

KATE'S REAL FOOD



OUR FEARLESS FOUNDER, KATE SCHADE

Our story begins with Kate, in search of her next big adventure in Jackson Hole, WY in the early 1990's. Skiing, hiking, dirt biking, and climbing, Kate is the ultimate outdoor enthusiast and strives to make every second count.

To support her active lifestyle, she needed an energy bar that was made with wholesome organic ingredients, but also tasted great. When she couldn't find one, she decided to make her own.



1. TASTE AND TEXTURE



"Best Little Energy Bar in America" **Forbes**

Crunchy & Chewy, Sweet & Salty, Satisfying!

2. QUALITY AND IMPACT



Less than 10% of energy bar sets are Certified Organic.

Premium organic ingredients that support our land and farmers!

3. FUEL FOR ADVENTURES



Filled with complex carbs, healthy fats, and plant-based proteins.

Whole food ingredients that fuel big adventures!

At the heart of all Kate's Real Food bars are three core concepts: Taste and Texture, Quality & Impact, and Fuel for Adventures.

REAL FOOD. REAL ENERGY.®

A FLAVOR FOR EVERY ADVENTURE

Organic Oat and Rice Crisp Energy Bars
2.2oz | 12 Units Per Case

SRP:
\$2.49

**PEANUT
BUTTER
DARK
CHOCOLATE**

UPC:
897785001281



- Oats
- Honey
- Peanut Butter
- Brown Rice Crisps
- Dark Chocolate
- Dried Apricots
- Sunflower Seeds
- Sesame Seeds
- Sea Salt

Ranked **#1**

**DARK
CHOCOLATE
CHERRY &
ALMOND**

UPC:
897785001304



- Oats
- Honey
- Almond Butter
- Dried Cherries
- Brown Rice Crisps
- Dark Chocolate
- Almonds
- Sea Salt

Ranked **#2**

**OATMEAL
CRANBERRY
& ALMOND**

UPC:
850025501217



- Oats
- Almond Butter
- Honey
- Sweetened Dried Cranberries
- Brown Rice Crisps
- Almonds
- Vanilla Extract
- Sea Salt

Ranked **#3**

**PEANUT
BUTTER
MILK
CHOCOLATE**

UPC:
897785001274



- Oats
- Honey
- Peanut Butter
- Milk Chocolate
- Brown Rice Crisps
- Apricots
- Raisins
- Sunflower Seeds
- Sesame Seeds
- Sea Salt

Ranked **#4**

**LEMON
COCONUT**

UPC:
897785001526



- Coconut
- Honey
- Almond Butter
- Oats
- Brown Rice Crisps
- Lemon Extract
- Ground Ginger
- Sea Salt

Ranked **#5**

**DARK
CHOCOLATE
MINT**

UPC:
897785001762



- Peanut Butter
- Coconut
- Honey
- Oats
- Dark Chocolate
- Cocoa Liquor
- Brown Rice Crisps
- Cacao Nibs
- Mint Extract
- Sea Salt

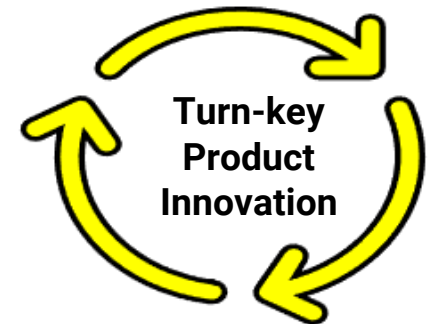
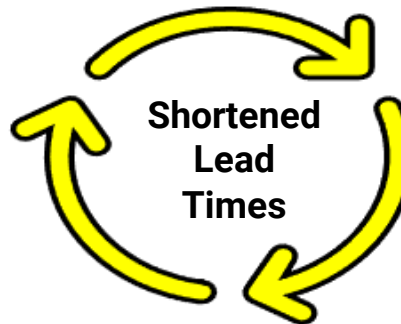
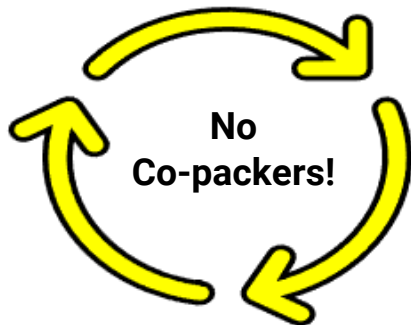
Ranked **#6**

Bedford



VERTICALLY INTEGRATED PRODUCTION

- All Kate's products produced at The Organic Snack Company, our state of the art 20,000 square foot dedicated production facility in Bedford, PA.
- Our Production rate is currently over 100mm bars per year and growing.
- Headquarters in Victor, ID will remain for product innovation.
- This exciting growth passes on these benefits to our vendors:



WHAT'S THE DIFFERENCE?!



At Kate's Real Food, simplicity and transparency is our number one priority. Consumers are becoming more conscious of what they consume everyday, and it doesn't get any better than Real Food & Real Energy!

Kate's Bars

- ✓ 6 – 8 lightly pressed whole foods that you can see and taste
- ✓ Chewy, crunchy, delicious, satisfying
- ✓ Only sweetened with organic honey
- ✓ Transparent product window (what you see is what you get)



	KATE'S	BOBO'S	RX Bar	CLIF BAR	KIND BAR
Bar Size	2.2oz	3oz	1.83	2.4oz	1.4oz
SRP	\$2.49	\$2.49	\$1.99	\$1.25	\$1.50
Price Per Ounce	\$1.22/oz	\$0.83/oz	\$1.08/oz	\$0.52/oz	\$1.07/oz
Certified Organic	✓				
Certified. Kosher	✓	✓			
Certified Gluten Free	✓	✓			
Non-GMO Project Verified	✓	✓			



The Other Guys

- X Pulverized, extruded, baked
- X Chalky, dry, hard to digest
- X Artificial ingredients, low grade sweeteners, fillers
- X Closed packaging (mystery product)




KATE'S 1.1OZ MINI BARS ARE
NOW BEING OFFERED AS A
COMPLIMENTARY SNACK
TO **ALL DELTA**
PASSENGERS ON ALL SNACK
FUELED FLIGHTS IN 2022 AND
2023!



1.1oz
MINI
BARS



MILLIONS
OF BARS PER MONTH
THOUSANDS
OF BARS PER DAY

NATIONWIDE
ALL **50** STATES 

FROM THE AIR...



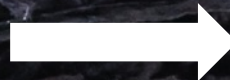
**MILLIONS
OF CUSTOMERS
SAMPLING FREE
KATE'S BARS**

**SCANNABLE QR CODE
(ON EVERY BAR)**

**IN-FLIGHT
WEB ACCESS**

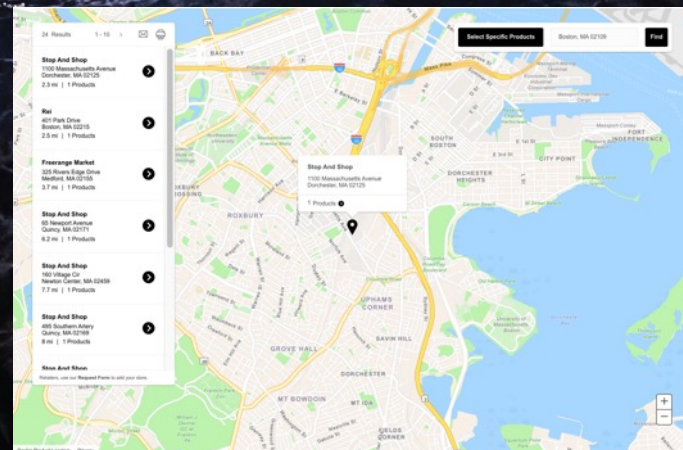


**CUSTOMERS WILL TRY KATE'S BARS IN A
PRESSURE FREE ENVIRONMENT AND ARE
THEN ORGANICALLY DRIVEN TO A CUSTOM
DELTA LANDING PAGE WITH THE STORE
LOCATOR FEATURING OUR RETAIL
PARTNERS.**



...TO YOUR STORES!

**KATE'S
REAL FOOD
STORE LOCATOR**



WE HAVE LIFT OFF!



KATE!



MILLIONS OF CUSTOMERS ARE SAMPLING AND SHARING ACROSS THE SKIES!



DELTA
+ **KATE'S**
REAL FOOD

CURRENT RETAIL PARTNERS



NOW AVAILABLE
in over 5,000
doors
Nationwide and
counting.

ACCORDING TO THE DATA



Kate's continues to outperform the category showing an increase of 81.7% YOY - 52 weeks in IRI, while the category is still recovering from its loss with 11.2% growth.

IRI - Geography: Total US - Multi Outlet + Conv Time: 52 WE 1-23-21		UPC 12 digit	ACV Weighted Distribution (Reach)	Dollar Sales	Dollar Sales %Change vs YA	Unit Sales	Unit Sales %Change vs YA
TRAM BAR LLC - BREAKFAST/CEREAL/SNACK BARS/CLUSTERS			11.33	\$1,560,919	81.7%	576,382	75.6%
Bars	Organic Energy Bar - Peanut Butter Dark Chocolate	089778500128	6.52	\$384,813	99.0%	157,967	93.3%
	Organic Energy Bar - Dark Chocolate Cherry & Almond	089778500130	6.28	\$338,978	146.7%	139,946	137.1%
	Organic Energy Bar - Peanut Butter Milk Chocolate	089778500127	5.37	\$262,070	87.9%	104,402	79.2%
	Organic Energy Bar - Peanut Butter Hemp & Flax	089778500129	3.47	\$132,735	41.1%	55,746	41.5%
	Organic Energy Bar - Lemon Coconut & Ginger	089778500152	0.65	\$83,863	-1.5%	33,653	-6.5%
	Organic Energy Bar - Mango Coconut	089778500131	0.70	\$80,961	-2.6%	32,416	-10.2%
SNACK BARS/GRANOLA BARS/CLUSTERS			100.00	\$6,771,051,398	11.2%	1,915,066,146	2.7%
Sub Categories	BREAKFAST/CEREAL/SNACK BARS/CLUSTERS		100.00	\$1,907,320,151	20.5%	577,463,347	8.6%
	GRANOLA BARS		99.66	\$1,439,097,867	2.1%	460,458,416	-3.8%
	NUTRITIONAL/INTRINSIC HEALTH VALUE BARS		99.59	\$3,385,275,267	10.4%	867,327,562	2.4%



Kate's is significantly **outperforming** the category in all channels YOY - 24 weeks in SPINS.

Channel Overview:	Total Bars - Wellness \$ % Chg. Vs YAGO (24 WM):	Kate's Real Food - Rank:	Kate's Real Food - Dollagrs % Chg, YAGO (24wm):
Total US - MULO Channel	17.4%	75	72.3%
Total US - Food Channel	15.4%	69	72.2%
Total US - Natural Enhanced Channel	10.1%	56	138.7%

Source: SPINS, Total US MULO, Total Food, Total Natural, 24 weeks ending 10/03/21.



CONTACT US

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THANK YOU!