

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. **ABBY'S ELDERBERRY**

About Us

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

40%+
YoY
Growth

Originally made to support the health of our growing family, our products are now trusted by customers seeking clean, effective immune support.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