

DANDIES[®]

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 m² 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!



dandiesuk You see both Dandies Marshmallows and Dandies Mini Marshmallows in front of you. Which do yo...

Dandies Mini Marshmallows in front of you. Which do yo...
dandiesuk You see both Dandies Marshmallows and

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



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

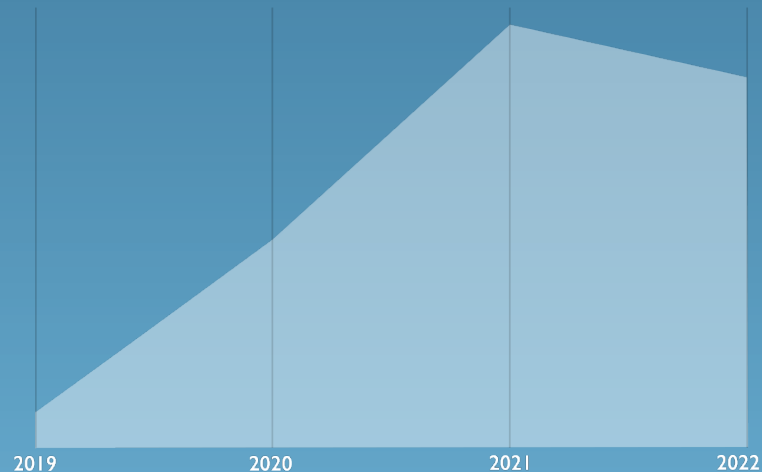


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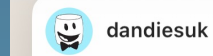


Dandies® Sales Trends

- 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

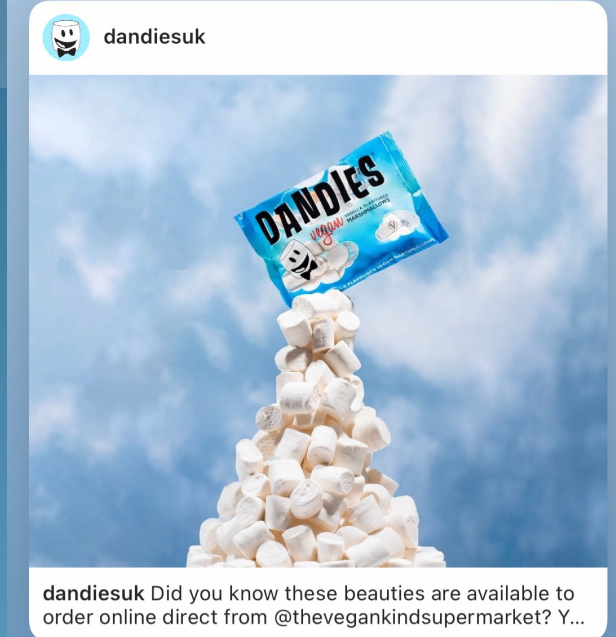


dandiesuk We studied this and it turns out Dandies Mini Marshmallows makes the rockiest of all the roads!...

Mini Marshmallows makes the rockiest of all the roads!...
dandiesuk We studied this and it turns out Dandies Mini 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

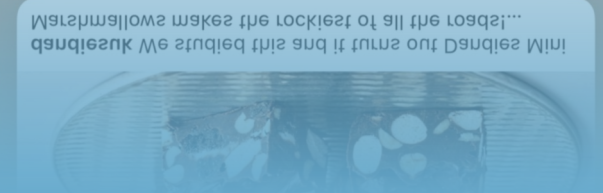
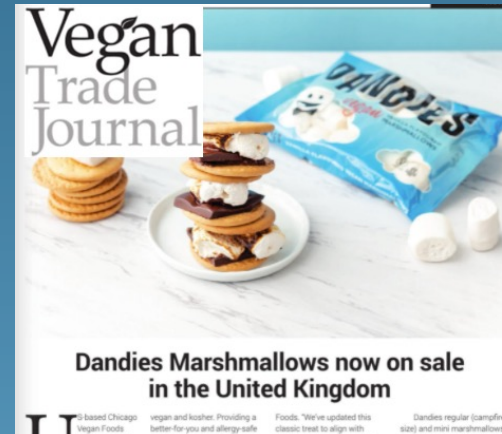
Brilliant for roasting over fire pit or bbq. Crispy on the outside and melted in the middle, a good size for s'mores.

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



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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