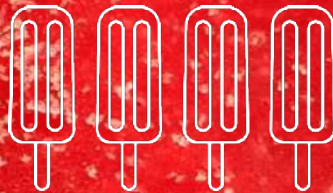
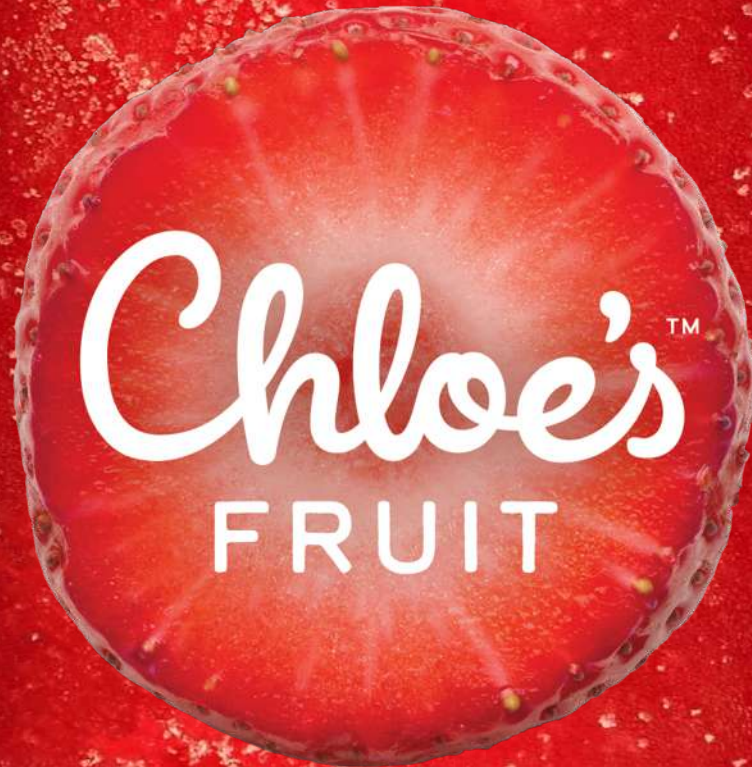


THE COOL WAY TO EAT FRUIT™



**Chloe's Fruit Pops Presentation 2020**



# Chloe's Fruit was founded by a mom in search of a simpler treat for her family

We don't use any stabilizers, flavorings, or artificial anything

- Chloe, a mom of three, was searching for a treat her family could enjoy that wasn't full of "stuff."
- She started experimenting in the kitchen and eventually came up with a recipe for frozen fruit pops using **just fruit, water, and a touch of cane sugar**.
- Blended in a soft-serve machine, Chloe's Pops have a creamy consistency and are only **60 calories a pop**.



Chloe's  
FRUIT

# Consumers are seeking products with simpler, cleaner labels - like Chloe's Pops

## Short ingredient lists

- About 61% of consumers say that the shorter the ingredients list, the healthier the product<sup>1</sup>
- When shopping, 65% of consumers look for food and beverages that have the shortest list of ingredients<sup>2</sup>

## Ingredients they can pronounce

- 58% of consumers look for food and beverages that contain only ingredients they recognize<sup>2</sup>

## Distrust of large CPG brands

- Two in five US Millennials do not trust large food manufacturers<sup>3</sup>

**Popsicle actually to add “fruit” to their icon brand**



**The new Outshine box dropped the name “Nestle”**

**Chloe's**  
FRUIT

# Chloe's is the best tasting product because of the clean label

3 ingredients



Fruit  
(Strawberry,  
Lemon Juice),  
Water, Cane  
Sugar

9 ingredients



Water,  
Strawberries,  
Cane Sugar,  
Carob Bean  
Gum, Guar  
Gum, Citric  
Acid, Color  
(Beat Juice,  
Turmeric  
Extract),  
Natural Flavors,  
Ascorbic Acid  
(Vitamin C)

5 ingredients



Water,  
Strawberries,  
Cane Sugar,  
Ascorbic Acid  
(Vitamin C),  
Natural Flavor

10 ingredients



Water,  
Strawberries,  
Sugar, Corn  
Syrup Solids,  
Natural Flavors,  
Guar Gum,  
Carrageenan,  
Citric Acid, Red  
Beet Juice  
Concentrate,  
Annatto (for  
color)

6 ingredients



Water, Organic  
Strawberries,  
Organic Cane  
Sugar, Organic  
Guar Gum,  
Organic Carob  
Gum, Organic  
Lemon Juice

5 ingredients



Strawberries,  
Filtered Water,  
Organic Cane  
Sugar, Guar  
Gum, Xanthan  
Gum

5 ingredients



Strawberries,  
Heavy Cream  
(Heavy Cream,  
Organic Guar  
Gum), Cane  
Sugar, Purified  
Water, Salt

Chloe's is the ONLY frozen pop made with just 3 ingredients:  
Fruit, Water and Cane Sugar



# Chloe's Pops continue to expand in the United States to over 13,000 stores

## Chloe's is the growth story in the category –

- Nationally, according to Nielsen, Chloe's is **+61%** in the latest 52 weeks vs. YAG<sup>1</sup>. The category is only up 3%
- Strong Same Stores Sale Growth: According to IRI, Chloe's is **+173%** when looking at same division growth at Kroger<sup>2</sup>
- According to national IRI data, Chloe's top 3 items are outperforming all other better-for-you competition in latest 26 weeks<sup>3</sup>

Sources: 1) Nielsen Latest 52 wks - WE 7/28/18 2) M6 WE P7W2 – Active Divisions 3) IRI -Total US Food Latest 26 wks WE 8/15/18

## Key Retailers



# Chloe's Core Pop Line Up

- 4-pack of 2.5oz pops
- Each pop has only 60 calories with 12 -16 gram of sugar
- SRP: \$3.99- 4.99
- National Ranking:












# Chloe's Dipped Pops offer consumers a permissible indulgence

- 4-pack of 2.5oz pops
- Each pop has only 120 calories
- Same delicious, clean Chloe's Pops, dipped in high-quality dark chocolate for a more indulgent experience
- To be merchandised in the decadent/indulgent door as a better-for-you option
- **Chloe's requesting Non-Dairy tag on shelf**
- Ready to ship January, 2019
- SRP: \$4.99 to 5.99



**Dark Chocolate Coating:** Cane Sugar, Coconut Oil\*, Cocoa Processed with Alkali, Chocolate Liquor, Sunflower Lecithin, Natural Vanilla Flavor. **Dark Chocolate Pop has Organic Quinoa Crisps**

# Chloe's Dipped Pops remain true to our value proposition: Delicious and made with simple clean ingredients

Fruit Bar				
	<b>Strawberry Pop:</b> Strawberry Puree (Strawberries, Lemon Juice), Water, Cane Sugar	<b>Raspberry Sorbet:</b> Water, Sugar, Corn Syrup, Raspberry Juice Concentrate, Maltodextrin, Cornstarch, Mono And Diglycerides, Citric Acid, Carob Bean Gum, Cellulose Gum, Guar Gum, Natural Flavors, Xanthan Gum, Carrageenan	<b>Ingredients:</b> Strawberry Puree, Water, Sugar, Soybean Oil, Coconut Oil, Cocoa Powder, Cellulose Gum, Pectin, Xanthan, Sodium Citrate, Guar Gum, Citric Acid, Soy Lecithin, Nonfat Dry Milk Powder, Salt, Natural Flavor	<b>Ingredients:</b> Skim Milk, Sugar, Chocolate, Coconut Cream, Coconut, Cream, Cocoa Butter, Milkfat, Soy Lecithin, Water, Milk, Guar Gum, Carob Bean Gum, Carrageenan, Ascorbic Acid (Vitamin C), Alpha Tocopheryl Acetate (Vitamin E), Vanilla Extract, Natural Flavor, Xanthan Gum.
Dark Chocolate Coating	<b>Dark Chocolate Coating:</b> Cane Sugar, Coconut Oil*, Cocoa Processed with Alkali, Chocolate Liquor, Sunflower Lecithin, Natural Vanilla Flavor	<b>Dark Chocolate Coating:</b> Semisweet Chocolate (Sugar, Chocolate, Chocolate Processed With Alkali, Cocoa Butter, Milkfat, Soy Lecithin, Artificial And Natural Flavors), Coconut Oil, Palm Oil		
GMO Disclosure		 "Partially produced with genetic engineering"		Non-GMO Ingredients
Calories	120	150 (178 for 2.5oz equivalent)	95 (144 for 2.5oz equivalent)	160
OZ	2.5	2.1	1.65	2.4
Allergens	None  *Non-Allergenic, Highly Refined Coconut Oil Free From: Dairy, Gluten, Soy, Peanuts & Tree Nuts	Contains Dairy, Gluten, Soy and Coconuts	Contains Dairy, Soy and Coconuts	Contains Dairy, Soy and Coconuts





# Chloe's suggested placement for maximizing brand performance

- Recommend mid-shelf placement, avoiding top and bottom shelves
- Recommend Dairy-Free tags for Dipped Pops to emphasize point of differentiation



# Use heavy pricing and promotion to enter international market

- Delicious taste + simple, clean ingredient deck will drive sales and repeat purchase
- Product would have to be stickered for international sale
- 2 year shelf life
- Larger discounts can be offered on following skus:

Core Pops
Mango
Dark Chocolate
Strawberry
Blueberry

Dipped Pops
DC dipped
Banana Dipped
Strawberry Dipped

- All products are:





# Chloe's Product Lineup: A Frozen Treat With Nothing To Hide

## Chloe's Core Fruit Pops



## New Innovation – Chloe's Dark Chocolate Dipped Pops

