



## community development partnership

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

### Cape Cod Kombucha: Takes their special brew to the next level

***“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.”***

Molly Costa  
Co-owner Cape Cod Kombucha



*Amy Costa and Molly Costa, Co-Owners,  
Cape Cod Kombucha*

Fermented with rose hips, honey and our salty Cape Cod air, Cape Cod Kombucha is summer in a bottle. After two years of cranking out their unique blends of kombucha and selling it at local farmer’s markets, Molly Costa and CDP Board Member Amy Costa (no relation!) are ready for prime time. This spring Cape Cod Kombucha secured their wholesale license, making it possible for these business owners to sell their product to retailers, greatly expanding their market.

The process was complicated and “We could not have navigated through it without the help of the CDP,” says Amy of Pam Andersen, the CDP’s Director of Business and Credit Programs. “She really held our hand and told us who to contact at both the state and local boards.” Cape Cod Kombucha can now be found in several retail locations including Savory & the

Sweet Escape in Truro and The Canteen in Provincetown. It is also being featured at a few local restaurants, including Ceraldi’s. Amy notes that “It’s a lot of fun to work creatively with the chefs around the area. The Brewster Fish House is using our kombucha in place of vinegar as a mignonette for their oysters.”

Cape Cod Kombucha was launched in 2016 and much of Amy and Molly’s time was spent educating people on the nutritional and health benefits of this fermented beverage that has its origins in ancient China. With only a wholesale license, they had to sell directly to the public and thus were limited to selling their kombucha at farmer’s markets. Despite this, they struggled to keep up with the demand and the growing popularity of their product. A CDP micro-loan, which enabled them to purchase a bottling machine, along with the quarterly technical assistance sessions that comes with a CDP loan, provided them with what they needed to plan for growth.

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While growth is a goal, these local entrepreneurs are very clear that they do not want to sacrifice their control or the quality of their product. “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.” Cape Cod Kombucha is brewed using a natural fermentation process that relies on the salty air of the Outer Cape. “We’re convinced that it gives a noticeable brightness to our kombucha,” says Molly.

Looking forward to their first summer of retail, Amy and Molly will be focusing on their top three selling flavors using ingredients that are all locally grown or foraged. “Feel the Bern”, crafted in honor of Bernie Sanders’ 2016 Presidential run, is a combination of ginger and cayenne and honey. “Ginger Rose” is a distinctly Cape Cod mixture of Rosa Rugosa, ginger and orange peel. The third flavor, made specifically “for the locals who are starting to whig out during August,” says Amy, is called “Calmbucha,” a fermented mixture of lavender, lemon balm and chamomile.

While future plans may include expanding the business to incorporate shipping product off-Cape, for now the goal is to establish a strong locally focused retail presence.

The CDP is thrilled to see Cape Cod Kombucha take their business to the next level and we are proud that we were able to help them get there.

