

NuGo

**BETTER YOU, BETTER WORLD**

**NuGo Better TASTE** - NuGo bars are coated in luscious REAL dark chocolate. When consuming real chocolate, the cocoa butter **MELTS FIRST** providing the smooth texture that rolls over your tongue. The flavor that is in the remaining non-fat cocoa solids is now free to explode with irresistible, indulgent, dark chocolate flavor.

All other protein bars coat in imitation chocolate, substituting unhealthy palm kernel oil for the natural cocoa butter. Palm kernel oil raises the melt point of the chocolate above body temperature. When consuming, it doesn't melt, ruining the chocolate flavor.

**NuGo Better INGREDIENTS** - All natural clean, non-GMO, plant based, gluten free, kosher pareve. Healthy fat cocoa butter. **NO** high saturated palm kernel oil.

**NuGo Better WORLD** - REAL DARK CHOCOLATE made with natural cocoa butter, **NO** palm oil. Palm oil production; major source of deforestation of Earth's natural rainforests, causing problems for climate, environment, and animals native to the forests.

**Catering to the growing LIFESTYLE trends!** High Quality Plant Based Protein, Certified Gluten Free and Vegan, Non-GMO Project Verified, OU Pareve (no dairy ingredients)

*NuGo's REAL Dark Chocolate Coated Protein Bars are  
Healthy & Indulgent!*

NuGo

**Dark**<sup>®</sup>

**CHOCOLATE PRETZEL** with sea salt NATURAL  
REAL DARK CHOCOLATE | VEGAN | PAREVE

**12g PROTEIN**

1 PROTEIN BAR

NuGo

# NuGo Dark | REAL Dark Chocolate



## NuGo Dark | *Delicious Has a Dark Side*

Enrobed in decadent antioxidant-rich cacao REAL dark chocolate, known for its added health benefits, our all natural, gluten free, **NuGo Dark** gourmet snack bars are low in fat and deliver 10-13g of high-quality protein.

NuGo Dark is the upscale gourmet lifestyle bar with REAL dark chocolate.

- ✓ REAL Dark Chocolate
- ✓ High Protein (10-13g)
- ✓ Palm Oil Free
- ✓ NON-GMO Project Verified
- ✓ Certified Vegan
- ✓ Certified Kosher
- ✓ Certified Gluten Free



### Q2 - 2021 BRAND REFRESH



PALM OIL FREE

OUR NEW DESIGN

CLEAR CALL OUT ON PROTEIN

VEGAN AND GLUTEN FREE

LAUNCHING JANUARY 2021

GREAT FLAVOR VISUALS

NuGo

# NuGo Slim | High Protein, Low Sugar (3g), Low Carb



## NuGo Slim | Low Sugar High Protein bar

NuGo Slim, a **low sugar, all-natural bar** dipped in REAL Dark Chocolate with no artificial sweeteners and **NO MALTITOL** (which is known to cause gastric distress). With only 3g sugar (coming from our REAL Dark Chocolate) and **only 5-7 net carbs**, these luscious **diabetic friendly** bars pack 16-17g protein, are gluten free and an excellent source of fiber (7g) which will keep you satisfied longer.

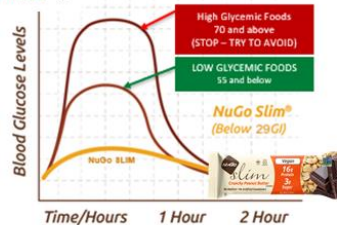


Incredibly LOW Glycemic Index (29 or less)!



- ✓ Real Dark Chocolate
- ✓ Low Sugar & 5-7g Net Carbs
- ✓ High Protein (16-17g)
- ✓ High Fiber (7g)
- ✓ Non-GMO Project Verified
- ✓ Certified Vegan (select flavors)
- ✓ Palm Oil Free
- ✓ Certified Kosher
- ✓ Certified Gluten Free
- ✓ LOW GI Diabetic Friendly

## The BEST Weight Management and Diabetic Friendly PROTEIN BAR!



**LOW GI** - NuGo SLIM bars boast an **incredibly low score (24)**, the lowest tested published Glycemic Index score of any low sugar protein bar, making them the perfect high-protein treat to **help those with diabetes manage blood sugar without spikes in glucose levels**. SLIM's low glycemic impact can also **help dieters avoid blood-sugar spikes and the "crash" cravings that follow**.

**Chicory Root FIBER** - NuGo SLIM is sweetened with NATURAL Chicory Root, a prebiotic fiber, in place of maltitol. Chicory root has zero glycemic response and virtually zero effect on blood sugar. Chicory root is a great source of prebiotic fiber, which will help you **eat less, naturally supporting healthy, long-term weight loss!**



Protein bar for weight management, consumers avoiding sugar and diabetics to maintain steady blood sugar



# NuGo Vegan Protein Cookies

## PROTEIN COOKIE DELICIOUSLY BAKED COOKIE

### Ultimate vegan protein cookie!

NuGo Protein Cookies are gluten free, vegan and high protein, with no margarine and no soy. 16g of plant protein and 10-12g of fiber.



- ✓ 16g Protein (plant-based pea protein)
- ✓ Certified Vegan
- ✓ Certified Gluten Free
- ✓ Non-GMO Verified
- ✓ No Soy, Dairy or Eggs
- ✓ 10g of Fiber per cookie
- ✓ No Margarine
- ✓ No Palm oil – replaced with *healthier coconut oil*



NuGo PROTEIN COOKIE	Lenny & Larry's
Certified Gluten Free	Not Gluten Free
Coconut Oil	Palm Oil
No Margarine	Palm Margarine
12g Fiber	10g Fiber

Comparing one NuGo Dark Chocolate Chip Protein Cookie with one Lenny & Larry's Chocolate Chip Complete Cookie





# NuGo USA Retail and Foodservice partners



## NUGO = SUCCESS

- ✓ In the US Natural Channel NuGo Nutrition is **ranks #8** in shelf stable bars with double digit growth rates of +15% in recent 12wk data. (Source: SPINSScan ending 6.13.2021)
- ✓ TOTAL US in the Conventional Channel (NPI), NuGo Nutrition RANKS #9 in **overall combined shelf stable brand** and is **outpacing the category** with positive growth rates of +28% vs. prior year 12 weeks. (Source: SPINSScan ending 6.13.2021)
- ✓ NuGo is ranked #5 at Whole Foods Nationally! NuGO Dark Pretzel with Sea Salt, Mint Chocolate Chip and Chocolate Chocolate Chip are the highest ranking NuGO bars in movement at Whole Foods with an **average of +31 bars sold per week, per store, per item**. Total Caddy(box) sales at Whole Foods comprise of +36% of total sales in prior 8 wks ending 12/31/2020 indicating strong **consumer loyalty** and increased purchase rates.

