

# SKINNY<sup>Me</sup>

## PREMIUM CHOCOLATE

**New!**

**ZERO SUGAR**



**GROVARA**



# SkinnyMe Zero Sugar Chocolate Delivers To Consumer Behavior

SKINNY<sup>Me</sup>  
PREMIUM CHOCOLATE

ZERO SUGAR



**Zero  
Sugar**



**Tastes  
Great**



**Stevia  
Sweetened**



**Keto  
Friendly**



**Gluten  
Free**

SkinnyMe Zero Sugar Chocolate is on the forefront of consumer behavior and fills a void in the confectionery category. As demand for low sugar products has increased dramatically, consumers heed the advice of health professionals and take action to reduce sugar intake.



# SkinnyMe Chocolate Bars Zero Sugar Comparison

**SKINNY***Me*  
PREMIUM CHOCOLATE

**ZERO SUGAR**



Chocolate Bars  
Nutrition Comparison

<b>Sugar</b> PER 11g SERVING	<b>0g</b>	6g	6g	3g	4g
<b>Calories</b> PER 11g SERVING	<b>50</b>	60	56	62	66
<b>Net Carbs</b> PER 11g SERVING	<b>0g</b>	6g	6g	5g	4g

## OUR CUSTOMERS LOVE THE TASTE!

Donna (Los Angeles, CA) ★ ★ ★ ★ ★

WOW!!! I didn't expect them to be so delicious!!! They are the best chocolates I've had in a very long time! I had the milk chocolate. Fantastic! We'll definitely be ordering more. Great job!!!

# The SkinnyMe Zero Sugar Difference Flavors That Customers Love

**SKINNY**<sup>Me</sup>  
PREMIUM CHOCOLATE

**ZERO SUGAR**



**VS**



*The Famous  
Powdered Donut*

**14 GRAMS OF SUGAR  
208 CALORIES**

**SkinnyMe Powdered  
Donut Squares**

**0 GRAMS OF SUGAR  
50 CALORIES**

## 5 Star Customer Reviews!



**Myrilee** (04/09/2021)

I was not sure that I would like the powdered donut chocolate. I love it! It tastes like powdered donuts with the sugar, but no sugar! Awesome! I will buy it again.



**Jen** (06/25/2021)

These are the absolute BOMB and taste just like a doughnut, love em!



**Melanie** (03/19/2021)

This is by far the best flavor I have tasted. I crave this stuff. It is almost gone and I just received it a few days ago!

# Milk Chocolate Peanut Butter Cups Sold Every 12 Seconds

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PREMIUM CHOCOLATE

ZERO SUGAR



There is no denying that Chocolate Peanut Butter Cups are most likely the best selling confectionery ever. In fact they are so popular the most famous brand sells one worldwide every 12 seconds. SkinnyMe takes it one step better and crafts each peanut butter cup with zero sugar making it a delicious guilt free treat.



# SkinnyMe Peanut Butter Cups

## "Better For You" Comparison

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PREMIUM CHOCOLATE

**ZERO SUGAR**

Milk Chocolate  
Peanut Butter Cups



<b>Sugar</b> PER 13g SERVING	<b>0g</b>	<b>5g</b>	<b>7g</b>	<b>4g</b>
<b>Calories</b> PER 13g SERVING	<b>60</b>	<b>68</b>	<b>67</b>	<b>79</b>
<b>Net Carbs</b> PER 13g SERVING	<b>0g</b>	<b>6g</b>	<b>7g</b>	<b>5g</b>

### TAKE OUR TASTE TEST CHALLENGE!

SkinnyMe Peanut Butter Cups are a delicious snack.  
Crafted with Zero Sugar makes it a consumer favorite!

# “Delicious And Wonderful” Describes SkinnyMe Peanut Butter Cups

SKINNY<sup>Me</sup>  
PREMIUM CHOCOLATE

ZERO SUGAR

Our Zero Sugar Peanut Butter Cups Might Just Be The Best Confectionery Product Ever!



**Akaye63** (Midlothian, VA - 02/05/2021)

Love, love, love them. They are delicious. Only problem I see is that they can very easily become addictive!



**Cheryl M.** (Delray Beach, FL - 02/05/2021)

Wonderful peanut butter cups! I need to hide the bag! Delicious.



**Ina W.** (Springfield, NJ - 02/06/2021)

The peanut butter cups are so good I had to keep myself from eating them all at once. I will have to ration them next time.



**Idoc93** (Canonsburg, PA - 07/05/2021)

These are the best peanut butter cups at 60 calories per cup. The chocolate melts in your mouth. They taste as good as Reese's with less sugar and fat.



**Ruth** (Yakima, WA - 04/08/2021)

Tasty! I can't even tell it's sugar-free ! I'll be ordering this again!



**Judy Luckow** (Hot Springs National Park, AR - 02/21/2021)

The dark chocolate peanut butter cups are absolutely delicious!! I will be ordering these again and again!

# Consumers Consistently Select Zero Sugar Natural Sweeteners

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ZERO SUGAR

Consumers agree that sweetness comes from naturally occurring sources.

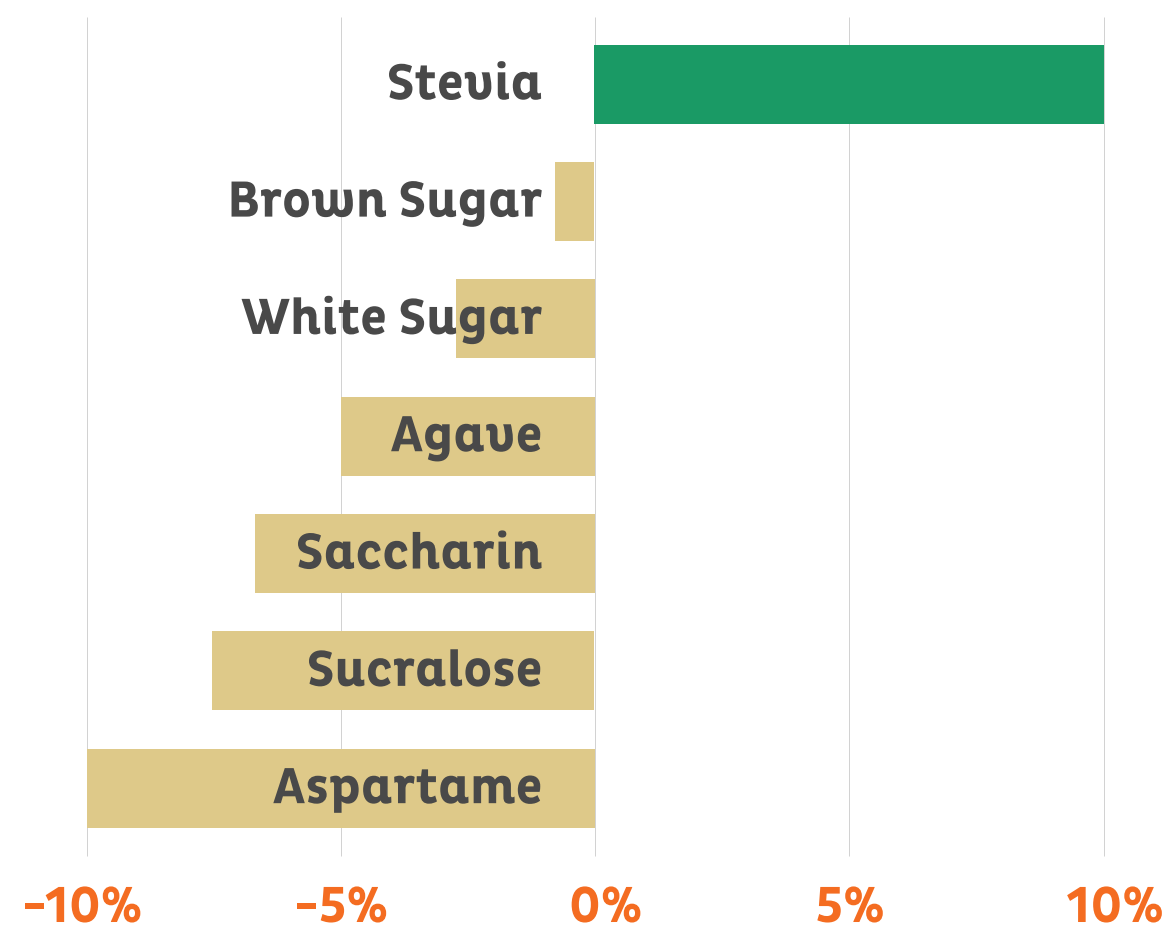
Naturally sweetened low sugar market is almost 4 times greater than chemically sweetened products.

## No Chemical Sweeteners

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ZERO SUGAR

Percentage of Decline in Sales for Sugar and Sugar Substitutes



### Stevia

A natural sweetener derived from the leaves of the plant species *Stevia rebaudiana*, native to Brazil and Paraguay.



### Erythritol

Can be found naturally in pears, grapes, melons and other fruits. It is about 70% as sweet as sugar, but has almost no calories

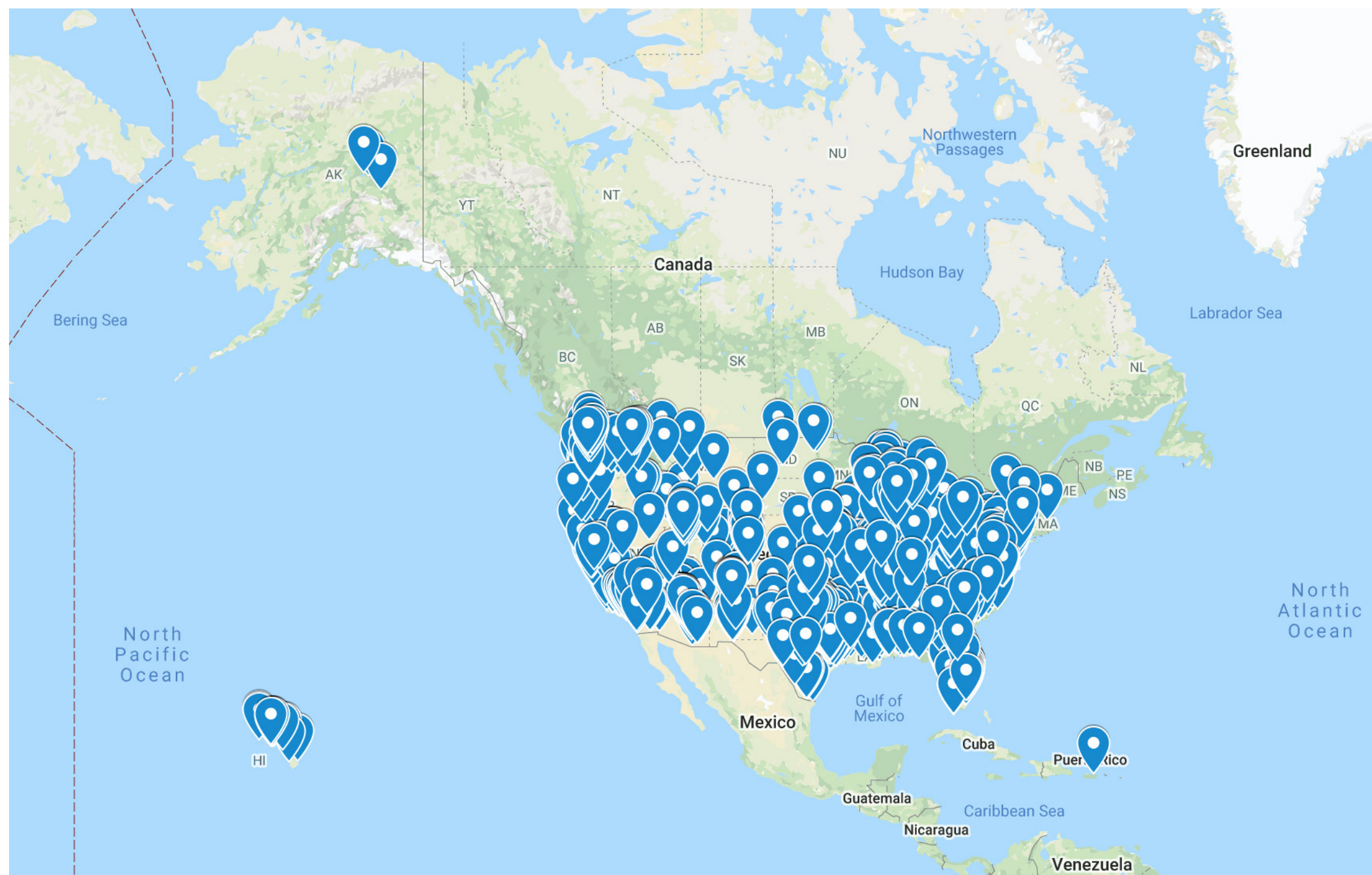


# SkinnyMe Zero Sugar Chocolate Customer and Retail Growth 2021

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PREMIUM CHOCOLATE

ZERO SUGAR

At present in over 1900 retail locations, 100 plus military commissaries, 5 countries, and territory of Puerto Rico.



# Why Excess Sugar Is Bad For You

## Limit Sugar For Healthier Life

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PREMIUM CHOCOLATE

ZERO SUGAR

### The case for action and commitment to public health

Sugar is very common and often overly consumed. It is an ingredient found and hidden in so many foods, from traditional confectionery sweets to unexpected sources (condiments, cereal, yogurt, juices). Consuming excess sugar has been shown to increase unhealthy weight gain, heightens risk of diseases (diabetes, high blood pressure, heart disease) and damages teeth and causing dental caries.

### What can policymakers & responsible businesses do?

- 1 Raise awareness of excess sugar consumption through store campaigns and social marketing.
- 2 Set store thresholds to define and limit high sugar food, snacks and beverages.
- 3 Enact regulations on marketing of beverages & food to children and general public.
- 4 Voluntary and mandatory labeling of beverages high in sugar & food content.
- 5 Define and monitor store sets of gradual sugar reduction in food and drink products.
- 6 Update national food composition database with sugar intake of consumer trends.



World Health  
Organization

# Sugar Free Confectionery Market to Reach \$2.81 Billion by 2027

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PREMIUM CHOCOLATE

ZERO SUGAR

Market size value in 2020

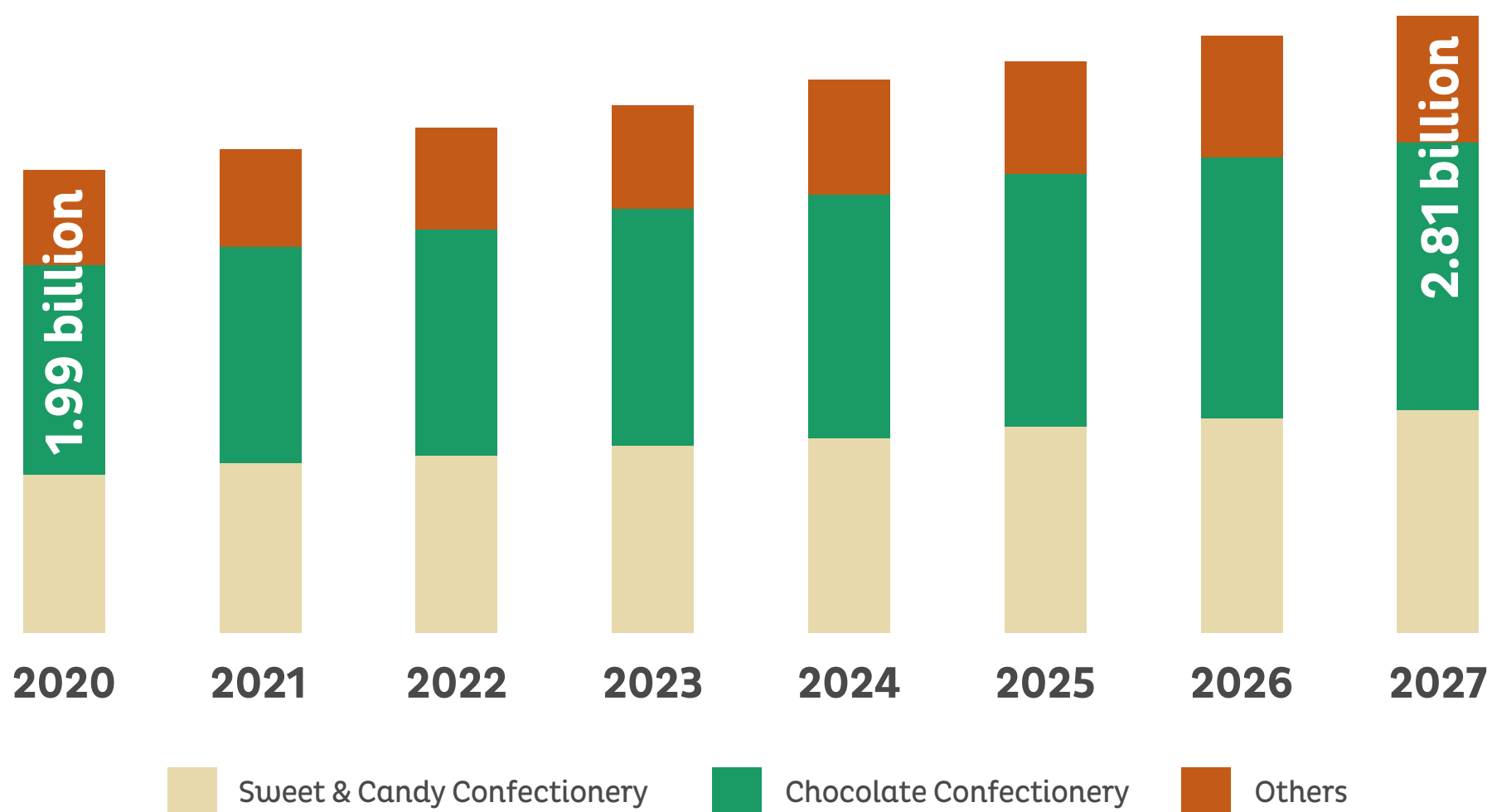
**USD 1.99 billion**

Revenue forecast in 2027

**USD 2.81 billion**

Growth Rate

**CAGR of 5.1% from 2020 to 2027**



Consumption of sugar has been found to have adverse effects on one's health. Sugar is known to plummet blood glucose levels, which can result in mood swings, fatigue, and headaches. It even enhances cravings and false hunger pangs. Long term consumption of a substantial amount of sugar leads to a higher risk of obesity, heart disease, and diabetes.

Various studies in the nascent stage have also found a relation between high-glycemic diets and multiple forms of cancer. Together, these are promoting awareness regarding reducing sugar consumption and initiating a preference for sugar-free products.



# Big Sales Opportunities With Better-For-You Products

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PREMIUM CHOCOLATE

ZERO SUGAR

**SkinnyMe Zero Sugar Chocolate is the perfect brand to meet growing consumer demand.**

SkinnyMe is on the forefront of the better-for-you subsection in the chocolate category.

Trends we see across many categories. Innova Market Insights' analysis has shown that "91 percent" of consumers are "at the least a little" influenced by sugar reduction claims. Take beverage for example:

1

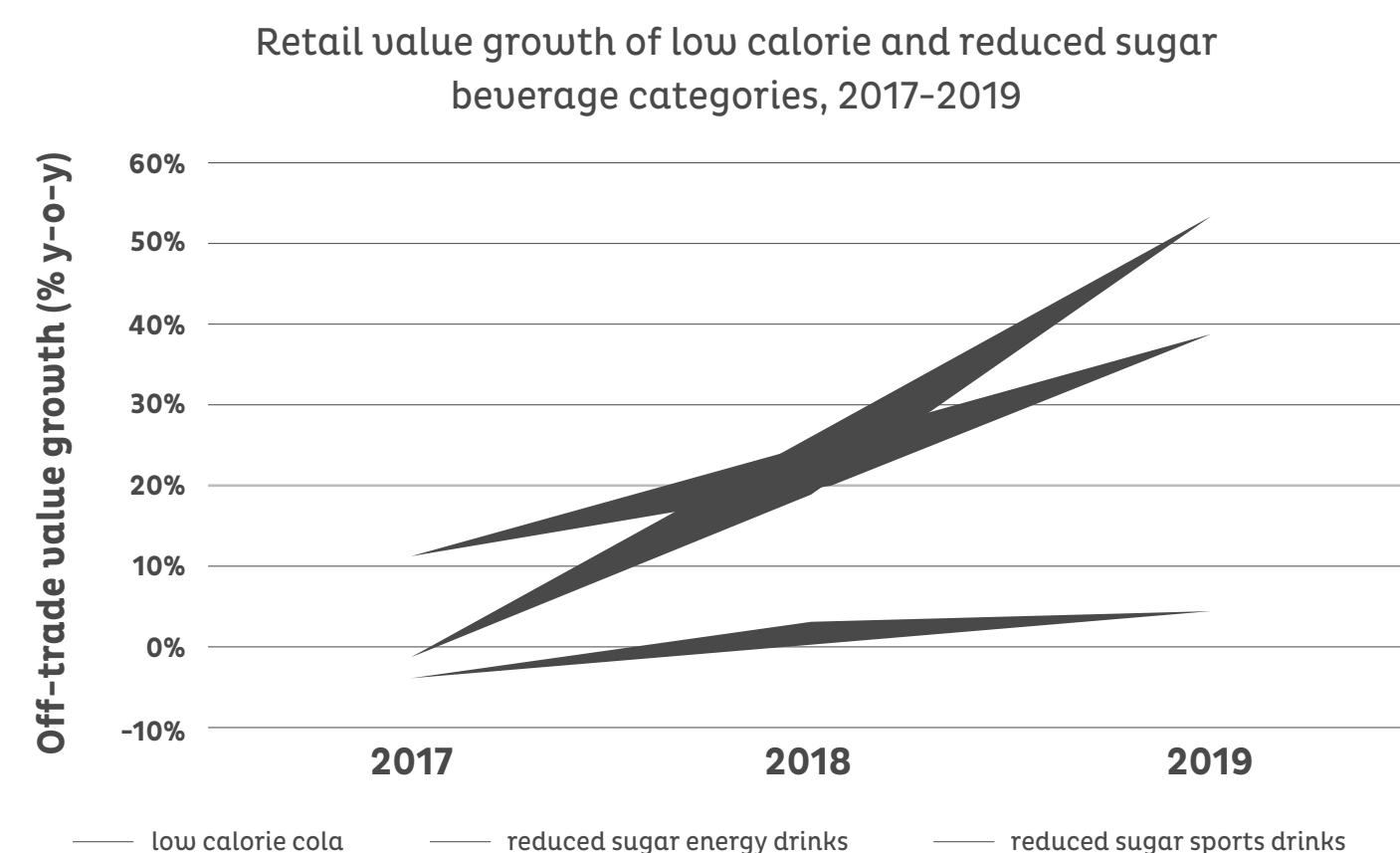
A Market Worth an Estimated \$1.99 Billion

2

Over half of the US market is seeking better-for-you options in confection

3

Confection's better-for-you subsection is growing faster than the category itself



Source: Euromonitor International

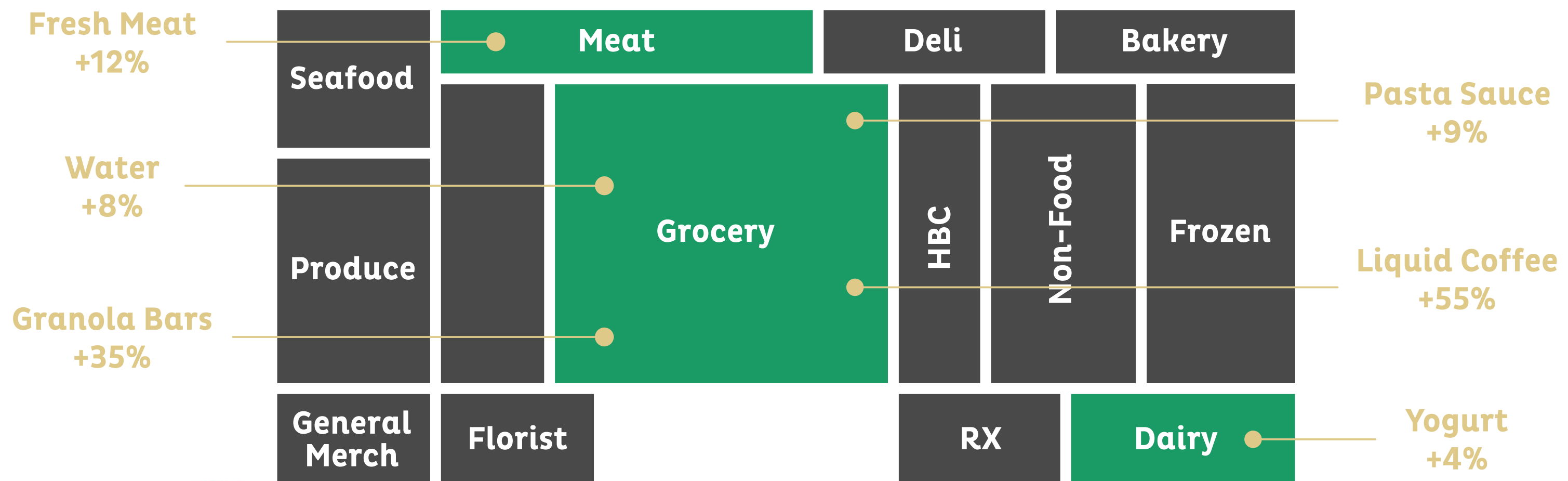
# Zero and Low Sugar Products Gaining Share Across Aisles

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PREMIUM CHOCOLATE

**ZERO SUGAR**

In recent years consumers have started to prioritize zero and low sugar food alternatives across nearly all aisles of the store. Reduced sugar products are growing faster than the traditional higher-sugar competition claiming significant market share and illustrating the consumer demand for lower sugar products.

## Products with Zero Sugar Fuel Growth Across the Store



Source: Nielsen Product Insider, powered by Label Insight, latest 52 weeks ended April 7, 2018.

# SkinnyMe Zero Sugar Chocolate Confectionery Category Disrupter

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PREMIUM CHOCOLATE

ZERO SUGAR

Until now the confectionery aisle has not seen any:



**True Disruptors**



**Zero Sugar Options**



**Natural Sweeteners**

SkinnyMe Chocolate is one of the first premium chocolate brands that was able to craft delicious chocolate products that contain "Zero Sugar" per serving and are sweetened with all-natural Stevia.

Being Keto Friendly and Gluten Free has helped drive consumer sales as grocers continue to try and provide "better for you" products.



FILLING  
The  
VOID

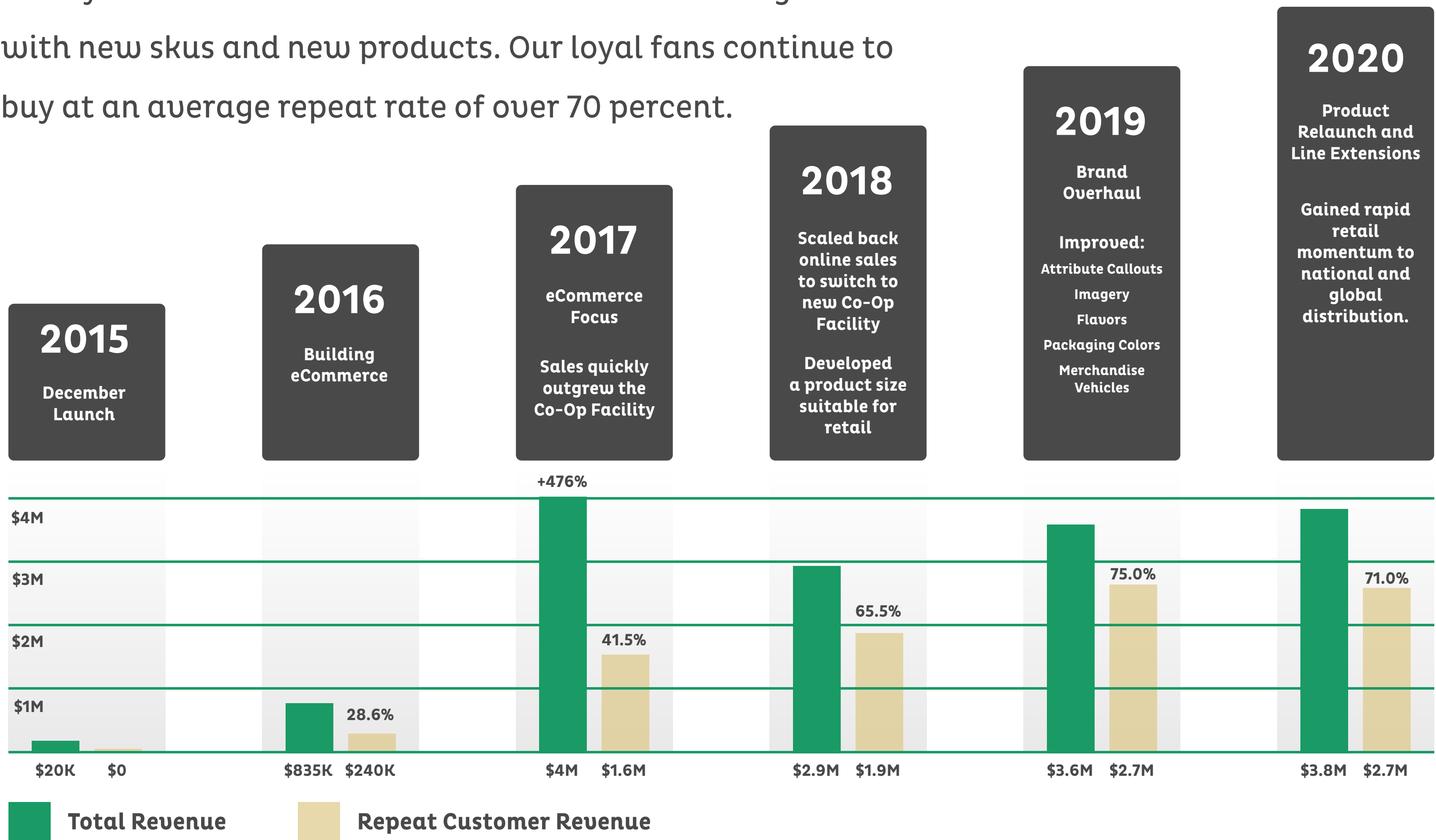
# Consistent Ecommerce Growth

## 5000+ Delicious Customer Reviews

**SKINNY***Me*  
PREMIUM CHOCOLATE

ZERO SUGAR

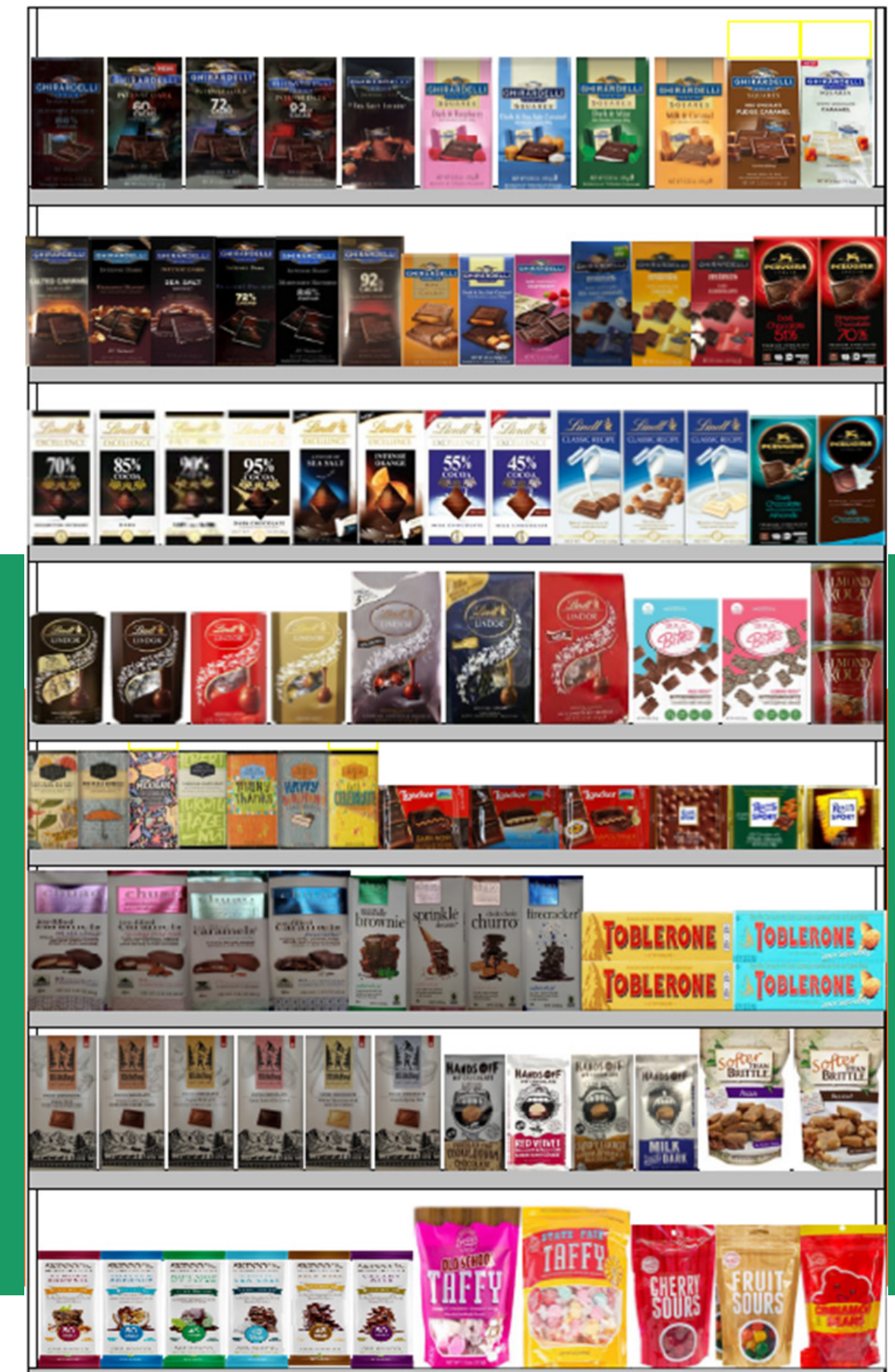
SkinnyMe continues to evolve as our customer base grows with new skus and new products. Our loyal fans continue to buy at an average repeat rate of over 70 percent.



# It's More Than Theory, SkinnyMe Delivers Sales

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE

**ZERO SUGAR**



**ONE OF  
CALIFORNIA'S  
TOP RETAILERS**

- 2020 Brand Rank: 5th out of 15
- Launch Date: Q2 2020
- Store Count: 175
- SKUs: 6 Bars
- Set Position: Bottom Shelf

Source: Distributor's Retail Scan Data

Timeframe: From set execution – EOY 2020 (Roughly 7-8 months)



# Everyday Bars with UPCs

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE  
**ZERO SUGAR**



**Bold  
Dark**



**3oz Bar**  
Item #2-59884



**Creamy  
Milk**



**3oz Bar**  
Item #2-59892



**Almond  
Brownie**



**3.57oz Bar**  
Item #2-59887



**Birthday  
Cake**



**3oz Bar**  
Item #2-07628



**Banana  
Split**



**3oz Bar**  
Item #2-07652



**Exotic  
Sea Salt**



**3oz Bar**  
Item #2-59886



**Mint Chip  
Ice Cream**



**3oz Bar**  
Item #2-59889



**Toasted  
Coconut**



**3.08oz Bar**  
Item #2-59891



**Candy  
Apple**



**3oz Bar**  
Item #2-59891

SMC Bars: 24-month Shelf Life: Exceptions: Milk Chocolate 18-month Shelf Life, Almond and Toasted Coconut 9-month Shelf Life

# Holiday Bars with UPCs

SKINNY<sup>Me</sup>  
PREMIUM CHOCOLATE

ZERO SUGAR



**Pumpkin  
Pie**



**3oz Bar  
Item #2-07658**



**Holiday  
Gingerbread**



**3oz Bar  
Item #2-07659**

SMC Bars: 24-month Shelf Life: Exceptions: Milk Chocolate 18-month Shelf Life, Almond and Toasted Coconut 9-month Shelf Life

# 6 Count Peanut Butter Cups with UPCs

**SKINNY***Me*  
PREMIUM CHOCOLATE

**ZERO SUGAR**



**Milk  
Chocolate**



**6ct Cups  
Item #2-07642**



**Dark  
Chocolate**



**6ct Cups  
Item #2-07639**

SMC Peanut Butter Cups: Dark Chocolate 9-month Shelf Life: Milk Chocolate 9-month Shelf Life

# 22 Count Peanut Butter Cups with UPCs

**SKINNY***Me*  
PREMIUM CHOCOLATE

**ZERO SUGAR**



**Milk  
Chocolate**



**22ct Cups  
Item #2-07643**



**Dark  
Chocolate**



**22ct Cups  
Item #2-07640**

SMC Peanut Butter Cups: Dark Chocolate 9-month Shelf Life: Milk Chocolate 9-month Shelf Life

# 7 Count Squares with UPCs

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE  
**ZERO SUGAR**



**Bold Dark**  
8 50006 59876 2  
**7ct Squares**  
Item #2-59876



**Creamy Milk**  
8 50006 59883 0  
**7ct Squares**  
Item #2-59883



**Almond Brownie**  
8 50006 59878 6  
**7ct Squares**  
Item #2-59878



**Banana Split**  
8 50014 07653 5  
**7ct Squares**  
Item #2-07653



**Strawberry Jam**  
8 50006 59881 6  
**7ct Squares**  
Item #2-59881



**Exotic Sea Salt**  
8 50006 59880 9  
**7ct Squares**  
Item #2-59880



**Powdered Donut**  
8 50014 07633 7  
**7ct Squares**  
Item #2-07633



**Blueberry Muffin**  
8 50014 07636 8  
**7ct Squares**  
Item #2-07636



**Mint Chip Ice Cream**  
8 50006 59879 3  
**7ct Squares**  
Item #2-59879

SMC Squares: 24-month Shelf Life: Exceptions: Milk Chocolate 18-month Shelf Life, Almond 9-month Shelf Life

# 30 Count Squares with UPCs

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE  
**ZERO SUGAR**



**Bold Dark**  
8 50014 07602 3  
**30ct Squares**  
Item #2-07602



**Creamy Milk**  
8 50014 07609 2  
**30ct Squares**  
Item #2-07609



**Almond Brownie**  
8 50014 07604 7  
**30ct Squares**  
Item #2-07604



**Banana Split**  
8 50014 07632 0  
**30ct Squares**  
Item #2-07632



**Strawberry Jam**  
8 50014 07607 8  
**30ct Squares**  
Item #2-07607



**Candy Apple**  
8 50014 07654 2  
**30ct Squares**  
Item #2-07654



**Birthday Cake**  
8 50014 07655 9  
**30ct Squares**  
Item #2-07655



**Exotic Sea Salt**  
8 50014 07606 1  
**30ct Squares**  
Item #2-07606



**Powdered Donut**  
8 50014 07631 3  
**30ct Squares**  
Item #2-07631



**Blueberry Muffin**  
8 50014 07635 1  
**30ct Squares**  
Item #2-07635



**Mint Chip Ice Cream**  
8 50014 07605 4  
**30ct Squares**  
Item #2-07605



**Pumpkin Pie**  
8 50014 07656 6  
**30ct Squares**  
Item #2-07656



**Holiday Gingerbread**  
8 50014 07657 3  
**30ct Squares**  
Item #2-07657

SMC Squares: 24-month Shelf Life: Exceptions: Milk Chocolate 18-month Shelf Life, Almond 9-month Shelf Life

# SkinnyMe Zero Sugar Chocolate Grouvara 2021 Retail Pricing

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE

**ZERO SUGAR**



Zero Sugar Chocolate Squares 7ct	Delivered	FOB
Chain Suggested Retail	\$6.99	\$6.19
Distributor Unit Cost	\$2.73	\$2.41
Distributor Case Cost (8 Units to a Case)	\$21.81	\$19.31

Zero Sugar Chocolate Squares 30ct	Delivered	FOB
Chain Suggested Retail	\$28.99	\$24.99
Distributor Unit Cost	\$11.31	\$9.75
Distributor Case Cost (15 units to a Case)	\$169.59	\$146.25

# SkinnyMe Zero Sugar Chocolate

## Grouvara 2021 Retail Pricing

**SKINNY<sup>Me</sup>**  
PREMIUM CHOCOLATE

**ZERO SUGAR**



### Zero Sugar Chocolate Bars 3oz

Delivered      FOB

Chain Suggested Retail

\$4.99      \$4.39

Distributor Unit Cost

\$1.95      \$1.71

Distributor Case Cost (12 Units to a Case)

\$23.35      \$20.55

### Zero Sugar Peanut Butter Cups 6ct

Delivered      FOB

Chain Suggested Retail

\$6.99      \$6.19

Distributor Unit Cost

\$2.73      \$2.41

Distributor Case Cost (8 units to a Case)

\$21.81      \$19.31



# SkinnyMe Zero Sugar Chocolate Grouvara 2021 Retail Pricing

**SKINNY***Me*  
PREMIUM CHOCOLATE

**ZERO SUGAR**



Zero Sugar Baking Melts 8oz	Delivered	FOB
Chain Suggested Retail	\$7.99	\$7.49
Distributor Unit Cost	\$3.12	\$2.92
Distributor Case Cost (12 Units to a Case)	\$37.39	\$35.05



Zero Sugar Squares 50ct Box	Delivered	FOB
Chain Suggested Retail	\$0.99	\$0.89
Distributor Unit Cost	\$0.39	\$0.35
Distributor PDQ Box Cost	\$19.31	\$17.36

# SkinnyMe Zero Sugar Chocolate

## 500 Store Sales Projections

**SKINNY***Me*  
PREMIUM CHOCOLATE

ZERO SUGAR

### Annual Sales Projections

**\$830K**

Chocolate Bars

**\$935K**

Peanut Butter Cups

**\$727K**

Baking Melts

**\$1.15M**

Changemakers

### Media Plan

Multi Channel Strategy

Better For You TV

Health Magazines

Social Media

Internet Blogs

### Customer Demographics

Health Conscious

Reduced Sugar Diet

Keto Friendly

Gluten Free

No Chemical Sweeteners

Low Calorie

Zero Net Carbs

Female + 25 Years Old

Moms With Children

\$50k Household Income

Fitness & Workout

### Product Offerings

4 Pack 3 oz Bars

6 ct Peanut Butter Cups

7 ct Chocolate Squares

Baking Melts 8 oz

Changemakers 50 ct Box



# Thank You

# For Your Time

