

KARVIVA

MEDIA KIT



WHY KARVIVA, WHY NOW

Consumers are moving beyond “clean eating” toward functional nourishment — products that deliver real health benefits, not hype.

With the global functional beverage market projected to surpass \$200 billion by 2030, Karviva stands at the intersection of ancient wisdom and modern science, offering a credible, evidence-based alternative to fad-driven wellness.

As awareness of gut health, blood sugar balance, and sustainable sourcing rises, Karviva’s message, that wellness begins with balance, not restriction, has never been more relevant.



Food Is Better Medicine™



Founder

Dr. Angela Zeng, Ph.D., MBA

Headquarters

St. Louis, Missouri

Founded

2017

Product Categories

Functional wellness beverages including Detox, Immunity, Unwined, ACE Sport, Wellness, Sprouts of Hope, and the newly launched Energy Juice line.



Mission

To bridge modern nutritional science and Traditional Chinese Medicine (TCM), creating sustainable, plant-powered drinks that nourish from the inside out.

Media Features

Forbes, USA Today, Bon Appétit, Bloomberg, Bustle, MarketWatch

Awards

World Beverage Innovation Award 2025 – Best Low/No Alcohol Beverage



Founder Bio

Dr. Angela Zeng, Ph.D., MBA, is a TEDX speaker, founder, and visionary behind Karviva, a multi-award-winning functional beverage brand blending modern nutritional science with ancient Eastern wisdom.

Born into generations of traditional herbalists and trained as a food scientist and Traditional Chinese Medicine (TCM) scholar, Dr. Zeng created Karviva to bridge cultural philosophy with clinical nutrition, proving that Food is Better Medicine™.

Today, Karviva's low-sugar, plant-powered drinks are transforming how people hydrate, recover, and relax, from athletes to everyday wellness seekers.

Her scientific innovation and leadership have earned global recognition, with Karviva featured in Forbes, Bon Appétit, USA Today, Bloomberg, Yahoo Finance, and MarketWatch.

About the Brand

At Karviva, ancient wisdom meets modern wellness. Every beverage is crafted from whole plants, hydroponic sprouts, and superfruits like aronia to deliver antioxidants, prebiotic fiber, and clean energy, with no added sugar, no artificial sweeteners, and always non-GMO.

Product Collection



UNWINED

Non-alcoholic, antioxidant-rich blends that mirror fine wines for mindful relaxation.

ACE SPORT

Collagen- and electrolyte-infused beverages that boost recovery and hydration.



IMMUNITY

Vitamin-dense blends that strengthen natural defenses.



DETOX

Gentle, plant-based cleanses supporting liver function and energy balance.



Product Collection



WELLNESS

Everyday functional drinks for holistic nourishment and clarity.

SPROUTS OF HOPE

Sprouted-seed formulas promoting renewal, vitality, and longevity.



ENERGY JUICE (NEW)

Low-caffeine vitality blends with green coffee beans, ginseng, and sesame minerals for sustained focus



Brand Positioning

Karviva stands at the intersection of science and tradition. By reimagining how wellness beverages are made, from sourcing to fermentation, the brand delivers functional nutrition that supports digestion, hydration, and recovery, rooted in the philosophy that consistency, not deprivation, builds health.

Thoughts Leadership & Expertise

Dr. Angela Zeng bridges ancient wisdom and modern science to redefine functional wellness. She is available for interviews, keynotes, and expert commentary on:

- **Reframing Detox Culture: Myths About Juice Cleanses and the Rise of Sustainable Wellness.** Why the era of extreme detox is over — and how ancient Eastern principles and modern gut-health research show that true cleansing happens through nourishment, not deprivation.
- **Bridging Traditional Chinese Medicine and Western Food Science.** How TCM's centuries-old understanding of digestion and balance can inform modern nutrition.
- **The Science of Everyday Detox: Gut, Liver & Longevity.** How fiber, hydration, and phytonutrients build resilience over restriction.
- **Innovation in the Food & Beverage Industry.** How ancient farming practices and modern R&D combine to create clean-label, low-impact products.
- **The Scientist Behind the Wellness Drink Bon Appétit Called “The Pilates-Class Staple”.** A look at the innovation and cultural insight that made Karviva a national wellness favorite.
- **From TCM to the Titan 100: Building a Beverage Empire Rooted in Balance.** Dr. Zeng's journey blends Eastern philosophy, Western science, and global recognition into a purpose-driven business model.

Certifications



Science & Ingredient Integrity

Karviva's formulas reflect Dr. Zeng's background in pathology and biochemistry. Each blend supports natural liver and gut function with whole-plant ingredients like aronia berries, ginseng, and prebiotic fiber.

- Non-GMO verified ingredients
- Low-glycemic index formulations
- Supported by current studies in gut microbiota and metabolic health (Harvard Health, Mayo Clinic, PubMed citations available on request)



Food Is Better Medicine™

Sustainability & ESG Commitment

Karviva's approach to wellness extends beyond the body — it's about planetary balance too.

- **Responsible Sourcing:** Regenerative and hydroponic farming protect soil health and conserve water.
- **Eco-Conscious Packaging:** 100% recyclable bottles with low-emission production.
- **Local Production:** St. Louis-based operations reduce transport emissions and support local jobs.
- **Low-Waste Processes:** Whole-plant extractions minimize food waste and preserve nutrients.
- **Holistic Responsibility:** Ethical labor practices and transparent sourcing drive innovation toward a carbon-reduced future.



The Balance Cure

by Dr. Angela Zeng

The Balance Cure by Dr. Angela Zeng

combines Traditional Chinese Medicine with modern nutrition science to help readers achieve sustainable weight loss and better overall health.

Rather than relying on restrictive diets or quick fixes, the book reveals how individual body patterns influence metabolism, cravings, digestion, stress, and energy, offering personalised strategies to restore balance.

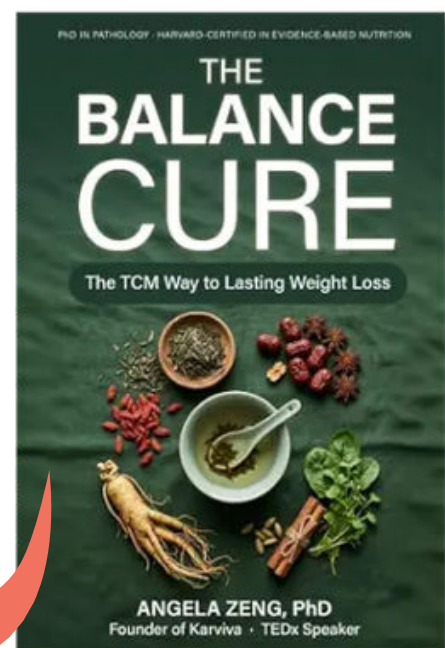
It also provides practical guidance for those using GLP-1 weight-loss medications, including tips for preserving muscle, supporting digestion, and maintaining long-term metabolic health.

Through evidence-based insights and a six-week reset plan, Dr. Zeng offers a balanced, sustainable approach to lasting wellness—helping readers work with their bodies instead of against them.

I've spent 20 years telling patients that lasting health starts with understanding your body's patterns. Dr. Zeng's Balance Cure proves that. This is TCM done right."

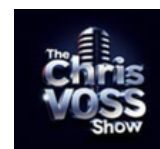
— Aimee Raupp, MS, LAc

AVAILABLE IN AMAZON



Press & Media Features

- Forbes Mexico: Purpose-driven entrepreneurship spotlight
- Ancient Wellness Wisdom That Works for Real Lives | Entrepreneur
- USA Today: Functional beverage pioneer + award coverage
- Bon Appétit: "The New Pilates-Class Staple" feature
- Bloomberg TV & Yahoo Finance: Syndicated brand profile
- MarketWatch & Morningstar: Coverage of international awards
- FOX 2 Now: St. Louis Veg Girl vegan mocktail segment featuring Karviva
- St. Louis Business Journal: Founder named among Most Influential Business Women
- TEDX Talk
- USA Today: Top Entrepreneurs to Watch in 2026
- The Good Men Project: Most Men Are One Season Away From Getting Their Health Right.
- CNTV: Ancient Wisdom Meets Modern Pathology
- California Business Journal: Dr. Angela Zeng Built Karviva With Will and Traditional Chinese Medicine
- The Science Times: When Ancient Wisdom Meets Microbial Science
- Woman's World: How Dr. Angela Zeng United Ancient Wellness Principles and Modern Nutritional Science
- Chris Voss Show Podcast: Angela Zeng's Journey: From Herbal Roots to Beverage Innovator
- The Breakfast Club: The Health Benefits Of Karviva, The Importance Of Collagen, GLP-1s + More
- USA Today: Food As Medicine 2026 Feature



Press Release \$ Major Announcement

World Beverage Innovation Awards 2025, Winner: Karviva Unwined (Malbec & Rosé) for Best Low/No Alcohol Beverage in Munich, Germany.

ECRM Buyer's Choice Award 2025: Energy Juice Line recognized for clean, sustained energy; featured in USA Today.

Bon Appétit Feature (Sept 2025): Spotighting Karviva's science-meets-tradition approach.

PMS & Menopause Wellness Starter Kit (June 2025): Hormone-free support for women's natural cycles.

Energy Juice Launch (April 2025): Introduced Hibiscus Pomegranate and Mango Passion Fruit for antioxidant-rich vitality.



Awards & Recognitions

- **2026 Good Housekeeping Snack Awards winner**
- **2026 Progressive Grocer's Editors' Picks award**
- **2025 Founders 2.0 Entrepreneur Winner**
- **2025 World Beverage Innovation Awards** – Best Low/No Alcohol Beverage (Karviva Unwined)
- **2025 ECRM Buyer's Choice Award** – Energy Juice Line
- **2025 St. Louis Titan 100 Honoree** – Dr. Angela Zeng
- **2024 CEO Insights Asia** – Top 10 Fudan University Alumni Leaders
- **2024 USA Wine Ratings** – Silver (Malbec-Inspired) & Bronze (Rosé-Inspired)
- **2023 Missouri Lt. Governor's Women of Achievement Award**
- **2021 MidAmerica Emmy** – Innovation in Food & Beverage
- **2021 World Food Innovation & Zenith Innobev Awards**
- **2019 American Package Design Awards**
- **2018–2021 World Beverage Innovation Awards** – Multiple Honors

Testimonials

"A delicious, healthy beverage that makes you feel refreshed — Karviva is second to none."

— **Dr. James D. Sullivan**



"The Lemonade Berry flavor is a family favorite — low sugar, electrolyte-balanced, and vitamin rich."

— **Maria G.**



"After adding Karviva to my wellness routine, my blood pressure stabilized, and I feel renewed."

— **Jennifer L.**



"I appreciate that Karviva follows Traditional Chinese Medicine principles. It's rare to find a drink this clean and good-tasting."

— **Craig Miller**



Impact & Reach

Multi-award-winning brand recognized for innovation, sustainability, and taste

2,000 + retail locations across the U.S. and Canada

Thousands of 5-star customer reviews and testimonials

1 million + bottles sold worldwide

Available at Whole Foods (Midwest) and regional natural grocers nationwide

20 million + combined monthly media impressions across syndicated features

Partners & Collaborations

Retail presence in Whole Foods, Tops Friendly Markets, and independent grocers nationwide

Partnership with St. Louis Swim Team and local athlete sponsorships

Giveaway collaboration with Marie Claire UK

*"American culture is like a microwave — everyone wants instant results.
True wellness is about rhythm, not restriction."*

— Dr. Angela Zeng

Media Assets

Imagery, product photography, and brand visuals are available upon request.

Choose the Cleanse That Fits Your Life

Connect & Contact

 **Website:** www.karviva.com

 **Instagram:** [instagram.com/karvivawellness](https://www.instagram.com/karvivawellness)

 **YouTube:** [Karviva Channel](https://www.youtube.com/KarvivaChannel)

 **Facebook:** [facebook.com/karvivawellness](https://www.facebook.com/karvivawellness)

 **TikTok:** [tiktok.com/@karvivawellness](https://www.tiktok.com/@karvivawellness)

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