



Real Cookie Dough Bars.
Real Ingredients.



Brand Story

We Challenged the Cookie Dough Status Quo

- Todd Goldstein is an entrepreneur and “foodie” who spent the last decade helping entrepreneurs get their start.
- In 2011, Todd was diagnosed with a gluten intolerance which jumpstarted his hunt for gluten free products. When his sons were born in 2015 and 2017, they were also diagnosed with a gluten intolerance, increasing his desire to create a gluten free treat that the whole family could enjoy.
- Todd and his team recognized that the cookie dough market was a growing trend but still left those with allergies in the raw. Too often, we hear that healthful food tastes bad. So, after 19 iterations and with lots of community feedback, we have developed **WHOA DOUGH**: a gluten free, vegan, dairy free, soy free, egg free, non-GMO, damn good tasting cookie dough bar perfect for on-the-go snacking.



Founder

The Boys



The Whoa Dough Way

Whoa Dough is the amazing gluten free, plant based, non-GMO, dairy-free, egg-free, soy-free, allergen-free*, no artificial flavor having, only nine ingredient having, protein delivering, happy-inducing, craving crushing, starting at only 140 calories, health conscious cookie dough bar! And, **YES**, they're **VEGAN**.

*Only two of our flavors contain nuts



Live healthy, Snack Happy

140-170 calories, 4-5g protein



Why Whoa Dough?

How We Compare to Competition



GLUTEN FREE	☺		X	
VEGAN	☺			
UNDER 10G OF SUGAR	☺		X	
DAIRY FREE	☺			
OU KOSHER	☺		X	
NON-GMO	☺		X	
PROTEIN > 4	☺	X	X	
EGG FREE	☺			
SHELF STABLE	☺			X
EDIBLE COOKIE DOUGH	☺	X		
140 CALORIES	☺	X	X	
SNACK HAPPY	☺			

Market Trends

We Stand Out.

The cookie dough market has a year-over-year growth of
9.0%

The plant-based alternatives market is worth over
\$3.7 Billion

The U.S. refrigerated snacks segment generates around
\$20 Billion in annual sales, representing
one-third of the total snacking market.

Well-being snacks, including nutrition bars, represent around
\$7 Billion and is growing faster than other refrigerated snacks around
8% a year over the past three years.

The gluten-free food market in the US is estimated at:
\$1.77 Billion

Gluten-free foods accounted for
6.5% of all food sales in 2015.

Sources: The Good Food Institute, statista.com, futuremarketinsights.com, reportlinker.com, todaysdietitian.com, Univ. of Nev. School of Medicine, marketwatch, Minteldata



Launch Q4 2020



1 Chocolate Chip

↑ 170%

2022 (Q1) 1663 bars
2021 (Q1) 617 bars



2 Sprinkle Sugar

↑ 237%

2022 (Q1) 1189 bars
2021 (Q1) 353 bars



3 PB Chocolate Chip

↑ 230%

2022 (Q1) 1141 bars
2021 (Q1) 346 bars



4 Brownie Batter

↑ 274%

2022 (Q1) 1095 bars
2021 (Q1) 293 bars



5 Sugar Cookie

↑ 249%

2022 (Q1) 910 bars
2021 (Q1) 261 bars



6 Peanut Butter

↑ 254%

2022 (Q1) 754 bars
2021 (Q1) 213 bars



Report on February 15, 2022



Top 27%
of **all** bars sold in bar category
(#105/390)

Total growth over last
12 weeks = 552%

Total growth over last
24 weeks = 710%



Sales info

Case Pack: 10 bars per Sleeve

Retail Price: \$2.49 per bar

SKU Rank:

1. Chocolate Chip
2. Brownie Batter
3. Sprinkle Sugar
4. Peanut Butter Chocolate Chip
5. Sugar Cookie
6. Peanut Butter



Where To Buy whoa Dough

In shelves, online

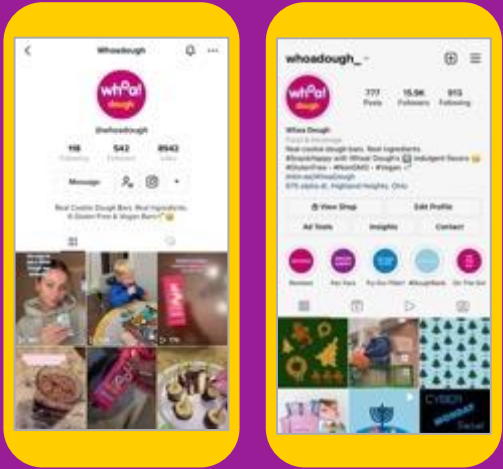
And in schools







Driving Brand Awareness & Customer Engagement

Digital Marketing Tactics

- Awareness
 - Geo-Targeted Media
 - Paid & Organic Social Media
 - In store Demos
- Engagement
 - Push notifications leveraging mobile location data to reach consumers in the store
- Conversion
 - Incentive based campaigns offered exclusively at Dierbergs such as coupons and promotions.



				
Followers	22K	7.4K	1K	1.1K
Reach	1.4M	2.1M	5.5K	75K
Engagements	21K	1.8K	272	6K
Views	3.4K	92K	1K	61.4K



Thank You!

For more information,
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