

NuttZo®

Mixed Nut & Seed Butter

On-the-Go!





2 Adopted nutrient-deficient boys + 1 Mom on a Mission = NuttZo®

LIFE IS NUTS, SO WE MADE NUTTZO!

Sometimes life's unexpected twists and turns lead you to your best life. When I adopted my sons internationally in 2002 and 2005, they were both extremely nutrient-deficient. In desperation, I took to the kitchen and blended a variety of nuts and seeds to make a delicious protein source for them.

Voilà, the nut and seed butter brand 'NuttZo' was born!

At the heart of NuttZo is our mission to spread health and happiness all over the world. While launching NuttZo, we created a non-profit that remains core to who we are today. Making a *real* difference is what motivates us most. Every sale of NuttZo supports **Project Left Behind**, helping orphaned and underprivileged children in Peru and India.



Bright Futures For
Orphaned and
Underprivileged Children
POWERED BY **NuttZo**

OUR BRAND EVOLUTION



A Nut Butter for All

When consumers talk, we listen. We started out as a line of organic nut butters and have built a brand portfolio to better fit the lives of healthy, on-the-go consumers. Along with our portfolio, we've updated our look to be modern but approachable and drive shelf appeal.



WHO EATS NUTTZO?

We are the nut-butter *for all!*

We are the original mixed nut and seed butter with a cult following of 22-45 year-old active, health-conscious consumers concerned with clean eating.

This includes:

- Millennial moms and their families
- Healthy snackers and foodies
- Outdoors enthusiasts and adventure seekers
- Athletes and exercisers
- Vegan, Paleo, Gluten-Free, Vegetarian, and Keto communities



NuttZo Fanatics love to fuel their bodies with NuttZo's mixed nut and seed butter because it's high in protein, healthy fats, and low in sugar.

NuttZo



CHILLED BAR GROWTH IN THE MARKETPLACE



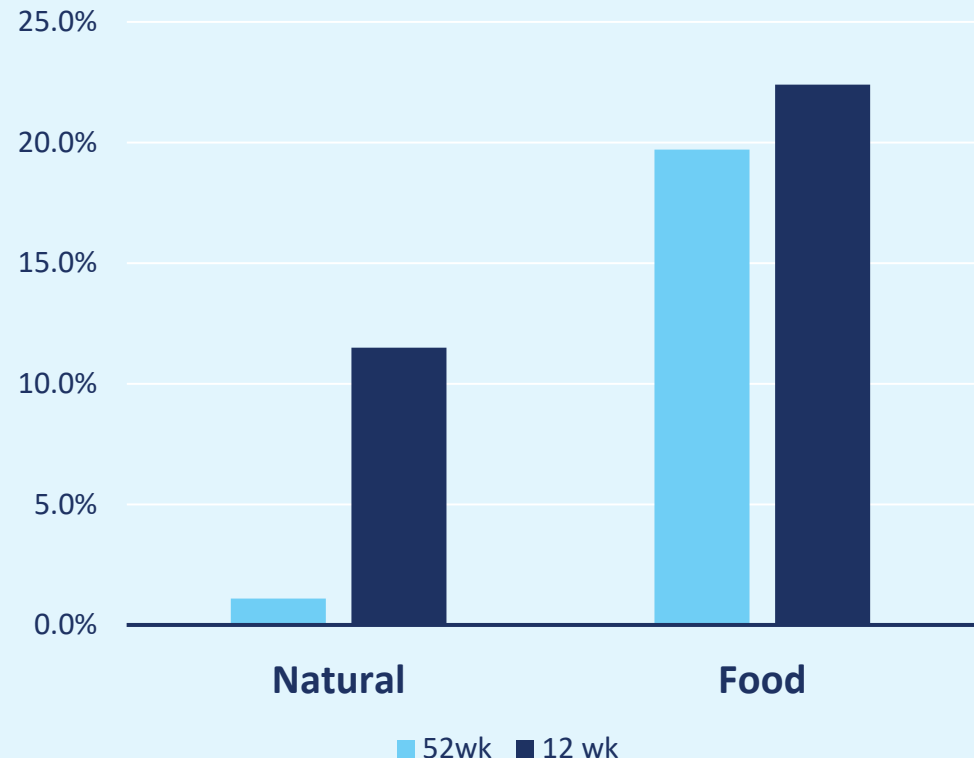
Growth in the Chilled Bar Category

The refrigerated/chilled bar category is growing in both Natural & Food channels and outpaces the growth of shelf stable bars.

*SPINS 2.28.2022

Channel Growth

Accelerating in recent periods*



NUTTZO NUT & SEED BUTTER + CHOCOLATE CHILLED BARS



Plant-Based



7

The 1st refrigerated protein bar made with 65% NuttZo nut butter – the original 7 nut & seed butter



Only 4g of sugar per serving – half the sugar compared to other bars



Vegan, plant-based protein (7+ grams of protein per bar)



No artificial or filler ingredients



Gluten, dairy, soy & whey free



Good for 2 weeks out of the fridge for on-the-go snacking for the entire family!



Supports Project Left Behind – providing education and support for underprivileged children



NuttZo®

NUTTZO VS. OTHER CHILLED BARS



	NuttZo	Perfect Bar	Elemental	Core Bar	Bhu Bar	Pro Bar	Clío
Sugar Content	4g	18g	8g	10g	1g	19g	11g
Carbohydrates	12g	24g	16g	31g	12g	43g	14g
Protein	7-8g	15g	7g	6g	13g	10g	9g
Fiber	3-4g	4g	4g	7g	11g	3g	1g
Total Fat	16g	20g	16g	12g	7g	5g	8g
Multi-Nuts and Seeds	Cashews Almonds Brazil Nuts Chia Seeds Flax Seeds Hazelnuts Peanuts Sunflower Seeds	Peanuts Flax Seeds	Almonds Flax Seeds Sunflower Seeds Pumpkin Seeds Brazil Nuts Sesame Seeds	Almonds Chia Seeds	Cashews	Peanuts Sunflower Flax Seeds Sesame Seeds Pumpkin Seeds	Peanuts
No Artificial or Filler Ingredients	✓	✗	✓	✗	✗	✗	✗
Vegan	✓	✗	✗	✓	✓	✓	✗
Dairy Free	✓	✗	✓	✓	✓	✓	✗
Whey Free	✓	✓	✗	✓	✓	✓	✗
Supports a Non-Profit	✓	✗	✓	✗	✓	✗	✗

NUTTZO NUT & SEED BUTTER + CHOCOLATE CHILLED BARS

- Bar Size: 1.41 oz
- Case Pack: 12pk Sleeve
- Master Case: 48pk (4- 12pack sleeves)
- Delivered Unit Cost: \$1.69
- Suggested Retail Price: \$2.59-\$2.99
- Gross Margin: 37% - 41.5%
- Manufacturer Launch Date: September 2022
- Shelf Life from Date of Manufacture : 8 months
- Guaranteed Shelf Life: minimum 6 months to Distributors



ALMOND BUTTER CHOCOLATE

Nutrition Facts	
1 servings per container	
Serving Size	1 bar (40g)
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 16g	20%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 12g	5%
Dietary Fiber 3g	12%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 7g	
Vitamin D 0mcg	0%
Calcium 59mg	4%
Iron 2mg	15%
Potassium 199mg	4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general advice	

INGREDIENTS:

NuttZo Power Fuel Nut & Seed Butter (Cashews*, Almonds*, Brazil Nuts*, Flax Seeds, Chia Seeds, Hazelnuts*, Pumpkin Seeds* Celtic Sea Salt), Dark Chocolate Chips† (Chocolate Liquor†, Cane Sugar†, Cocoa Butter†), Maple Syrup, Pea Protein Crisps (Pea Protein, Rice Starch), Sesame Seeds, Flax Seeds, Celtic Sea Salt

(*indicates dry roasted, †indicates ORGANIC)



PEANUT BUTTER CHOCOLATE

Nutrition Facts	
1 servings per container	
Serving Size	1 bar (40g)
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 16g	21%
Saturated Fat 3g	16%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 12g	4%
Dietary Fiber 4g	13%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 8g	
Vitamin D 0mcg	0%
Calcium 41mg	4%
Iron 2mg	8%
Potassium 196mg	4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general advice	

INGREDIENTS:

NuttZo Peanut Pro Nut & Seed Butter (Peanuts*, Cashews*, Almonds*, Flax Seeds, Brazil Nuts*, Hazelnuts*, Sunflower Seeds*, Celtic Sea Salt), Dark Chocolate† (Chocolate Liquor†, Cane Sugar†, Cocoa Butter†), Maple Syrup, Flax Seeds, Pea Protein Crisps (Pea Protein, Rice Starch), Sesame Seeds, Celtic Sea Salt

(*indicates dry roasted, †indicates ORGANIC)



NUTTZO RECOMMENDATIONS

Priorities:

- Placement in all stores:
 1. Power Fuel Almond Butter Chocolate Bar
 2. Peanut Pro Peanut Butter Chocolate Bar
- Placement in refrigerated bar set adjacent to Perfect Bar
- SRP of \$2.59-\$2.99

Promotional & Marketing Support:

- TPR's (2/\$4 or 2/\$5)
- iBotta Campaigns
- IRC Campaigns
- Cross - Brand Collaborations
- In-Store & Event sampling
- Social Media



Almond Butter Chocolate

Nutrition Facts	
1 servings per container	
Serving Size	1 bar (40g)
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 16g	20%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 12g	5%
Dietary Fiber 3g	12%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 7g	
Vitamin D 0mcg	0%
Calcium 59mg	4%
Iron 2mg	15%
Potassium 199mg	4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general advice.



Peanut Butter Chocolate

Nutrition Facts	
1 servings per container	
Serving Size	1 bar (40g)
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 16g	21%
Saturated Fat 3g	16%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 12g	4%
Dietary Fiber 4g	13%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 8g	
Vitamin D 0mcg	0%
Calcium 41mg	4%
Iron 2mg	8%
Potassium 196mg	4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general advice.



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Appendix



NUTTZO BRAND SUPPORT

- Digital couponing, Instacart, Ibotta
- Social media Influencers
- Brand collaborations
- Trade show presence
- National event sampling

National PR Outreach:

- The New York Times
- Good Housekeeping
- Hers Magazine
- SHAPE
- Huffington Post
- Pregnancy & Newborn Magazine



...and more

NuttZo



Inc.

HOME & TOWN KITCHEN & CO. INC.

Adopting Two Boys From Ukraine Inspired Her Idea for a Business--and an Even More Ambitious Venture

At the same time she launched her health food company, NuttZo, Danielle Dietz-LiVolsi created a nonprofit to help children in need around the world.

BY CHRISTINE LAGOMMO-CHAPLIN, SENIOR WRITER, INC., SLACONIA



Thank You Dietz-LiVolsi. Photo: NuttZo



eatnuttzo

Message



2,587 posts

72.5K followers

5,701 following

NuttZo®

Product/Service

The original mixed nut and seed butter.

www.nuttzo.com

Followed by pregnancy, its a vegworld affair, jessicallay 14 more



FAQs



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POSTS

REELS

VIDEOS

BY TAGGED



NATIONAL BRAND RECOGNITION

Spreading the #NuttZoLove. PR & Collaborations:

HUFFPOST

Entrepreneur

**GOOD
HOUSEKEEPING**

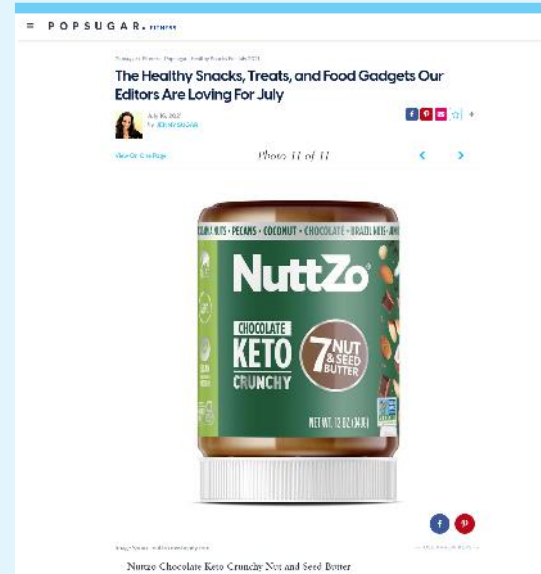
The New York Times

Men's Fitness

Forbes

abc NEWS

Inc.



Entrepreneur

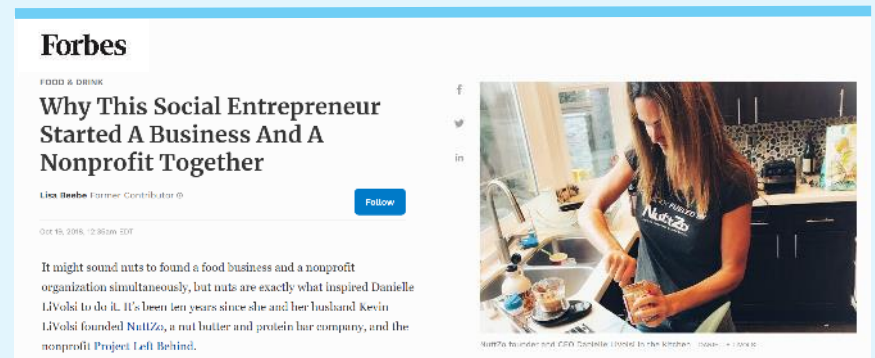
How This Mom to 2 Picky Eaters Ended up an Entrepreneur Volunteering in a Peruvian Orphanage

Entrepreneur | July 10, 2016 | 10:00 AM

By Lisa M. ...

When I ...

... and ...



Thank You!

