

# True Citrus:

## Adding Value & Incremental Sales to the Baking Aisle



Made from  
Real Citrus



No Artificial  
Colors,  
Preservatives  
or Sweeteners



Natural  
Flavors



Non-GMO



Gluten Free



0 Calories



Vegan



Be Healthy. Be Happy. Be True.™

# True Citrus: who we are

We are an **enthusiastic, entrepreneurial** and **nimble** team who **LOVE** what we do and are **passionate** about our **products**, our **company** and our **customers**.



We are **innovators** who have created a unique product family based on proprietary processes, and who are devoted to continual improvement.

We are committed to providing **products made from real fruit** which deliver **real flavor**.

We are committed to providing products that **delight and surprise**. And we are committed to being a part of our customers' **efforts to lead healthy lives, helping them to be happy and true**. (That's our health halo.)



So that's why you'll only find **simple, Non-GMO ingredients** in our products and you'll never find chemicals, artificial sweeteners, artificial flavors or preservatives, synthetic colors, sodium or gluten.



**Be Healthy. Be Happy. Be True.™**

# We deliver what more and more customers are looking for:

Made from real lemons and real limes  
Simple & clean ingredients

and **NO:**

Artificial sweeteners  
Artificial flavors  
Artificial food dyes  
Artificial Preservatives  
High calories  
Sodium  
Gluten  
GMOs



## Nutrition Facts

32 servings per container  
Serving size: 1 packet (0.8g)

Amount per serving

**Calories 0**

% Daily Value\*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate <1g 0%

Total Sugars 0g

Includes 0g Added Sugar 0%

Protein 0g

Vit. D 0mcg 0% • Calcium 0mg 0%

Iron 0mg 0% • 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.

**INGREDIENTS: CRYSTALLIZED LEMON**  
[CITRIC ACID, LEMON OIL, LEMON JUICE].

Non-GMO

NO ARTIFICIAL PRESERVATIVES

GLUTEN FREE

TRUE LEMON®

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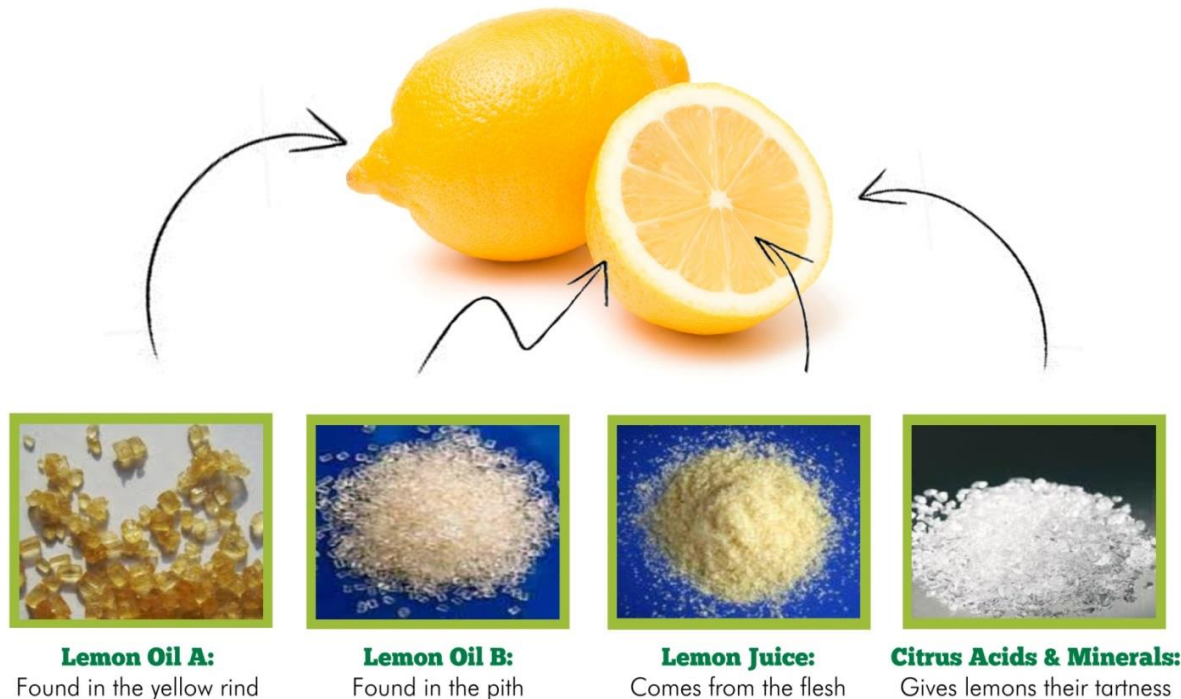
Visit [www.TrueCitrus.com](http://www.TrueCitrus.com) for info, health tips & more.



CARTON MADE FROM  
100% RECYCLED PAPERBOARD  
MINIMUM 35%  
POST-CONSUMER CONTENT

# True Lemon delivers authentic, fresh-squeezed taste in a convenient, shelf-stable packet

True Citrus uses a variety of patented drying methods and forms to capture and lock-in the volatile components separate from the acids and other reactive materials, allowing us to **provide a highly stable, unparalleled fresh taste**.



The major components are then custom blended to form the perfect balance of flavor and aroma for all cooking, baking and seasoning applications.



# Top 7 Reasons why your store should carry True Lemon and True Lime



# #1

**High margin &  
incremental sales for  
your Category**

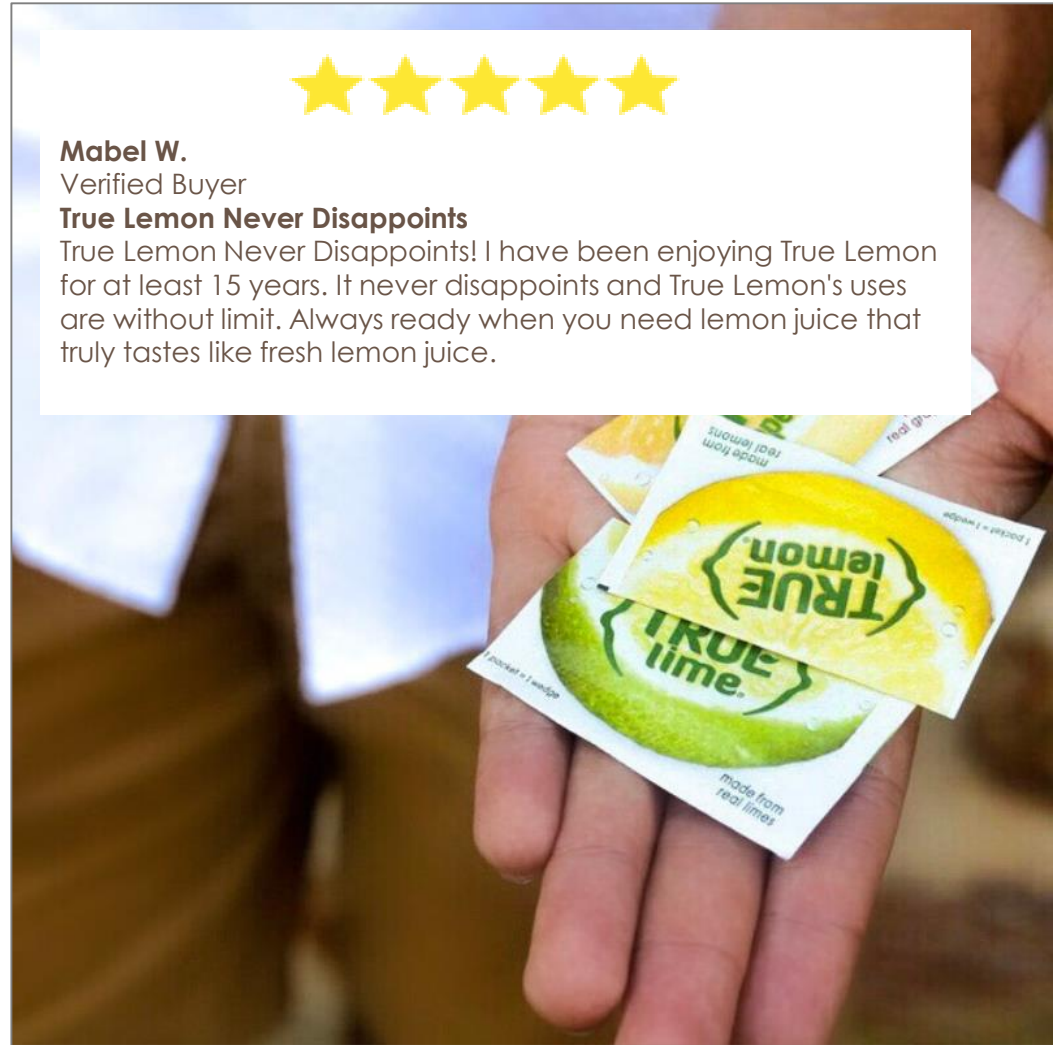


**Mabel W.**

Verified Buyer

**True Lemon Never Disappoints**

True Lemon Never Disappoints! I have been enjoying True Lemon for at least 15 years. It never disappoints and True Lemon's uses are without limit. Always ready when you need lemon juice that truly tastes like fresh lemon juice.



# True Lemon & True Lime do not cannibalize from anything else in the aisle

## And True Orange is incremental to both

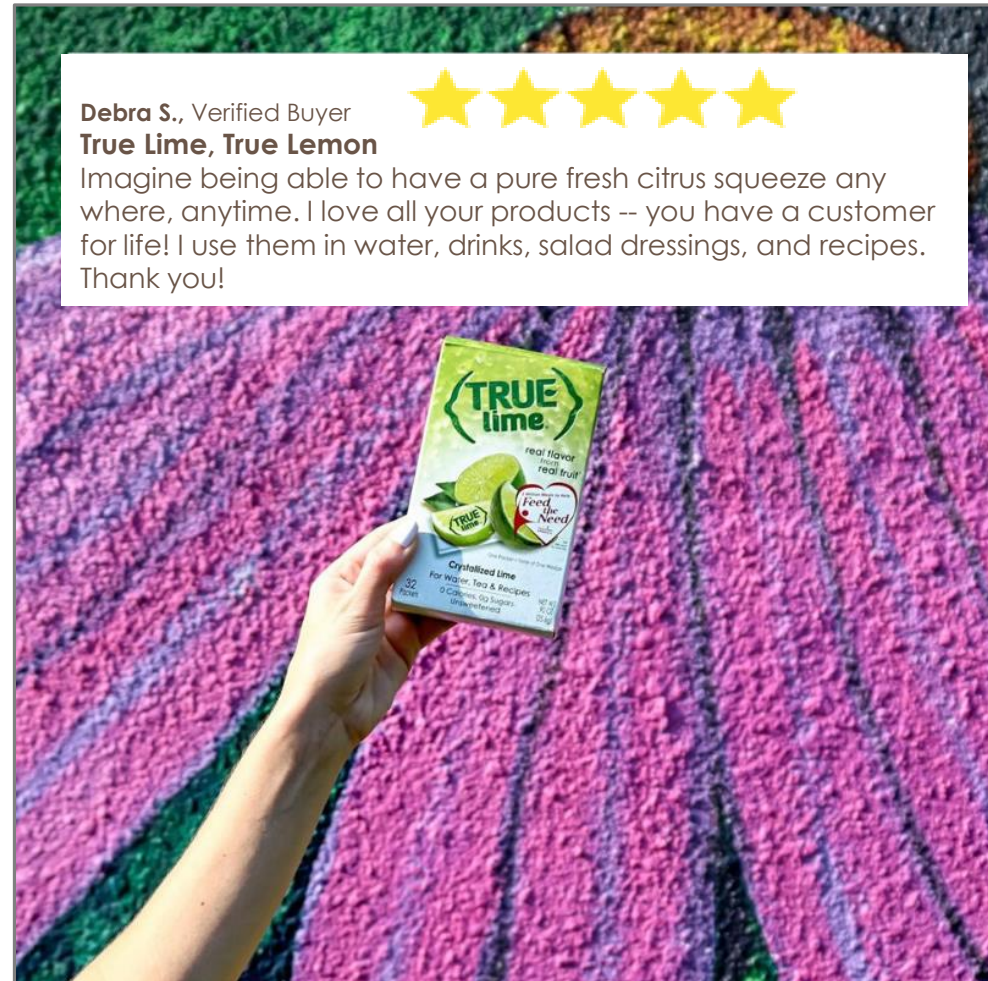
- Unlike anything else in the baking aisle, True Lemon, True Lime and True Orange provide high margins and don't cause any brand switching.
- While True Lemon is the best seller of the three, in stores carrying True Orange the growth rate of existing True Lemon and True Lime was significantly better than stores not carrying True Orange.
- True Orange is not only incremental but the increased billboard presence and visibility at POS helps the entire brand grow faster.





# #2

Carried by major  
retailers,  
True Lemon & True  
Lime sales continue  
to grow at retailers  
nationwide



Debra S., Verified Buyer  
**True Lime, True Lemon**



Imagine being able to have a pure fresh citrus squeeze any where, anytime. I love all your products -- you have a customer for life! I use them in water, drinks, salad dressings, and recipes. Thank you!

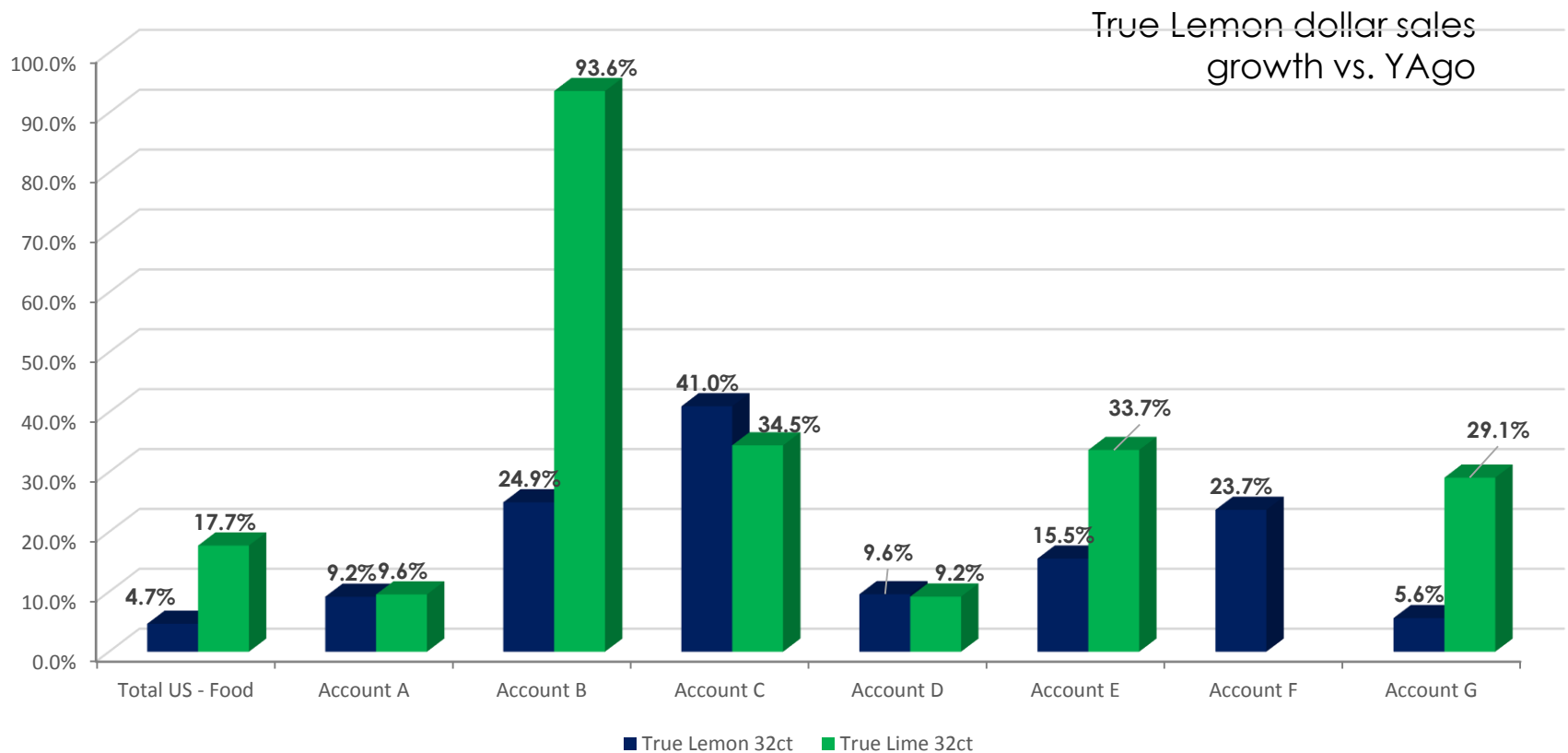


True Lemon & True Lime are available nationally  
(but there's room to grow)



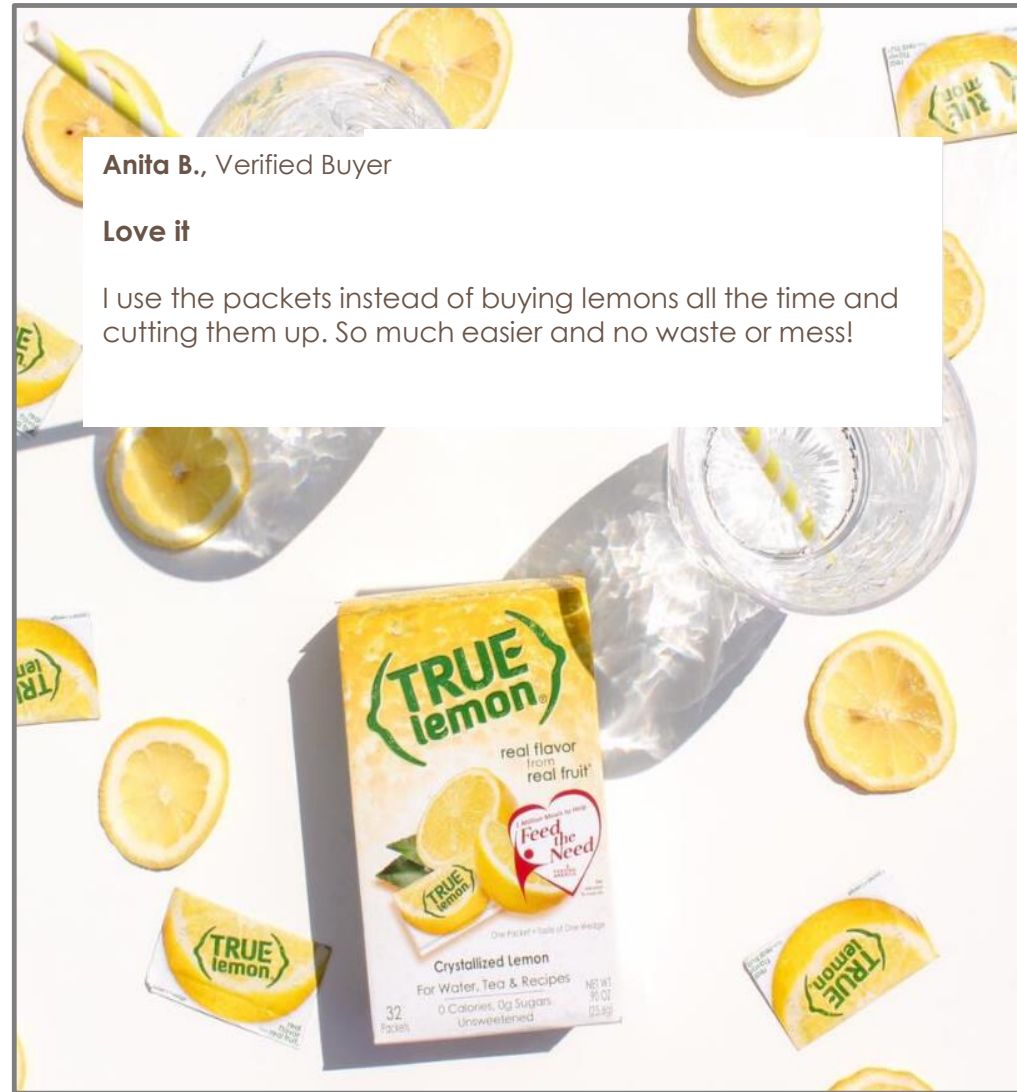
# Where they have distribution, True Lemon & True Lime sales continue to **grow** at key retailers

Fresh-squeezed taste, simple ingredients, convenience & value equal incremental sales



# #3

**When they can't find  
True Lemon &  
True Lime locally,  
customers are buying  
online...**



**Anita B., Verified Buyer**

**Love it**

I use the packets instead of buying lemons all the time and cutting them up. So much easier and no waste or mess!

Because your customers can't find True Lemon in your stores, they shop on Amazon, where True Lemon is a huge success

True Lemon is ranked  
#2 in its Amazon  
Category and now has  
over 10,000 five star  
reviews!



#2



True Lemon Bulk Dispenser Pack, 0.028 Ounce,  
(100 Packets)

★★★★★ 12,456

\$10.40



# #4

True Lemon,  
True Lime &  
True Orange solve  
problems for  
consumers  
& are on trend

**Kris P.**

Verified Buyer



**Bright lemon flavor**

Lemons are wonderful, but can go bad all too quickly. Enter True Lemon! No chemical after taste, just pure, clean lemon flavor. Perfect to sprinkle on salads, mix in dressings, use on fish, and amazing as lemonade



# True Citrus makes fresh-squeezed taste easy & convenient



## Problem

## Solution: True Citrus




### Fresh & Bottled Juice:

- Inconsistent flavor
- Perishable/Spoils
- Labor required
- Inconsistent cost (fresh lemons/limes)
- Not natural (bottled juice)
- Bottled juice not good in water & teas
- Not portable
- Needs refrigeration

### Crystallized Citrus:

- Made from real fruit
- Consistent fresh-squeezed taste
- Convenient
- Not perishable
- Easy to use
- More versatile than fresh or bottled
- Better value than lemons/limes
- Portability without a bottle

# True Lemon out performs other lemon options

<b>The Benefits</b>			
		 Lemon Wedge	 Lemon Juice Packet
Simple ingredients & clean label	Yes	Yes	No
Consistent fresh-squeezed taste	Yes	No	No
Consistent yield	Yes	No	Yes
Can use dry or wet	Yes	No	No
No labor	Yes	No	Yes
No waste or spoilage	Yes	No	No
No oxidation	Yes	No	No
2 year-shelf life	Yes	No	No



**True Lemon, True Lime and True Orange are versatile and are on trend with what today's customers want: premium taste, simple ingredients & excellent value**



0 Calories, 0 Sugars, Unsweetened, Non-GMO





# #5

True Lemon &  
True Lime  
are loved by  
customers!

**Narda**  
Verified Buyer



**No more rotten limes!!!!**

I would buy 10 limes because they were on sale and I would not really use all of them and they would go to the garbage. True Lime has stopped all the nonsense.





### **We use True Lemon**

We use True Lemon on a daily basis. Such an easy & inexpensive alternative to purchasing fresh fruit & tastes the same!



### **Best thing that ever happened to lemons!**

I received 3 packets at a restaurant and did not try it at the time. Cooked fish several days later & decided to try the True Lemon. It was absolutely great!



### **Fresh-Squeezed Taste!**

Tastes great on fresh vegetables! Desserts! Taste great on fresh fried fish. Delicious! This product is spectacular!



### **My Favorite!**

I always keep True Lemon in my house. MUST HAVE. Have to order online since I can't find in it my grocery store.



### **Tastes just like lemon!**

These are so good! Taste just like you squeezed lemon without all the work and mess

**Customers share the  
True Lemon love:  
actual 5 Star  
reviews**

# True Lime & True Orange get their love too!



## Airline Surprise!

Was served True Lime with my vodka/tonic on a plane. I thought, "this is a bad start to a vacation- not even real lime". Then I tried it. The clouds parted, the angels sang, and sunbeams simultaneously came through the little window.

Sometimes places have bad limes, or I don't trust the line bowl sitting behind the bar for who know how long and I carry this to use. It's just concentrated lime. It's amazing, and I am in love.



## Limes without the mess!

The name says it all! I love the convenience of having limes available all of the time. The uses are limitless. I seriously don't leave home without some packets in my bag. Add to your water, your Tito's and soda water, your margarita rim, your keto make at home chips...



## Great flavor and very convenient!

Love True Orange and all the True products: lemon, orange, lime and grapefruit. Great for cooking, in beverage and for flavoring some of my DIY products.



## Excellent addition to muffins and salad dressings

I've been using True Orange for a few weeks now, It's a great way to add flavors to baked goods and to salad dressings. It gives them an added sparkle of flavor.



# #6

**True Lemon is  
available in over  
45,000 foodservice  
locations which  
act as free sampling  
for Retail**

Catherine C.,  
Verified Purchase

**Love this stuff!**

I discovered True Lemon many years ago (circa 2005) when it was in the Iced Tea area in a local Blimpies. As I love lemon, my expectations were low for this fast food replacement but to my astonishment, it was every bit as good as the real thing. I hunted down the product eventually online as no stores in my area were carrying it at the time and have ordered it online ever since. I literally can't live without it.





**There are now more than 45,000 points of True Lemon & True Lime foodservice distribution, including industry leaders**

**Foodservice distribution equals more free awareness & sampling as well as implicit 3rd party endorsements**

**WESTJET** 

**SHEETZ**

**Southwest** 

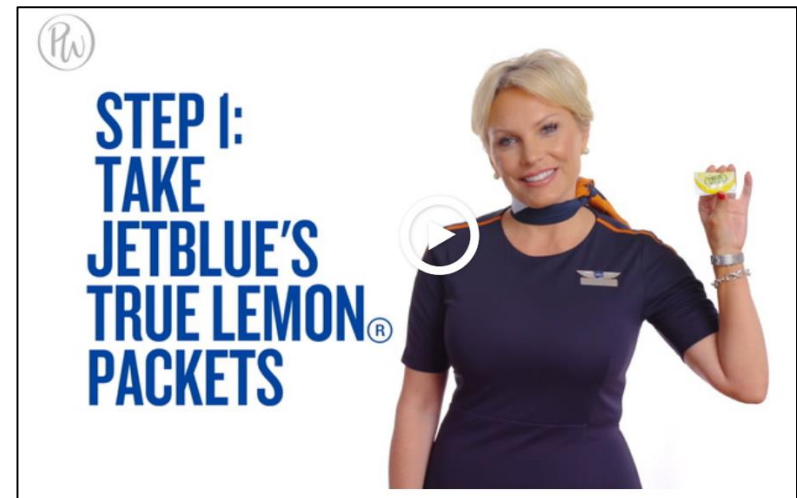
**W**  
HOTELS

**allegiant** 

  
**JOHNS HOPKINS**  
MEDICINE

**jetBlue**

JetBlue featured True Lemon in in-flight videos which were run on JetBlue's seatback and were viewed by 3 to 5 million passengers each month the video ran



# #7

We support your  
sales with  
an integrated  
Marketing  
campaign



**Sandra M.**  
Verified Buyer



**The ultimate lemon**

My ultimate flavor. Use it in water, frostings, lemon bread, and cookies!



# **In 2020, True Citrus Broadened Our Marketing Efforts To Reach More Targeted Shoppers**





# True Citrus gives back: It's good for all of us

Through our partnership with Feeding America® we've donated the equivalent of over

**7,200,000** meals since 2014!

"We are thrilled you have so many flavors. We are so pleased you are involved in helping feed the hungry and providing us all a way of helping so easily too. Thank you!"



We're a Foundation Partner with Girls on the Run, a national non-profit dedicated to helping 3<sup>rd</sup> – 8<sup>th</sup> grade girls learn self-confidence & empowerment through a strong mind/body connection





# Our Marketing spend emphasis continues to be only performance-based tactics that reach our customers where they are right now & where we can optimize as needed

## New National Ad Campaign focused on being an ally to our customers

Launched in May, new national campaign is focused on mid and bottom funnel tactics and positions True Citrus as a support during these difficult times

## Amazon Advertising

Amazon is the #1 product search engine in the country so Amazon advertising synergistically supports Retail sales

## Email Marketing

We've continued to improve targeting & messaging, driving higher engagement & more profitable sales



## Ibotta/Instacart/Digital Wallet

We're providing incentives for purchase In-store via apps

## Geo-targeted Digital Media Campaigns

Geo-targeted campaigns surround best performing stores for True Citrus and drive new customers to purchase

## Retailer.com Based Advertising

With Retailer website traffic at an all time high, we've already successfully launched digital campaigns on Retailer websites and are happy to discuss digital advertising on Retailer's websites.

## Social Media

Social Media allows us to share relevant content & have rich interactions with our customers

# All Marketing tactics are heavy-upped during the peak season to drive sales

	April	May	June	July	Aug	Sept
Events			2			
Sampling	✓	✓	✓	✓	✓	✓
Influencer Outreach	✓	✓	✓	✓	✓	✓
Media Outreach	✓	✓	✓	✓	✓	✓
Digital Ads	✓	✓	✓	✓	✓	✓
SEM	✓	✓	✓	✓	✓	✓
Social Ads	✓	✓	✓	✓	✓	✓
Google Ads	✓	✓	✓	✓	✓	✓
Video Ads	✓	✓	✓	✓	✓	✓
Digital Couponing	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓



# Digital Advertising is our most important tool in reaching our target customer where she is throughout her day

Our digital advertising efforts include static and video ads on Google Paid Search & Shopping, Facebook/Instagram, Pandora, Instacart, Ibotta, and Retailer-specific digital platforms

★★★★★

“By far the best lemon out there short of picking it off the tree!”



Shop Now

★★★★★

“Will NEVER squeeze another lemon again.”



Shop Now

TRUE LEMON  
BLUEBERRY CHIA MUFFINS




Enjoy a guilt-free recipe, made delicious with True Lemon

Get the Recipe

TRUE citrus

TREAT YOURSELF TO SOMETHING DELICIOUS



Enjoy fresh-squeezed taste conveniently without the calories or sugar.

Learn More

Instagram

True Lemon Sponsored

Healthy water. Happy you.



Learn More

416 likes

True Lemon Meet your new favorite mixers: True Lemon, Lime, Orange, and Grapefruit. Liven up your water—stir, enjoy and repeat!

Happy hydrating. Healthy you.

3 simple ingredients.

0 sugar. 0 calories.

Real citrus. Made simple.



www.truelemon.com

# Key Social Media tactics drive consumer engagement, conversions and loyalty

Increase Brand Awareness

Influencer Marketing



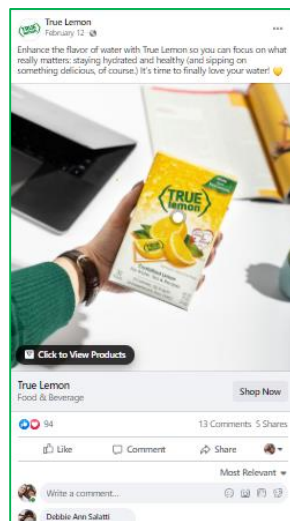
Increase Engagement

Food and Drink Recipes



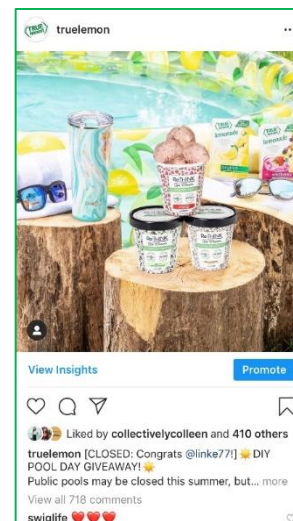
Drive Traffic/Purchases on Website

Boosted Posts



Promote Trial & Repeat Purchase

Monthly CoBranded Giveaways



Build Credibility & Brand Loyalty

Infographics





# Today and tomorrow, we advertise on platforms important to our core consumers

## Programmatic Display includes:

- BetterHomes&Gardens.com
- GoodHouseKeeping.com
- CafeMom.com
- BabyCenter.com
- People.com
- AllRecipes.com
- FoodNetwork.com
- TasteofHome.com
- MyFitnessPal.com
- HomeTalk.com
- HealthyWay.com
- Wayfair.com

## Google Display Network includes:

- HealthPrep.com
- LowCarbYum.com
- FitnessMagazine.com
- LiveStrong.com
- ActiveBeat.com
- TheGoddess.com
- LadiesNutrition.com
- FitMomJourney.com
- HealthyLifeExperts.com
- BestHealthyLife.com

## Social Media:

- Instagram
- Facebook
- Pinterest

# Thank You!





# Get In Touch! We'd Love to Talk!

## Contact us at:

**Toll-Free: 866-885-3666**

**[www.TrueCitrus.com](http://www.TrueCitrus.com)**



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twitter.com/truelemon



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instagram.com/truelemon

### **Address:**

11501 Pocomoke Court, Suite D  
Baltimore, MD 21237

### **Phone:**

410-238-6000

### **Email:**



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