

# DANDIES<sup>®</sup>

*vegan marshmallows*

## Plant-Based Marshmallows

- ✓ Free from gelatine, gluten, corn syrup
- ✓ Made without artificial flavours & colours
  - ✓ Kosher (cRc)
  - ✓ Non-GMO Ingredients
- ✓ The top selling vegan marshmallow in USA

# About Dandies® Marshmallows

- ✓ Plant-based / vegan
  - ✓ Kosher
  - ✓ Gelatine Free
  - ✓ Gluten free
  - ✓ No artificial flavours
  - ✓ No artificial colours
  - ✓ No corn syrup
- The top selling vegan marshmallow in USA
  - Sold in 10,000+ stores across the United States and Canada
  - Dandies® brand launched in the US in 2011
  - Manufactured in our own SQF Certified 3,700 m<sup>2</sup> facility in Chicago, IL USA



# About Dandies® Marshmallows

- Common customer uses include baking, hot chocolate, campfire roasting, s'mores, and snacking
- We showcase innovative and fun uses for our product on our social media (Instagram 63k @mydandies)
- Our top customers are women aged 25-44 that favour natural and high-quality ingredients
- Strong brand loyalty with repeat purchases!



# Dandies® Current Product Range

Item	Marshmallow Size	Flavour	Net Wt	Case Pack	GTIN
Dandies® Marshmallows	Large	Vanilla	200g	12 units	Unit: 897581000419 Case: 30897581000410
Dandies® Mini Marshmallows	Minis	Vanilla	200g	12 units	Unit: 1230000090018 Case: 31230000090019

## Merchandised: Home Baking / Free From

- ✓ Vegan & Plant-Based
- ✓ Kosher (cRc)
- ✓ Gluten Free
- ✓ Non-GMO Ingredients
- ✓ Manufactured in USA



CHICAGO VEGAN FOODS – CONFIDENTIAL INFORMATION – PREPARED FOR MORRISONS

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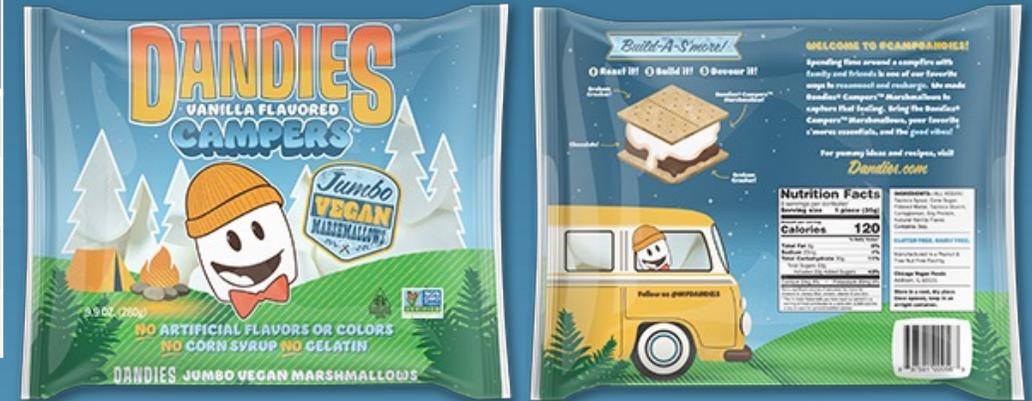


dandiesuk Our s'mores ready Dandies Marshmallows are available on promo @hollandandbarrett through the end...

available on promo @hollandandbarrett through the end...  
dandiesuk Our s'mores ready Dandies Marshmallows are

# Dandies® Range Extension Plan (August 2023)

Item	Marshmallow Size	Flavour	Net Wt	Case Pack
Dandies® Chocolate Marshmallows	Bite Size	Chocolate	105g	20 units
Dandies® Maple Marshmallows	Minis	Maple	105g	20 units
Dandies® Mini Marshmallows	Minis	Vanilla	105g	20 units
Dandies® Campers	Jumbo	Vanilla	280g	10 units

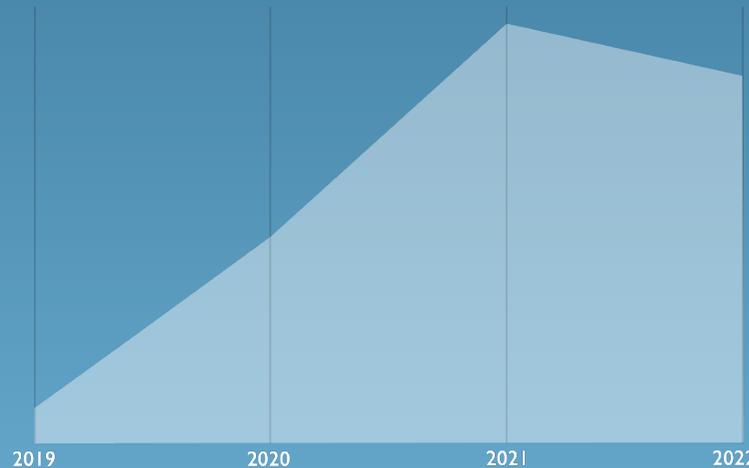


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# Dandies® Sales Trends

- Upwards growth trend since UK launch in 2019
- 2020 + 2021 pandemic growth normalized in 2022
- 2022 saw 80% growth over 2020 (our first complete year in the UK)
- Seasonal sales increases for Easter and Fall / Christmas seasons



36% of UK adults believe eating a vegan or plant-based diet is “an admirable thing to do” and are open to trying an animal-free diet YouGov poll



!ni! se!bnad tu! on! tu! bna! s!rt! be!but! e!w! Jus!e!bnad  
Marshmallows makes the rockiest of all the roads!...



# Marketing Support

- 5-10% marketing support budget (+ additional for product launches)
- Promo pricing support for product launches and seasonal sales
- Product samples for store associates and customers available
- Paid targeted digital advertising via social media
- Print media advertising with major publications



order online direct from @thevegankindsupermarket? Y...  
dandiesuk Did you know these beauties are available to

# Dandies® Press & Customer Reviews

## Very tasty marshmallows ★★★★★ 5

These marshmallows taste just as I remember marshmallows tasting! I took these camping and I was able to join in making and eating s'mores! Heaven! I like the fact they are more normal size too as most vegan marshmallows are very small...

## Best vegan marshmallows for toasting ★★★★★ 5

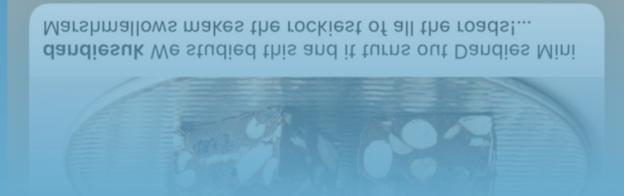
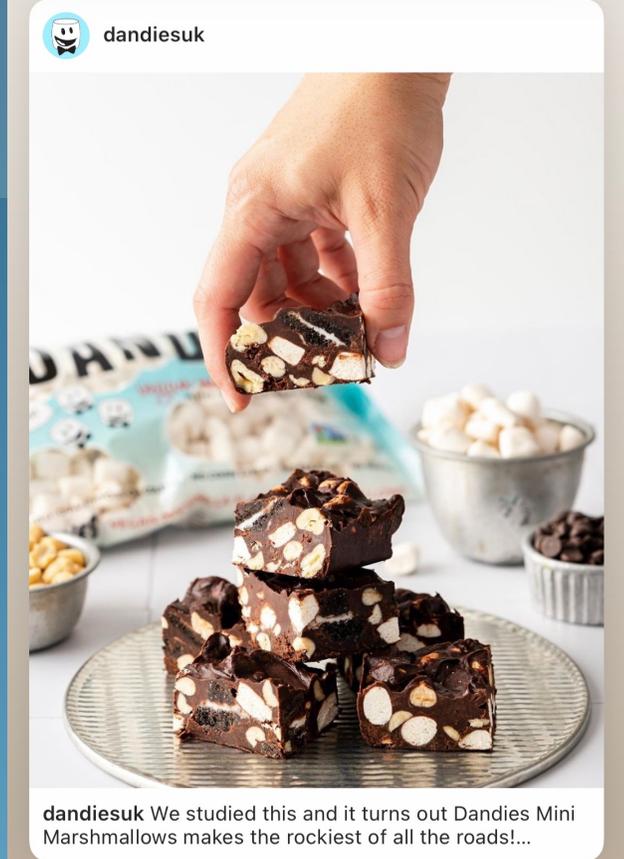
Brilliant for roasting over fire pit or bbq. Crispy on the outside and melted in the middle, a good size for s'mores.

## Very good vegan marshmallow. ★★★★★ 5

The have a great flavour and the texture and fluffiness is reminiscent of the non vegan marshmallows. Overall a great product.

## Yummy ★★★★★ 5

Very tasty marshmallows - bought for barbecues but have been eaten already. Will have to buy more!



# Dandies® Selected Stockists

Holland & Barrett



BOOKER



BOOTH'S  
THE GOOD GROCERS



CLF  
in it together

Suma  
CO-OPERATIVE SINCE 1977



dandiesuk Is there anything better than a freshly made wagon wheel?...

wagon wheels? ...  
dandiesuk is there anything better than a freshly made

# Thank you!

## Get in touch!

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*vegan marshmallows*

