



CERTIFIED
WOMEN
OWNED

OUR MEANING & MISSION



PRONOUNCED 'BOO'

MEANS 'OF THE EARTH' IN SANSKRIT

MAKE PEOPLE'S LIVES HAPPIER & HEALTHIER,
BY HELPING THEM TRANSITION AWAY FROM SUGAR

LESS SUGAR,
MORE LOVE

DEMOCRATIZE
ORGANIC FOOD

ANCHOR LIGHT ON THE PLANET,
ONE SNACK AT A TIME



OUR FAMILY & VALUES



EACH DAY WE COME TOGETHER TO

- Set the intention of anchoring light on the planet
- Uplift each person our products impact
- Demonstrate our deep company values

BREAKING THE
MOLD

EMBRACING
CHANGE

PUTTING PEOPLE
BEFORE PROFIT

GOING ABOVE
& BEYOND

CELEBRATING
OUR 'BHU-NESS'

OUR ROOTS

"My passion became developing delicious products made with ultra healthy, organic ingredients, food that didn't compromise health or taste.."

— LAURA KATLEMAN
Founder & CEO

Laura owns a
decadent
brownie
company

Realizes she had a
sugar addiction and
quits it altogether!



IS BORN



2016

"I searched grocery shelves everywhere but came up empty handed when it came to finding healthy products that could help people transition away from sugar."



OUR PRODUCT LINES

LOW SUGAR

ORGANIC

VEGAN

NON GMO

GLUTEN FREE

SOY FREE

KETO BARS



KETO BITES



OUR PRODUCT LINES

LOW SUGAR

ORGANIC

VEGAN

NON GMO

GLUTEN FREE

SOY FREE

BHU FIT PROTEIN BARS



BHU FIT
PROTEIN COOKIES

GRANOLA

BHU KETO COOKIE
DOUGH

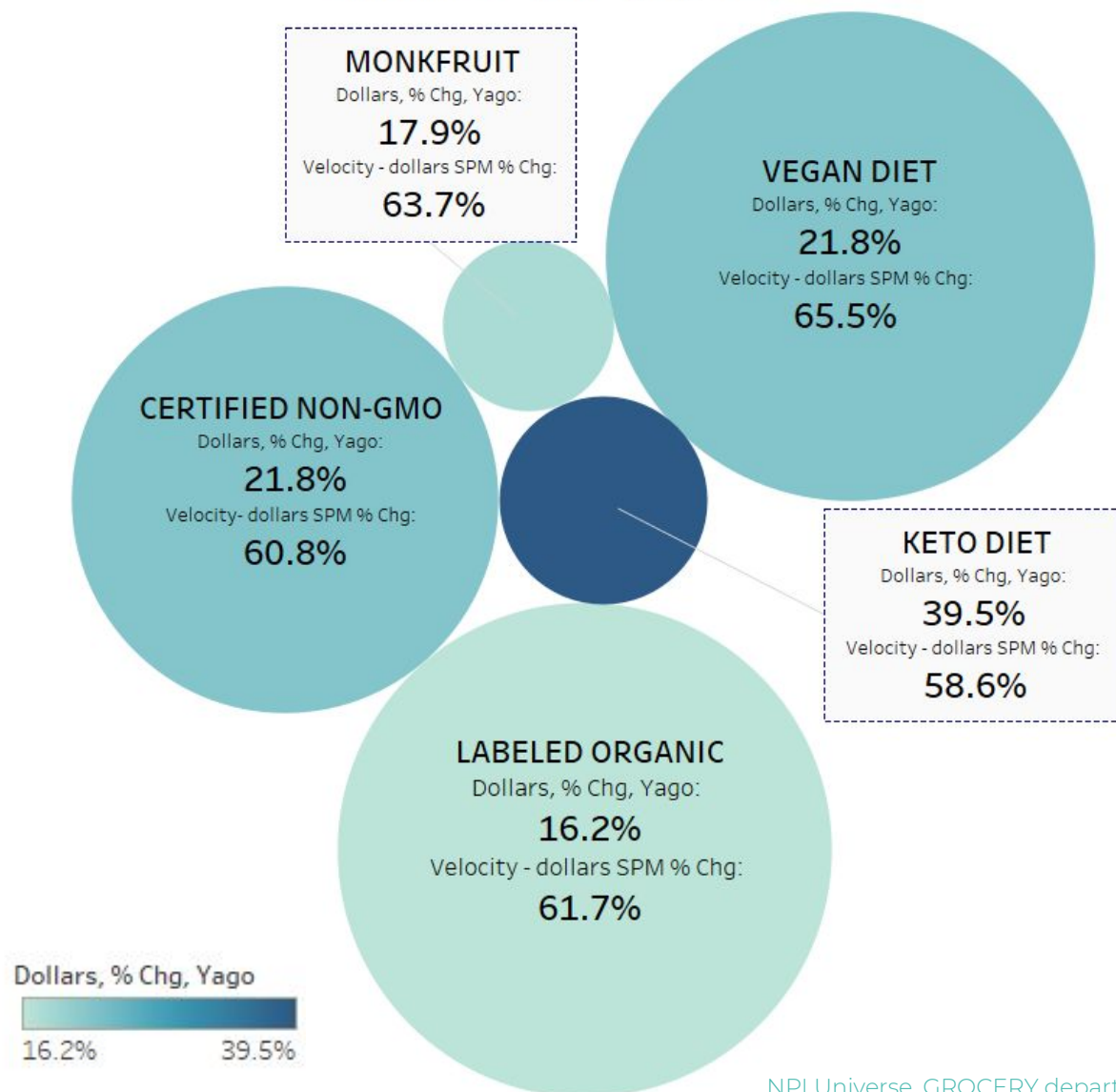
CHOCOLATE CHIPS

BHU KETO TRUFFLES



BHU'S ATTRIBUTES ARE ON TREND

Key Attribute Drivers of Growth Velocity
Wellness Bar Subcategory, 12 weeks



BHU FOODS DEMONSTRATES COMMITMENT WITH ATTRIBUTES CONSUMERS DEMAND. THESE WELLNESS BAR ATTRIBUTES ARE KEY DRIVERS OF 12-WEEK VELOCITY GROWTH

KEY:

- Relative size of circle refers to size of current bar market for each attribute
- SPM Percentages refer to rate of velocity growth per million in category sales
- The color scale indicates the dollar increase over the prior year

NATURAL ENHANCED CHANNEL

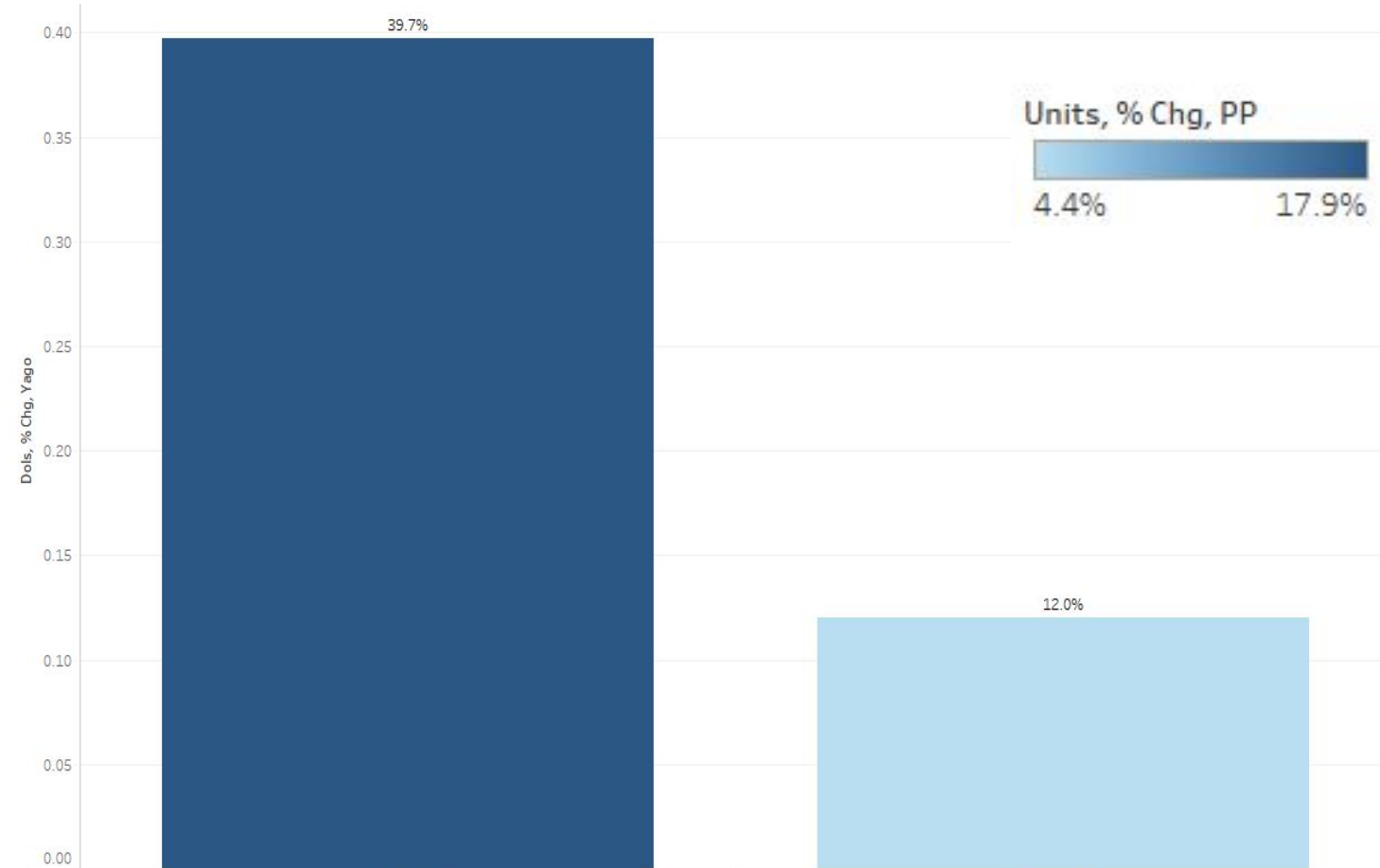
BHU FOODS' NICHE SEGMENT IS FAR OUTPACING THE WELLNESS BAR TOTAL SUBCATEGORY WITH **+16.3%** DOLLAR GROWTH OVER 52 Weeks VS. YEAR AGO

BHU TOTAL US
ACV INCREASE
6.6%

BHU Total
Distribution Point
Increase
+30.6%

BHU Dollars per %
of ACV
+2.2%

DOLLAR GROWTH
12 WEEKS VS. YEAR AGO **+39.7%**



BHU FOODS

WELLNESS BARS

TOTAL US NATURAL ENHANCED CHANNEL

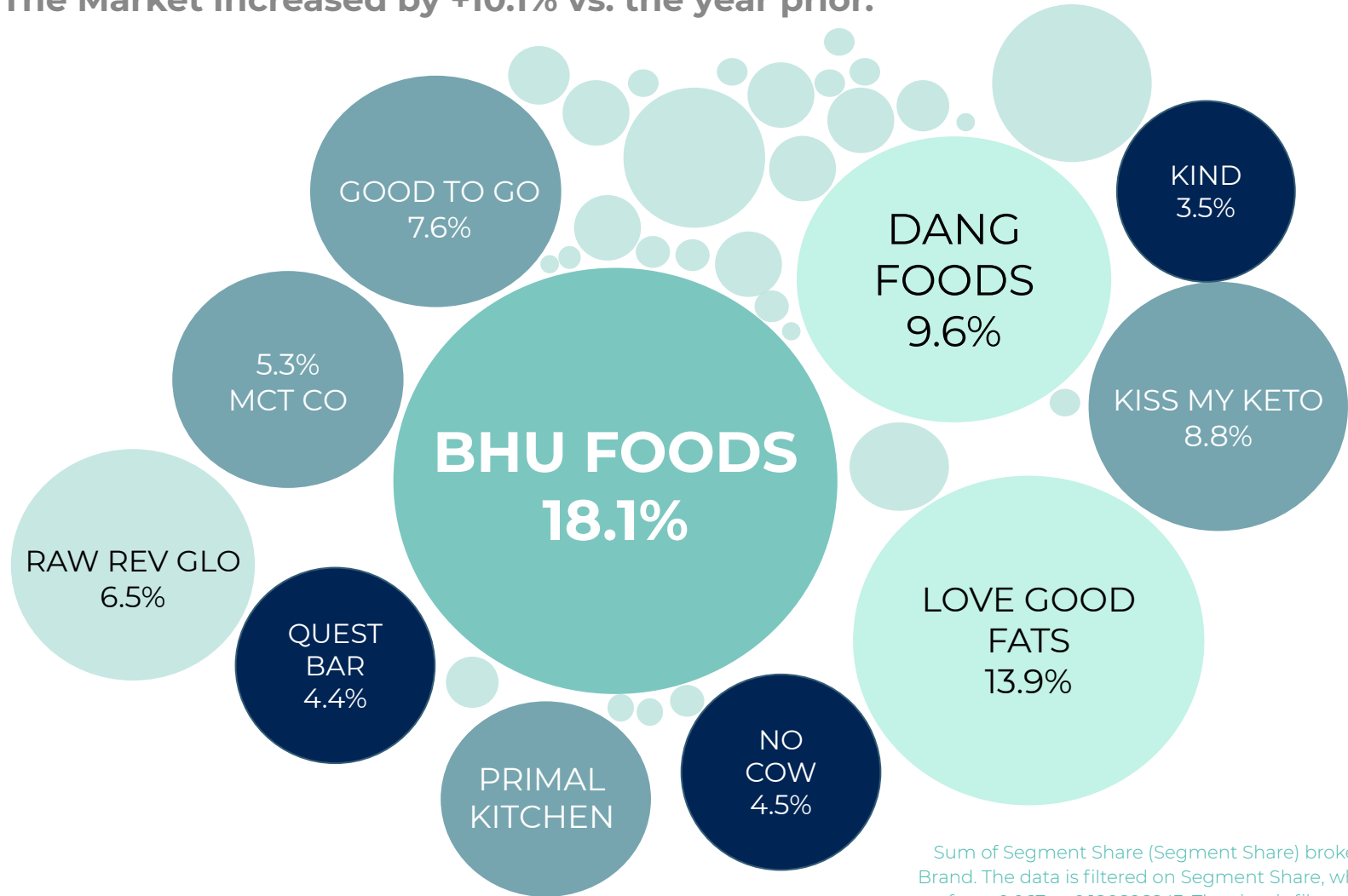
12 Week Performance Vs. Year Ago
Natural Enhanced Channel



WELLNESS BARS KETO ATTRIBUTES

The KETO Diet Market sold at astounding \$25 Billion over the last 24 weeks of 2020.

The Market Increased by +10.1% vs. the year prior.



Sum of Segment Share (Segment Share) broken down by Brand. The data is filtered on Segment Share, which ranges from 0.067 to 0.180898243. The view is filtered on Brand, which excludes Null.

Last 24 weeks in 2020
Keto Diet Market

\$25 bil.

+10% YAGO

Keto Diet Bar Market
24 Weeks Ending 03/21/2021

\$5.9 mil.

+23% Prior Period

Bhu Foods Share of the
Keto Bar Segment

18.1 %

TOP 5 BRANDS

BHU FOODS	18.1%
DANG FOODS	9.6%
GOOD TO GO	7.6%
KISS MY KETO	8.8%
LOVE GOOD FATS	13.9%

Dominating the Bar Category

BHU FOODS
HAS CLAIMED

5 SPOTS

IN THE
TOP 15
DOLLAR
WELLNESS BARS
LABELED AS KETO



1



6



7



13



14



OUT OF 73 BARS!

12 weeks vs. prior Ending Period 3 03/21/2021

NPI Universe, Wellness bars, Filtered By Keto Description Weeks ending Period 3 03/21/2021



BEST SELLER



REFRIGERATED
KETO BARS



BHU'S KETO BARS
BEST COMBINATION
OF HIGH CONSUMER
DEMAND ATTRIBUTES

SUGAR	1g	2g	1g	12g	10g
PROTEIN	11g	12g	11g	10g	13g
NET CARBS	1g	9g	2g	22g	28g
GLUTEN FREE	✓	✓	✓	✓	✓
VEGAN	✓	✗	✗	✗	✓
NON-GMO VERIFIED	✓	✗	✗	✓	✓
ORGANIC INGREDIENTS	✓	✗	✗	✓	✗
NO ADDED SUGARS	✓	✗	✗	✗	✗
NO SUGAR ALCOHOLS	✓	✗	✓	✓	✓

* All results based on 45g serving size



BHU CHECKS THE RIGHT BOXES

BHU'S BARS
OFFERS
THE BEST
COMBINATION
OF HIGH
CONSUMER
DEMAND
ATTRIBUTES



SUGAR	1g	10g	18g	12g
PROTEIN	12g	8g	20g	11g
NET CARBS	2g	23g	23g	21g
GLUTEN FREE	✓	✓	✓	✓
VEGAN	✓	✓	✓	✓
NON-GMO VERIFIED	✓	✓	✓	✓
ORGANIC INGREDIENTS	✓	✓	×	×
NO ADDED SUGAR	✓	×	×	×
NO SUGAR ALCOHOLS	✓	✓	✓	✓

* All results scaled to 45g serving size





RETAILER GROWTH





has been organically featured
in national magazines, healthy
websites and social media as a
healthy snacking
FAVORITE

Loved by celebrities Rumer Willis, Vivica
A. Fox & Beverly Mitchell and Influencers



RUMER WILLIS
The actress and singer takes *Us* along on her daily wellness journey
My HEALTHY Day



flavcity ✓

Bobby Parrish
Chef

717k followers

YouTuber, Cookbook Author,
The Grocery Store Guy 🛒



*Influencer Bobby Parrish
& his Daughter — love Bhū's
Keto Cookie Dough Jars!!*



"I'm **obsessed** with these chocolate
mint cookie dough protein bars from
BHU Foods! I can satisfy my cravings
in a healthier way. They have other
delicious flavors..!"

- BEVERLY MITCHELL

TikTok

6.4 MILLION VIEWS



ALWAYS READY TO COLLABORATE



LAURA KATLEMAN
Founder & CEO

laura@bhufoods.com

WE LOOK FORWARD TO HEARING FROM YOU

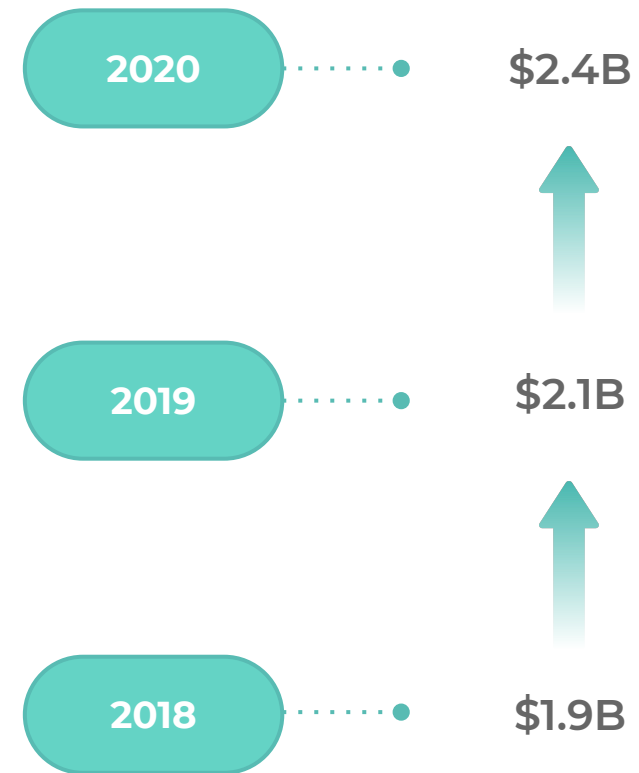


BHU ON THE RISE!

- Bhu sales growth was 80% in 2020 while the Wellness Bars dropped 18%.
- At Wegmans, Bhu initial sales were 1.8% of Perfect Bars, now they are 40%
- Same store sales grew 23%
- Overall, Bhu growing 42% faster than category (on same store basis)
- Bhu Keto Bites are the number 2 and 3 best selling SKUs at Whole Foods Market
- Growth is continuing to accelerate in 2021

Our mission is resonating!

U.S. KETO MARKET SIZE



DIFFERENCES

Bhu Fit Bar

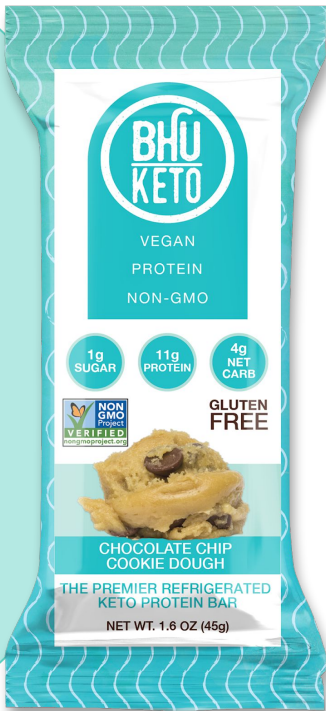


- Shelf Stable
- Sunflower Seed Based
- Chewy Texture
- Protein Driven
Lower in Fat
- 12 in a Sleeve

**Bhu's
Key Attributes**

**Keto
Low Sugar
Vegan
Organic
Non-GMO
Gluten Free**

Keto Bar



- Refrigerated
- Cashew Based
- Creamier
Texture
- Keto Driven
Higher in Fat
- 8 in a Sleeve



BHU HITS

7
HOT

WELLNESS BAR TRENDS

1

KETO

22.3%
INCREASE

2

VEGAN

13.9%
INCREASE

3

ORGANIC

10.5%
INCREASE

4

GLUTEN
FREE

9.3%
INCREASE

5

NATURALLY
SWEETENED

8%
INCREASE

6

Non-GMO

10.3%
INCREASE

7

PRE-
BIOTICS

3.6%
INCREASE

According to Spins Syndicated Data 12 Weeks vs. Prior

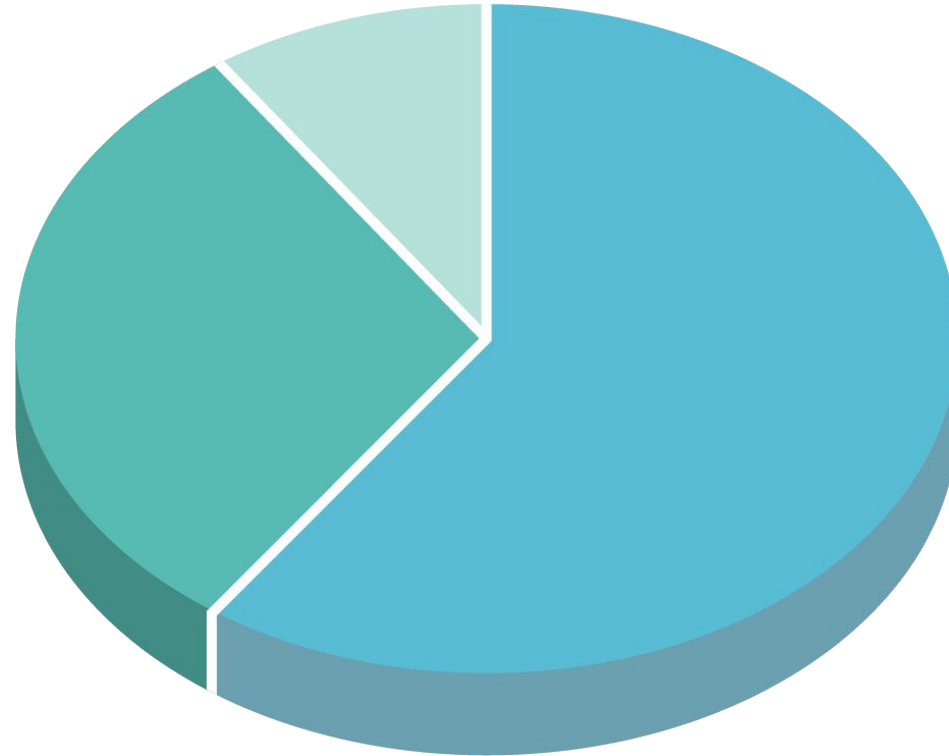


WHAT DOES KETO MEAN?

The Keto diet is low carb,
moderate protein and
high fat.

GOAL

To enter ketosis, where your
body uses fat as energy
(rather than sugar from
carbs)



FATS



PROTEIN



CARBS

UPC's - KETO BARS



CHOCOLATE CHIP
COOKIE DOUGH



PEANUT BUTTER
CHOCOLATE CHIP
COOKIE DOUGH



DOUBLE DARK
CHOCOLATE
COOKIE DOUGH



WHITE CHOCOLATE
MACADAMIA
COOKIE DOUGH



CHOCOLATE COCONUT
COOKIE DOUGH



UPC's - KETO BARS



SNICKERDOODLE
COOKIE DOUGH



CARAMEL PEANUT
CHOCOLATE CHIP
COOKIE DOUGH



CHOCOLATE MINT
COOKIE DOUGH

UPC's - KETO BITES



CHOCOLATE CHIP
COOKIE DOUGH



DOUBLE DARK
CHOCOLATE
COOKIE DOUGH



PEANUT BUTTER
CHOCOLATE
COOKIE DOUGH



WHITE CHOCOLATE
MACADAMIA
COOKIE DOUGH



UPC's - BHU FIT BARS



SUPERFOOD CHOCOLATE
CHIP COOKIE DOUGH



DARK CHOCOLATE
COCONUT ALMOND



DOUBLE DARK
CHOCOLATE CHIP



PEANUT BUTTER
CHOCOLATE CHIP



SALTED CARAMEL
PECAN



PEANUT BUTTER WHITE
CHOCOLATE



APPLE CHUNK
CINNAMON NUTMEG



SNICKERDOODLE



UPC's - KETO JARS



CHOCOLATE CHIP
COOKIE DOUGH



PEANUT BUTTER
CHOCOLATE
COOKIE DOUGH



DOUBLE DARK
CHOCOLATE
COOKIE DOUGH



CHOCOLATE COCONUT
COOKIE DOUGH





CHOCOLATE
CHIP PROTEIN COOKIE



DOUBLE CHOCOLATE
CHIP PROTEIN COOKIE



PROTEIN GRANOLA



KETO CHOCOLATE CHIPS



UPC's - KETO TRUFFLES & HAZELNUT SPREAD



PEANUT BUTTER
COOKIE DOUGH



HAZELNUT COOKIE
DOUGH



MINT COOKIE
DOUGH



DOUBLE DARK
CHOCOLATE
COOKIE DOUGH



HAZELNUT SPREAD

