

# tosí™

August 2021

tosí



*"Even in the familiar there  
can be surprise and wonder"*

*-Tierney Gearon*



**tosí**

**tosí<sup>TM</sup>**



## JOIN US

When we started Tosi, we had one mission:  
to create nutritious products to help people be well.

**We believe real food = vibrant health.**

So, when we saw people falling off their path to wellness because of their snack choices, we got to work to bring our clean, nutrient-dense **SuperBites** to every well-intentioned but hungry belly.

We know you're busy. That's why we are passionate about making satisfying snacks simple, so you can take a Tosi and **go do something awesome**. Welcome to Tosi; cheers to feeding daily adventures.

*Happy Snacking,*

Stef & Chels,  
Mother-Daughter Co-Founders



Submitted for WBENC,  
awaiting confirmation





# TOSI AT A SNAPSHOT

## PROVEN TRACK RECORD INTERNATIONALLY

- 5 years successfully distributed in the Dubai and UAE Region
- Opening up distribution in South Korea, Hong Kong and Russia

## NOTHING EATS LIKE A TOSI

- Snack category disruptor with truly unique taste and texture
- Made with simple, nutrient-dense ingredients that satisfies hunger, promotes energy and improved productivity

## POISED FOR RAPID EXPANSION

- Heightened awareness from recent Costco rotations coupled with the country opening up Summer 2021, paving the way for a strong global expansion







We're on a mission to  
*feed daily adventures*



# The pitfalls of unprepared hunger — can lead to poor snack choices



Nutrient Poor  
Snacks



High Sugar  
Snacks



Healthy Imposter  
Snacks

& give “Snacking” a bad rep



# The Better for You Snacking Movement

## \$108B

The Healthy Snack Market will grow from \$78B in 2019 to \$108B in 2027, +4.2% CAGR

## 3 Keys to a Better for you Snack



### CLEAN INGREDIENTS

**91% of U.S.** consumers believe food and beverage options with recognizable ingredients are healthier.



### PLANT BASED

The number of U.S. food and drink products with “**plant-based**” callouts **+268%** between 2012 and 2018



### LOW IN SUGAR

**74% of Americans** say that they are actively trying to **reduce their sugar intake**

Eating the right snacks can lead to better energy, mood and focus

## Consumers are Snacking More Often

# 94%

of consumers  
Snack at least  
twice daily

# Snacking accounts for 50%

of all eating  
occurrences

\*Source: Mintel, Snacking Motivations, May 2017

# Meet Tosi SuperBites

The Anytime, Anywhere Clean & Simple  
Snack Bar

**Made with  
simple, real food  
ingredients**

**Crunchy & Delicious**  
Unique texture unlike  
anything else on the market.  
*Nothing eats like a Tosi!*

**Plant Protein**  
from nuts and  
seeds

- ✓ **Low in Sugar**
- ✓ **Full of Fiber**
- ✓ **Heart Healthy Omegas**

Never any added natural flavors, colors or preservatives  
Travel ready - won't melt or freeze!



**tosi**





# OUR POWERHOUSE PLANT-BASED INGREDIENTS

**NUTS** – High in  
plant protein & fiber



**ALMONDS**  
Great source of fiber,  
healthy fats, and  
plant protein



**CASHEWS**  
Heart-healthy  
and a great source  
of plant protein



**PEANUTS**  
Rich in Vitamin E  
and a great source  
of plant-protein

**SEEDS** – Good  
source of omegas



**FLAX SEEDS**  
Another source of plant  
protein, we also love this  
superfood for its share of  
vitamin B1 and magnesium



**WHITE SESAME SEEDS**  
Rich source of natural plant  
protein, and antioxidants like  
vitamin E and vitamin K



**CHIA SEEDS**  
One of the healthiest foods on  
the planet! These tiny black seeds  
provide tons of fiber, omega-3 fats,  
calcium, and more

**CASSAVA** – Contains  
prebiotic fiber



An all-natural  
sweetener  
made from  
cassava root  
that has prebiotic  
fiber that is good  
for the gut

# AVAILABLE IN 2 SIZES | 8 FLAVORS

## MEAL SIZE

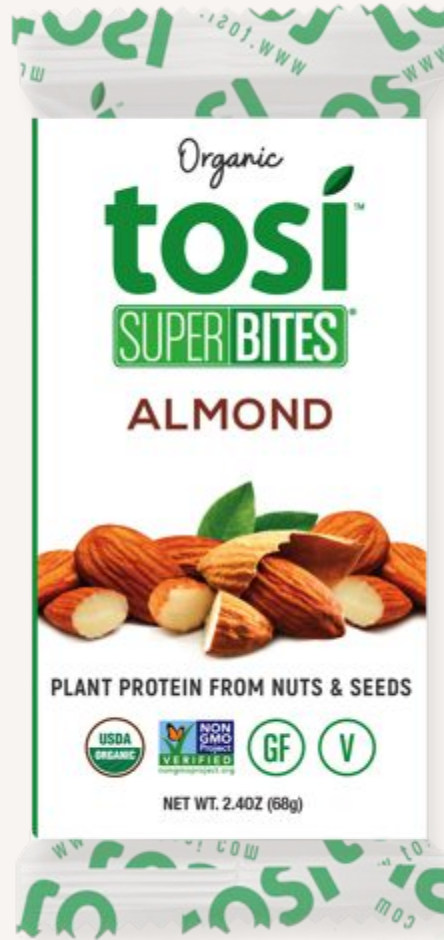
Satisfy your hunger with the only bar scored into 5 bite-size pieces for perfectly portioned snacking!

12g Plant Protein | 8g Fiber

as much protein as 2 eggs

as much fiber as 3 servings of broccoli

SRP: \$3.79



## SNACK SIZE

Fuel your everyday moments with a clean, nutrient-dense satisfying snack that actually tastes good!

5g Plant Protein | 110 Calories

2x more protein than a granola bar

3x more fiber than a serving of pretzels

SRP: \$1.99

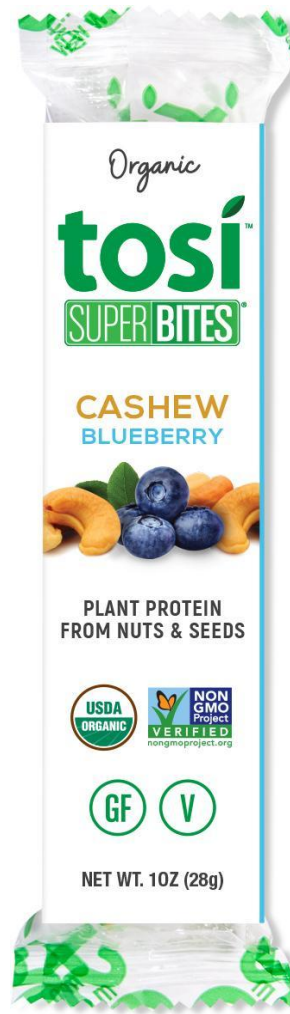
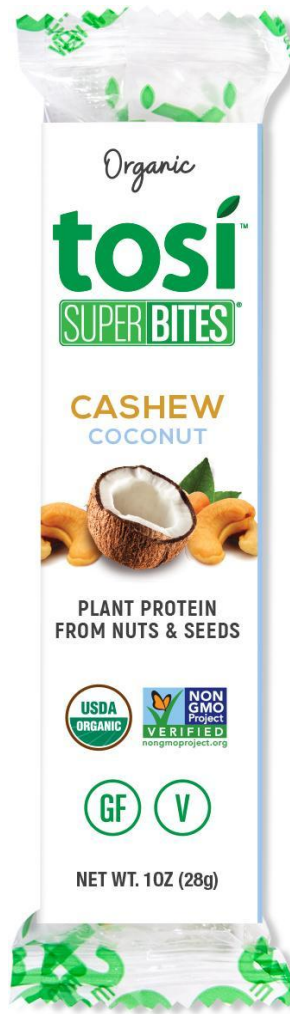
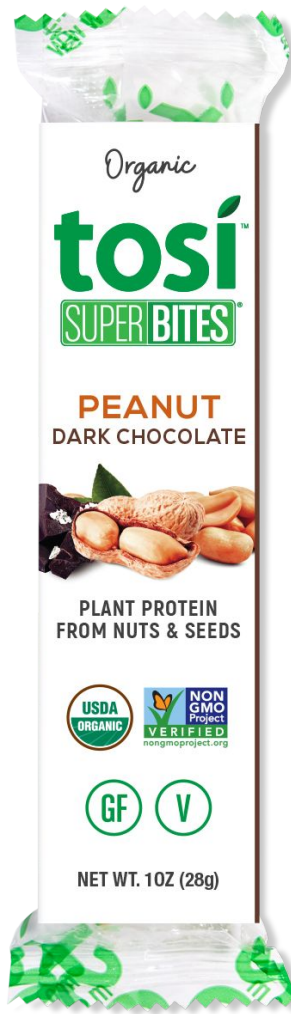
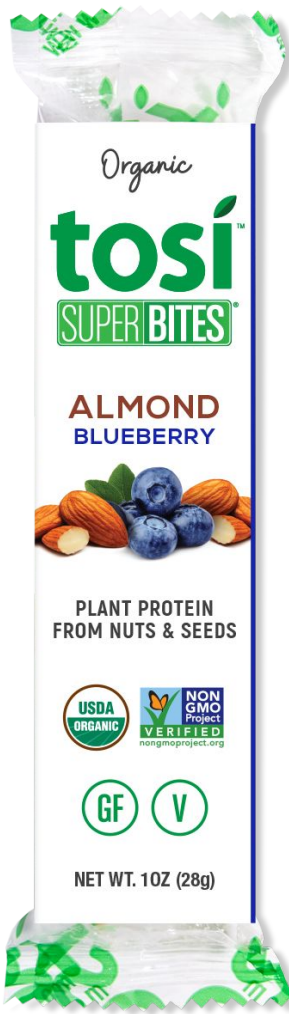
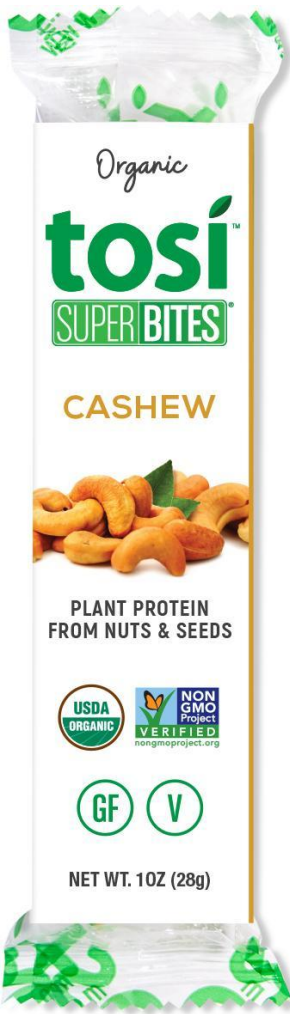
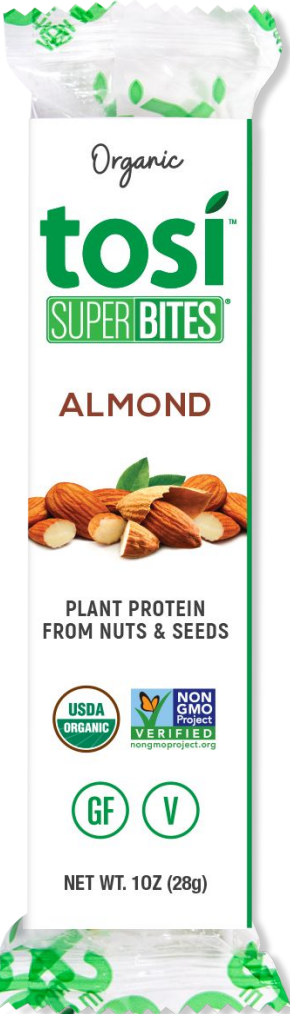


# TOSI SUPERBITES 1.0oz FLAVOR RANK

TOP 2

CORE 4

Tosi SuperBites 1.0oz. SRP: \$1.99



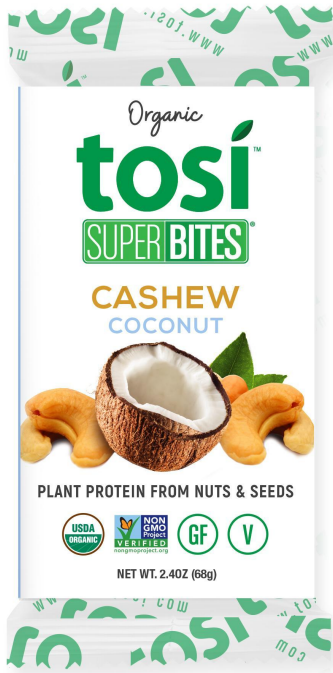
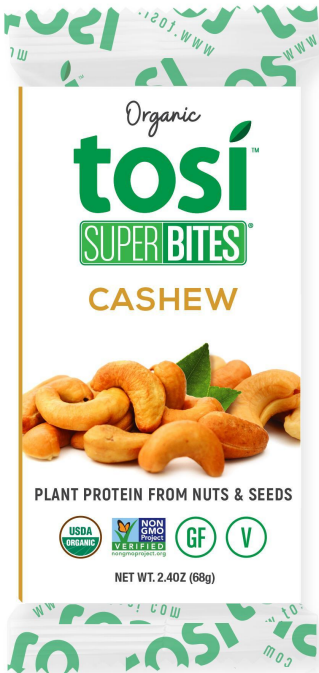


# TOSI SUPERBITES 2.4oz FLAVOR RANK

TOP 2

CORE 4

Tosi SuperBites 2.4 oz. SRP: \$3.79



# NEW Tosi SuperBites 1.0oz Pantry Packs!



Give your pantry what it wants! Clean, nutrient-dense, GREAT TASTING snacks!

## ALIGNS WITH NEW NORMAL MACRO TRENDS

### ✓ SAFEGUARDING OUR HEALTH:

Choosing better-for-you offerings, more organic, more anti-inflammation and more real-food ingredients.

### ✓ GIVE ME ALL THE PLANTS:

Plant based was growing pre-COVID and post-COVID it has continued to surge as consumers look to plants for cleaner, healthier protein sources.

### ✓ PANTRY LOADING:

Consumers making fewer yet larger grocery shopping purchases and filling their pantry with shelf-stable items that can last



**SRP: \$6.99 / 4-Pack (\$1.75/bar)**

**12% everyday savings vs.  
\$1.99 SRP/bar**







# Tosi's Fav Flavors available in Pantry Packs!

Pantry Packs are unique from the set's current multipack offerings  
Organic & Non-GMO, Low in Sugar, Crunchy & Delicious





# Happiness Guaranteed



**So good!**

I love Tosi. It's my go to snack because it doesn't melt and it's not too sweet. It's also packed with protein, organic and gluten free. What more could you ask for?

-Lynda E.

**1000 + ★★★★★ Reviews**





Thank  
You!

tosí

