



nunbelievable

EAT A COOKIE...FEED THE HUNGRY!

Retail Overview
January 27, 2022

www.nunbelievable.com



nunbelievable

The mission-driven baked goods company founded by two cookie lovers who wanted to make a difference.

We bake delicious, better-for-you products while tackling food insecurity with our **BUY 1, GIVE 1** model.



FEEDING
AMERICA



Our Impact

To date, we're responsible for providing 1 million+ meals to the food insecure.

- Nunbelievable's mission is to help end the hunger crisis. 34 million people in the U.S. are food insecure — 9 million of whom are children.
- With our buy-one cookie, give-one meal model, we partner with hunger relief organizations to provide meals for those in need.



Consumers Care About Brands That Give Back!



Co-founders Bryan Janeczko and Kuda Biza launched Nunbelievable to end hunger in the most delicious way.

87% OF AMERICANS will purchase a product because a company supports a cause they care about.

78% BELIEVE COMPANIES must positively impact society.

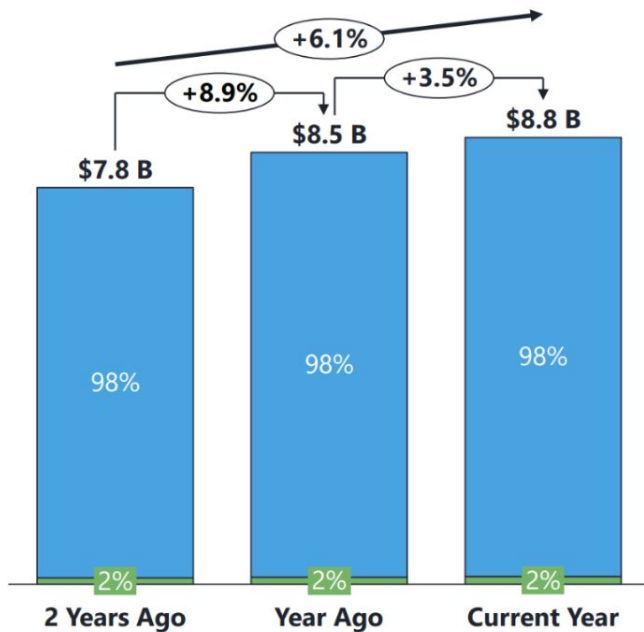
Like many well-known brands in the purpose-driven space, Nunbelievable is doing great by doing good.



WARBY PARKER

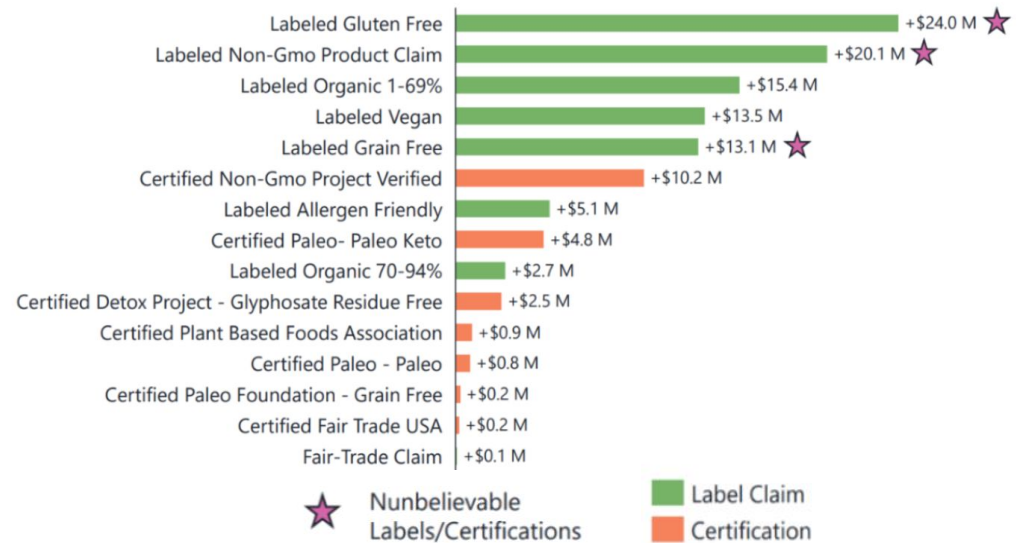
We Address Key Trends in a Growing Cookie Category

Cookies continue to experience a 6.1% CAGR.



We address 3 of the top 5 consumer trends, gluten-free, grain free and non-GMO.

Dollar Growth From Prior Year



Our Gluten-free, Low Carb Cookie Flavors

**Double
Chocolate**

Snickerdoodle

Pecan Sandy

Chocolate Chip



SRP: \$4.99 (300 day shelf life)

1 Gram Net Carbs • Grain Free • No Sugar Added • Gluten Free*

PRODUCT	SKU	SKU UPC	UNITS PER MASTER CASE	WHOLESALE PRICE PER MASTER CASE
Chocolate Chip	NUNB-KTO-CC-006	850011118405	6	\$18.60
Pecan Sandy	NUNB-KTO-PS-008	850011118412	6	\$18.60
Snick- doodle	NUNB-KTO-SB-006	850011118511	6	\$18.60
Double Chocolate	NUNB-KTO-DC-006	850011118504	6	\$18.60
Display Shipper	NUNB-SHP-00-056-R	850011119143	56	\$182.00

Shipper



Our Snack Size Original Shortbread (2-pack)



Plant-based

Original

Butter Pecan



Single Serve • Non-GMO • 2-Pack

SRP: \$1.59 (300 day shelf life)

PRODUCT	SKU	SKU UPC	UNITS PER MASTER CASE	WHOLESALE PRICE PER MASTER CASE
Snack Size Shortbread-Original	NUNB-SHB-OG-018-RMC	850011118955	4-18 pack Caddies (72 Units Total)	\$71.28
Snack Size Shortbread-Plant based	NUNB-SHB-PB-018-RMC	850011119082	4-18 pack Caddies (72 Units Total)	\$71.28
Snack Size Shortbread-Butter Pecan	NUNB-SHB-BP-018-RMC	850011119129	4-18 pack Caddies (72 Units Total)	\$71.28

Our Retail Presence Today

Regional




National



Door Count:
>1,500

We're Top 20 in Natural Cookie Sales

Retailer	2021 Sales Ranking Natural Cookies	2022 Sales Ranking Natural Cookies	2022 Sales Ranking Overall Cookies	YOY Sales Growth
HyVee	30	↑ 17 of 82	87 of 375	410%
Schnucks	12	↑ 7 of 38	83 of 251	128%
Festival	14	↑ 9 of 44	58 of 193	34%
Lowes	N/A	15 of 23	71 of 153	N/A (only in market for 6 months)
Price Chopper/ Market 32	N/A	17 of 33	72 of 159	N/A (only in market for 6 months)
Source: SPINS data 				

Meet Barbara, Our Target Customer

About Barbara

- She's 30+.
- HHI > \$75,000.
- She's married and likely with children, living in a metropolitan or suburban area.
- She thinks about better-for-you eating and snacking so low sugar, clean ingredients are important.
- The mission of feeding those in need is important-- it's a top 3 issue that Americans care about most.

Purchase Habits

- Makes household grocery purchasing decisions for partner/husband and family.
- Purchases better-for-you products, such as Nunbelievable, on a monthly basis.
- She'll purchase products and services, especially when she knows that her dollar can have an impact.



Our Cookies Are Delicious!

Over 3,000 5-star reviews



Great Cookies

These cookies taste great, my favorite flavor is the double chocolate chip...and I love the mission as well.

— Jessica L.



They're Unbelievable!

These cookies are incredibly delicious, all of them! You wouldn't know the double chocolate are gluten-free if the packaging didn't tell you.

— Andersen S.



So Yummy

Love these cookies and so do my girls! So soft, so delish and very large!

— Danielle G.

Featured on:



Contact

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www.Nunbelievable.com

