



That's it.[®]

OUR SECRET INGREDIENT IS LESS INGREDIENTS

KEY INSIGHT

Only 8% of children (11-18 years old) and 27% of adults (19-64 years old) in the UK achieve the 5-a-day fruit serving recommendation*

OUR GOAL

To provide a convenient solution to increase fruit consumption using high quality ingredients.



KEY SELLING POINTS

■ Snacks without Secrets. That's it.

Minimal, all natural ingredients. We don't use fruit purees or concentrates like the other guys.

■ Allergen Friendly

Free from the top 12 allergens, and made in an allergen free facility. Did you know, one in thirteen children have food allergies, and its growing +20% every year

■ 24 Month Shelf Life

A fruit alternative that remains shelf stable. Cost of waste is \$0, which has been a proven success with food services

■ Plant Based

We can capitalize on a category growing +40% globally, by delivering a plant based snack in a more convenient way

■ Tastes Great!

Plus many more attributes; Low Calories, No added sugar, Non GMO, Gluten Free, Vegan, and Kosher.



THAT'S IT US VS THEM



That's it. Fruit Bars are made from 2 ingredients: Fruit + Fruit.

These bars' unprecedented taste, texture and purity of ingredients have made them the #1 Selling Fruit Bar in America.

						
NO. OF INGREDIENTS	2	12	7	6	17	17
FREE OF PUREE & CONCENTRATE	✓	✗	✗	✗	✗	✗
NO. OF CALORIES (Per Serving)	100	211	145	56	31	373
NO ADDED SUGAR	✓	✗	✓	✓	✗	✗
NO SUGAR ALCOHOLS	✓	✓	✓	✓	✓	✓
NO FAT	✓	✗	✗	✓	✗	✗
ALLERGEN FREE FACILITY	✓	✗	✗	✓	✗	✗
DAIRY FREE / VEGAN	✓	✓	✓	✓	✗	✗
NON-GMO	✓	✓	✗	✓	✗	✓
GLUTEN FREE	✓	✓	✓	✓	✗	✗
SOY FREE	✓	✗	✗	✓	✗	✗
KOSHER	✓	✓	✓	✓	✗	✓
PALEO CERTIFIED	✓	✗	✗	✗	✗	✗