



Joolies[™]
CALIFORNIA SUPERFRUIT



Our Date-ing Profiles



THE DATE SHOPPE[™]



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First Date Introductions





The One Stop Date Shop Commitment

By joining forces, we have combined Joolies' award-winning innovation & marketing with Desert Valley Date's processing & industry expertise. Plus, we offer...



Capacity to provide uninterrupted supply. We handle 20MM lbs. of dates annually at our 100,000 sq. ft facility, ~1,000 acres



Not only Organic, but the first farm on the planet to be certified **Glyphosate Residue Free**



Traceability: 70% of supply is traced back to our farms, with 100% guarantee for Joolies Brand



Quality: **BRC Certified**. Plus, ingredient business utilizes lower grades, while highest quality saved for consumer packages. Joolies has **1000+** reviews on Amazon with a 4.7 rating



Joolies is one of the first produce suppliers to move to **sustainable** packaging, reducing plastic content by over 96%. Desert Valley Date is a Zero Waste and Solar Powered facility



Flexibility: **mixed pallets** by layer offers better inventory control and customer service

Our Two Date-ing Profiles Target all Consumers



THE DATE SHOPPE™

- Conventional Dates
- Value-based Positioning
- Everyday Shopper – meeting existing date consumers where they are with multiple options



Joolies™
CALIFORNIA SUPERFRUIT

- Organic Medjool Dates
- Premium Positioning
- Millennial Shopper – bringing **new** consumers to the category

Dates – A Growing Category



There's potential

“Only a small percentage of the U.S. population is currently consuming dates...As young people continue to find Medjool dates, we see great opportunities for growth in this category.”¹



Things are heating up

“Over the past five years, dates have seen double-digit growth year over year.”¹



#medjooldates

With 100.5k posts using the hashtag #medjooldates, influencers and millennials are starting to show their love on social for this superfruit

Data Source

1. <https://www.producebusiness.com/consumers-falling-in-love-with-dates/>



Syrup – Category Trends



Consumers are on the hunt
for NO ADDED SUGAR

I.R.I. surveys show that 58% of consumers across generations are avoiding sugar...with 50% avoiding adding sugar to their food and beverages and 30% avoiding consuming products with sugar in the ingredient list. Of those avoiding sugar, 85% are doing so for health reasons and 58% for weight concerns.¹



Refined Sugar Reduction

US per capita consumption of refined sugar declined for the first time in 2017, after a decade of growth.²



Dates are a popular
natural sweetener

According to nutrition expert, Dr. Axe, top 5 sugar substitutes include: raw honey, stevia, dates, coconut sugar, and maple syrup.³

Data Sources

1. <https://www.foodbusinessnews.net/articles/11380-avoidance-of-sugar-remains-macro-trend>
2. <https://www.bloomberg.com/opinion/articles/2018-10-11/americans-cut-sugar-intake-in-decline-worth-celebrating>
3. <https://draxe.com/sugar-substitutes/>



We've been Date-ing Around with Dates & Syrup

Joolies is in over
2,200 locations
nationwide and in the
growing in the UK!



SoPac
Rocky Mountain
NorCal



SoCal

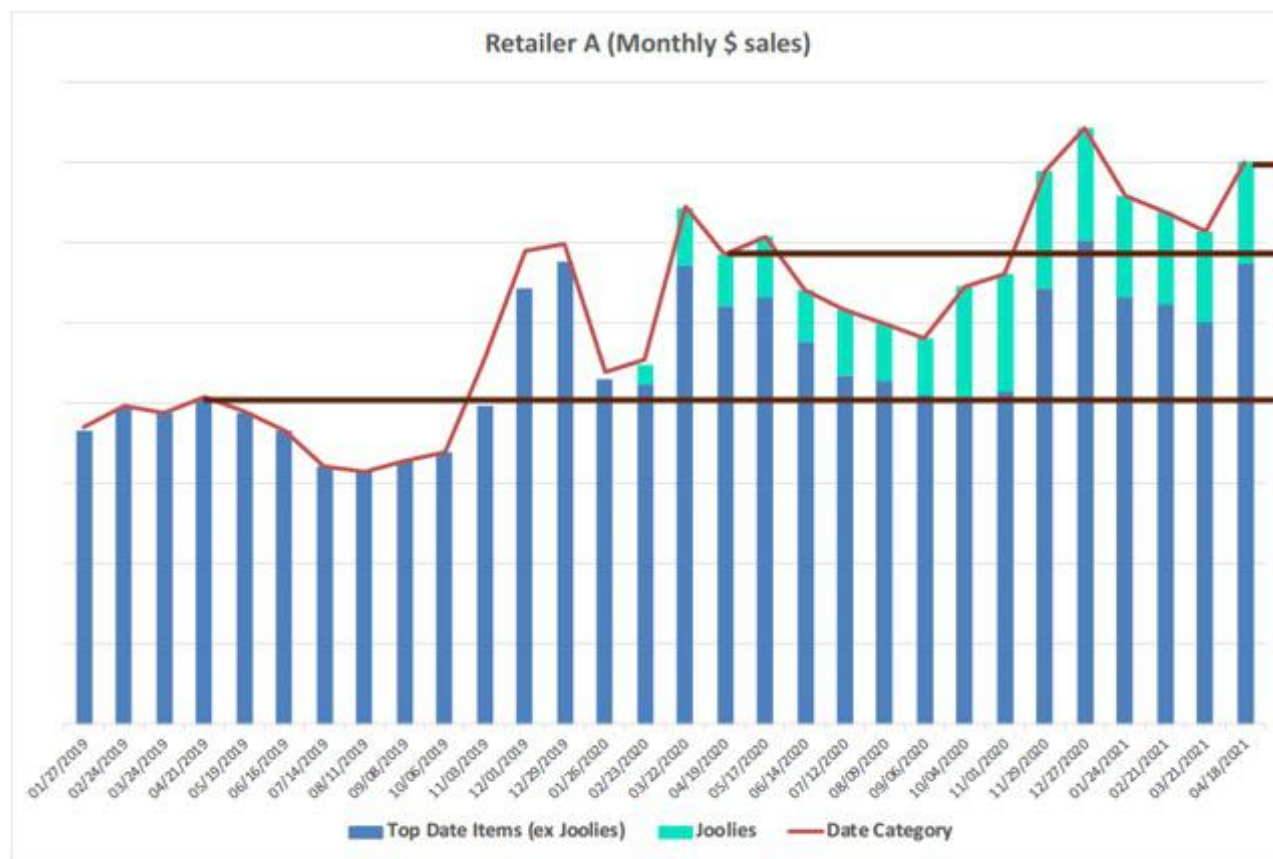


Mid-Atlantic



Grocery: Joolies is growing the category!

In the latest month, we are lapping higher sales levels brought on by the pandemic, which started in March 2020. Despite this, the overall date set still saw **+20% growth**, with **Joolies contributing half of that growth** and continuing to make up a larger part of the overall set. When comparing Apr 2021 against 2019, the previous set grew +41%, with Joolies adding **+31% of incremental growth** for a total of +72% growth for the category.



Apr 2021 vs. Apr 2020

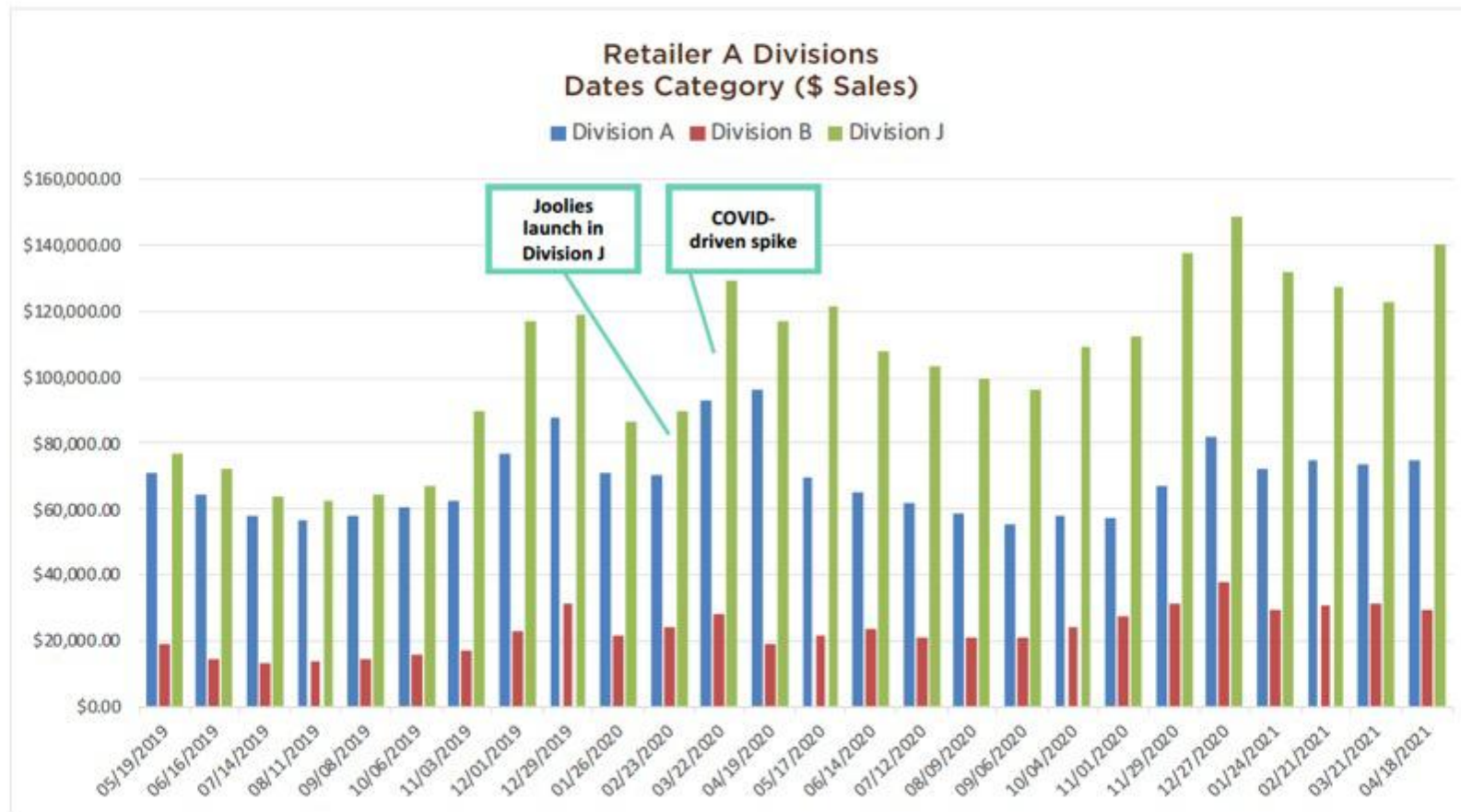
Overall category
+20% YOY
Date set ex. Joolies
+10% YOY

Apr 2021 vs. Apr 2019

Overall category
+72% YOY
Date set ex. Joolies
+41% YOY

Case Study: Accelerating the overall Date category

The sizes of the overall Date sets in Division A and Division J were similar through most of 2019. Following the launch of Joolies in Division J, coupled with the COVID-driven spike, Division J's date category has grown significantly faster than Division A.



👋 Hi, we're Joolies!

The Joolies Family



The Date Family 🌴🌴🌴



SRP
\$6.99

7/9oz great for healthy snacking at home, baking

**Pitted & Whole
Shareable Sizes**



SRP
\$1.99

Perfect kids' snack, grab and go

**Pitted 3 Date
Snack Packs + 12 ct. Caddy**

Joolies Dates Make Merry with Berries & Bevs!

**INCREASE
VELOCITIES 7x!**



Why it Works:

- Same Consumers
- Berry consumers are willing to spend more on premium fruit as opposed to lower priced bananas
- The Berry set is highly trafficked “where the action is!”
- Berry consumers purchase more frequently
- Beverage set is grab and go- perfect for Joolies Snack
- Positioning at eye-level draws consumers in effectively



Date Syrups + Flavors

SRP \$6.99
Line-priced



Original



Cinnamon



Cocoa



Blueberry

Organic Medjool Date Syrup

- Healthier alternative to sugar and maple syrup – 100% vegan!
- Single origin - Upcycling fruit from our farm
- 25% less sugar than honey
- Low glycemic index – won't spike blood sugar or cause sugar crash later
- High in antioxidants, vitamins & minerals: potassium, magnesium, B vitamins
- Usages: add to coffee, pancakes, oatmeal, baking, sauces or dressings
- The Sweetener with Benefits!
- Popping off-shelf brand

Nutrition Facts	
16 servings per container	
Serving Size	1 Tbsp (20g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 0g	
Calcium 0%	Potassium 4%
Phosphorus 2%	Magnesium 2%

Ingredients: Organic Medjool Dates





Waking up a Sleepy Category



From Sweeteners to Grocery

Meet your new Date Partner



We are your One Stop Date Shop

- While Joolies is our premium organic medjool date brand, we bring you The Date Shoppe– our NEW conventional line that has all types of date products!
- Now 2 complementary brands can come from one partner meeting the need of all types of shoppers
- Mixed Pallet flexibility with The Date Shoppe SKUs and Joolies



Welcome to THE DATE SHOPPE™



SRP
\$5.99



SRP
\$5.99



SRP
\$3.99



SRP
\$4.99



SRP
\$4.99



SRP
\$4.99

From Recycled Plastic
Shippers Available!



Together we are the New Destination



We got a lotta' dates

BULK DATES





Bulk Dates:

Joolies Organic Medjool Dates



11 LBS



2kg

Desert Valley Dates Conventional Medjool Dates



11 LBS

**We're Integrated in
People's Lives**



Velocity Drivers



- Retail shopping rebates
- In-app campaigns



- In-store Buy & Try campaigns
- Consumer Insights

Joolies Collabs etc.

- Strong brand loyalty
- ~18,200 Instagram Followers
- 20,000 Email list
- 17 Ambassador “Matchmakers”
- 20 larger influencer relationships
- Brand and Influencer Collabs (giveaways)



Joolies Hot off the Press




Health SNACK AWARD WINNERS 2020

Health SNACK AWARD WINNERS 2020 Fruity

Joolies Snack Pack
Now there's a more portable option to Joolies' original 14-ounce boxes: small snack packs with three pitted dates per pack, perfect for tossing in your lunch box or gym bag. They'll boost your energy with a little extra sugar, plus nutrients and fiber. 110 Calories, <1g Protein, 0g Fat, 3g Fiber

\$20

SHOP IT

Amazon

15+ Back-to-School Snacks Your Kid Won't Want to Trade

Say goodbye to boring snacks!



food network

Joolies Organic Medjool Dates, 3 Pitted Dates Snack Pack (8 Pack)

Buy goodbye to sad snacks. Joolies' pitted date snack packs are the boxed fruit update your kids' lunchboxes need. Each little pack comes with three naturally sweet, oh-so-indulgent fruits that are sure to satisfy any sweet tooth without any added sugars. It's like eating candy... but not. We mean when you're not too busy to think!

THE OPRAH MAGAZINE

35 Gifts for Pregnant Women Who Deserve a Little Pampering

Because mommy ain't easy.



Fresh Organic Medjool Dates

JOO LIES
amazon.com
\$21.99

SHOP NOW

Research suggests that eating six dates per day from 36 weeks of pregnancy on can help you have a shorter, easier labor. Is there any gift better than that?!

2020 SOFI™ AWARD GOLD WINNER



FRUITS AND VEGETABLES



PRODUCE MARKETING ASSOCIATION



Best 1st Time Exhibitor

PMA 2019 Award - Best First Time Exhibitor

Men's Health

Here Are the Winners of the 2020 Men's Health Snack Awards

You're going to want a taste of all 20.



18 Organic Medjool Dates, Pitted

JOO LIES

BUY NOW

If you've yet to enjoy one of these chewy-sweet fruits, it's time. They're deep and complex—almost like a good brandy—and for that reason you only ever need one or two to feel satisfied.

EXPLORE martha stewart


MARTHASTEWART.COM | FOOD & COOKING

All About Date Syrup, an All-Natural Liquid Sweetener

Here's what you need to know about this versatile, nutritious alternative to honey and maple syrup.

By Randi Gollin | October 22, 2020

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.



Save Pin More

An aerial photograph of a vast date palm plantation. The palm trees are densely packed and fill most of the frame. In the middle ground, a worker is visible on a lift platform, surrounded by several large green water tanks. The background shows a flat landscape with some buildings and a range of rugged, brown mountains under a clear sky.

YOUR ONE STOP DATE SHOP

<https://vimeo.com/319609203>