



K!DS[®] LUV

The first ZERO SUGAR, Vitamin Enhanced beverage for kids. Kids luv it and parents do too!

Zero Sugar
Vitamin Enhanced
Beverage





The ZERO SUGAR, Vitamin Enhanced, Hydrating beverage for kids.



Owned by The Luvng Company: The Luvng Company was born out of the desire to provide healthier, innovative products for the whole family.

Established in 2018, The Luvng Company, [a female-founded and minority-owned business](#), launched it's first brand, KidsLuv, designed to give kids a healthy dose of vitamins and minerals their bodies need, without the harmful sugars.

Global Mission: be an educational leader in child nutrition and create a brand that encourages good health, good living and celebrates family values with a positive environmental impact.



Focus on Sustainability: We LUV our planet! We want to make a difference and do our part in maintaining a green carbon footprint by using recycled boxes and being the [first recyclable, resealable,](#)



The KidsLuv Customer:

She is a health-conscious mom between ages 25-44, lives a healthy active lifestyle with the purchasing power to buy the best products for her family.

KidsLuv stands out – delivering a NEW category and DISRUPTING a \$2.7 billion+ kids drink & pediatric vitamin market!

Traditional Kids Vitamins



Kids vitamins are commonly made in a gummy format and are filled with gelatin, corn starch and sugar; containing on average 4 grams of sugar per gummy. The American Heart Association suggests no more than 6 teaspoons of added sugar per day for children ages 2–18.*



Functional Zero Sugar Vitamin Enhanced Beverage for Kids



Traditional Kids Juices & Waters




Juices are full of sugar and not a healthy way for kids to hydrate. Flavored waters provide no nutrients that many kids need in their diet, namely fiber, calcium and iron.



✓ Immune Boosting
Vitamin D & C

Competitive Landscape

KidsLuv First functional beverage for kids	Honest Kids	Capri Sun	Rethink Water	Pedialyte	Good 2 Grow
10 Calories	40 Calories	50 Calories	0 Calories	35 Calories	15 Calories
9 Certified Vegan, Non-GMO, Gluten Free Vitamins & Minerals	Vitamin C	No Vitamins	No Vitamins	Potassium, Zinc, Chloride	Vitamin C
Zero Sugar per 8 FL OZ	8g Sugar per 6 FL OZ	13g Sugar per 6 FL OZ	0g Sugar per 6.75 FL OZ	9g Sugar per 12 FL OZ	3g per 6 FL OZ
Sustainable Packaging Recyclable Resealable Straw Free	Not resealable Plastic straw	Not resealable Plastic straw	Not resealable Plastic straw	Plastic bottle	Plastic bottle
\$.28/ounce	 \$.06/ounce	 \$.03/ounce	 \$.06/ounce	 \$.24/ounce	 \$.35/ounce



KidsLuv Distribution + Growth Drivers



Current & Secured Distribution +1,500 points



- **Strategic Partnerships**
 - Influencers, registered dietitians & nutritionists
- **Retail Support**
 - Campaigns, sampling, events
- **Digital**
 - Paid social, search, Instacart, e-mail ratings + reviews
- **PR/Advertising**
 - Press, broadcasts, editorial, podcasts

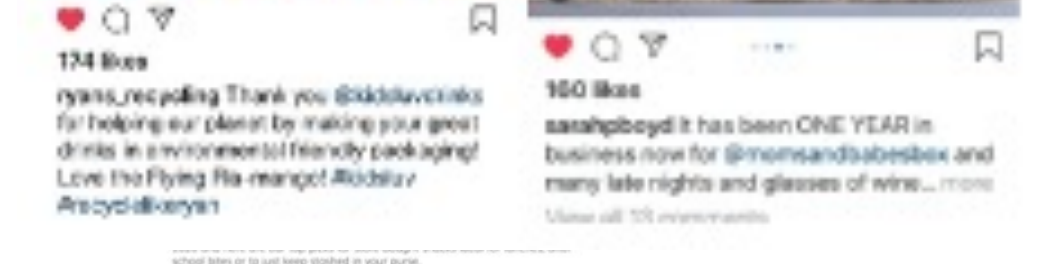
Marketing Initiatives



Forbes

8 Mission Driven Companies
Reinventing The Packaged Food
Industry

"My work with the company and my life are one and the same," says Founder and CEO Ashli Jelinek. "I wouldn't have this company or mission if it weren't for my kids. I grew up with a mother who believed that plant-derived medicine and herbs were the purest forms of nutrition. It was the learning of eastern and western medicine and becoming a mother that made me want to create KidsLuv."





Introducing NEW Beary Berry with Immune Boosting Zinc & Vitamin D!



Added Zinc & Blueberry Extract
to boost immunity



Delicious & Ultra refreshing Mixed Berry flavor



Zero Sugar, Only 2 carbs & 10 calories

Front of Pack "Immune Boosting" call out





Launching Q1 2023



INTRODUCING **FRUIT PUNCH** WITH IMMUNE SUPPORT

- ✓ **Delicious & ultra refreshing fruity flavor**
- ✓ **Immune boosting Vitamin D & Zinc**
- ✓ **Zero sugar**
- ✓ **10 calories and 2 carbs**





Proposal



Distribution: UNFI, KeHE & Direct

Placement: Kids drink or wellness set

Skus: Mango, OrgPeach & Berry

Promotions:

- Quarterly TPRs (APR, MAY, AUG, OCT)
- Back to School (BOGO promotions)
- Targeted Paid Social
- Demos (if applicable)



KIDS LUV IT & PARENTS DO TOO!

"It's delicious and my son loves it. Happy to have an alternative to water that isn't loaded with sugar and still tastes great."

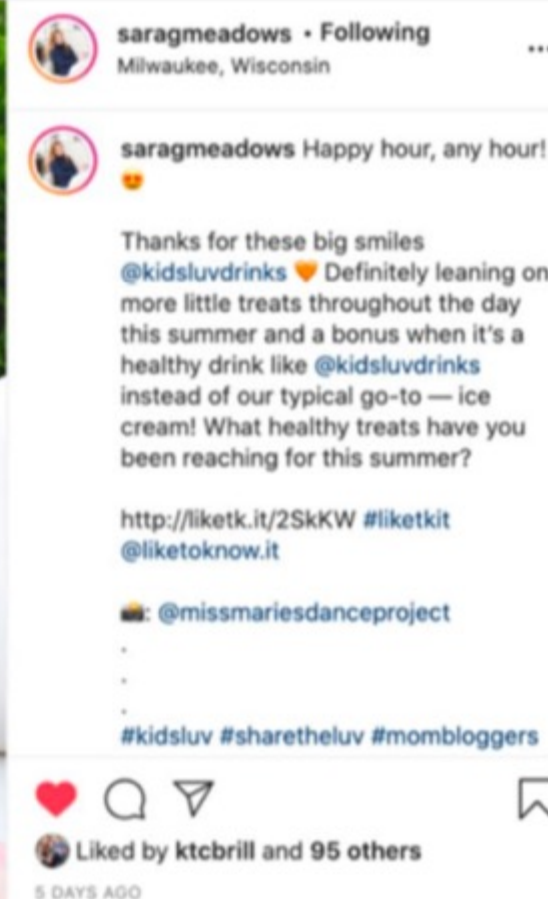


daily dose



These are "those drinks" I keep posting about. We are OBSESSED with @kidslupdrinks, and adults love them too.

SWIPE UP



"My son loves the flavor of these and they make the mom of a very picky eater a little happier knowing he's getting extra vitamins."

-Brittney

"My 3-year-old son loves these! The flavor and ingredients are great."

