



A New Category of Alt Beverages

Creating the Next Generation of Active Mocktails

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Introduction

The global beverage industry is undergoing a fundamental shift.

Across markets and generations, alcohol consumption is no longer the default choice for social occasions. Consumers are drinking less. Not because they want to drink nothing, but because traditional alcohol no longer fits modern lifestyles centered around wellness.

For beverage manufacturers, this shift presents both a challenge and an opportunity.

The rise of the sober-curious movement, low- and no-alcohol trends, and mindful consumption reflects a deeper change in consumer expectations.

They are not simply looking for alcohol-free alternatives that replicate taste alone.

They are looking for **a feeling**:

- The ability to unwind
- A sense of relaxation or light buzz
- A social cue that fits evenings, gatherings, and rituals

An alternative they can feel.

Terpenes as a Functional Ingredient

Terpenes are natural compounds responsible for the distinct flavors and aromas in plants. From the citrus zing of lemons, to the calming sensation of lavender, terpenes are the bioactive building blocks that can provide therapeutic benefits. 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.

Eybna and Gat Foods Innovation

As the leading beverage manufacturer, Gat Foods partners with Eybna to develop functional, food-grade, all-natural, FEMA, and GRAS certified products. As the first company to identify the specific terpene formulations that provide sensory outcomes, Eybna has targeted three of the main biological systems to mimic the light effects of alcohol. BUUZ® is built with naturally occurring compounds that interact with mood-related pathways - allowing beverage brands to deliver a consistent, alcohol-like sensation without alcohol.

Pain

Energy

Metabolism

Muscle Control

Appetite

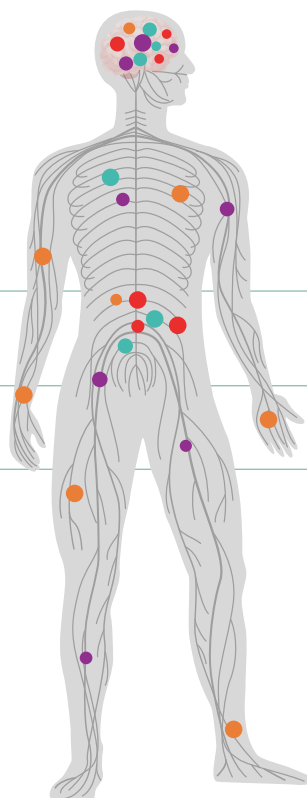
Mood

Stress Response

Inflammation

Motivation

Thermoregulation



A New Era of “Alcohol-Free” Social Drinking

Introducing: BUUZ®

BUUZ® is built on a data-driven approach to botanical formulation.

Rather than relying on individual compounds, Eybna applies methodologies commonly used in pharmaceutical and functional ingredient development, such as in-silico calculations, pathway mapping, and in-vitro biological assays, to identify botanical components with measurable biological relevance. Eybna evaluates how selected terpenes interact with biological pathways associated with mood, relaxation, alertness, and sensory perception.

The outcome is a scalable terpene-based formulation designed to deliver alcohol-adjacent sensory experience such as relaxation, reduced alertness, and light euphoria in a controlled manner. This scientific foundation enables beverage manufacturers to integrate BUUZ® as a functional ingredient with confidence, ensuring consistency, scalability, and alignment with food and beverage industry standards.



Botanical Sources



In-Silico calculations & Pathway Mapping



In-Vitro Biological Assays



Precision Terpene Combination



Double Blind Consumer Studies



BUUZ® Functional Formulation

Development

Based on Eybna's computational and biological studies for the activation of desired receptors, the team selected the terpenes and concentrations best suited to create an 'innocent buzz™' beverage together with Gat Foods. Eybna has identified and quantified the effect of specific terpenes on multiple receptors connected to the following biological systems:

The Endocannabinoid system (ECS) 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

By developing a proprietary blend of 37 terpenes, the BUUZ® formula acts as one synergistic ingredient that mimics the light effects of alcohol. Offering an alternative to traditional alcoholic drinks - supporting overall well-being without missing out on social experiences.

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

Endocannabinoid System

Increase brain activity and energy level

Dopamine System

Motivation, reward response, focus, and mental drive

GABA System

Decrease energy levels, calm-effect

Serotonergic System

Pleasure, feel-great effect

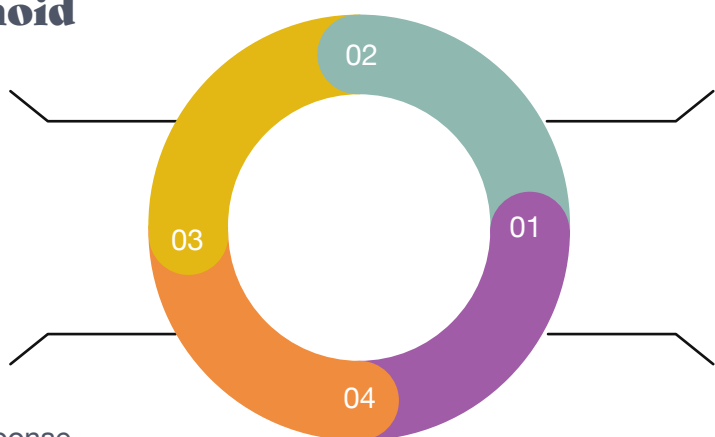


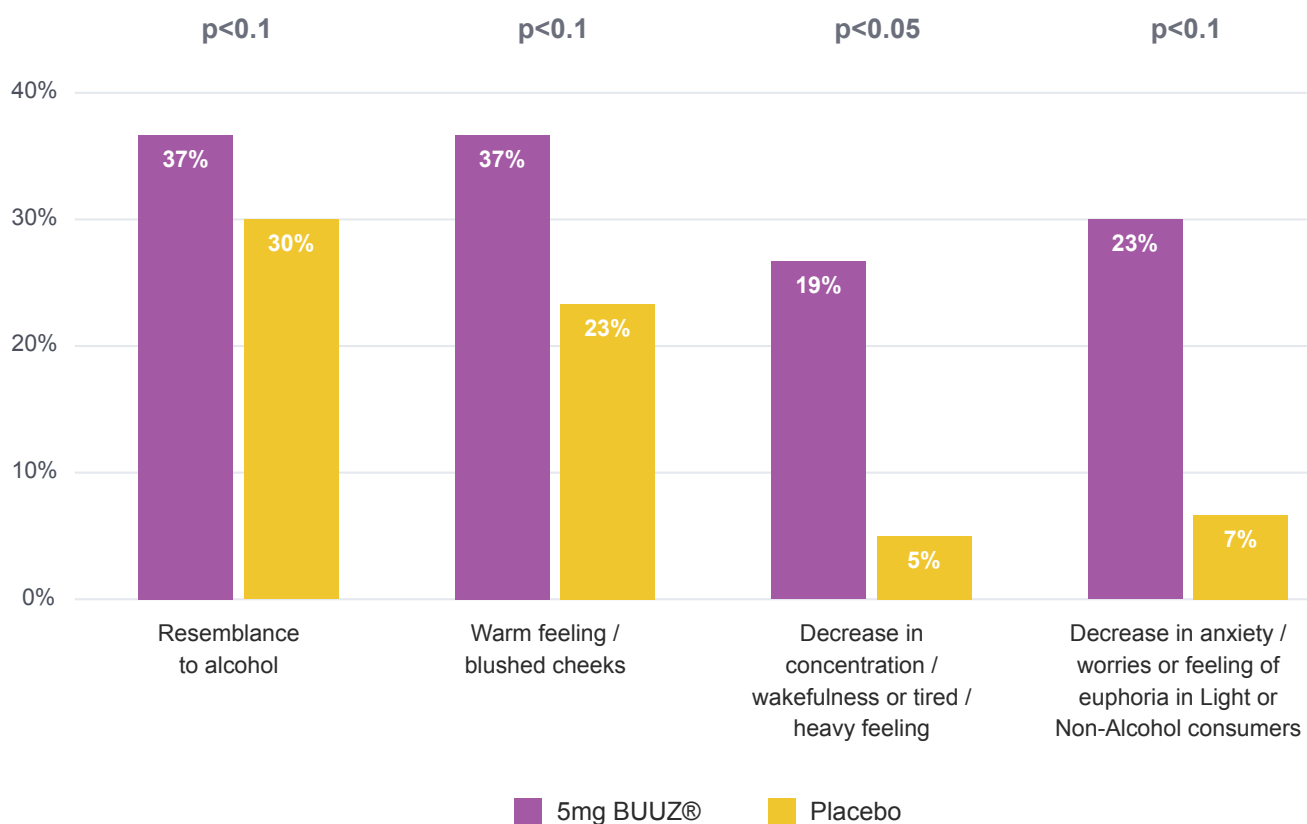
Figure 2. The different biological systems involved in the creation of BUUZ® effect

Consumer Studies

BUUZ® was evaluated through three double-blind, randomized, monadic, placebo-controlled consumer studies designed to assess its functional effects, such as light alcohol-like sensations including relaxation, warmth, a light buzz, and reduced alertness - without the presence of alcohol. Across all studies, participants consumed 250 ml carbonated beverages containing either the BUUZ® terpene blend or a placebo beverage.

After three placebo-controlled studies involving 485 participants, BUUZ® demonstrated reliable and measurable light alcohol-like effects. Across studies, participants reported sensations associated with euphoria, warmth, reduced alertness, and an overall experience described as similar to the feeling after consuming a low dose of alcohol. The studies also showed that there was no significant difference in negative effects when compared to the placebo.

Percentage of change in the feeling 45 minutes after drinking



Conclusion

BUUZ® introduces a new era of science-backed, terpene-powered functional beverages designed to deliver light sensations- warmth, relaxation and reduced alertness. As alcohol consumption declines, particularly among Gen Z, and the sober-curious movement continues to grow, an emerging opportunity arises for a new generation of Active Mocktails that provide a 'social lubricant' without the harmful side effects.

Leveraging a unique blend of botanically derived terpenes that synergistically interact with key biological systems, BUUZ® offers a functional, data-driven approach to modern drinking experiences. Its formulation enables the creation of multiple beverage formats- from crafted mocktails to zero-calorie sparkling drinks- making BUUZ® ideally suited for wellness-driven consumers and anyone seeking an elevated social experience aligned with today's health-conscious lifestyle.

What's Next?

Eybna continuously expands its knowledge regarding the nature of terpenes, 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 functional beverages and developing a new category of socially uplifting beverages based on nature, science, and evidence-based wellness.



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