



Organic **Plant-Based** Sipping Broths with **Wellness** **Benefits**

January 2022



Authentic Roots

It all began in my kitchen

Delicious, nutritious, and convenient. As a health coach, wellness professional and mom of 6, I created plant-based sipping broths to nourish the body and feed the soul. Savor life while at home, the office, or traveling to wherever life may take you. Whenever hunger pangs hit, or when you need a moment of grace in your life, simply add hot water to create a quick pick me up full of organic goodness and great taste.

Grace Ventura, Founder



Mission:

Provide daily nourishment for better overall wellness.

Belief:

We believe everyone everywhere can be well nourished.

“Goodness” in Brand’s DNA:

- ✓ Ingredients: Organic, Plant-based
- ✓ Women owned & led
- ✓ OSC Rising Star member
- ✓ J.E.D.I. Collaborative Pledge

Just Add Hot Water, Be Nourished



Simple, organic, plant-based ingredients

Just vegetables, wellness herbs, lemon, MCTs & nutritional yeast

- VITAMIN C - GOOD SOURCE
- VITAMIN A - EXCELLENT SOURCE
- IMMUNE BOOSTING
- ANTI - INFLAMMATORY
- ANTIOXIDANTS
- WEIGHT MANAGEMENT

SRP: Single serve stick \$2.49 (in 18 ct caddy); Multipack \$14.99 (6 servings)

Our Promise



Functional Benefits

Immune: Cumin, Turmeric, Reishi, Nettles

- Anti-oxidants, anti-inflammatory, Beta Glucans support immune system function and help reduce cholesterol, helps with indigestion, regulates blood sugar, improves brain function, stress reducer
- Good Source of Vitamin C and Excellent Source of Vitamin A.

Better Belly: Lemon, Ginger, Sumac, Parsley

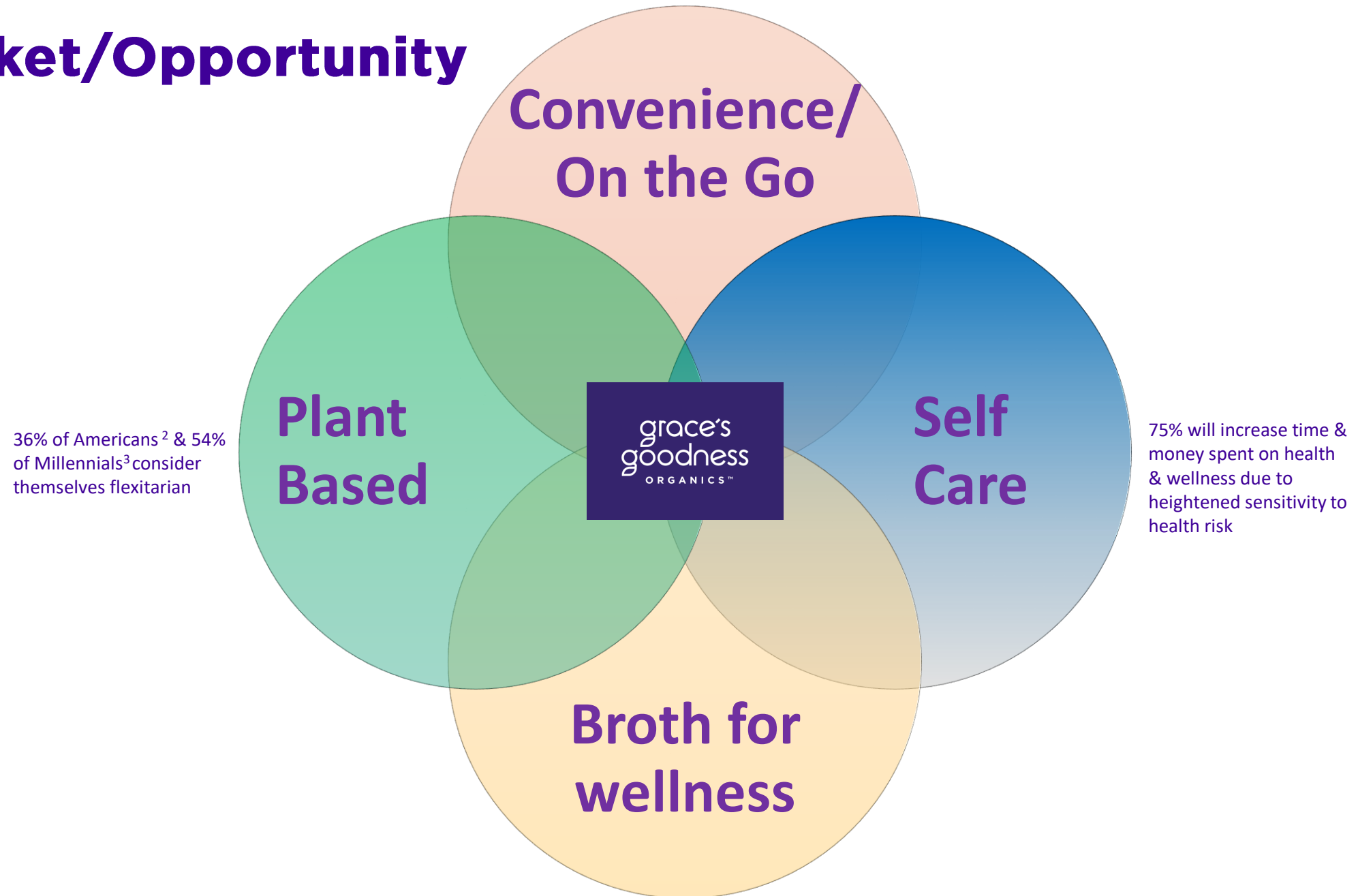
- Improves digestion, relieves nausea, anti-inflammatory, anti-oxidant, regulates blood sugar
- Good Source of Vitamin C and Excellent Source of Vitamin A.

Vitality: Rosemary, Thyme, Cayenne

- Boosts metabolism, stimulates circulation, anti-inflammatory, anti-oxidants, anti-viral, regulates blood sugar, and promotes brain health (memory)
- Good source of Vitamin C and Excellent source of Vitamin A.



Market/Opportunity



¹L.E.K April '21 Pulse Survey, article 6/30/21; ²Packaged Facts 8/20; ³ One Poll/Sprouts Farmers Market study 1/15/21

Convenient Functional Wellness Products

- ✓ Meat-based
- ✓ Conventional



- ✓ Plant-based
- ✓ Organic
- ✓ Portable



- ✓ Plant-based
- ✓ Organic
- ✓ Portable
- ✓ Nourishing
- ✓ Low sodium
- ✓ No sugar
- ✓ Savory



White
Space

Sales Traction

Sales growth accelerated thru '21 as Q1'21 brand refresh took hold: Q3 +28% YA, Q4 +57% YA.

- '21 Channel mix: 55% retail and 45% ecom
- '21 retail footprint grew 2x vs YA
- Avg weekly retail velocity 2-8 u/fl/store/wk
- Amazon: selling in top 2% of Amazon grocery products and 27% repeat rate



Global/7 Regions



Independent
Natural Food
Retailers
Association



EREWON

JIMBO'S

coopportunity
market & deli



UNFI
upnext
inspiring possibilities

amazon

THRIVE
- MARKET -

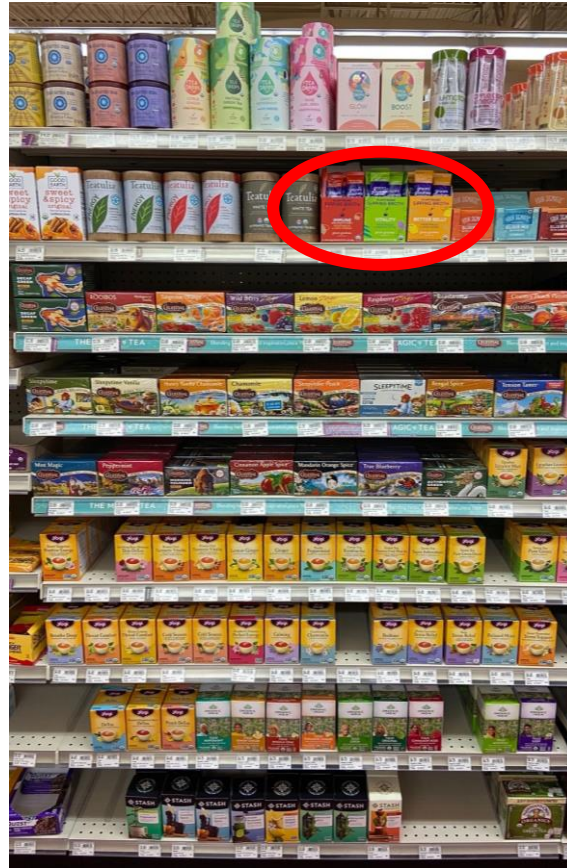
snackmagic

GracesGoodness.com

Merchandising

Primary: soup/broth set near Kettle & Fire

Secondary: functional tea set near FourSigmatic & Traditional Medicinals



Secondary (caddy, bins or clip strips):

1. Checkout
2. End cap
3. Grab and Go
4. Coffee & Juice bars
5. Top of food bars



SKU Prioritization

1. Immune Caddy
2. Better Belly Caddy
3. Vitality Caddy
4. Variety Multipack
5. Immune Multipack



Thank You!

May you live with Grace and Goodness everyday.❤️



#livewithgraceandgoodness

Back up



Plant-Based Sipping Broths with Wellness Herbs

Just add hot water and be nourished!

3 Varieties:

Immune - vegetables & cumin turmeric

Vitality – vegetables & rosemary thyme

Better Belly – vegetables & lemon ginger

Key Product Attributes:

- ✓ Simple Organic ingredients: vegetables, lemon, wellness herbs, MCTs and nutritional yeast
- ✓ No added sugar nor high sodium levels, no soy.
- ✓ Vegan, gluten free, Kosher, Whole30 & Paleo diet compliant.



IMMUNITY BOOSTING



GOOD SOURCE OF VITAMIN C



EXCELLENT SOURCE OF VITAMIN A



ANTI INFLAMMATORY



ANTIOXIDANT



WEIGHT MANAGEMENT



8 50024 40400 7



8 50024 40402 1



8 50024 40401 4



Single serve stick pack (18 ct caddy): SRP \$2.49



Multipack (6 servings): SRP \$14.99



8 50024 40405 2



8 50024 40413 7

Nutrition Facts and Ingredients

Immune	
Nutrition Facts	
18 servings per container	
Serving Size	1 packet (10g)
Amount per serving	
Calories	30
% Daily Value*	
Total Fat 0.5g	<1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 350mg	15%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein <1g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1mg	6%
Potassium 80mg	<2%
Vitamin A 350mcg	40%
Vitamin C 10mg	10%

*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 nutrition advice.

INGREDIENTS: CARROT**, ONION**, GARLIC**, SEA SALT, COCONUT OIL MEDIUM CHAIN TRIGLYCERIDES* WITH ACACIA GUM*, NUTRITIONAL YEAST*, LEMON JUICE (RICE SYRUP SOLIDS**†, LEMON JUICE**)**, TURMERIC*, CUMIN*, RED BELL PEPPER**, REISHI EXTRACT (70% β-GLUCAN)*, NETTLES*, CORIANDER*.

Better Belly	
Nutrition Facts	
18 servings per container	
Serving Size	1 packet (10g)
Amount per serving	
Calories	35
% Daily Value*	
Total Fat 0.5g	<1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 320mg	14%
Total Carbohydrate 7g	3%
Dietary Fiber 1g	4%
Total Sugars <1g	
Includes 0g Added Sugars	0%
Protein <1g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1mg	6%
Potassium 90mg	2%
Vitamin A 450mcg	50%
Vitamin C 9mg	10%

*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 nutrition advice.

INGREDIENTS: CARROT**, ONION**, SWEET POTATO**, GARLIC**, SEA SALT, GINGER**, LEMON JUICE (RICE SYRUP SOLIDS**†, LEMON JUICE**)**, NUTRITIONAL YEAST*, COCONUT OIL MEDIUM CHAIN TRIGLYCERIDES* WITH ACACIA GUM*, RED BELL PEPPER**, PARSLEY*, SPINACH**, SUMAC*.

Vitality	
Nutrition Facts	
18 servings per container	
Serving Size	1 packet (10g)
Amount per serving	
Calories	30
% Daily Value*	
Total Fat 0.5g	<1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 330mg	14%
Total Carbohydrate 6g	2%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein <1g	
Vitamin D 0mcg	0%
Calcium 40mg	4%
Iron 1.4mg	8%
Potassium 80mg	<2%
Vitamin A 520mcg	60%
Vitamin C 10mg	10%

*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 nutrition advice.

INGREDIENTS: CARROT**, ONION**, GARLIC**, LEMON JUICE (RICE SYRUP SOLIDS**†, LEMON JUICE**)**, SEA SALT, NUTRITIONAL YEAST*, COCONUT OIL MEDIUM CHAIN TRIGLYCERIDES* WITH ACACIA GUM*, THYME*, ROSEMARY*, SWEET POTATO**, RED BELL PEPPER**, CAYENNE*.

*ORGANIC, **ORGANIC & POWDERED, †ADDS A TRIVIAL AMOUNT OF SUGAR.



Here. There.
Everywhere.

Just add hot water.
Be nourished.



Just add hot water.
Be nourished.

grace's
goodness
ORGANICS™

Nourish life wherever you roam.
Grace's Goodness plant-based sipping broths.



Grace's Goodness Organics * gracesgoodness.com * Sales@GracesGoodness.com

Immune
Vegetables & Cumin Turmeric



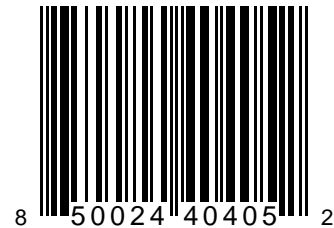
Better Belly
Vegetables & Lemon Ginger



Vitality
Vegetables & Rosemary Thyme



6 Count Multipacks



Target and Usage

CONSUMERS: “optimizers” – those who proactively manage their wellness and live an active lifestyle

USAGE:

- **Primary:** Late morning or afternoon pick me up, often as alternative to coffee or tea, or as a mini-meal.
- **Secondary:** Great boost of nourishment and flavor in juices and recipes

LIFESTYLE BENEFIT: *in order of importance & benefit proof*

- | | |
|-----------------------|------------------------------------------------------------|
| 1. Nourishing | Made with simple, organic real food with nutritional value |
| 2. Satisfying | Satiates hunger, satisfies like real food because it is |
| 3. Convenience | Portable, easy to prepare, single-serve format |
| 4. Versatile | Enjoyable alone or as a mini-meal or as an ingredient |



Marketing

Shopper Marketing: Promotions 4x/year

Social Media: 13k engaged followers - [Instagram](#), [FB](#), [Pinterest](#)

Digital Marketing:

- Newsletter: weekly, 10k subscribers
- “Free” trial pack offer
- On deck: Instacart

PR:

- Online reach 12M; Views 45k
- Print circulation 100k

Community building:

- Ambassador/Affiliate Program
- Recipes and cookbook
- Host online education

[GracesGoodness.com](https://gracesgoodness.com) [#livewithgraceandgoodness](https://www.instagram.com/livewithgraceandgoodness)

SIMPLY
GLUTEN FREE
ALLERGEN FREE MADE SIMPLE

THRIVE GLOBAL

FOX 31.2 NEWS

vegetarian**times**

NOSH

OrganicInsider
BY LIVINGMAXWELL

Instagram

3/20 temporarily closed for self discovery.
@plantbasedvibes

woke up and chose me again, i love this for me.

rituals
for
wellness

finding
balance,
gratitude,
& self care

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Coconut Oil MCTs
EXPLAINED

MCT oil is a dietary superfood
made from a type of fat called
medium-chain triglycerides



The
Spring
Reboot

A virtually guided cleanse
with Grace Ventura

grace's
goodness
ORGANICS



an afternoon ritual

FOR REVITALIZED ENERGY

divinely (readings open)
@divinely111

- I am loved
- I am open to receive
- I am my higher self
- I attract love & abundance easily
- I am beautiful



grace's goodness ORGANICS
GOODNESS.COM, \$7.99



Let's
Celebrate!

DELICIOUS RECIPES FOR
YOUR PASSOVER, EASTER,
OR SPRING MENU

