific research to support healthy inflammatory responses.

In a low-dose infusion, this supports, general comfort, joint mobility, and long-term wellness when consumed regularly.

Natural Purity & Freshness

Cloves have natural antimicrobial properties; one reason they have been used historically to preserve food and freshen breath.

IN A CLOVE-INFUSED DRINK, THIS HELPS:

- Maintain freshness
- Support oral hygiene
- Provide a clean, crisp mouthfeel

Digestive Comfort

Cloves have been traditionally used to support digestion, helping reduce bloating, gas and stomach discomfort.

In an everyday beverage, this means - a soothing, stomach-friendly drink that can be enjoyed with or after meals.

Why Infusion is Different from Extracts or Oils

Clove Origin™ does not use clove essential oil, powders, or pharmaceutical-strength extracts.

INSTEAD, IT USES WHOLE-CLOVE WATER INFUSION, WHICH:

- Releases beneficial compounds slowly
- Prevents overdosing
- Preserves natural balance
- Matches traditional dietary use
- Is safe for daily hydration

This makes Clove Origin™ suitable for regular daily consumption, just like tea, herbal water or mineral water.

A Wellness Drink - Not a Medicine

Clove Origin ™ is not a drug, supplement or treatment.

It is a **functional hydration beverage** designed to support wellness gently and naturally.

Who is Clove Origin™ For?

- People who want a natural alternative to flavoured water
- Those reducing sugar, caffeine and additives
- Wellness-focused consumers
- People who enjoy herbal and botanical drinks
- Anyone seeking daily balance and hydration

A Wellness Drink - Not a Medicine

"Clove Origin™ is not a drug, supplement or treatment. It is a functional hydration beverage designed to support wellness gently and naturally. Think of it as a Herbal water for modern life, rooted in tradition, crafted for modern wellness."

ASMA ALI, FOUNDER

Premium Bottle Design Brief (Glass)

This design brief sets out the **visual, material, and functional requirements** for Clove Origin™ bottles. It applies to **glass bottle shape &style** and must be followed by all designers, manufacturers, and licensees to ensure a consistent premium heritage identity.

Bottle Type - Classic cylindrical Premium glass beverage bottle with rounded shoulders, short neck and aluminium screw cap closure

1. Overall Design Philosophy

The Clove Origin™ bottle must communicate - traditional and authenticity - Premium simplicity - Calm, refined wellness - Trust and quality

The design should feel **timeless rather than trendy,** inspired by traditional apothecary classic cylindrical bottles, while remaining suitable for modern retail and everyday consumption.

2. Glass Bottle Design Brief (Primary Premium Format)

2.1 Bottle Style name

- Classic Cylindrical Botanical Beverage Bottle.

2.2 Design Category

- Premium wellness beverage/botanical infusion packaging.

2.3 Shape Profile

- Straight Cylindrical body.
- Rounded shoulders.
- Short narrow neck.
- Thick glass base for stability and premium weight.

2.3 Material

- High clarity food-grade glass.
- Designed to showcase the natural colour of the infusion.

2.4 Closure / Cap

- Aluminium screw cap.
- Gold finish.
- Tamper evident seal recommended.

2.4 Bottle Sizes (Glass)

- 330ml.
- 500ml.

3. Label Area

- Full wrap or front panel label.
- Suitable for botanical illustration and heritage brand.

4. Brand Positioning

- Botanical wellness beverage.
- Heritage inspired formulation.
- Premium functional hydration.

5. Approved Design Directions

5.1. Heritage Botanical Direction

- Botanical plant illustrations.
- Soft cream/natural paper label.
- Vintage apothecary aesthetic.
- Communicates tradition and origin.

5.2 Scientific Wellness Direction

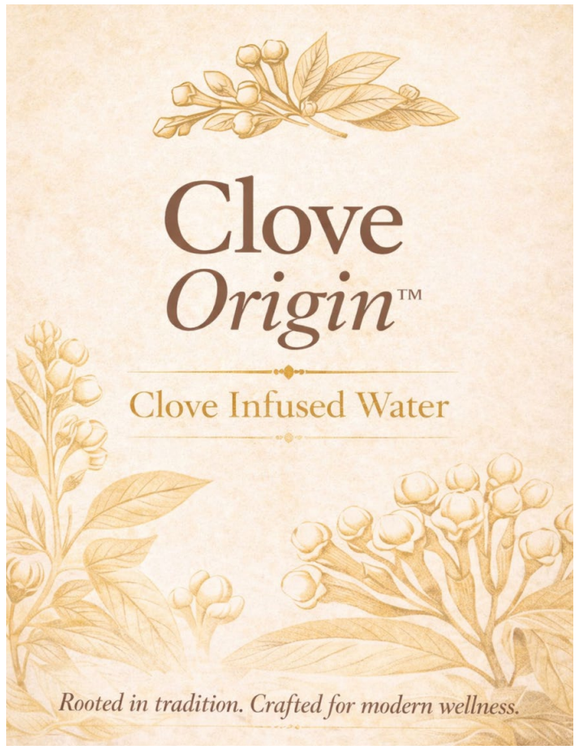
- Clean typography.
- Minimal design.
- Subtle botanical iconography.
- Communicates Science and functional health.

5.3 Premium Modern Botanical Direction

- Elegant serif typography.
- Gold accents.
- Minimal botanical graphics.
- Communicates luxury wellness drink.

Brand & Trademark Usage Rules

This Brand & Trademark Usage Rules defines how **Clove Origin™** may be used by **licensees, manufacturers, distributors, investors, and partners.** It protects brand integrity, ensures consistency, and safeguards trademark rights within the UK



1. Purpose of This Pack

THE PURPOSE OF THIS DOCUMENT IS TO:

- Protect the Clove Origin™ trademark
- Maintain brand consistency across all markets
- Set clear rules for authorised and unauthorised use
- Support compliant, professional brand representation.

This document applies to all parties granted permission to use the Clove Origin™ name, logo, or brand assets.

2. Trademark Ownership

- **Clove Origin™** is a protected trademark owned by Clove Origin Ltd.
- No ownership rights are transferred to licensees, manufacturers, or partners.
- All goodwill generated through use of the trademark accrues solely to the trademark owner.

Unauthorised use of the trademark is strictly prohibited.

3. Who May Use the Clove Origin™ Trademark

AUTHORISED USE IS LIMITED TO:

- Approved licensees
- Approved manufacturers (under contract)
- Approved distributors and partners.

Use is permitted only within the scope, territory, and duration defined in the relevant agreement.

4. Approved Brand Elements

ONLY OFFICIALLY APPROVED ASSETS MAY BE USED, INCLUDING:

- Clove Origin™ word mark - Clove Origin™ logo(s)
- Approved taglines *(e.g. Rooted in tradition. Crafted for modern wellness)*
- Approved packaging designs
- Approved brand colours, fonts, and layouts

No alternative versions may be created without written approval.

5. Logo Usage Rules

- Logos must not be altered, stretched, cropped, recoloured, or redesigned.
- Logos must always be clear, legible, and proportionate.
- Adequate clear space must be maintained around the logo.
- Logos must not be placed on inappropriate, low-quality, or misleading materials.

The logo must always represent a premium and tradition-aligned brand image.

6. Naming & Wording Rules

- The brand must always be referred to as Clove Origin™ (including ™ where applicable).
- No abbreviations, nicknames, or alternative brand names are permitted.
- The brand name must not be combined with other product or company names without approval.

Example of correct use - Clove Origin™ Clove-Infused Water.

7. Product & Packaging Usage

- Only approved formulations may be sold under the Clove Origin™ name.
- Packaging formats (glass or PET) must follow approved specifications.
- Labels must follow approved layouts, wording, and compliance standards.
- No additional claims, ingredients, or descriptors may be added without approval.

8. Marketing & Communications Rules

ALL MARKETING MUST:

- Be honest, accurate, and compliant with UK advertising standards
- Avoid medicinal, therapeutic, or exaggerated health claims
- Reflect heritage, simplicity, and premium quality Use only approved brand messaging and tone.

Prohibited content includes - Medical or treatment claims - Misleading wellness statements - Comparisons implying medical superiority.

9. Digital & Online Use

- Websites, social media, and digital ads must be approved prior to launch.
- Domain names containing "Clove Origin" require written permission.
- Social media handles must align with approved brand naming.

No third-party marketplaces or platforms may be used without approval.

10. Quality Control & Brand Audits

THE BRAND OWNER RESERVES THE RIGHT TO:

- Inspect product quality and packaging
- Review marketing materials
- Conduct periodic brand audits.

Failure to meet brand standards may result in corrective action or termination of rights.

11. Misuse & Enforcement

MISUSE OF THE CLOVE ORIGIN™ TRADEMARK INCLUDES:

- Unauthorised use
- Alteration of brand assets non-compliant marketing
- Use outside agreed territory or scope.

Such misuse may result in - Immediate cease-and-desist notices - Suspension or termination of licences - Legal enforcement where necessary.

12. Termination & Post-Termination Use

UPON TERMINATION OR EXPIRY OF ANY AGREEMENT:

- All use of the Clove Origin™ trademark must cease immediately
- All branded materials must be destroyed or returned
- No ongoing association may be implied.

13. Governing Law

This Brand & Trademark Usage Rules Pack is governed by the laws of **England and Wales.**

Manufacturing Compliance (UK)

This Manufacturing Compliance Pack sets out the **mandatory standards, controls, and responsibilities** for all manufacturers producing Clove Origin™ products in the United Kingdom. It ensures product safety, regulatory compliance, brand integrity, and consistent quality.

This document applies to all **approved manufacturers,** whether operating under licence or contract.

1. Purpose of the Manufacturing Compliance

THE PURPOSE OF THIS IS TO:

- Ensure compliance with UK food and beverage regulations
- Protect consumer safety
- Maintain consistent product quality
- Protect the Clove Origin™ brand and trademark
- Clearly define manufacturer responsibilities.

Compliance with this pack is mandatory and forms part of all manufacturing and supply agreements.

2. Regulatory Framework (UK)

MANUFACTURERS MUST COMPLY WITH ALL APPLICABLE UK LEGISLATION, INCLUDING BUT NOT LIMITED TO:

- Food Safety Act 1990.
- UK Food Information Regulations (retained EU FIC).
- General Food Law (retained EU Regulation 178/2002).
- Food Hygiene Regulations.
- HACCP requirements.
- Trading Standards and Environmental Health requirements.

Manufacturers are responsible for keeping up to date with regulatory changes.

3. Product Classification

- Clove Origin™ is a botanical **beverage clove infused drink.**
- It is **not** a medicine, supplement, or functional health product.
- No medicinal or therapeutic positioning is permitted.

All processes must reflect its classification as a daily consumption beverage.

4. Approved Product Formulation

4.1 Core Ingredients

- Potable water (meeting UK drinking water standards).
- Food-grade cloves.

No additional ingredients may be added without written approval from the brand owner.

4.2 Approved Ratio Guidance

Manufacturers must follow the approved clove-to-water ratio provided separately by Clove Origin Ltd.

- **No** deviation is permitted.
- **No** concentration or extraction beyond approved method.

4.3 Processing Method

- Infusion only (no extracts, oils, or concentrates).
- **No** chemical processing.
- **No** fermentation.

5. Ingredient Sourcing & Traceability

MANUFACTURERS MUST:

- Source food-grade cloves from approved suppliers.
- Maintain certificates of analysis where applicable.
- Ensure full batch traceability.
- Retain records in line with UK requirements.
- All raw materials must be traceable from supplier to finished product.

6. Food Safety & Hygiene Requirements

MANUFACTURERS MUST:

- Operate under a documented HACCP plan
- always Maintain high hygiene standards
- Ensure staff are trained in food safety
- Prevent cross-contamination
- Maintain pest control and sanitation records.

Environmental Health inspections must be passed and documented.

7. Quality Control & Testing

7.1 Batch Control

- Each production batch must be uniquely identifiable.
- Batch records must be retained.
- Production logs must be available for audit.

7.2 Testing

MANUFACTURERS MUST CONDUCT APPROPRIATE TESTING, INCLUDING:

- Microbiological safety testing
- Shelf-life validation
- Packaging integrity testing.

Testing frequency must meet regulatory and commercial standards.

8. Packaging Compliance

MANUFACTURERS MUST:

- Use only approved glass or PET bottles
- Use approved closures (cork stopper for glass; tamper-evident cap for PET)
- Ensure packaging is food-grade and compliant
- Follow the Clove Origin™ Bottle Design Brief.

No alternative packaging formats may be used without approval.

9. Labelling & Claims Control

ALL LABELS MUST:

- Comply with UK food labelling regulations.
- Use approved wording only.
- Avoid health, medicinal, or therapeutic claims - Include required allergen and ingredient information.
- All label artwork must be approved prior to print.

10. Shelf Life & Storage

MANUFACTURERS MUST:

- Establish and validate shelf life.
- Store products in clean, temperature-controlled environments.
- Follow FIFO (First In, First Out) principles.
- Shelf-life claims must be evidence-based.

11. Audits & Inspections

THE BRAND OWNER RESERVES THE RIGHT TO:

- Conduct site audits (with reasonable notice)
- Review compliance documentation
- Request corrective action plans

Failure to cooperate may result in suspension or termination.

12. Non-Conformance & Corrective Action

MANUFACTURERS MUST:

- Report any deviations immediately.
- Quarantine affected stock.
- Implement corrective actions promptly.

Serious or repeated non-compliance may result in termination of manufacturing rights.

13. Product Recall & Incident Management

MANUFACTURERS MUST HAVE:

- A documented product recall procedure.
- Traceability systems enabling rapid recall.
- Immediate notification obligations to Clove Origin™.
- All recalls must comply with UK authority requirements.

14. Confidentiality & IP Protection

MANUFACTURERS MUST:

- Protect confidential formulation and process information.
- Not disclose or reuse Clove Origin™ IP.
- Comply with all NDA and IP clauses.

15. Governing Law

This Manufacturing Compliance Pack is governed by the laws of **England and Wales.**

Manufacturer Audit & Inspection Rights

This document outlines the **audit and inspection rights of Clove Origin Ltd** over all approved manufacturers. It ensures **compliance, quality control, and brand integrity** while protecting the trademark and licensed product standards.

Applicable to all **manufacturers producing Clove Origin Ltd products under licence or contract** in the United Kingdom.

1. Purpose

The purpose of this pack is to: - Ensure consistent product quality and safety - Verify compliance with UK food and beverage regulations - Protect Clove Origin™ brand standards and trademark - Enable corrective actions and continuous improvement

2. Audit Rights

CLOVE ORIGIN™ RESERVES THE RIGHT TO:

- Scheduled Audits.
- Conduct regular inspections with reasonable notice.
- Review processes, records, and documentation.
- Assess adherence to approved formulation, packaging, and labelling.
- Unscheduled / Spot Audits.
- Perform audits at any reasonable time to verify compliance.
- Ensure manufacturer practices align with brand requirements.
- Third-Party Audits.
- Engage independent auditors to verify compliance.
- Manufacturers must cooperate fully with external auditors.

3. Scope of Audits

AUDITS MAY COVER BUT ARE NOT LIMITED TO:

- Facility hygiene, cleanliness, and food safety.
- Staff training and hygiene practices.
- Production processes and batch records.
- Ingredient sourcing, certificates of analysis, and traceability.
- Packaging materials, closures, and labelling compliance.
- Storage, handling, and logistics practices.
- Non-conformance and corrective action logs.
- Product recall procedures.

4. Documentation & Record Access

MANUFACTURERS MUST MAINTAIN AND PROVIDE ACCESS TO:

- Batch production records.
- HACCP plans and logs.
- Certificates of analysis for ingredients.
- Quality control and testing reports.
- Labelling and packaging approvals.
- Incident, deviation, and corrective action records.
- All documents must be legible, current, and accurate.

5. Corrective Action Rights

IF NON-COMPLIANCE IS IDENTIFIED, CLOVE ORIGIN LTD RESERVES THE RIGHT TO:

- Issue a **Corrective Action Request (CAR).**
- Set deadlines for compliance remediation.
- Suspend or halt production until corrective actions are completed.
- Require retraining or process changes as needed.

6. Enforcement Rights

PERSISTENT OR SERIOUS NON-COMPLIANCE MAY RESULT IN:

- Suspension or termination of the manufacturing licence.
- Prohibition from producing or distributing Clove Origin Ltd products.
- Legal enforcement of trademark and contractual rights.

7. Confidentiality & IP Protection During Audits

- All audits are confidential and proprietary information must be protected.
- Manufacturers must not disclose Clove Origin Ltd IP or proprietary processes.
- Non-disclosure agreements (NDA) always remain in force.

8. Notification & Cooperation Requirements

MANUFACTURERS MUST:

- Provide reasonable notice for scheduled audits.
- Allow access to personnel, systems, and facilities.
- Cooperate fully and transparently during inspections.
- Respond promptly to audit findings and CARs.

9. Governing Law

This Manufacturer Audit & Inspection Rights Pack is governed by the laws of **England and Wales.**

Brand Expansion Vision

Clove Origin™ is not designed to be a single beverage.

It is designed to become a **Premium water wellness brand platform** built around natural, functional botanicals.

Clove is only the beginning.

Phase One - Clove Infused Water

THE FOUNDATION PRODUCT ESTABLISHES:

- Brand identity.
- Consumer trust.
- Retail presence.
- Wellness positioning.

This creates a premium, recognisable base in the UK market.

Phase Two - Botanical Expansion

ONCE ESTABLISHED, CLOVE ORIGIN™ CAN EXPAND INTO:

- Clove & Ginger infused water.
- Clove & Orange infused water.
- Clove & Lemon infused water.
- Cinnamon-infused water.
- Cardamom-infused water.

All under the same natural and traditional wellness identity.

Phase Three - Product Range Growth

THE BRAND MAY EXTEND INTO:

- Ready-to-drink wellness blends.
- Detox and digestion waters.
- Premium hospitality formats.
- Functional health drinks.

Each extension increases the value of the trademark and royalty stream.

Phase Four - International Licensing

AFTER THE UK MODEL IS PROVEN, CLOVE ORIGIN™ CAN BE:

- Licensed country-by-country.
- Scaled globally.

Each territory becomes a new royalty income stream for the brand.

Q&A

This Q&A section presents **Clove Origin Ltd** through a **premium, commercially robust,** and **tradition-led** lens. It is designed for investors, licensees, manufacturers, customers, and partners who value clarity, integrity, and long-term brand value.

1. Brand Overview (All Stakeholders)

Q: What is Clove Origin™?

Clove Origin™ is a premium botanical wellness beverage brand centred on clove-infused water. It draws inspiration from traditional botanical practices while being produced to modern food, safety, and regulatory standards.

Q: What defines the Clove Origin™ brand?

CLOVE ORIGIN™ IS DEFINED BY:

- A singular botanical focus (clove)
- Minimal, clean formulation.
- Refined, understated flavour.
- Tradition, Heritage storytelling with modern relevance.
- A scalable, controlled licensing model.

Q: Is Clove Origin™ a medicinal product?

No. Clove Origin™ is a **daily consumption beverage.** It makes no medicinal or therapeutic claims and is positioned strictly within food and beverage regulations.

2. Investor

Q: What is the business model?

Clove Origin Ltd operates as a **brand-owned, licence-led business,** with the option for founder-led manufacturing and distribution.

REVENUE IS GENERATED THROUGH:

- Brand licensing fees.
- Manufacturing margins (where applicable).
- Distribution and wholesale partnerships.
- Long-term brand equity growth.

Q: Why is this an attractive investment?

- Low formulation complexity.
- Clear brand differentiation.
- Controlled scalability.
- Growing demand for clean, wellness-aligned beverages.
- Strong intellectual property foundation.

Q: How will investment be used?

INVESTMENT SUPPORTS:

- Manufacturing setup or expansion.
- Packaging and supply chain optimisation Brand development and marketing.
- Initial UK market expansion.

Q: What stage is the business at?

Clove Origin Ltd is at an **early commercial stage,** with brand assets, formulation guidance, and compliance frameworks established for structured rollout.

3. Licensee

Q: What does a Clove Origin Ltd licence provide?

A licence grants the right to manufacture and/or distribute Clove Origin™ products within an agreed territory, using the trademark, formulation guidance, and brand systems.

Q: What support is provided to licensees?

LICENSEES RECEIVE:

- Trademark usage rights.
- Formulation and ratio guidance.
- Packaging and labelling standards.
- Brand narrative and marketing framework.
- Ongoing brand governance.

Q: Can licensees adapt the product or branding?

No. Product integrity and brand consistency are essential. All variations require written approval.

Q: Is territorial exclusivity available?

Exclusivity is considered based on territory, capability, and performance metrics.

4. Manufacturer

Q: What standards must manufacturers meet?

MANUFACTURERS MUST:

- Comply with UK food safety and hygiene regulations.
- Follow approved clove-to-water ratios.
- Use approved packaging formats (glass or PET).
- Maintain full traceability and quality records.

Q: Is clove safe for everyday consumption?

Yes, when used within approved food-grade limits. Clove Origin Ltd provides clear formulation guidance aligned with safety standards.

Q: Are additives, sweeteners, or preservatives permitted?

No. Clove Origin maintains a clean, minimal ingredient profile unless formally approved.

Q: Who holds compliance responsibility?

Manufacturers are responsible for operational compliance; Clove Origin™ governs brand and formulation integrity.

5. Customer

Q: What is Clove Origin™ water?

Clove Origin ™ is a refined clove-infused water inspired by traditional botanical use and created for modern, everyday hydration.

Q: How does it taste?

The flavour is subtle, warm, and aromatic, designed to feel calming and premium rather than strong or overpowering.

Q: Can it be enjoyed daily?

Yes. It is designed for regular consumption as part of a balanced lifestyle.

Q: What does it contain?

- No added sugar.
- No caffeine.
- No artificial ingredients.

6. Compliance & Regulatory

Q: Which regulations apply?

Clove Origin™ products comply with UK food and beverage regulations, including food safety, labelling, and advertising standards.

Q: Are health or wellness claims made?

No, medicinal claims are made. All communication remains compliant, factual, and brand-appropriate.

Q: How is the trademark protected?

Clove Origin™ is a protected trademark. All use is governed by licence agreements.

7. Strategic Vision

Q: What is the long-term vision for Clove Origin™?

To build a trusted, premium botanical wellness beverage brand with strong cultural roots and modern commercial strength.

Q: Will the brand expand beyond clove water?

Future extensions may include additional heritage botanicals, introduced carefully and in line with brand values and compliance.

CLOVE ORIGIN LTD - ROOTED IN TRADITION, CRAFTED FOR MODERN WELLNESS

Contact Details

Clove Origin Ltd | Birkenhead | Wirral | United Kingdom

e. info@cloveorigin.com **t.** 07487 433801 **w.** www.cloveorigin.com

Business Enquires & Partnerships

For licensing, distribution, and strategic Partnerships, please contact us directly via email.

Registered in England & Wales
Company No: 17093586

Asma Ali
Founder & CEO

Clove Origin™ is a trademark of Clove Origin Ltd. All rights reserved.