



LESS SUGAR ♥ MORE LOVE



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



**WOMEN
OWNED**
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

OUR MEANING & MISSION

BHU
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

ANCHOR LIGHT ON THE PLANET,
ONE SNACK AT A TIME

DEMOCRATIZE
ORGANIC FOOD

OUR FAMILY AND 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'

FOOD ALLERGIES & CHRONIC CONDITION CHANGING CONSUMERS VIEW ON FOOD

We are seeing an increase in chronic conditions among adults, which is influencing their preferences to shift toward healthier alternatives.



flavcity

Bobby Parrish
Chef

1M followers

YouTuber, Cookbook Author,
The Grocery Store Guy



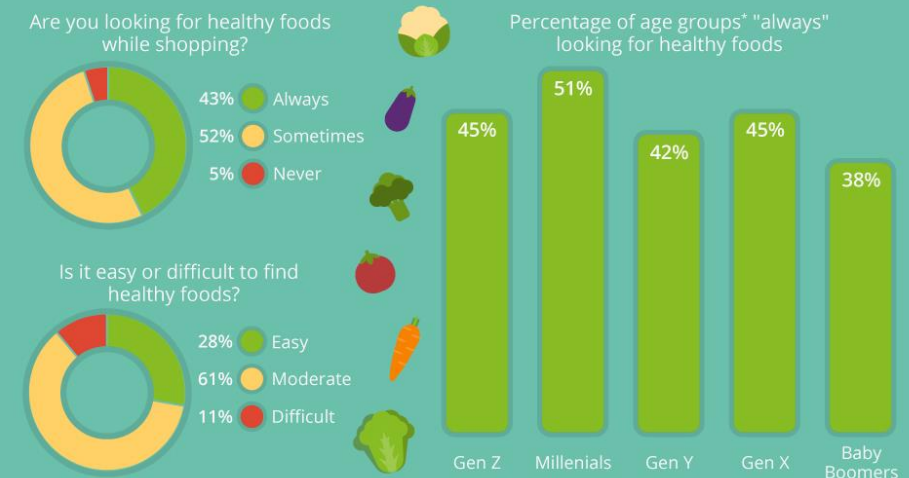
Bobby [uploads videos](#) that explain the differences between unhealthy "conventional" foods and healthier substitutes... attracting tens of thousands of views and interest.

6% (in 1986) versus 48.2% (today)
of adults now have chronic conditions

Source: National Health Council

Vast Majority of Americans Interested in Healthy Food

Attitudes of shoppers towards healthy food options



Survey of 1017 adults in October 2018
* Gen Z: 18-24, Millennials: 25-34, Gen Y: 35-44, Gen X: 45-54, Boomers: 55+
Source: International Food Information Council

statista



WE'VE ACCOMPLISHED A LOT IN THE LAST SIX YEARS

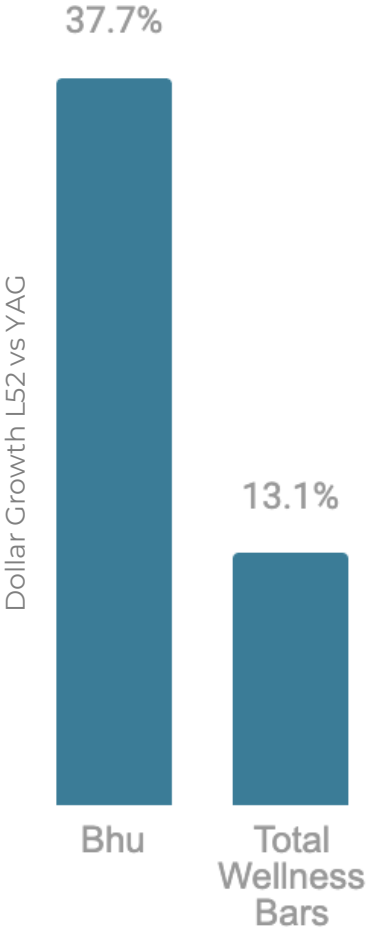


NATURAL ENHANCED CHANNEL

DOLLAR GROWTH
12 WEEKS VS. YEAR
AGO **+31%**

12 Week Performance Vs. Year Ago
Natural Enhanced Channel

TOTAL US NATURAL
ENHANCED CHANNEL



BHU FOODS' NICHE SEGMENT IS
FAR OUTPACING THE
WELLNESS BAR TOTAL
SUBCATEGORY WITH **+37.7%**
DOLLAR GROWTH OVER 52
Weeks VS. YEAR AGO

BHU TOTAL US
ACV INCREASE
5.5ppts

BHU Total
Distribution Point
Increase
+45.5%

BHU Dollars per %
of ACV
+24.5%



MULO CHANNEL

Dollar Growth L52 vs YAG

48.3%



Bhu

20.0%



Total Wellness Bars

Wegmans

Publix



BHU FOODS' NICHE SEGMENT
IS FAR OUTPACING THE WELLNESS BAR
TOTAL SUBCATEGORY

WITH **+48.3%** DOLLAR GROWTH
DURING THE LAST 52 WEEKS

BHU TOTAL ACV
INCREASE

0.9 pts

BHU Unit/TDP
Increase

+49.0%

BHU Dollars per %
of ACV

+41.2%

BHU GRANOLAS OFFER THE BEST COMBINATION OF HIGH DEMAND ATTRIBUTES

PROTEIN
GRANOLA



SUGAR	1g	1g	3g	6g	4g
PROTEIN	6g	5g	61g	5g	5g
FIBER	9g	3g	4g	2g	2g
NET CARBS	1g	3g	12g	7g	4g
GLUTEN FREE	✓	✓	✓	✓	✓
VEGAN	✓	✓	✓	X	✓
NON-GMO VERIFIED	✓	✓	✓	✓	✓
ORGANIC INGREDIENTS	✓	✓	✓	X	✓
NO ADDED SUGARS	✓	✓	X	X	X
NO SUGAR ALCOHOLS/STEVIA	✓	X	✓	✓	✓

* All results based on 30g serving size



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

Loved by celebrities Rumer Willis, Vivica A. Fox & Liana Werner-Gray & Influencers



flavcity

Bobby Parrish
Chef
717k followers



Influencer
Bobby Parrish
& his Daughter
— love
Bhu's
Spoonable
Cookie
Dough
Jars!!



6.8 M VIEWS

SUSTAINABILITY + COMMUNITY



BECAUSE BHU MEANS 'OF THE EARTH' IN SANSKRIT
we are dedicated to
preserving the wellness of the world
BOTH ENVIRONMENTALLY & SOCIALLY

SAVING OUR PLANET



We harness the power of the sun to craft the foods that power you! Our manufacturing plant & offices are 100% Solar Powered.



We became an all vegan company in 2021!
We reformulated old SKUs to better this world and honor its creatures!



We are always looking for innovation and partnerships that will better our packaging and the world.

SERVING OUR COMMUNITY

We proudly partner with several Food Banks & local organizations to support our community's children & homeless population

- The San Diego Food Bank
- Leftovers for Love
- Local Churches in San Diego + Tijuana, MX



We regularly volunteer + participate in annual charitable events

- Kitchens for Good
- Toys for Tots



UPC's - BHU GRANOLAS



ORIGINAL



CHOCOLATE CHIP



CINNAMON

