



## community development partnership

*Creating opportunities for people to live, work, and thrive on the Lower Cape*

### Cape Cod Kombucha: Juicing Up a Local Favorite

Molly Hayman and Amy Costa had been brewing their own kombucha and sharing it with family and friends for about a year when they began to realize they had a small business on their hands.

They launched Cape Cod Kombucha in 2016, and now, in their second summer at the Wellfleet Farmers' Market, they sell out early every week.

“In our first year, we spent a lot of time educating people about kombucha,” says Molly, whose marketing background has served them well on that front.

The rituals of making and drinking this slightly fermented tea are part tradition—its origins are in ancient China, where it was used as a tonic—and part modern-day quest for probiotic power.

“We don’t do so much educating anymore—now we’re too busy selling,” Molly adds. More people know about kombucha now. And last year’s curious customers are regulars.

When they came to the CDP, Molly and Amy told us they were working as hard as they could but struggling to keep up with demand. They knew they needed to grow.

The entrepreneurs qualified for one of our microloans. It was a good fit because banks find it costly to make very small loans to emerging businesses—Amy also works at Seamen’s Bank in Provincetown, so she understood those dynamics.

And while Amy certainly had the chops to handle the company’s finances, both she and Molly looked forward to the technical assistance that comes with a CDP microloan. They wanted some coaching to help them decide on the right growth goals and how to get there.

It was clear that for these two, the issue was not how to produce a better quality product: they had experimented to find just the right blend of organic teas and they had learned to capture the flavors of each season using organic, local, and even wild produce. And they had customers clamoring for more.

Their loan will finance a new bottling machine to speed production along. And it will help them take



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3 Main Street Mercantile, Unit 7   Eastham, MA 02642

**P** 508.240.7873   **F** 508.240.5085   **E** [contact@capecdp.org](mailto:contact@capecdp.org)

[www.capecdp.org](http://www.capecdp.org)



other steps that will allow them sell beyond the Wellfleet Farmers' Market—to shops and wholesalers who can introduce their kombucha to a wider audience.

“Whatever our growth strategy was going to be,” says Molly, “we knew we didn’t want to lose our commitment to keeping the product fresh and local—we’re convinced that gives a noticeable brightness to our kombucha.”

We support their commitment to keeping it local—although we also think this is one Cape Cod product that is going places.

You can follow the flavors of Cape Cod Kombucha [on their Facebook page, here.](#)