

# abe's®

the  
VEGAN  
MUFFIN

MADE IN A 100%  
PEANUT, TREE NUT\*,  
SESAME, AND  
SOY-FREE FACILITY.

\*The Abe's facility processes coconut, a drupaceous fruit. While not a botanical nut, the FDA classifies coconut as a tree nut. Most people with tree nut allergies can safely consume drupaceous fruit. Other than coconut, our facility is 100% free of all other tree nuts

NO MILK  
NO EGGS  
NO NUTS  
NO SESAME  
NO SOY  
NO PEA  
PROTEIN

→ EXCEPT US!

SCHOOL  
FRIENDLY



## WHY WE DO WHAT WE DO:

About 20 years ago, my brother and I started a commercial bakery.

We realized there was a problem: my son, Abe, couldn't enjoy anything we made because he was born with an anaphylactic allergy to peanuts, tree nuts, and sesame. He was also severely allergic to eggs, dairy, soy, and seeds. Abe, like millions of other kids, was isolated from friends and classmates during snack, lunch time, and celebrations.

In a fit of inspiration, we set out to create an allergy-friendly treat not only Abe would love, but one that our family and friends would devour too...and to our surprise, we created the first nationally-branded Vegan, School-Friendly muffin!

Fast forward a few years and Abe's now makes the best-selling Vegan and allergy-friendly bakery items in the US!

**Most importantly, parents are thrilled to discover retailers offering inclusive, safe treats kids love to eat!**

—Joseph Koffman (Abe's Dad)



*the* VEGAN MUFFIN

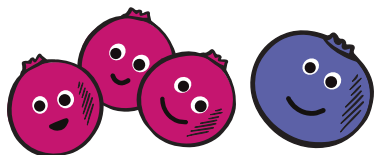
*abe's*®

## THE STATS:

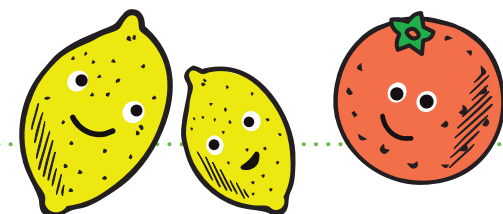
### WHY VEGAN?

OVER THE PAST  
2 YEARS, VEGAN  
GROCERY SALES  
HAVE GROWN

43%



60% OF AMERICANS  
ARE SHIFTING  
TO A PLANT-BASED  
DIET SINCE THE  
PANDEMIC BEGAN



THE GROWTH RATE FOR  
VEGAN GROCERY SALES IS

500%

HIGHER THAN THE GROWTH  
RATE FOR CONVENTIONAL  
GROCERY SALES

SOURCES PROVIDED UPON REQUEST

## THE STATS:

### WHY SCHOOL-FRIENDLY?



62 MILLION  
AMERICANS

HAVE A SEVERE FOOD  
ALLERGY OR FOOD  
INTOLERANCE



SINCE 2010,  
PEANUT  
ALLERGIES HAVE  
RISEN BY

21%



THE ALLERGY-  
FRIENDLY  
FOOD SEGMENT  
IS GROWING  
ANNUALLY BY

27%

2 KIDS\*

IN EVERY CLASSROOM HAVE  
A SEVERE FOOD ALLERGY

\*ON AVERAGE

abe's®

## OUR STANDARD:

- All-natural, non-GMO, clean ingredients
- Everything in-house
- SQF Level 3 Certified
- OU Kosher Pareve Certified
- Complete transparency in process



#1 BEST-SELLING  
ALLERGY-FRIENDLY BAKERY ITEM



Mini Muffins



Pound Cakes



Celebration Cakes



Brownies



Mom's Gluten-Free



Square Cakes



One BIG Muffin



Big Muffins

**abe's®**



# abe's MINI MUFFINS



Mini Muffin flavors, listed in sales ranking order:

- 1 **WILD BLUEBERRY**
- 2 **CHOCOLATE CHIP**
- 3 **LEMON POPPY**
- 4 **GOLDEN CORNBREAD**
- 5 **COCONUT CARROT**
- 6 **DEVIL'S FOOD**
- 7 **ZUCCHINI\* NEW!**
- 8 **PUMPKIN SPICE\***
- 9 **CRANBERRY ORANGE**
- 10 **APPLE CIDER\***

\*seasonal



## 12-PACK

SRP	\$5.49 – \$6.49
Unit wt	10 oz
Units per case	12
Inner pack	12/12s
Ambient shelf-life	7 days
Gross case wt	8.5 lbs
Case cube	0.97
Case dim	21.25" x 9" x 8.75"
Ti	9
Hi	10
Pallet qty	90

## 6-PACK

SRP	\$2.99 – \$3.99
Unit wt:	5 oz
Units per case:	12
Inner pack:	12/6s
Ambient shelf-life:	7 days
Gross case wt:	4.8 lbs
Case cube:	0.55
Case dim:	14.25" x 10.25" x 6.5"
Ti:	11
Hi:	15
Qty:	165

# abe's POUND CAKES

Pound Cake flavors, listed in sales ranking order:

- 1 **BANANA BREAD**
- 2 **COFFEE CAKE**
- 3 **ULTIMATE LEMON**
- 4 **ZUCCHINI BREAD**
- 5 **ORIGINAL VANILLA**
- 6 **DARK CHOCOLATE**
- 7 **GINGER SPICE\***
- 8 **PUMPKIN SPICE\***

\*seasonal

SRP	\$6.99–\$7.99
Unit wt:	14 oz
Units per case:	6
Inner pack:	6/1s
Ambient shelf-life:	7 days
Gross case wt:	6.25 lbs
Case cube:	0.39
Case dim:	15.4" x 11.5" x 3.8"
Ti:	10
Hi:	20
Qty:	200



# abe's® CELEBRATION CAKES

NEW!



Celebration Cake flavors, listed  
in sales ranking order:

- 1 **CHOCOLATE**
- 2 **VANILLA**
- 3 **CARROT**
- 4 **GINGERBREAD\***

\*seasonal

SRP	\$22.99–\$23.99
Unit wt:	30 oz
Units per case:	2
Inner pack:	2/1s
Refrigerated shelf-life:	5 days
Gross case wt:	5.25 lbs
Case cube:	0.33
Case dim:	14" x 7.75" x 5.75"
Ti:	15
Hi:	15
Qty:	225



# abe's® BROWNIES

NEW!



SRP	\$6.99–\$7.99
Unit wt:	11.5 oz
Units per case:	12
Inner pack:	12/12s
Ambient shelf-life:	7 days
Gross case wt:	10 lbs
Case cube:	0.89
Case dim:	20.56" x 8.81" x 8.5"
Ti:	9
Hi:	10
Qty:	90



WITH  
CHIPS!





# abe's® MOM'S GLUTEN-FREE

Mom's Gluten-Free flavors,  
listed in sales ranking order:

- 1 **COFFEE CAKE**
- 2 **DOUBLE CHOCOLATE**
- 3 **LEMON POPPY**

SRP	\$4.49-\$5.49
Unit wt:	5 oz* / 5.3 oz**
Units per case:	12
Inner pack:	12/6s
Ambient shelf-life:	7 days
Gross case wt:	4.8 lbs* / 5.0 lbs**
Case cube:	0.55
Case dim:	14.25" x 10.25" x 6.5"
Ti:	11
Hi:	15
Qty:	165

\* Double Chocolate, Lemon Poppy  
\*\* Coffee Cake



# abe's® SQUARE CAKES

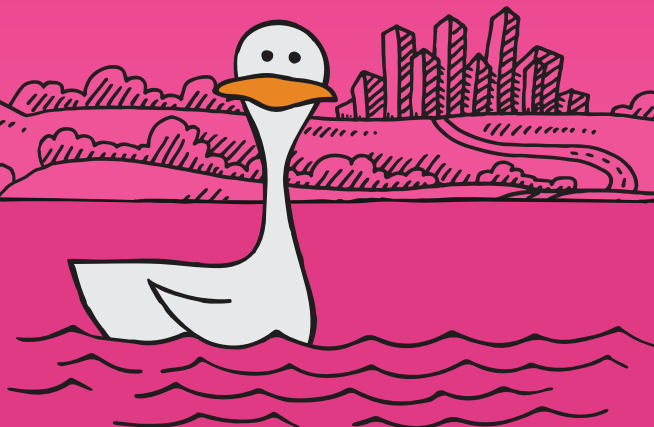
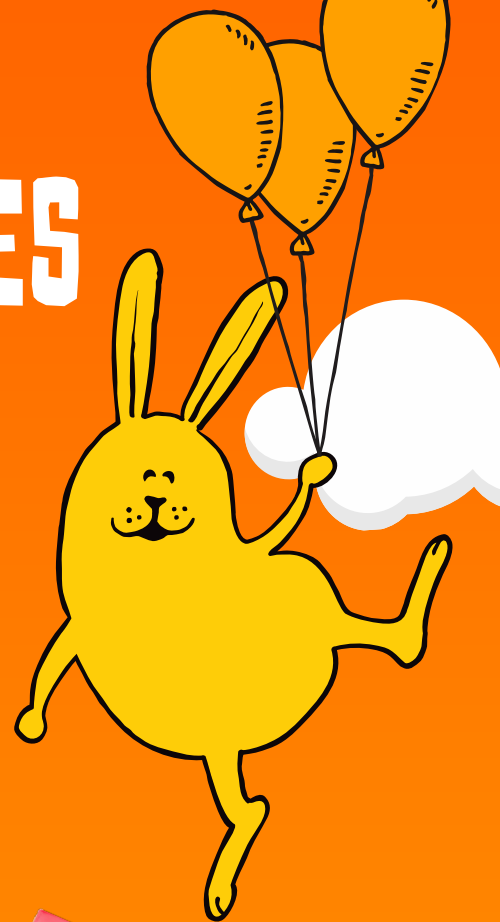
Square Cakes flavors, listed  
in sales ranking order:

- 1 **CORNBREAD**
- 2 **COFFEE CAKE**
- 3 **CHOCOLATE CAKE**
- 4 **FRUITCAKE\***

\* seasonal

SRP	\$7.99-\$8.99* / \$8.99-\$9.99**
Unit wt:	24 oz
Units per case:	4
Inner pack:	4/1s
Ambient shelf-life:	7 days
Gross case wt:	6.8 lbs
Case cube:	0.36
Case dim:	16.75" x 8.25" x 5"
Ti:	10
Hi:	20
Qty:	200

\* Cornbread, Coffee Cake, Chocolate Cake  
\*\* Fruitcake





# abe's ONE BIG MUFFIN

One BIG Muffin flavors, listed in sales ranking order:

- 1 BLUEBERRY
- 2 CHOCOLATE CHIP
- 3 CORN
- 4 BANANA
- 5 LEMON POPPY
- 6 PUMPKIN **NEW!**
- 7 CARROT **NEW!**

\* seasonal

SRP	\$1.99–\$2.99
Unit wt:	3.2 oz
Units per case:	22
Inner pack:	22/1s
Ambient shelf-life:	7 days
Gross case wt:	5.5 lbs
Case cube:	0.55
Case dim:	14.25" x 10.25" x 6.5"
Ti:	11
Hi:	15
Qty:	165



PERFECT  
FIT FOR  
THE COFFEE  
BAR!



# abe's BIG MUFFINS

BIG Muffin flavors, listed in sales ranking order:

- 1 WILD BLUEBERRY
- 2 CHOCOLATE CHIP
- 3 COCONUT CARROT
- 4 DEVIL'S FOOD



## 4-PACK

SRP	\$4.99–\$5.99
Unit wt:	11 oz
Units per case:	12
Inner pack:	12/4s
Ambient shelf-life:	7 days
Gross case wt:	9.3 lbs
Case cube:	1.19
Case dim:	20" x 13.25" x 7.75"
Ti:	7
Hi:	14
Qty:	98





# abe's<sup>®</sup> MINI MUFFINS

EARTH-FRIENDLY  
BOX PROGRAM  
COMING SOON!

Mini Muffin flavors, listed in sales ranking order:

- 1 WILD BLUEBERRY
- 2 CHOCOLATE CHIP
- 3 LEMON POPPY
- 4 GOLDEN CORNBREAD
- 5 COCONUT CARROT
- 6 DEVIL'S FOOD
- 7 ZUCCHINI\* **NEW!**
- 8 PUMPKIN SPICE\*
- 9 CRANBERRY ORANGE
- 10 APPLE CIDER\*

\*seasonal

#### 12-PACK

SRP	\$5.49-\$6.49
Unit wt:	10 oz
Units per case:	12
Inner pack:	12/12s
Ambient shelf-life:	7 days
Gross case wt:	8.5 lbs
Case cube:	0.89
Case dim:	20.56" x 8.81" x 8.5"
Ti:	9
Hi:	10
Qty:	90

MERCHANDISING  
SOLUTION FOR:

- \*REFRIGERATED CASE
- \*E-COMMERCE
- \*FREEZER SECTION



FOR MORE INFORMATION,  
PLEASE CONTACT  
MARTY KOFFMAN  
(ABE'S FAVORITE UNCLE)

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(845) 735-5100 X 103

FOLLOW  
— Us!



CONSUMER REEL

INSTAGRAM

FACEBOOK

LINKED IN

ABESMUFFINS.COM

*abe's*®