



B. Fine Foods



INDULGE FEARLESSLY™

Where we are headed

Our North Star

For all the paleos, ketos, vegans, and whatever of the world, we think you deserve to eat exactly what you want. It's your body. It's your taste buds. It's your ever-loving joy of life that comes with sincere self-care.

Here's how we see it: we're blessed with a whole universe of science and wisdom to help us each live our healthiest life.

Our reasons for eating better are personal. And if each person's "best for me" looks a little different — all respect. Difference is a good thing.

We're here for the ketos and the paleos and all the rest. But at heart, we're here for something so much bigger: every person's right to eat right.



Our Packaging & Branding Opportunity

- ✓ Improved Naming
 - ✓ Better communicate our health credentials
- ✓ A personality that matches who we are!
- ✓ Improved segmentation & shoppability
 - ✓ Meet the consumer *where they are* in their food journey to make finding us easier
 - ✓ At-Shelf breakthrough!
- ✓ Share our deep love of food
 - ✓ Taste forward, 5-Star Reviewed food!
- ✓ Premium Positioning
 - ✓ We are investing in the world's best ingredients and highest quality manufacturing

INDULGE FEARLESSLY™

The Power of the Saba Banana

Green Saba Bananas – Unique & Nutritious!

- ✓ Packed with prebiotics, vitamins and minerals
- ✓ **Low sugar** – The Common Banana is 8x Sugar/Serving vs. Saba!
- ✓ Potato Chip Taste when cooked in nutrient dense coconut oil



Nutritious!
Excellent
source of
vitamins A, B,
and C, fiber
and iron



**Saba bananas are a core ingredient in our 'Nana Chips,
Paleo Granola and Paleo Snack Mix**

Direct Sourcing

- ✓ Local family farmers in Philippines
- ✓ Sustainable - Pesticide free, zero irrigation and wild grown



Bubba's: Amazing Taste, Clean Label & Low Sugar

The Problems:

- ✗ Conventional is full of **sugar and low-quality ingredients**
- ✗ Natural Foods are **inauthentic** in their claims and **lacking taste**

The Solution:

- ✓ Clean label, whole foods **bringing taste back to health!**
- ✓ Low Sugar, Premium Ingredients



Whole grain oats, **sugar, corn syrup**, oat bran, rice, contains 2% or less of honey, modified corn starch, molasses, soluble wheat fiber, salt, acacia gum, natural flavors, malt flavor, BHT for freshness. Vitamins and Minerals: Niacinamide, reduced iron, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamin hydrochloride), vitamin A palmitate, folic acid, vitamin D3, vitamin B12.

9g Added Sugar!



Whole Grain Oats, **Sugar**, Rice Flour, Toasted Coconut, Canola Oil, Almonds, Molasses, Honey, salt, Barley Malt Extract, Baking soda, Natural Flavor (coconut). Vitamin E (mixed tocopherols) Added to Preserve Freshness.

16g Added Sugar!



Oats, **tapioca syrup, brown rice, cane sugar, honey**, millet, oat flour, coconut, **canola oil**, buckwheat, amaranth, **molasses**, quinoa, **brown rice syrup**, sea salt, Vitamin E (tocopherols to maintain freshness).

11g Added Sugar!



Coconut, Sunflower Seeds, Walnuts, Erythritol, Pumpkin Seeds, Almonds, Flax Seeds, Olive Oil, Gum Arabic, Sea Salt, Maple Extract, Cinnamon, Vanilla Extract, Stevia Extract, Monk Fruit Extract, Pecans, Cashews.

0g Added Sugar!



Coconut, Green Saba Bananas, Almonds, Cashews, Honey, Coconut Oil, Cage Free Egg Whites, Bourbon Vanilla Extract, Sea Salt

3g Sugar from Honey!



Green Saba Bananas, Cashews, Pecans, Coconut Oil, Organic Apple Cider Vinegar, Coconut Aminos, Sea Salt, Olive Oil, Turmeric, Paprika, Garlic, Onion

0g Added Sugar!



INDULGE FEARLESSLY™

Keto/Paleo/Grain Free Granola

A delightful blend of coconuts, bananas & premium nuts that taste like your favorite cereals.

- Granola is driving category growth
 - ✓ Global cereal market valued at \$37.5B. It is projected to expand at a CAGR of 4.3%
 - ✓ Granola is leading growth, sales up +12%YOY
- Keto is the most important diet trend in food!
 - ✓ Keto Marketplace is valued at \$10B in 2019 and projected to reach \$15B by 2027
 - ✓ It is the #1 fastest growing claim in food and 28% of those who have tried a diet in 2020 opted for
 - ✓ **Keto#1 New Release** on Amazon growing at +40% Month over Month
- Crunchiest Grain-Free Granola on the market!
 - ✓ On Trend: Grain-Free, Gluten-Free, Paleo, Vegan, No Refined Sugars, NonGMO
 - ✓ Only Simple, Real Food Ingredients
 - ✓ 4.5/5 Stars Amazon.com
 - ✓ 60%+ Repeat Rate



**2g Net Carbs.
3 Decadent
Flavors.**



- 9oz Packages - \$9.49 SRP
- 3 Indulgent flavors with simple, clean ingredients
 - Maple Cinnamon Crunch
 - Double Chocolate Chip
 - **NEW! Launching December 2021**— Salted Caramel!
- 6oz Pouches
- 4 Indulgent flavors with simple, clean ingredients
 - Bourbon Vanilla, Cinnful Apple, Dark Chocolate with Sea Salt, Bananas Foster



INDULGE FEARLESSLY™

Paleo Grain Free / Keto Nut Mix

- Bubba's Keto Nut Mix is leading the way
 - ✓ **#1 New Release** on Amazon in Q1 2020
 - ✓ 60%+ Repeat
 - ✓ Fantastic Customer Reviews behind decadent flavors that do not compromise taste for health
 - ✓ Keto, Grain Free, Gluten Free, Vegan, No Added Sugars, NonGMO
- Only "Paleo alternative" to Chex Mix on the market!
 - ✓ Grain-Free, Gluten-Free, Paleo, Vegan, No Refined Sugars. NonGMO
 - ✓ Only Simple, Real Food Ingredients
 - ✓ 4.5/5 Stars Amazon.com
 - ✓ 60%+ Repeat
- Made with the incredible Saba Banana, premium nuts and spices
 - ✓ Saba Bananas are full of gut-healthy prebiotics and low on the glycemic index. It's bananas like you've never had bananas before.

2g Net Carbs.



**Grain Free. Gluten Free. Paleo.
Vegan. Non-GMO. Kosher.
No Added Sugar. No Soy. No Dairy.**

- 5oz Packages
- 4 Amazing flavors with simple, clean ingredients
 - Chocolate Chip Cookie Dough
 - Maple Cinnamon Praline
 - Thai Sweet Chili
 - Traditional Recipe
- 4oz Pouches
- 3 Savory flavors with simple, clean ingredients
 - Savory Original
 - Righteous Ranch
 - Hickory Smoked BBQ



INDULGE FEARLESSLY™

Kettle Cooked 'Nana Chips

The remarkable low-sugar banana that tastes like a potato chip. Paleo Approved & Vegan

- Three ingredient recipes made with the highest quality ingredients:
 - ✓ Green Saba Bananas, Coconut Oil, Seasoning - That's all!
- The incredible Saba Banana
 - ✓ Saba Bananas are full of gut-healthy prebiotics and low on the glycemic index. It's bananas like you've never had bananas before.
- Incredible Consumer Response
 - ✓ 4/5 Stars and 60%+ Repeat
- Featured on the Today Show - "Eat This, Not That"
- **NEW** Sweet 'Nana Chips -
- 3 indulgent flavors made with Coconut Sugar



- 2.7oz Pouches
- 4 Savory: Not-Cho Nacho, Grand Garlic Parm, Blazing Buffalo, Classic Sea Salt
- **NEW 3 Sweet:** Chocolate Mint Thins, Cinnamon Churro and Caramel Sea Salt



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