



**CATALINA**  
**CRUNCH<sup>®</sup>**

**2025 MASTER SELL IN DECK**

# The Catalina Crunch Story...



**Like many kids, mainstream snacks and cereals were a memorable part of my childhood.**

Unfortunately, when I turned 17, I was diagnosed with T1 diabetes and had to give up many of my favorite snacks since they are typically loaded with sugar and empty carbs.

I changed my diet to help manage my blood sugar, but the few healthy options available tasted like cardboard. I got fed up!

In 2017, I started baking low carb versions of all my favorite snacks. My first creation was Catalina Crunch Dark Chocolate Cereal which launched in 2018. After three years, and a lot of fun in the kitchen, we've expanded to eight Cereal flavors, four flavors of Sandwich Cookies and four flavors of our Crunch Mix snack mix.

Eating our high protein, low sugar cereal and snacks makes me feel like a kid again. I am so proud of what we've created and can't wait to share our delicious snacks with you!



**Krishna Kaliannan**  
Founder

**CATALINA CRUNCH IS ON A MISSION TO DELIVER GREAT-TASTING CEREALS AND SNACKS EARNESTLY MADE WITH PROTEIN, FIBER, AND GOOD FATS, WHILE MINIMIZING SUGARS.**

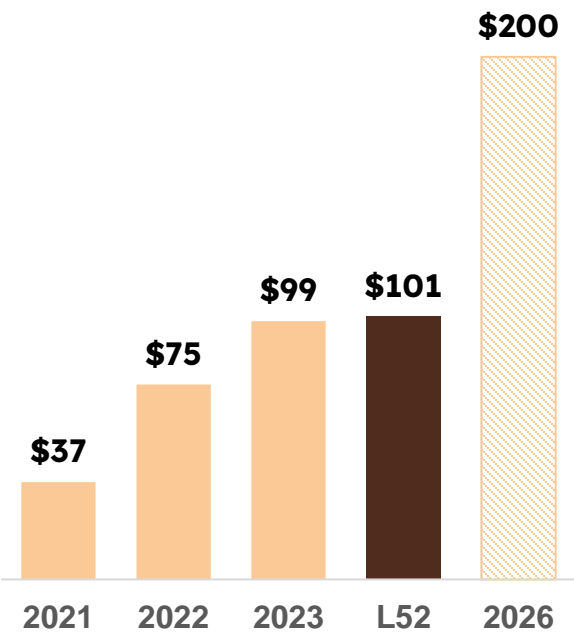
# Catalina Crunch's growth has scaled over the past 3 years, continuing our mission to become a top Better for You player in snacking



With significant brand investment, Catalina Crunch is looking to double our business by 2026, bringing our portfolio from \$100MM to \$200MM, while also doubling our household penetration to 6% - while maintaining our buy rate and repeat rate.

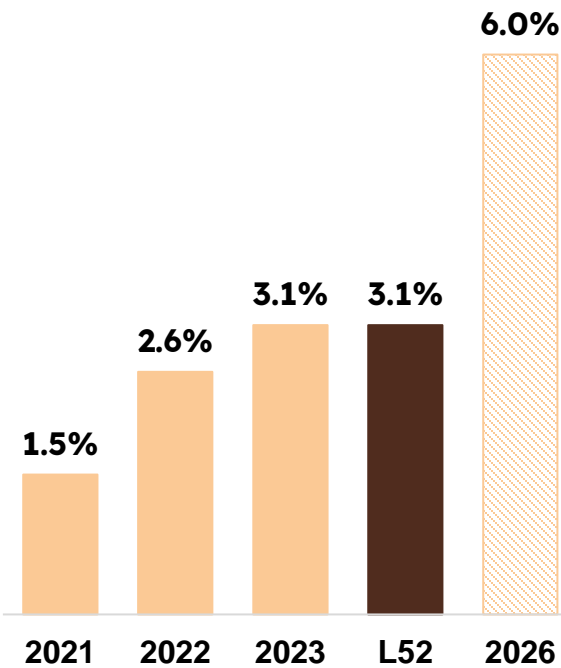
Since 2021, we've almost tripled our total US dollars sales...

Dollar Sales (\$MM)



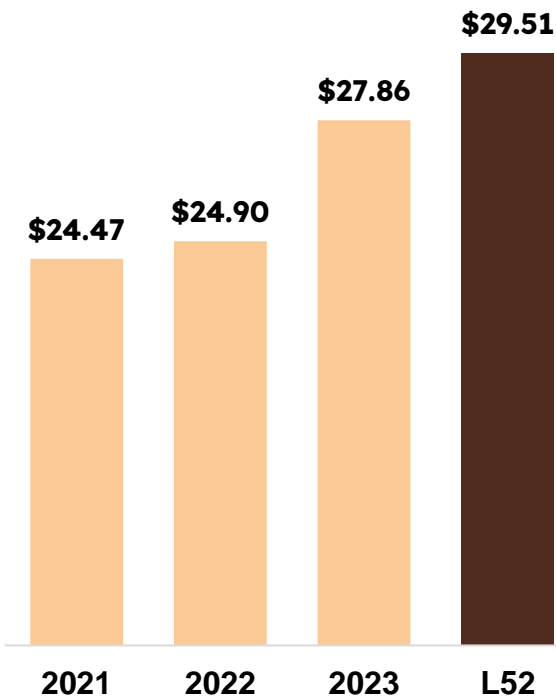
Increased our household penetration by 107%...

Household Penetration



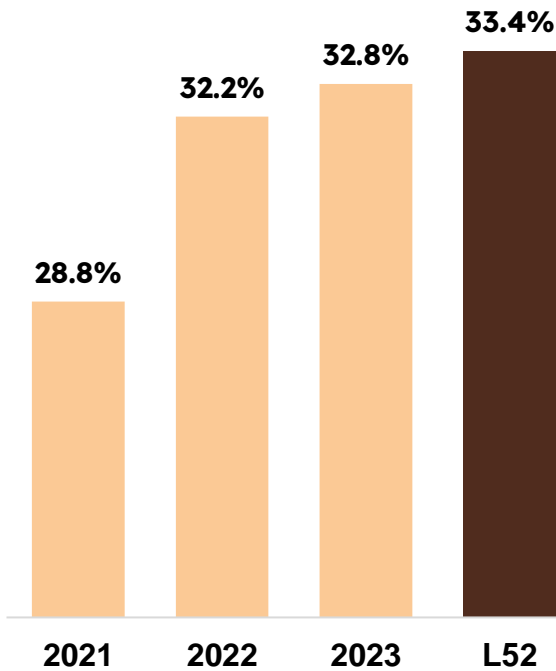
All while driving shoppers to buy more, increasing our buy rate by 21%...

Buy Rate



While still maintaining steady repeat rate growth, +16% since 2021!

Repeat Rate



# Catalina Crunch will fuel this step change in growth by investing in our food, packaging and retail execution!

1

## REFORMULATE TO DELIVER GREAT TASTE ACROSS THE PORTFOLIO

We'll be rolling out improved food across our cookie line in Q4 of 2024, and cereals in January of 2025.



2

## TRANSITION FROM KETO FOCUS TO MAINSTREAM BETTER FOR YOU BRAND

Attract a broader Better for You audience with an evolution in our packaging and claims on pack!



3

## STEPPED UP INVESTMENT TO FUEL HOUSEHOLD GROWTH

Invest in awareness media, strong in store support, the right SRP on shelf, along with our people and in-house manufacturing capabilities.





# As Consumer Needs Evolve, Catalina Crunch Will Evolve To Deliver The Best Proposition for the Consumer



Transitioning from a keto friendly to a better-for-you snacking brand will reach a broader consumer group through strong claims, delicious food imagery and stronger brand recognition.



**CURRENT**



**Q3 2024**

Removal of keto friendly from main logo



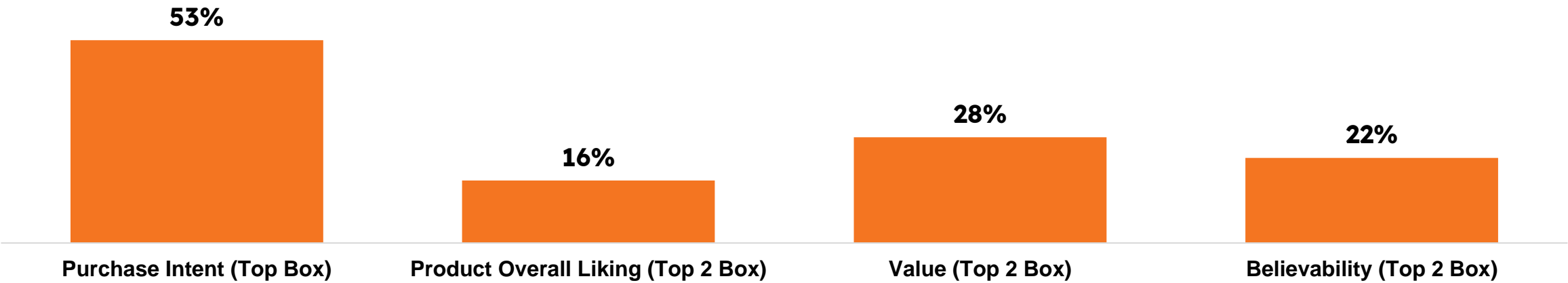
**JANUARY 2025**

NEW! Vibrant packaging

# New Packaging results will drive over a 50% increase in purchase intent, with improved product liking, value and believability



Cereal Buyers: New Packaging Change vs Current

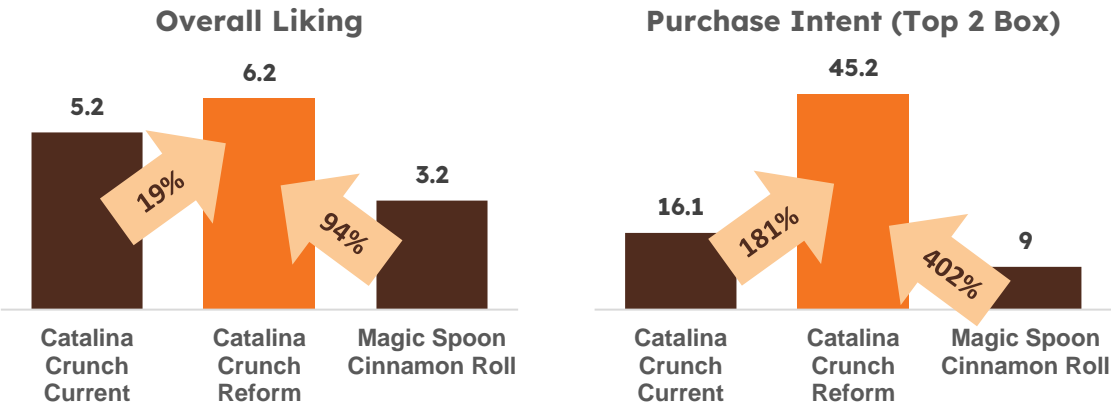


# Our new formula delivers on taste with current Better for You cereal buyers...

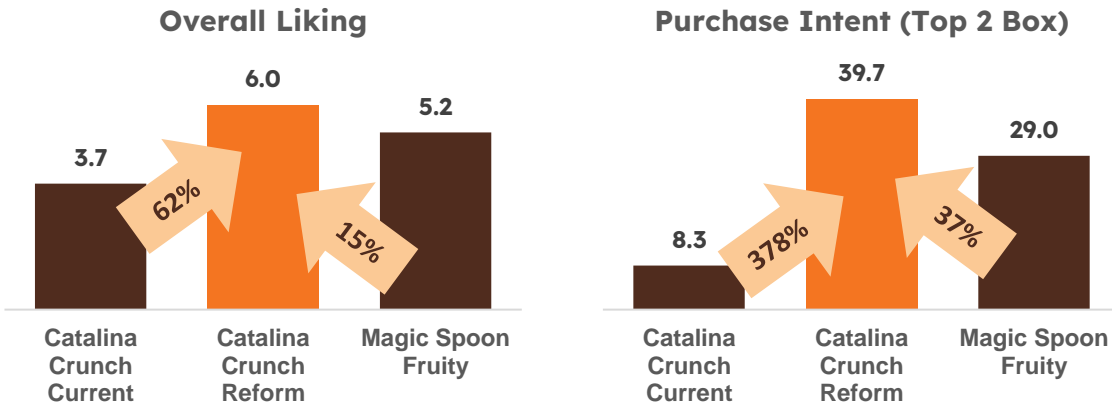


Catalina Crunch’s CLTs prove a step change in food – with both Cinnamon Toast, Fruity, Honey Graham and Dark Chocolate significantly outperforming our current formulation AND Magic Spoon!

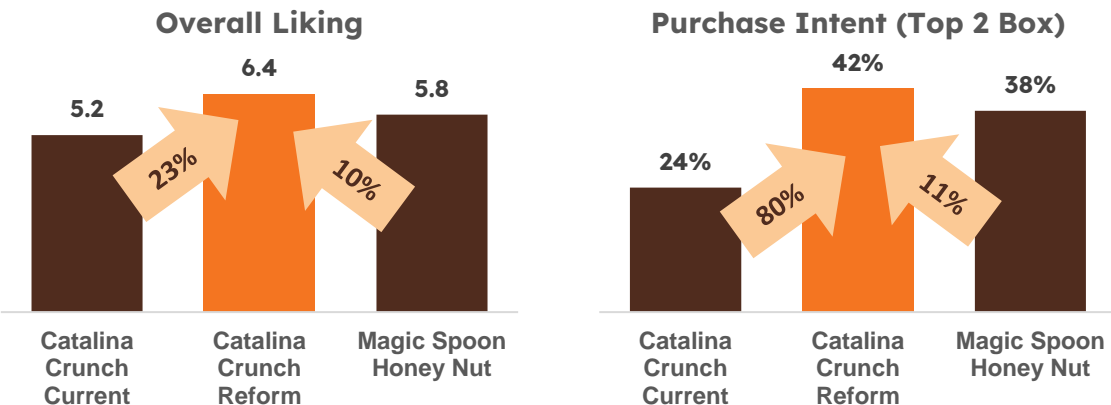
## Cinnamon Toast



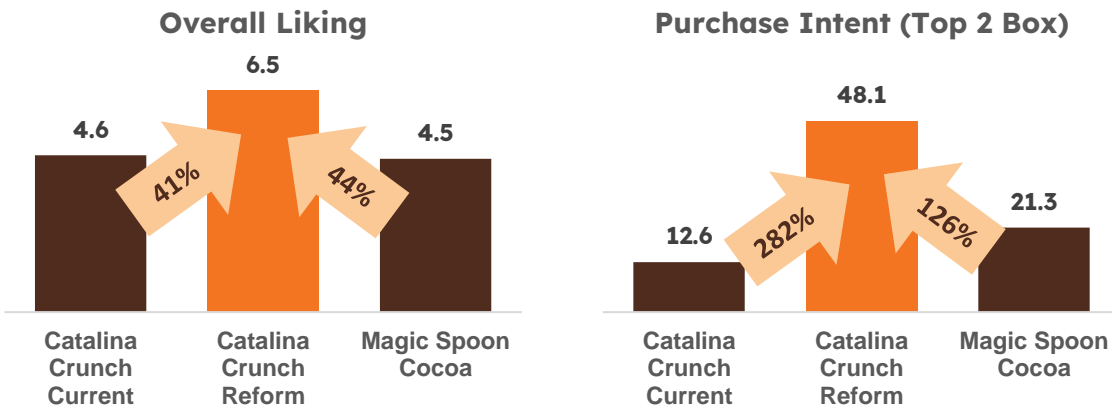
## Fruity



## Honey Graham



## Dark Chocolate

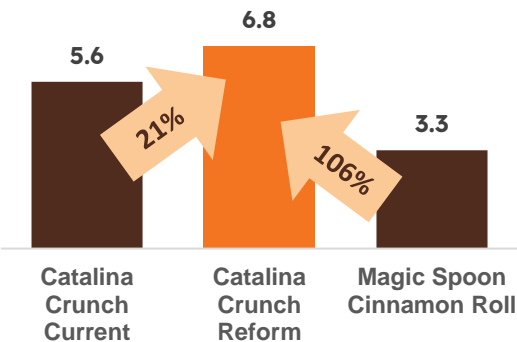


While also improving on the taste our current Catalina Crunch buyers already loved!

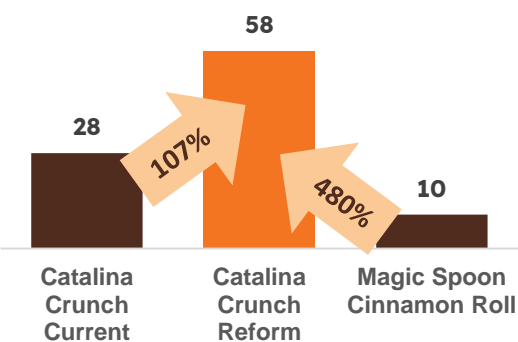


Cinnamon Toast

Overall Liking

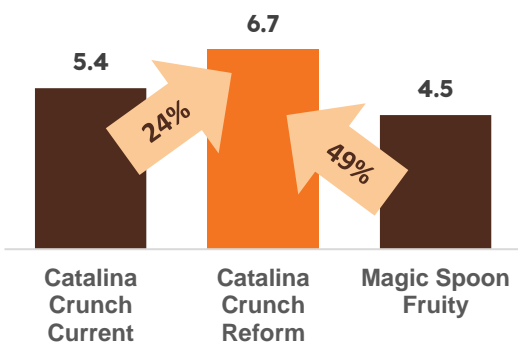


Purchase Intent (Top 2 Box)

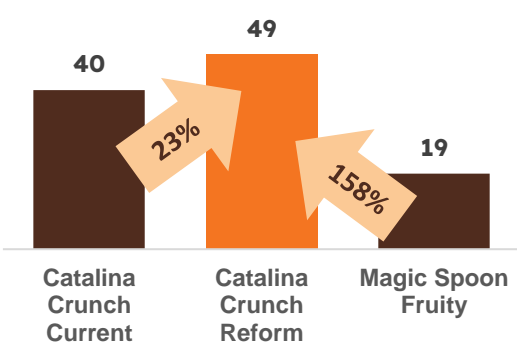


Fruity

Overall Liking

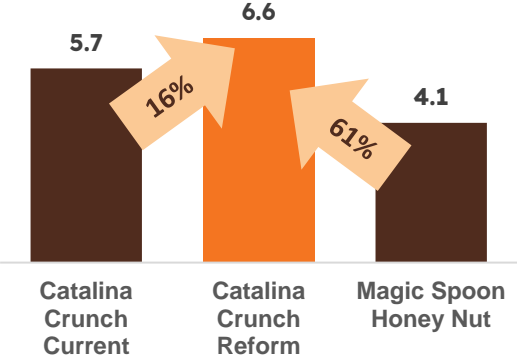


Purchase Intent (Top 2 Box)

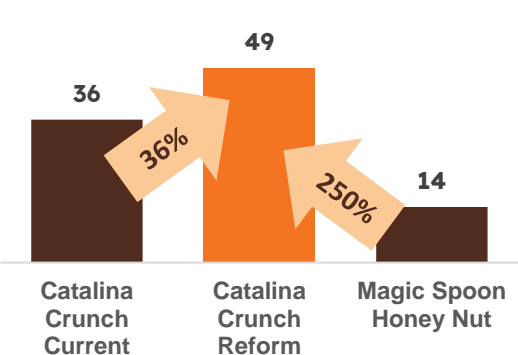


Honey Graham

Overall Liking

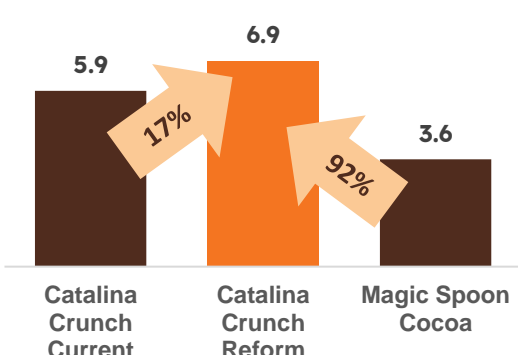


Purchase Intent (Top 2 Box)

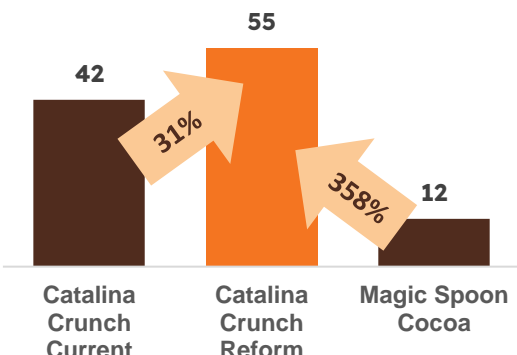


Dark Chocolate

Overall Liking



Purchase Intent (Top 2 Box)





# Catalina Crunch will deliver an improved taste and superior Better for You nutritionals with our new formulas!



Catalina Crunch was able to improve overall flavor by rebalancing our formulas, adjusting ingredients like our blend of Stevia and Monk Fruit and flavor profiles to deliver an optimal taste! In our new cereal and snack mix formulas, we’ve **removed coconut oil** (replacing with sunflower oil) – resulting in **lower saturated fats** – while also **increasing calcium**, moving from 4% to 15% of daily value across all our Cereal portfolio!

## Current



**INGREDIENTS:** CATALINA FLOUR (PEA PROTEIN, POTATO FIBER, NON-GMO CORN FIBER, CHICORY ROOT FIBER, GUAR GUM), TAPIOCA FLOUR, HIGH OLEIC SUNFLOWER OIL AND/OR COCONUT OIL, BAKING POWDER, NATURAL FLAVORS, CINNAMON, SEA SALT, CALCIUM CARBONATE, STEVIA EXTRACT, MONK FRUIT EXTRACT.

Nutrition Facts	
About 7 servings per container	
Serving size	1/2 cup (36g)
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 5g	7%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 14g	5%
Dietary Fiber 9g	32%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 11g	20%
Vitamin D 0mcg	0%
Calcium 50mg	4%
Iron 1.6mg	8%
Potassium 30mg	1%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

## New



**INGREDIENTS:** CATALINA FLOUR (PEA PROTEIN, POTATO FIBER, CORN FIBER, CHICORY ROOT FIBER, GUAR GUM), TAPIOCA FLOUR, HIGH OLEIC SUNFLOWER OIL, BAKING SODA, NATURAL FLAVORS, CINNAMON, STEVIA EXTRACT, SEA SALT, CALCIUM CARBONATE, MONK FRUIT EXTRACT.

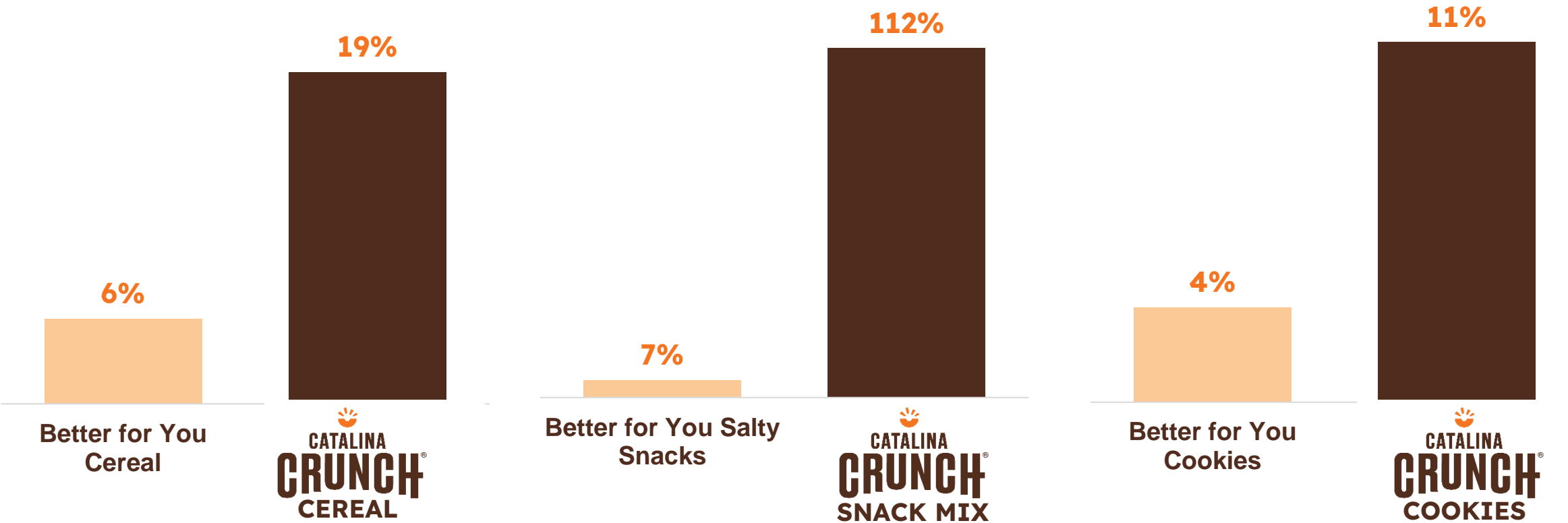
Nutrition Facts	
About 7 servings per container	
Serving Size	1/2 cup (36g)
Amount Per Serving	
Calories	110
% Daily Value*	
Total Fat 5g	7%
Saturated Fat 1g	4%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 14g	5%
Dietary Fiber 9g	32%
Total Sugars 0g	
Includes 0g Added Sugar	0%
Protein 11g	20%
Vitamin D 0mcg	0%
Calcium 180mg	15%
Iron 1.8mg	10%
Potassium 0mg	0%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

# Catalina Crunch Already Is Driving Growth Superior To The Category As Consumers Seek Out Great Tasting Better for You Snacks



Catalina Crunch is driving **3x** stronger growth than the category within Better for You Cereal, **16x** the category within Better for You Salty Snacks, and **3x** the category within Better for You Cookies!

## TOTAL US MULO: DOLLAR SALES % CHANGE VS YA



# Catalina Crunch's portfolio checks the box on key attributes consumers are looking for within Better for You Snacks



No matter the format, Catalina Crunch delivers on what consumers seek in Better for You products – and with our new and improved food, will continue to deliver superior taste compared to other Better for You alternatives!



## CATALINA CRUNCH CEREAL



## CATALINA CRUNCH SNACK MIX



## CATALINA CRUNCH COOKIES



## CATALINA CRUNCH CHOCOLATE BARS

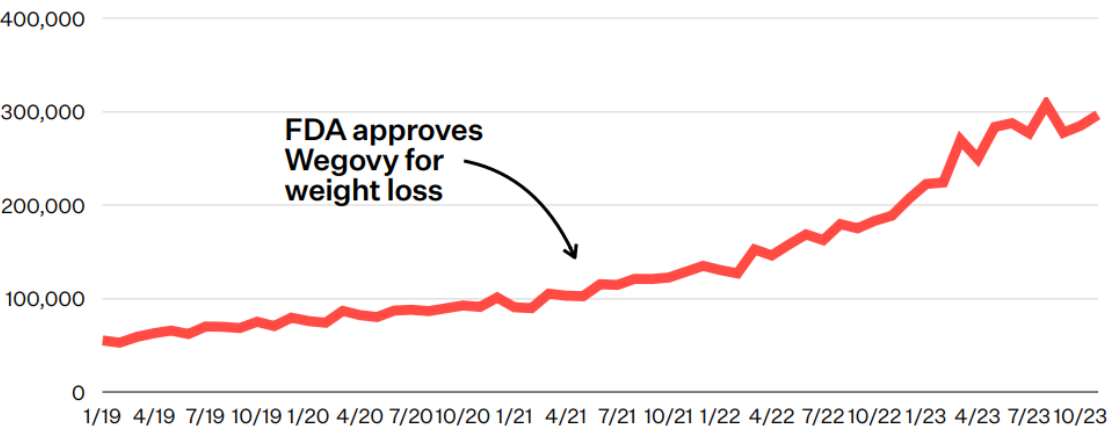


# With the rise of GLP-1, Catalina Crunch is uniquely positioned to satisfy this high growth diet with our high protein, low sugar product



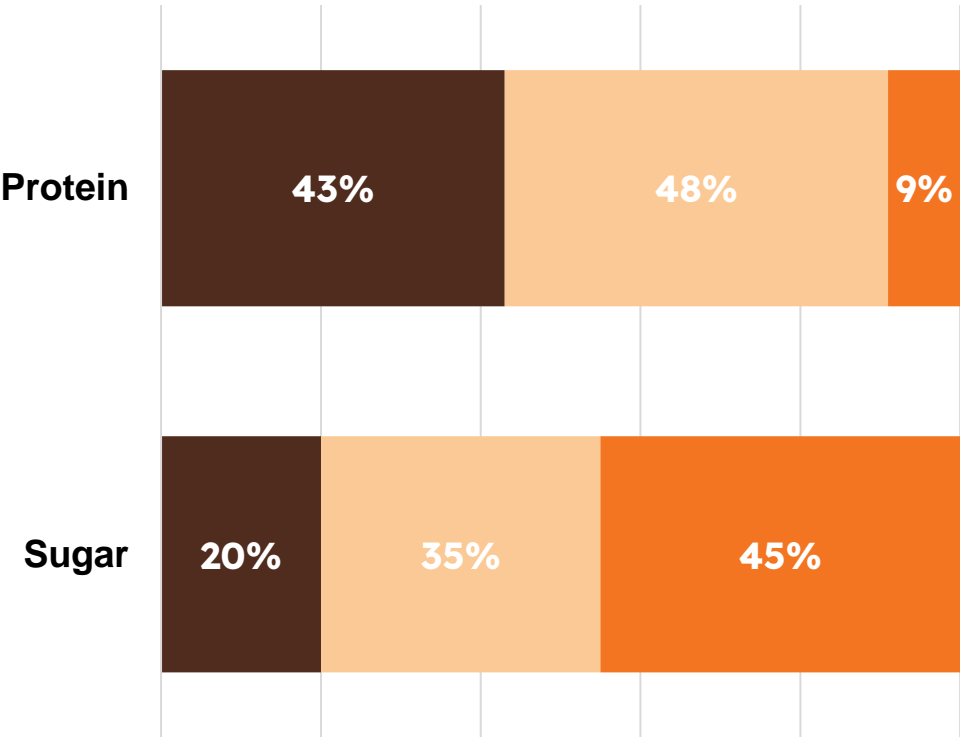
Headlines and prescriptions of GLP-1 Drugs like Ozempic and Wegovy have soared, with 43% of users surveyed stating that because of these drugs, they are consuming more protein, with 25% consuming less sugar.

Monthly claims for GLP-1 prescriptions — Earnest Analytics



How has your consumption changed since starting GLP-1 Drugs?

More Now About the Same Less Now



**RESTAURANTS**  
**Nestle to launch Vital Pursuit frozen-food brand targeting GLP-1 users**  
PUBLISHED TUE, MAY 21 2024 7:41 AM EDT  
UPDATED TUE, MAY 21 2024 9:23 AM EDT

**FORTUNE Well.**  
Home Life Health Mind Family Aging W  
**HEALTH · HEALTH**  
Ozempic and Wegovy are so hard to find that a startup invented a free tool for tracking whether the viral drugs are in stock

**KFF** [DONATE](#) [SEARCH](#)  
**Poll: 1 in 8 Adults Say They've Taken a GLP-1 Drug, Including 4 in 10 of Those with Diabetes and 1 in 4 of Those with Heart Disease**

**GLP-1 Weight Loss Meds Might Keep Your Pancreas Healthy**  
May 3, 2024 Updated 8 hrs ago



# Catalina Crunch has expanded throughout the store, delivering Better for You options across staple grocery categories!



## CEREAL

Cereal, driving 80%+ of our business, is growing at 26% - with all of our items turning in the top half of the Better for You category.



## SNACK MIX

Snack mix is driving 20% of our overall growth, doubling our share of the \$7.2B category in the latest 52 weeks.



## COOKIES

Restaging this platform for 2025 with a lower price point and improved food will set us on a path of continued growth in cookies.



## CHOCOLATE COOKIE BARS

Our newest platform launches Catalina Crunch into the chocolate space, delivering a unique format with low sugar to the category.





**CEREAL**

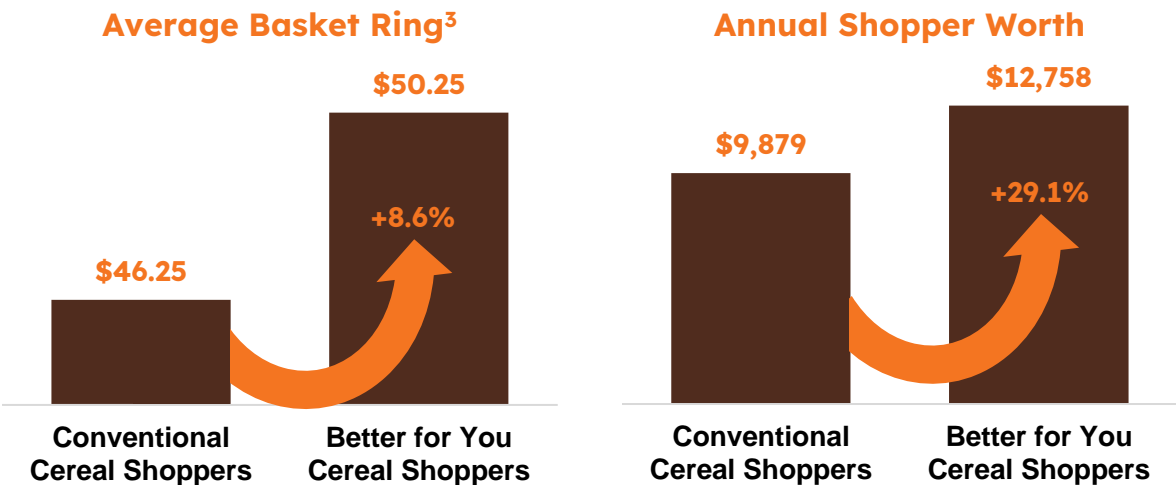
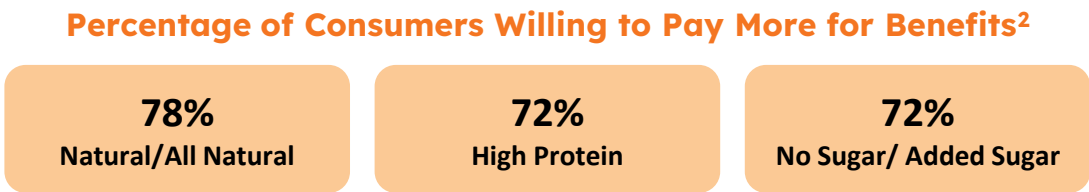
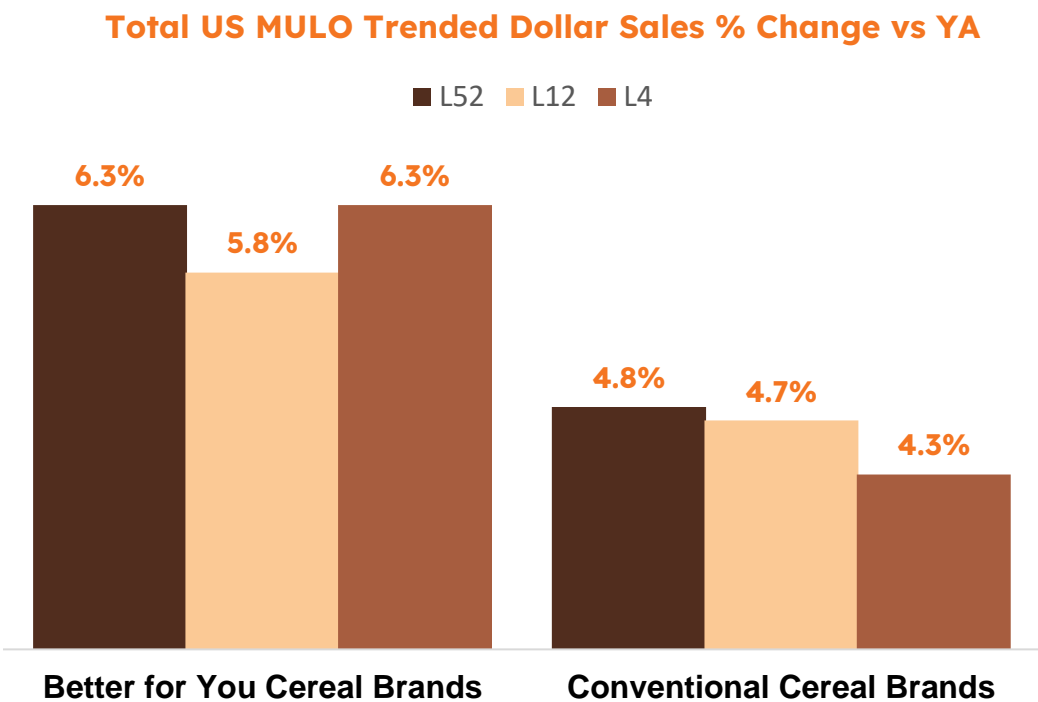


# Better for You products are bringing new life into the stagnant cereal category – driving overall growth and basket size



Better for You cereal brands are fueling the growth in the category - driving on average 8.5pts more growth than the Conventional cereal brands!

Consumers are willing to pay more for Better for You benefits – which shows in their total store basket size, as Better for You Cereal shoppers are 30% more valuable than Conventional Cereal Shoppers!



1: SPINS, Total US MULO, Weeks Ending 6/16/24, 2: Ingredion 2023 Consumer Food Preference Trends, 3: Numerator, Total US, 52 WE 5/19/24



# Catalina Crunch is a leader in revolutionizing the cereal category with our zero sugar, high protein offerings



Catalina Crunch not only has super nutritionals, but superior performance in market – driving 97% incrementality to the category, with only 3% brand shifting as a leading brand within both MULO and Natural!

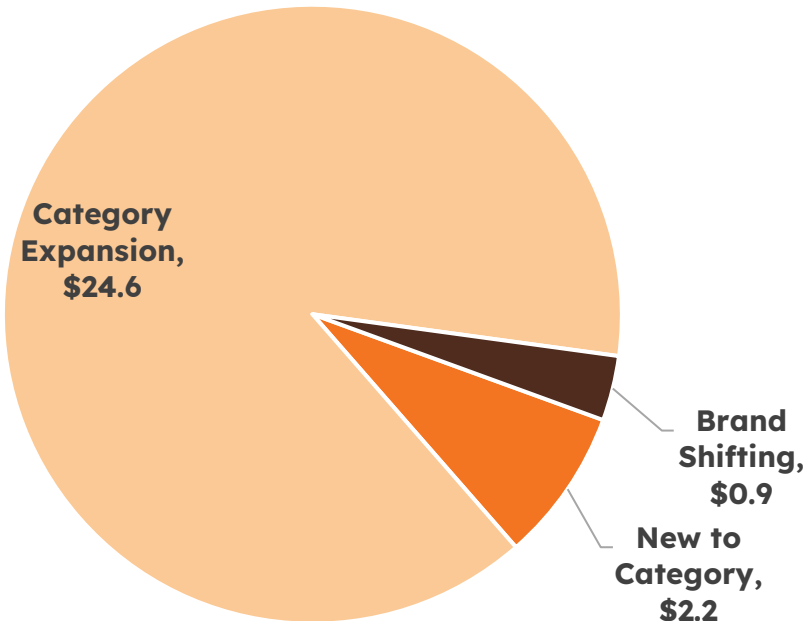
#1

Selling BFY Cereal SKU in MULO<sup>1</sup>

## AVAILABLE IN 8 FLAVORS AND 8/9OZ OR 1.27OZ SINGLE SERVE

- |                            |                           |
|----------------------------|---------------------------|
| 1. Cinnamon Toast          | 5. Blueberry Muffin       |
| 2. Honey Graham            | 6. Honey Nut with Almonds |
| 3. Chocolate Peanut Butter | 7. Fruity                 |
| 4. Dark Chocolate          | 8. Maple Waffle           |

Catalina Crunch Source of Volume<sup>2</sup>



HIGH  
IN FIBER\*

0g-1g  
SUGAR

10g-11g  
PROTEIN



GLUTEN  
FREE



1: SPINS, Total US MULO, 52 WE 6/16/24 AND 2: Numerator, Total Us, 52 WE 5/12/24



# Moving Our Food from Good to Great...



## Improving Flavor Impact to drive best in class Better for You taste!

**Sweetener Rebalancing:** Blending Stevia and Monk Fruit across all items to optimize taste

**Flavor Impact:** Balancing our flavor profiles to deliver a more balanced impact on all items

**Ingredient Adjustments:** Evaluated Cocoa on Dark Chocolate and Chocolate Peanut Butter and Ground Cinnamon on Cinnamon Toast to achieve an optimal flavor profile

## Pea Protein Aftertaste Suppression

**Eliminate aftertaste from pea protein by masking with other flavor profiles.**

### Impacted Items:

Honey Graham, Fruity, Blueberry Muffin, Honey Nut, Maple Waffle

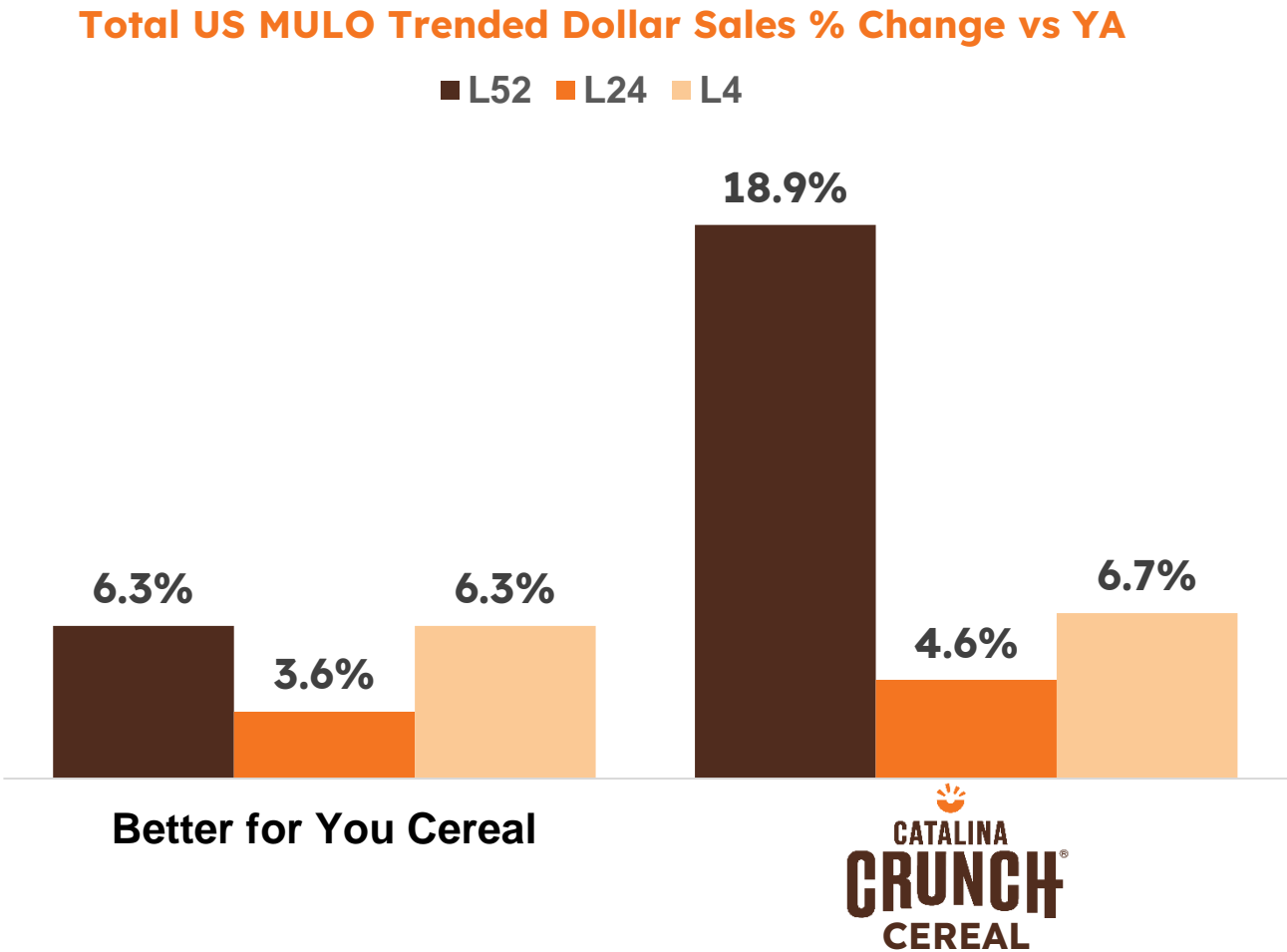


GOOD ➡ GREAT

# Catalina Crunch is Driving Growth Superior to the Category through our Great Tasting, Better for You Cereal!



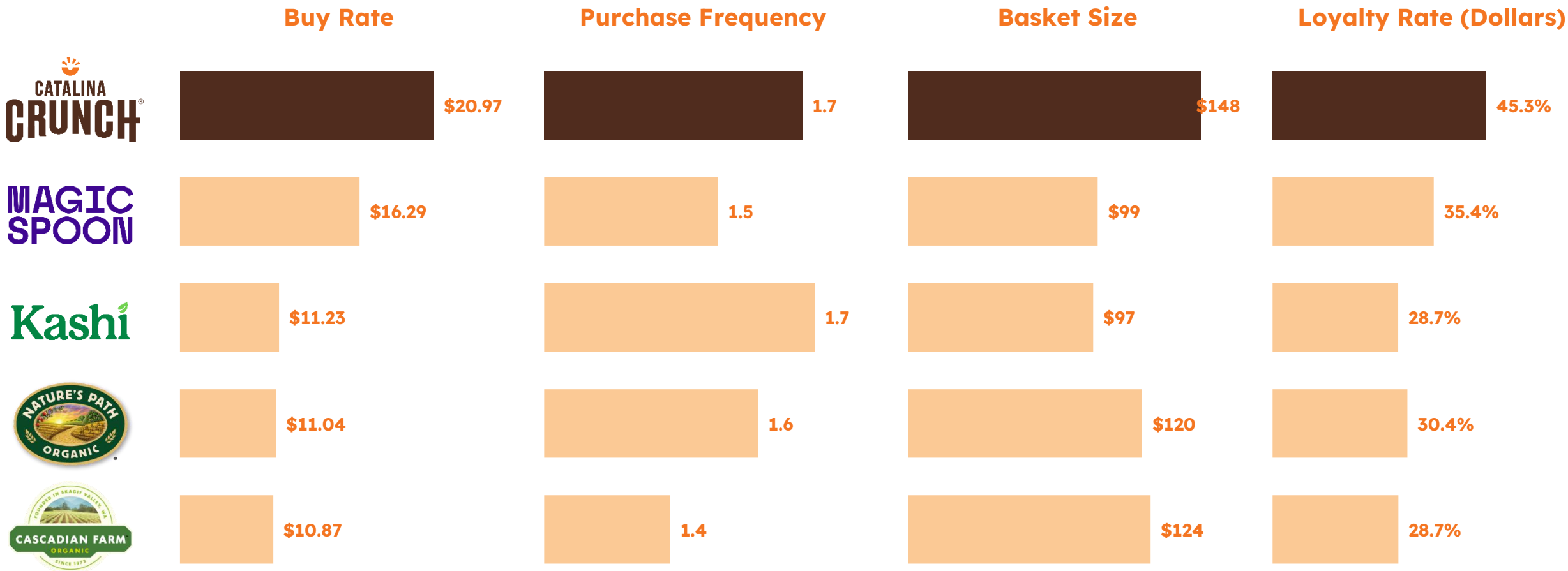
Catalina Crunch is seeing growth upwards of 4x the trends of the Better for You Cereal Category.



# And is even already outpacing the top five Better for You brands within our largest category, cereal!



Catalina Crunch is seeing the strongest buy rate of the top five Better for You cereal brands, is purchased as frequently as the top brand, Kashi, drives the overall largest basket size, AND the highest loyalty rate of those top brands!



# Our newest cereal line, Pairings, delivers a satisfying, better-for-you cereal combined with flavorful mix-ins



Consumers seek more flavor and texture variety in their cereal offerings – leading Catalina Crunch to introduce our Blueberry Muffin and Honey Nut Pairings SKUs.

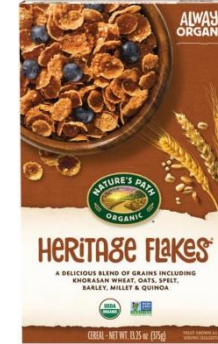


**1 in 3**  
Consumers currently enhance their breakfast cereal with added toppings\*





# Catalina Crunch is the only top Better for You brand that balances all aspects of nutrition consumers are seeking

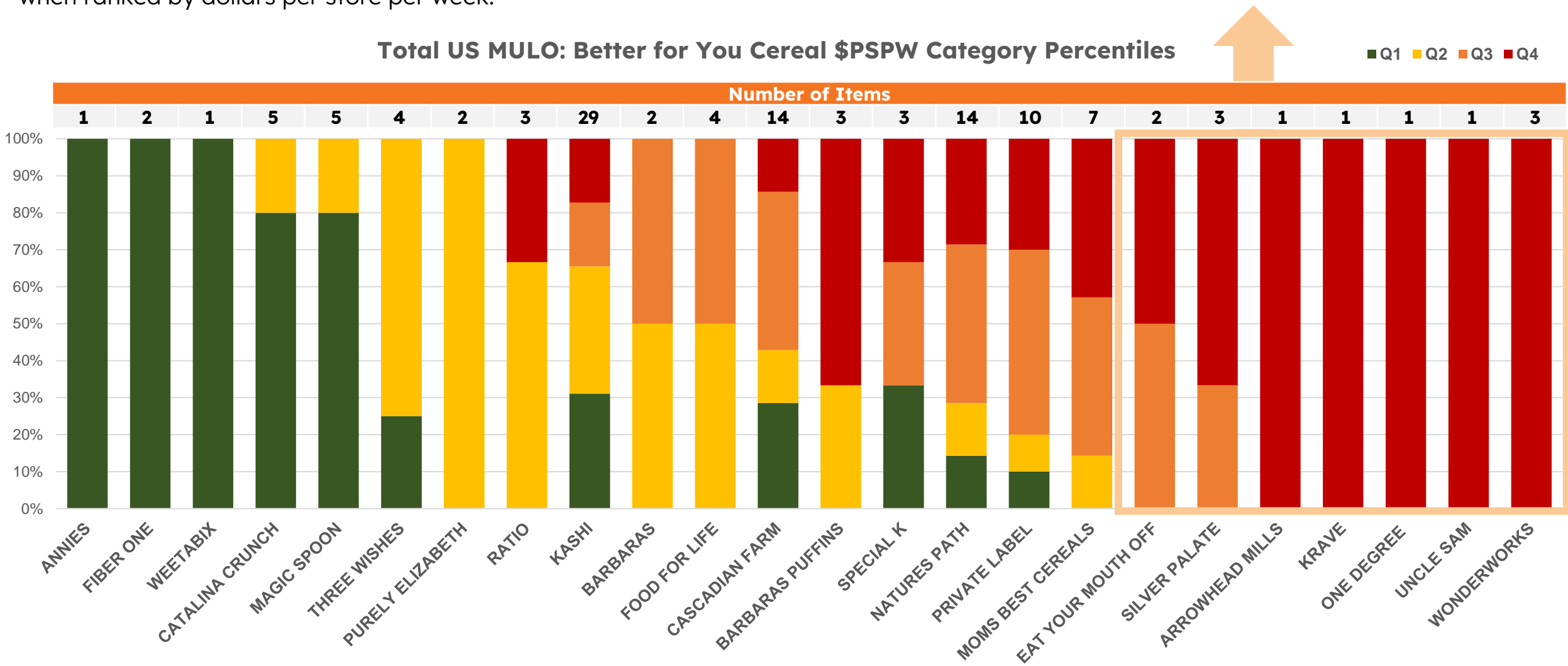


	Catalina Crunch Cinnamon Toast	General Mills Cinnamon Toast Crunch	Kashi Cinnamon Harvest	Nature's Path Heritage Flakes	Magic Spoon Fruity
<b>Protein/Serving</b>	11g	2g	7g	5g	13
<b>Sugar/Serving</b>	0g	12g	9g	5g	0g
<b>Calories/Serving</b>	110	170	200	160	150
<b>Fiber/Serving</b>	9g	3g	7g	7g	1g
<b>Net Carbs/Serving</b>	5g	30g	41g	24g	4g
<b>Gluten Free?</b>	✓	✗	✗	✗	✓
<b>Non-GMO Project Verified?</b>	✓	✗	✓	✓	✗

# Increase category productivity by rationalizing those Better for You brands turning only in the bottom half of the category



There are 12 items across seven Better for You brands that are falling solely in the bottom half of the Cereal category when ranked by dollars per store per week.





# SNACK MIX



# SNACKING IS STILL A LIFESTYLE IN THE US



**49%**

OF CONSUMERS  
SNACK 3+ TIMES  
A DAY

**57%**

OF CONSUMERS  
WANT SNACKS  
THAT ARE HIGH  
IN PROTEIN

**54%**

OF CONSUMERS  
SAY SNACKS ARE  
AN IMPORTANT  
PART OF THEIR  
HEALTHY EATING  
PLAN



# Catalina Crunch enters the salty snack category with our High Protein Snack Mix, Featuring our Cereal



Made with a crunchy blend of Catalina Crunch cereal, nuts, cheese crisps and chickpea pretzels!



All four flavors deliver from 7-10g of protein, <180 calories, and 2g or less of sugar per serving.

**5.25oz Retail Pouch  
Available in 4 Flavors:**

1. Cheddar
2. Traditional
3. Spicy Kick
4. Creamy Ranch

**1.85oz Single Serve Pouch  
Available in 2 Flavors:**

1. Cheddar
2. Traditional

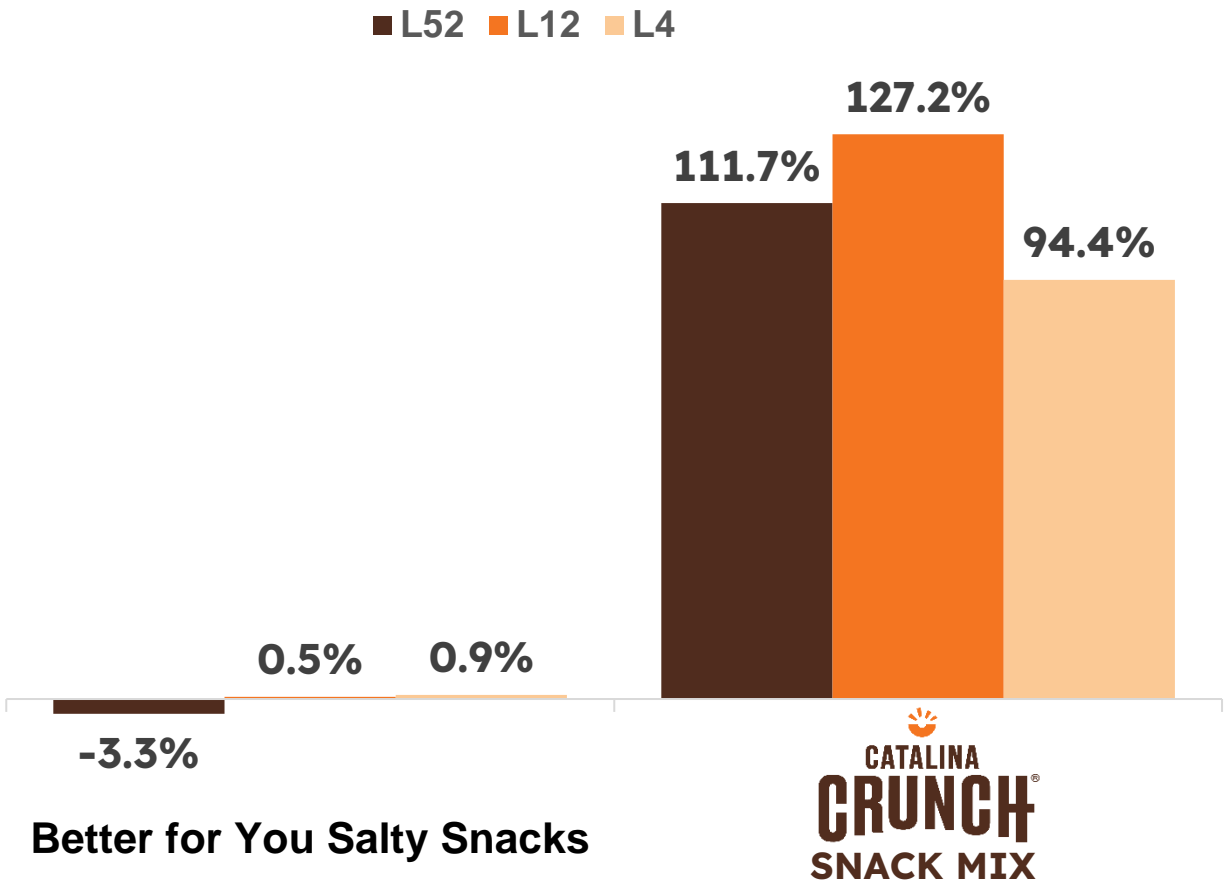


# Catalina Crunch is Driving Growth Superior to the Category through our Great Tasting, Better for You Snack Mix!



Catalina Crunch is seeing growth of more than 250x the average trends of the Better for You Salty Snacks Category.

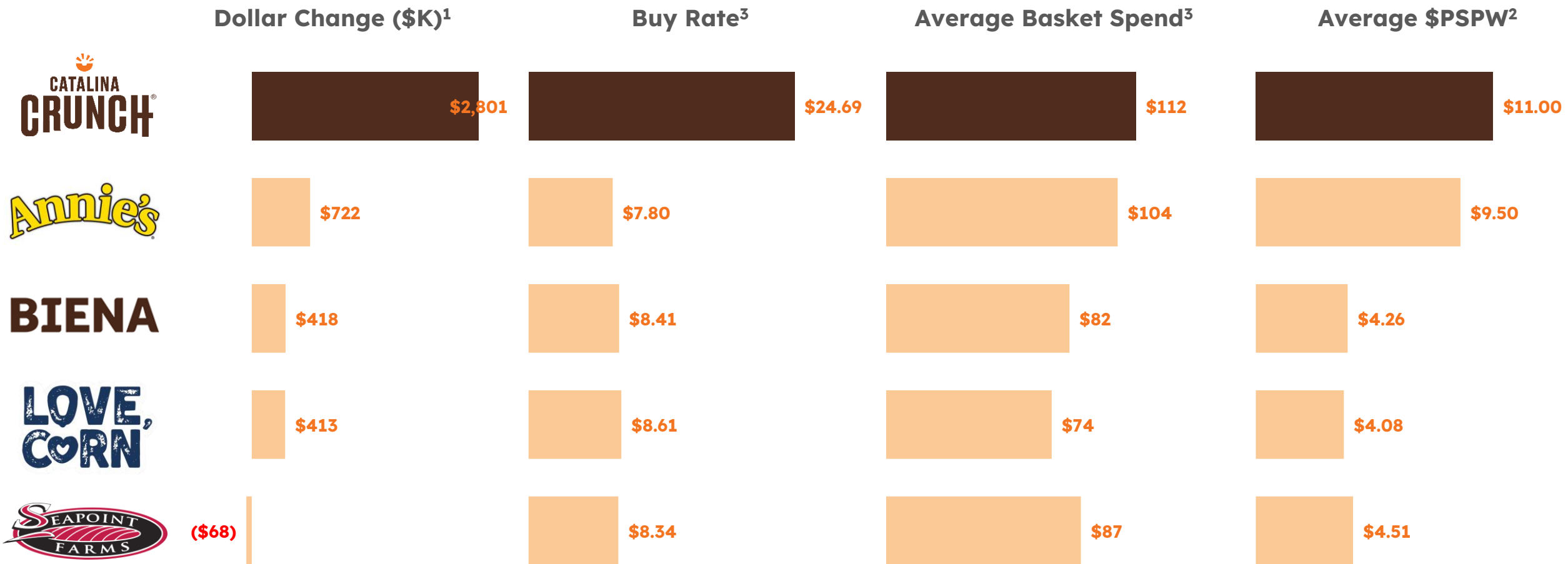
Total US MULO Trended Dollar Sales % Change vs YA



# And is even already the largest snack mix brand within Natural, outpacing the top Salty Better for You brands in key shopper metrics



Catalina Crunch Snack Mix is already a \$2.8MM brand within Natural, has the highest average velocity of the top five brands – and is also outpacing the next largest growing brand by 3.9x, all while driving a \$20+ buy rate and largest basket size.



1: Total US MULO, 52 WE 5/19/24 and 2: Total US Natural, 52 WE 5/19/24 and 3: Numerator, 52 WE 5/19/24, Snack Mix/Snack Food/Vegatable Snacks/All Other Salty

Catalina delivers superior nutritionals to other mainstream and Better for You salty snacks, with a profile that balances calories, sugar, protein and fiber



	Catalina Crunch Cheddar Snack Mix	General Mills Chex Mix	Annie's Organic Cheddar Snack Mix	Biena Sea Salt Chickpeas	Love Corn Sea Salt Crunchy Corn
<b>Protein/Serving</b>	10g	2g	3g	6g	1g
<b>Sugar/Serving</b>	1g	3g	<1g	<1g	0g
<b>Calories/Serving</b>	150	130	140	120	90
<b>Fiber/Serving</b>	5g	1g	<1g	6g	1g
<b>Net Carbs/Serving</b>	5g	21g	18g	9g	12g
<b>Gluten Free?</b>	✓	✗	✗	✓	✓

# Assortment Recommendation

New items estimated to drive an additional **\$XXX** to the category.



Current Portfolio		
Latest 52 Weeks	Cheddar	Traditional
Annual Dollars		
\$PSPW		
ACV		

NEW		
Estimates	Spicy Kick	Creamy Ranch
Annual Dollars		
\$PSPW		
ACV		





COOKIES

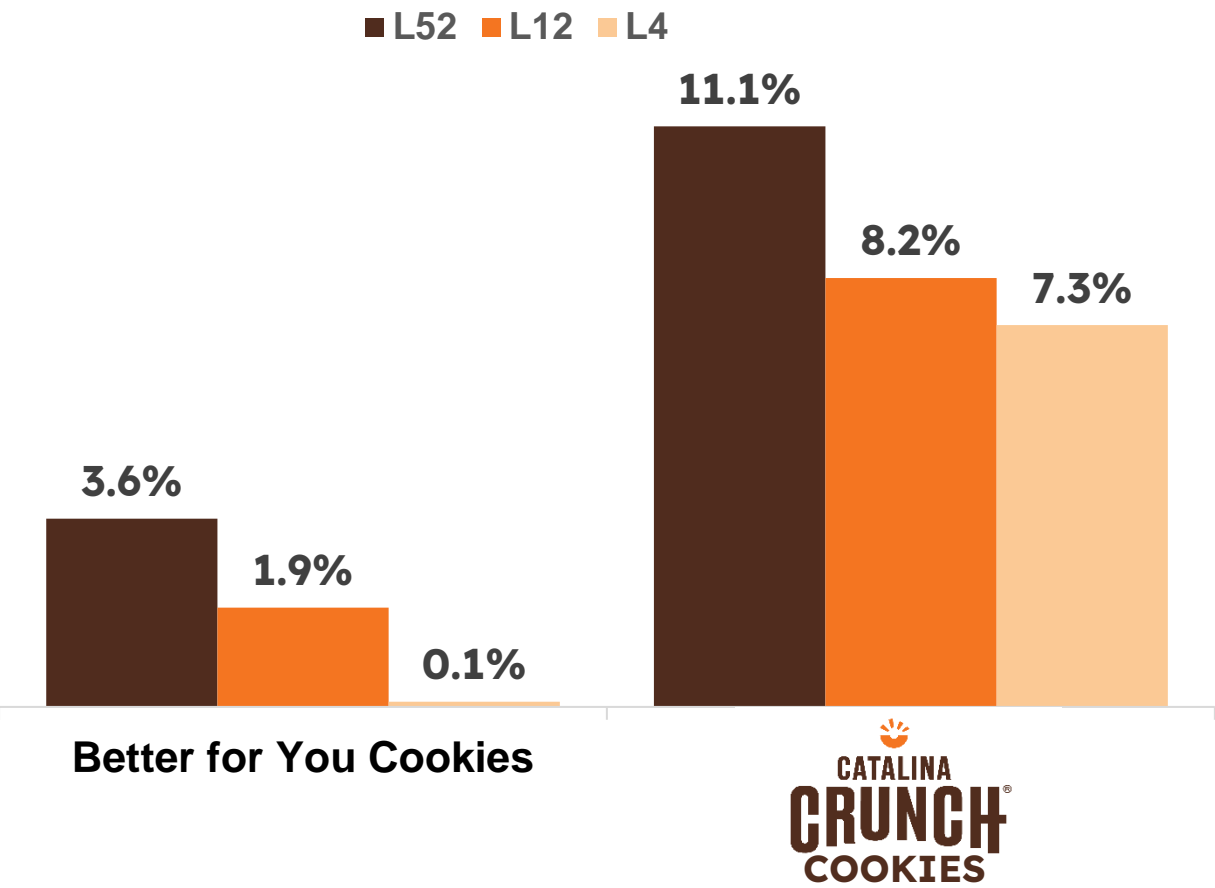


# Catalina Crunch is Driving Growth Superior to the Category through our Great Tasting, Better for You Cookies!



Catalina Crunch is seeing growth on 4x the trends of the Better for You Cookie Category in the latest twelve weeks.

Total US MULO Trended Dollar Sales % Change vs YA



# Dialing up taste appeal while reducing absolute price on our Cookies will drive appeal to a broader Better for You consumer



Current



New

**Reducing absolute price on shelf to be more competitive**

Moving from a 16ct with an SRP of \$7.99 to a 14ct at \$6.99

**Moving to a better tasting cookie with a new and improved formula**

Moving from 2 to 3g of sugar to drive taste appeal while still maintaining strong protein, fiber and net carb profile

**Rebranded Packaging focusing on key claims and enhanced product imagery and flavor cues**

Moving away from Keto Friendly positioning, while still maintaining Keto Friendly profile, while highlighting Catalina for brand recognition

**Introducing a new tray with higher sidewalls and better ergonomic design to significantly improve breakage**



# Catalina Crunch is looking to be a top Better for You player in cookies, delivering great taste and a superior nutritional profile



Catalina Crunch will continue to deliver product earnestly made with protein, fiber, and good fats, while minimizing sugars.

## Available in 4 Flavors

- 1) Chocolate Vanilla
- 2) Vanilla Crème
- 3) Peanut Butter
- 4) Chocolate Mint

## Superior Claims

3g of Sugar      3g of Protein  
7g of Net Carbs      90-100 Calories



NO SUGAR  
ALCOHOLS



VEGAN



## Key Details

- 9/23: 14ct and UPC change
- 11/18: Soft transition to new formula in the new package design



# Catalina delivers superior nutritionals to the mainstream cookie, with a profile that balances calories, sugar, protein and fiber



	Current Catalina Cookies	Oreo (18.12oz)	Quest (4pk)	Lenny and Larry's (4pk)	High Key
Brand Trend	11.8%	4.8%	-10.5%	-2.7%	-32.7%
Calories/Serving	100	160	240	220	130
Sugar/Serving	3g	14g	1g	11g	0g
Protein/Serving	3g	1g	15g	8g	3g
Fiber/Serving	2g	<1g	9g	5g	2g
Net Carbs/Serving	7g	24g	2g	30g	1g
New Base ARP	\$6.99	\$4.81	\$9.46	\$7.25	\$4.15

Thank  
You

# Full Portfolio New Imagery

