



*Grass
& Co.*®

NATURAL WELLNESS

Grass & Co.[®]

THE UK'S NO. 1 NATURAL WELLNESS BRAND

ALREADY LISTED IN OVER 1,500 HIGH STREET RETAIL OUTLETS.



PLANET ORGANIC



Sainsbury's

Debenhams

EXCEPTIONAL SUCCESS IN UK MARKETING SINCE LAUNCH IN 2019

ONLY *Grass & Co.* DELIVER

QUALITY

The finest quality, sustainably sourced organic ingredients. Supported by fully transparent sourcing, state of the art extraction and rigorous independent testing.

TASTE

We exceed expectations with the very best natural flavours and sensory experiences. Grass & Co. believe that taking natural wellness products every day should be a joy, not a chore.

CLAIMS

Award-winning natural and botanical formulations enhanced with added vitamins that allow us to make unique health claims.

RANGE

A trusted wellness range that answer specific consumer need states. Targeted solutions to real problems.

CREATIVITY

Premium branding and packaging delivers exceptional brand equity and elevates the brand in-store and online as customers navigate our ranges.

Powered by PROVENANCE 



LAB
TESTED



VEGAN
FRIENDLY



ETHICALLY
SOURCED



“SIMPLY THE BEST WELLNESS COMPANY OUT THERE!”

Combined with our superb products, this unparalleled online support has been rewarded with over 1000 exceptional verified reviews (92% 5☆, 98% 4 & 5☆)

Really works

★★★★★ Herbologist - 3 months ago

“I'm often sceptical of 'sleep' based products and tried a fair few alternatives however I'm super impressed with how well these work. And I hardly ever write reviews. My sleep is drastically improved waking up feeling completely rested. Makes such a difference to my day / life”

Reishi capsules

★★★★★ Carrie - 3 months ago

“I have been taking 2 capsules an hour before bed and it has really helped me with all aspects of sleep, falling sleep and staying in a quality sleep all night.”

✓ Yes, I recommend this product.

Great

★★★★★ Emily - 3 months ago

“I use this when I'm at university and it's helped out significantly with my concentration levels and energy, I take this alongside omega 3 and the Korean and Siberian Ginseng.”

I love it!

★★★★★ missbraeden - 23 days ago

“I love the combination of ingredients in the supplement, they work very well together.”

Brilliant Little Mushroom

★★★★★ Le_Mon - 4 days ago

“After reading up on this fantastic mushroom and its amazing effects on the brain, specifically with the aid of producing more neurotransmitters, I was very pleased to see H&B sell it! It took about a week to start seeing results, and I'm definitely more focused at work now and have much less brain fog”

Fantastic

★★★★★ Ashfleet - 4 months ago

“I started taking these about 2 months ago and now on to my second bottle. I suffered really badly with tiredness and brain fog. Usual, couldn't remember words ect. I put this down to perimenopause and uni course. I've just completed my final year and feeling great. Brain is working again, better than it has in years more. I have more energy and feel calm.”

Brain Fog relief

★★★★★ Natalie - 5 months ago

“I have MS and suffer with brain fog after Taking this for a few weeks I have seen a massive improvement 😊”

Does what it says

★★★★★ Dawn - 4 months ago

“Would highly recommend this product it does what it says”

CATEGORY INSIGHTS

Grass & Co. have built the UK's No. 1 functional mushroom supplement range in 12 months.

Forecast to achieve £5m+ incremental UK EPOS sales in the full year 24/25

Complete range is creating new supplement occasions throughout the day and delivering higher AOV as shoppers stack by need state.

e.g. Waking = **BIOME**, Morning = **FOCUS**, Lunchtime = **POWER**, Evening = **RELAX** & Bedtime = **DREAM**

Established a new hero ingredient with Lion's Mane for cognition and brain health.

Shoppers are increasingly investing in long-term preventative wellness products to support health ageing and longevity. Mushrooms and superfoods are answering consumers' desire to feel in control of their health.

Growing consumer need to deliver high strength, yet convenient foundational supplement blends that deliver against multiple health needs to minimise 'pill fatigue.'

"CONSUMERS WANT MORE PERSONAL UPGRADES...TO MAKE THEM LOOK AND FEEL BETTER, SLEEP BETTER, DIGEST FOOD BETTER, FEEL LESS STRESSED AND CONCENTRATE MORE."

WAITROSE & PARTNERS FOOD & DRINK REPORT 2023-24



Grass
& Co.[®]

THE UK'S LEADING NATURAL SUPPLEMENT BRAND

THE EXPERTS IN

CBD  *MUSHROOMS*

AND NOW ...

Grass
& Co.[®]

THE SUPERFOODS EXPERTS

FOLLOWING OUR
TRIED & TESTED FORMULA



SUPERFOOD SHOPPER INSIGHTS

“Welcome to the age of ‘natural energy’, where natural rituals and ingredients that balance our energy levels free us from being reliant on coffee and sugar-filled energy drinks to perk us up when we’re tired.”¹

GREENS

- Surge in popularity fuelled by ease of incorporating wide-range of nutrients into daily routines on-the-go.
- Addition of adaptogens and probiotics is gaining traction to differentiate in a competitive market.
- Growing adoption of D2C e-commerce sales and convenient subscription-based delivery services and supported by discovery on social media.

OMEGA - 3

- Most individuals in the US, UK and China are not meeting daily recommended amount of Omega-3 fatty acids.² Consumers are increasingly seeking out Omega-3 (40%) as well as Vitamins B&D (55% and 65%) as daily dietary supplements to ensure consistent intake.³
- High awareness Omega-3 benefits to brain, heart and eye health, yet often constrained by tired retail presentation with overcrowded shelves and no clear product differentiation.
- Compounded by a poor user experience with difficult to swallow capsules and unpleasant ‘fishy’ aftertaste.
- Against a backdrop of increasing fish oil prices and concerns about sustainability and animal welfare, there is a need for plant-based innovation, specifically offering DHA and EPA.

SOURCES: 1. HOLLAND & BARRETT WELLNESS TRENDS REPORT 2024

2. EUROMONITOR INTERNATIONAL. OPPORTUNITIES FOR OMEGA FATTY ACIDS. VIDEO. SEPTEMBER 30, 2013.

3. NUTRITION BUSINESS JOURNAL SURVEY TARGETING THOSE WHO PURCHASE SUPPLEMENTS. COMPLETED FEBRUARY 2024; N=1,1090; POWERED BY THE SUZY ONLINE PLATFORM. QUESTION: “WHICH OF THE FOLLOWING INGREDIENTS ARE YOU ACTIVELY SEEKING IN YOUR DIETARY SUPPLEMENT PRODUCTS?”

SUPERFOODS CATEGORY GROWTH OPPORTUNITY

“Increasing healthcare costs, growing geriatric population, food innovations, changing lifestyle, and medical discoveries have benefitted the demand for superfoods and consequently the overall market growth.”¹

SUPERFOODS

- Global market value of superfoods valued at USD 162.6 billion in 2022. Forecast to reach a value of USD 226.3 billion by 2028, representing a +5.74% CAGR.²

SUPER GREENS

- Global superfood powders market is forecast to grow from USD 6.57 billion in 2022 to USD 11.7 billion by 2030. (+7.2% CAGR.)³

OMEGA - 3

- Global Omega-3 market size was valued at USD 2.62 billion in 2023. Expected CAGR of 7.9% from 2024 to 2030.⁴ Docosahexaenoic acid (DHA), the most essential fatty acid, dominated the market with a revenue share of more than 56% in 2023.
- Demand for Eicosapentaenoic acid (EPA) will increase globally during the forecast period due to its known wide-ranging health benefits from helping inflammation to heart disease and diabetes.
- Omega-3 supplements across Europe anticipated to expand significantly primarily due to the ageing population.

SOURCES: 1. GRAND VIEW RESEARCH “SUPERFOODS MARKET SIZE, SHARE & TRENDS ANALYSIS REPORT” 2019-2025

2. STATISTA

3. GRAND VIEW RESEARCH: “SUPERFOOD POWDERS MARKET SIZE, SHARE & TRENDS ANALYSIS REPORT BY PRODUCT, 2023-2030”

4. GRAND VIEW RESEARCH: “OMEGA 3 MARKET SIZE, SHARE & TRENDS ANALYSIS REPORT BY TYPE (EPA, DHA, ALA), 2024 - 2030”

THEY'RE HERE.

GRASS & CO. SEA GREENS & SUPERGREENS

***SUPER
& GREENS***



***SEA
& GREENS***



At Grass & Co. we know that wellness isn't one size fits all.
That's why we're growing an innovative natural wellness range
so shoppers can create a routine that fits their needs.

WE RAISE THE BAR IN EVERY CATEGORY THAT WE ENTER.

SEA GREENS

HIGH-POTENCY VEGAN OMEGA-3 (DHA/EPA) SUPPLEMENT
RANGE SOURCED DIRECTLY AND SUSTAINABLY FROM ALGAE.

POWERHOUSE DUO-CAPS DELIVERING NON-FISH FISH OIL
EXPERTLY BLENDED WITH BOTANICALS AND VITAMINS FOR
TARGETED MIDLIFE HEALTH BENEFITS. FLAVOURLESS AND
FREE FROM TOXINS, HEAVY METALS AND POLLUTANTS.
GET THE GOODNESS FROM GREENS, NOT FISH.

Launching September 2024

SEA GREENS CAPSULES BOOST FOR MALE HEALTH

TO SUPPORT VITALITY, STAMINA & CARDIOVASCULAR WELLNESS

Grass & Co.'s BOOST Sea Greens Algae Omega-3 (DHA & EPA) Duocap® Capsules are expertly formulated to promote vitality, support stamina and help maintain cardiovascular wellness in one convenient daily capsule. BOOST blends nutrient-rich, high-potency vegan Omega-3 from algae with blue-green Spirulina and Chlorella, plus added botanicals and vitamins including Ginkgo Biloba Maca Root & Co-Enzyme Q10. Flavourless and third-party certified free from toxins, heavy metals and pollutants. Get the goodness from greens, not fish.

RSP: £35.00 for 30 days / servings (30 capsules)



Grass
& Co.
PRIME

30 Softgel Capsules
Food Supplement

SEA GREENS CAPSULES PRIME FOR FEMALE HEALTH

TO SUPPORT HORMONE BALANCE, MENTAL PERFORMANCE & FIGHT FATIGUE

Grass & Co.'s PRIME Sea Greens Algae Omega-3 (DHA & EPA) Duocap® Capsules are expertly formulated to promote hormone balance, support mental performance and help fight fatigue in one convenient daily capsule. PRIME blends nutrient-rich, high-potency vegan Omega-3 from algae with blue-green Spirulina and Chlorella, plus added botanicals and vitamins including Ginseng, KSM-66 Ashwagandha + Vitamins D3 & K2. Flavourless and third-party certified free from toxins, heavy metals and pollutants. Get the goodness from greens, not fish.

RSP: £35.00 for 30 days / servings (30 capsules)



SEA GREENS PACKAGING



WHAT'S SO GOOD ABOUT OUR SEA GREENS?

Get the Goodness From Greens, Not Fish

NO COMPROMISE, CUTTING-EDGE VEGAN BLENDS

PRIME

FEMALE HEALTH



330mg Omega-3 Algae Oil
100mg DHA + 50mg EPA
Chlorella + Spirulina



KSM-66
Ashwagandha®



Panax Ginseng

Vitamins D3 & K2
Vitamins B5 & B6
Zinc & Vitamin C

FIND YOUR FUTURE PRIME



INSPIRED BY NATURE, BACKED BY SCIENCE

One-A-Day Flavourless Duocap® Capsules.
Slow release to optimise bioavailability.
Sustainably sourced & certified free from
toxins, heavy metals, pollutants or
microplastics

BOOST

MALE HEALTH



330mg Omega-3 Algae Oil
100mg DHA + 50mg EPA
Chlorella + Spirulina



Ginko Biloba



Maca Root

CoEnzyme Q10
Selenium, Zinc & Iron
Vitamin B6

YOUR HEALTHY AGEING BOOST



SUPER & GREENS

A TRANSFORMATIVE RANGE OF PREMIUM SUPER GREENS SUPPLEMENTS THAT HARNESSES ENERGISING NUTRIENT-RICH PLANT EXTRACTS AND COMBINES THEM WITH POTENT BOTANICALS, ANTIOXIDANTS, PHYTONUTRIENTS AS WELL AS ESSENTIAL VITAMINS.

CONCENTRATED YET GREAT-TASTING, THESE SUPER CONVENIENT, VIBRANT PLANT-BASED SUPPLEMENTS ARE THE IDEAL FOUNDATION FOR YOUR WELL-BEING.

ENJOY THEIR NATURAL GOODNESS EVERY DAY.

Launching September 2024



ACTIVE GREENS POWDER

Cold-pressed, daily greens powder blend supplement that actually tastes great and is easy to digest.

10-12 nutrient-dense and fibre-rich real greens, including Cordyceps Sinensis, Spinach, Kale, Broccoli, Spirulina, Chlorella, Ashwagandha, Moringa Leaf, Beetroot, Green Tea, Flaxseed, Wheatgrass/Barley Grass, Maca Root, Baobab + Botanical/Citrus Fruit Flavours.

Super-fine powder that is quick to mix with water, milk or smoothies to boost your daily intake of wellness greens.

RSP: £30.00 - £35.00 TBC for 30 days/servings (150g)



FAMILY GREENS GUMMIES

Delicious daily plant-based and berry gummies for all the family.

Extra nutrition support for growing bodies and developing minds. Proposed nutrients include Sulforaphane, Iron, Calcium, Zinc and Vitamins C, D & K. Also to include dark/red berries for flavour and antioxidant support e.g. blueberries and elderberries.

RSP: £25.00 - £30.00 TBC for 30 days/servings (60 gummies).





SUPER GREENS PACKAGING



WHAT'S SO GOOD ABOUT OUR SUPER GREENS?

Enjoy Their Natural Green Goodness Everyday

NO COMPROMISE, NUTRIENT-DENSE POWERHOUSE CLEAN GREENS

ACTIVE

VITALITY & ENERGY



Premium Greens Powder, including Spinach, Kale & Broccoli



Maca Root



Moringa Leaf



Lion's Mane Mushroom



Chorella & Spirulina



Ashwagandha

Refreshing Apple & Ginger Flavour



INSPIRED BY NATURE, BACKED BY SCIENCE

NOURISHING, TASTY & CONVENIENT GOOD GREENS FOR ALL AGES

Nutrient Dense, Gentle On Your Gut & Great-Tasting. No Artificial Colours, Flavours, Additives, Sweeteners, Fillers or GM Ingredients

FAMILY

DAILY NUTRITION SUPPORT



Broccoli



Blueberry



Probiotics & Inulin

Vitamins B, C, D, E & K
Zinc

Very Berry Flavour

NEW PARTNERSHIP WITH KOL
ROSEMARY FERGUSON



MODEL

&

LEADING QUALIFIED
FUNCTIONAL MEDICINE
PRACTITIONER

114K INSTAGRAM
FOLLOWERS





THANK YOU

