

**LEADING A SUSTAINABLE
RICE REVOLUTION...*

NICE RICE

Pure Basmati



**IT'S RICE. DONE BETTER.*

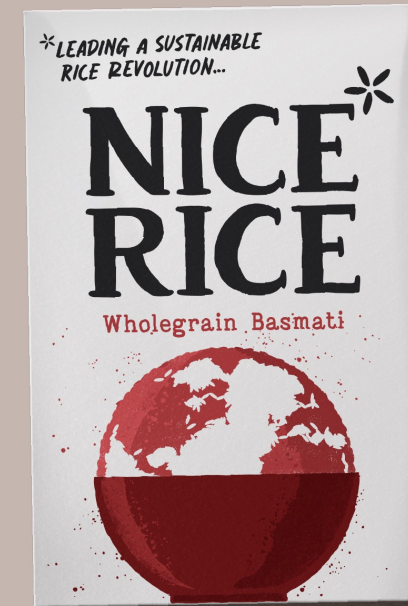
Why should CLF stock Nice Rice?

- Rice is a staple product that lacks innovation and attractiveness
- Nice Rice is the first and only range of sustainably and ethically farmed rice
- High quality, single origin rice
- Attractive price point for a premium product
- Offers a complete choice of dry rice and cooked rice



Nice Rice's USP's

- Sustainably farmed - 49% less CO2 emissions
- Improving farmers livelihoods by paying them a premium to farm sustainably
- B Corp – pending
- Single origin rice
- British Brand



What Makes Nice Rice better than other competitor Brands available via CLF?

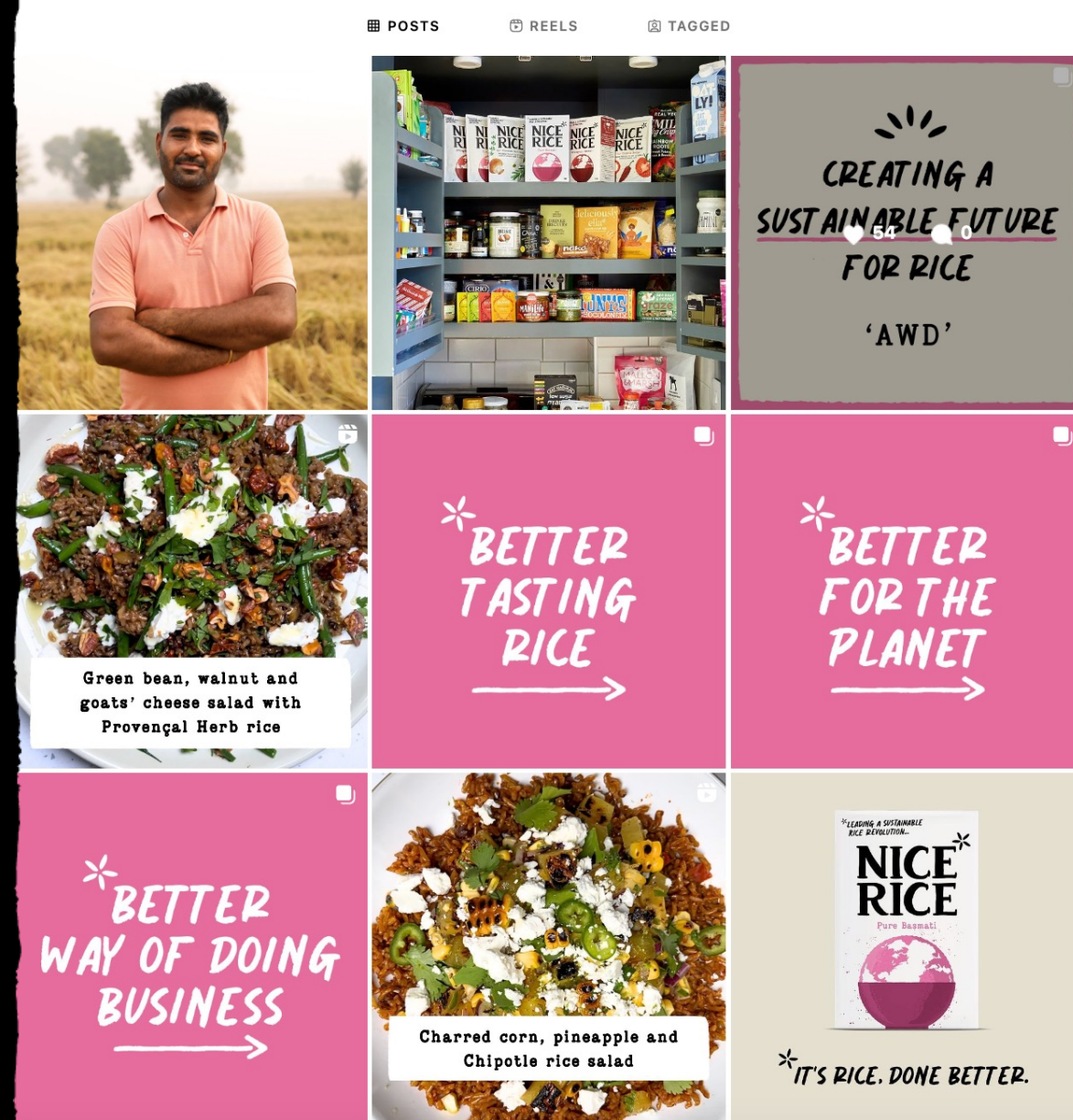
- Great Tasting Single origin rice
- Innovating in a stagnant category
- Lower CO2-eq emissions than conventional rice (49% less)
- Nice Rice farmers are paid a premium to farm sustainably
- Dry and Cooked Varieties – both flavoured and non flavoured
- Gorgeous eye catching packaging



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Marketing plans

- Paid social media adverts
- Influencer campaign starting in June
- Targeted National PR (trade and consumer Press)
- Willing to invest 10% of CLF sales back into CLF



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GET IN TOUCH!

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