

# tosí™

November 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 IN FOODSERVICE

- #1 Selling Bar Nationally at Nekter Juice Bar and many local/regional Coffee Shops.
- Fan Fav on Corporate Campuses like Uber and Google.

## 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 foodservice 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

# 50%

Snacking  
accounts for  
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

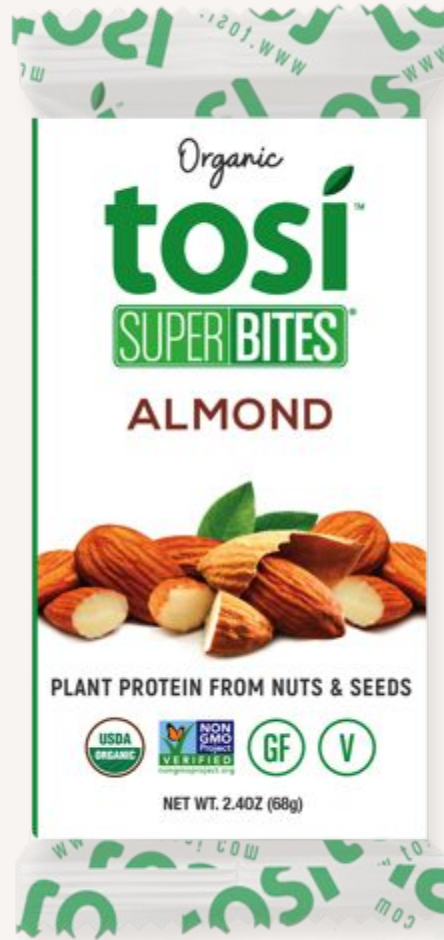
Satisfy your hunger with the only bar scored into 5 bite-size pieces for perfectly portioned snacking!

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

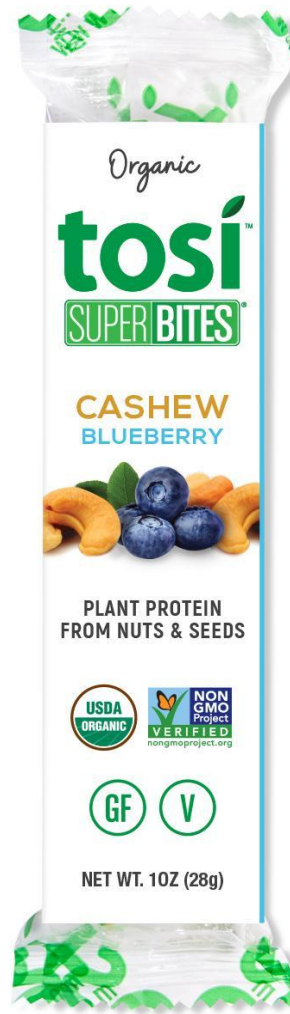
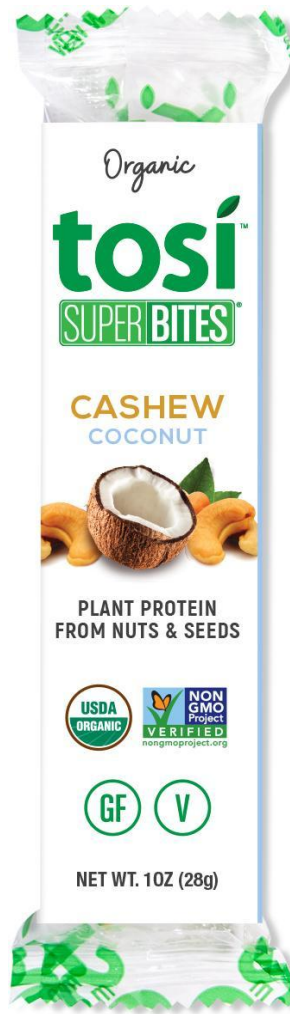
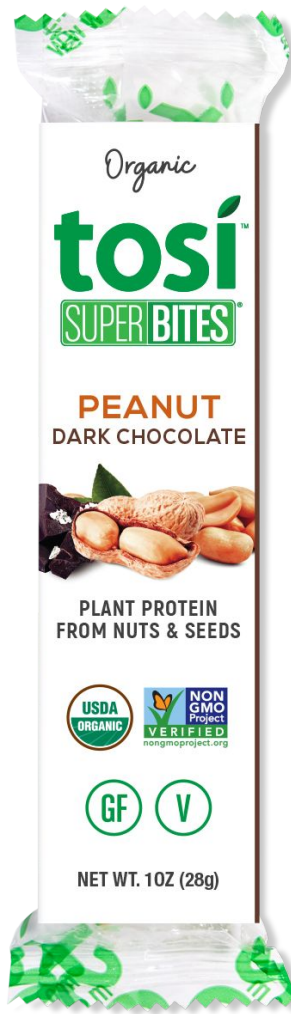
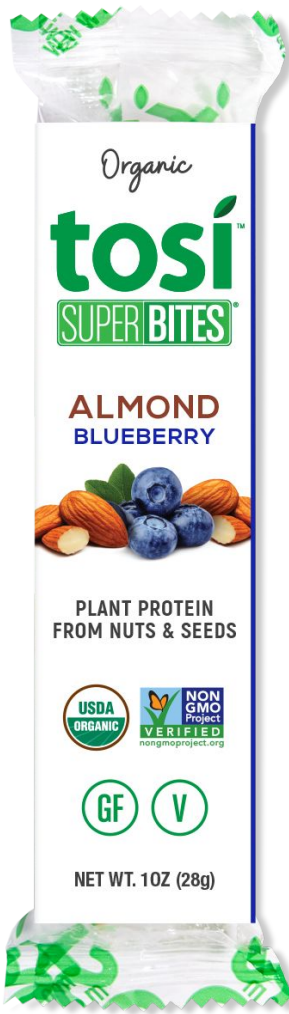
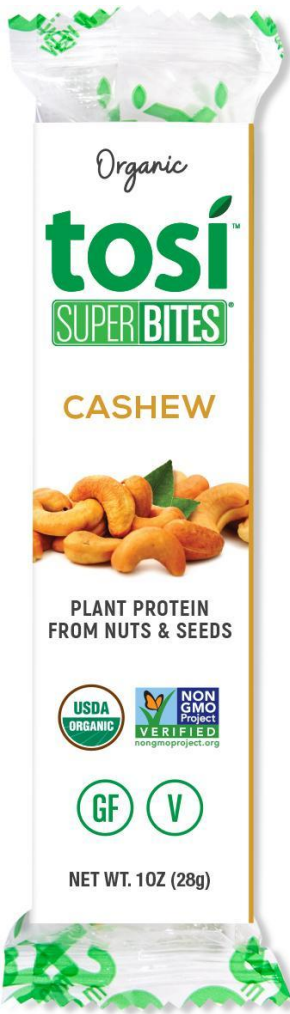
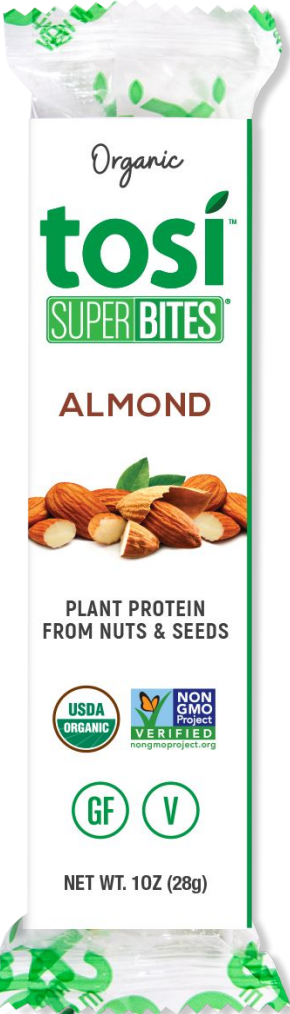


# TOSI SUPERBITES 1.0oz FLAVOR RANK

TOP 2

CORE 4

Tosi SuperBites 1.0oz. SRP: \$1.99



**tosi**

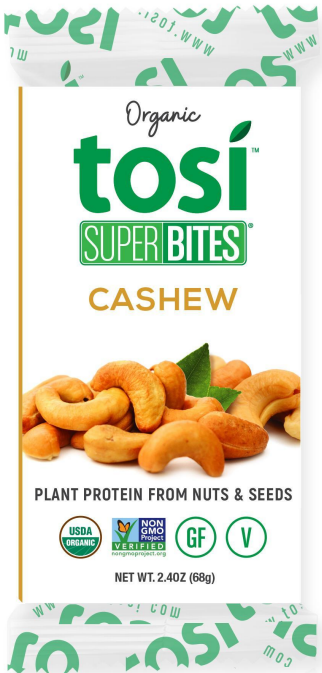


# TOSI SUPERBITES 2.4oz FLAVOR RANK

TOP 2

CORE 4

Tosi SuperBites 2.4 oz. SRP: \$3.79



# 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

