

CHUNK

cheers





CHUH — a matcha latte that lives somewhere between your morning coffee ritual and your afternoon vibe check.

The name itself is a little pun: part matcha, part chug. Because that's exactly what you do — crack the can open and (gulp).

So to perfectly match
the matcha vibe, we built
a small world around it.

The fox showed up first.
He became the face,
the whole emotional
heartbeat of the brand.



Nutrition Facts

1 serving per container

Serving size 12 fl oz (355mL)

Amount per serving

Calories

110

% Daily Value*

Total Fat 1.5g 2%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 35mg 2%

Total Carbohydrate 21g 8%

Dietary Fiber 2g 7%

Total Sugars 10g

Includes 10g Added Sugars 20%

Protein 2g

Vitamin D 0mcg 0%

Calcium 14mg 2%

Iron 0mg 2%

Potassium 0mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: ORGANIC OAT MILK, ORGANIC CANE SUGAR, ORGANIC CEREMONIAL GRADE MATCHA, POTASSIUM CITRATE, CARRAGEENAN, ORGANIC NATURAL BLUEBERRY FLAVOR, MONK FRUIT EXTRACT

Manufactured for CHUH, Inc. by
McManus Co-Packing 6 Schwier Rd.
South Windsor CT 06074

Made in a facility that processes tree nuts,
peanuts, milk, and wheat

REFRIGERATE AFTER OPENING

BLUEBERRY

CHUH

OAT MILK
**MATCHA
LATTE**



12 fl oz

Natural Ingredients

Non-GMO

Gluten Free

No B.S.

**Matcha
[mah-CHUH!]**

Meet the cleaner, crash-free
caffeine made with real
ingredients and creamy, sweet
energy. No grassy vibes here
— just sweet blueberry
goodness. You're drinking
CHUH now.





The whole system was designed to grow. His shirt changes with every flavor. The logo shifts too, the color palette breathes.



The fox's distinctive shirt became a real shirt.
A real needle in a haystack kind of product.
So get CHUH — and GOTCHA. Your joy will be un-matcha'd.



Thanks!

