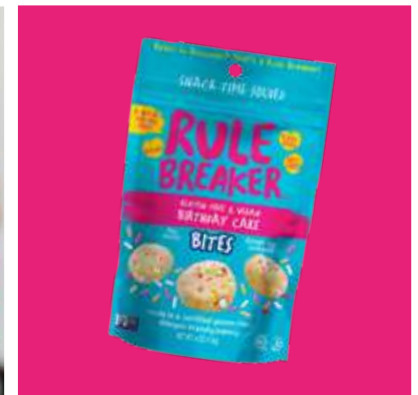
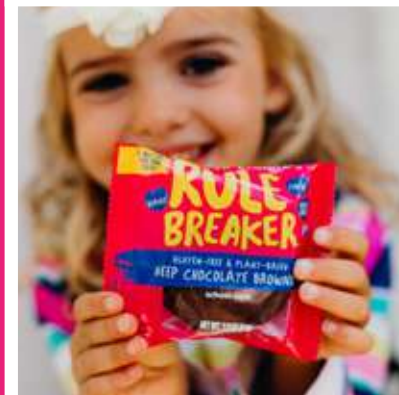


RULE BREAKER®

Better-For-you Treats
That Break All the Rules!





CHICKPEASⁱⁿ
BROWNIES?
NOW, THAT'S A
RULE!
BREAKER!

RULE BREAKER®

NONE OF THE BAD STUFF

- vegan (100% plant-based)
- certified gluten-free
- free from nuts & great for school
- free from most major food allergens
- no GMOs or preservatives
- 38-52% lower in sugar than competing free-from brands

WE WON!



SNACK TIME SOLVED!™



BLONDIES

BROWNIES & more



LOTS OF THE GOOD STUFF

- multiple award-winning taste
- protein & fiber
- secret ingredient: chickpeas!
- shelf stable for 12 months
- certified woman-owned company



MADE IN THE USA

NANCY KALISH

FOUNDER & CEO

As a certified health coach, former healthy restaurant consultant and long-time health journalist, I knew I should eat only healthy food. But I have a very *unhealthysweet* tooth. So I got to work in my Brooklyn kitchen. Thinking outside the oven, I experimented with chickpeas (yes, beans!) instead of traditional flour or gluten-free substitutes.

One year and hundreds of dirty pans later, I created a collection of vegan, gluten free brownies and blondies full of guilt-free goodness. Made from chickpeas and other natural, non-GMO ingredients, all Rule Breaker Snacks are allergy-friendly (no wheat, dairy, eggs, peanuts, tree nuts, shellfish or fish). And they taste like real treats!



RULE BREAKER SNACKS CAPTURES GROWING TRENDS

Vegan (100% Plant-Based)

- Sales of plant-based food in the US went up by 20% during the past year, topping \$4.63 billion, and are expected to increase to \$6.42 billion by 2023—Forbes.com
- And you don't have to be vegan. A whopping 87% of Americans, including many meat eaters, incorporate plant-based foods into their diet one or more times per week—Forbes.com

Free From Gluten, Nuts and Other Allergens

- The North American market for gluten-free foods is projected to be \$4 Billion by 2020. —Statista.com
- 1 in 13 children in the U.S. has a food allergy—FoodAllergy.org
- Many schools require nut-free foods in lunch boxes, bake sales and for classroom parties.

Lower in Sugar than Competing Brands

- Rule Breaker brownies contain just 11g sugar in a 54g serving.

That's...

- 38% LESS Than Cybele's Free to Eat Chocolate Chunk Brownie Cookies!
- 43% LESS than Enjoy Life Double Chocolate Brownies!
- 50% LESS than Larabar Chocolate Chip Brownies!
- 52% LESS than Dancing Deer Gluten-Free Chocolate Chunk Brownies!

...for a serving of the same size.



DEEP CHOCOLATE BROWNIE

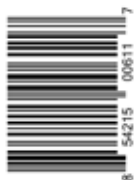


Fudgy, Chewy, and Sweet Tooth Satisfying

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, unsweetened cocoa, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, gluten-free baking powder, sea salt.

Nutrition Facts

Serving size	1 brownie (54g)
Amount Per Serving	
Calories	230
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 31g	11%
Dietary Fiber 5g	18%
Total Sugars 11g	
Includes 4g Added Sugars	8%
Protein 3g	
Vitamin D 0.1mcg	0%
Calcium 10mg	0%
Iron 1.9mg	10%
Potassium 630mg	15%



CHOCOLATE CHIP BLONDIE

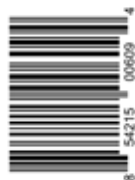


For Chocolate Chip Cookie Lovers

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, sea salt, gluten-free baking powder.

Nutrition Facts

Serving size	1 blondie (54g)
Amount Per Serving	
Calories	240
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 32g	12%
Dietary Fiber 4g	14%
Total Sugars 11g	
Includes 4g Added Sugars	8%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1.1mg	6%
Potassium 560mg	10%



P'NUTTER CHOCOLATE CHIP

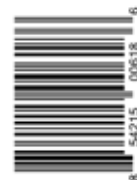


Chocolate & PB Bliss Without Nuts!

Ingredients: Chickpeas (garbanzo beans), rspo-certified sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, roasted sunflower seeds, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, gluten-free baking powder, sea salt.

Nutrition Facts

Serving size	1 blondie (54g)
Amount Per Serving	
Calories	250
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Total Carbohydrate 30g	11%
Dietary Fiber 4g	14%
Total Sugars 11g	
Includes 4g Added Sugars	8%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 1.3mg	8%
Potassium 610mg	15%



BIRTHDAY CAKE BLONDIE



A Celebration of White Chocolate and Sprinkles

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, vegan and gluten-free white chocolate (sugar, palm kernel oil, natural flavor, sunflower lecithin, salt), date paste, tapioca syrup, brown rice syrup, arrowroot flour, tapioca flour, gluten-free sprinkles/jimmies (sugar, corn starch, palm oil, palm kernel oil, sunflower lecithin, natural vanilla flavor, spirulina for color, riboflavin for color, vegetable juices for color, annatto for color, carnauba wax), prebiotic fiber, vegetable glycerin, natural flavor, sea salt, gluten-free baking powder.

Nutrition Facts

Serving size	1 blondie (54g)
Amount Per Serving	
Calories	240
% Daily Value*	
Total Fat 10g	13%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carbohydrate 35g	13%
Dietary Fiber 3g	11%
Total Sugars 14g	
Includes 10g Added Sugars	20%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%



All our products are made in a certified gluten-free and allergy-friendly bakery (no dairy, eggs, wheat, tree nuts, peanuts, fish, and shellfish).

NEW!

RULE BREAKER BITES

- bite-size treats in a resealable, peggable pouches
- gluten-free and vegan
- 100 calories per serving
- nut-free and great for school
- free from most top allergens
- no GMOs, no preservatives
- shelf stable for 12 months
- certified woman-owned business

BITE-SIZE
BLONDIES
BROWNIES &
more

SECRET
INGREDIENT:
CHICKPEAS



RULE BREAKER BITES

Beans in brownies?

Yes, but you'd never know!

Chickpeas are the first ingredients in our products, which means protein, fiber, and just general goodness.

Now, that's a Rule Breaker!

Proud to be a Certified Woman-Owned Business



WE WON!



RULE BREAKER
SNACKS

*Vegan *Gluten-free *Allergy-friendly *Great for School

DEEP CHOCOLATE BROWNIE



Fudgy, Chewy, and Sweet Tooth Satisfying

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, unsweetened cocoa, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, gluten-free baking powder, sea salt.

CHOCOLATE CHUNK BLONDIE



For Chocolate Chip Cookie Lovers

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, sea salt, gluten-free baking powder.

P'NUTTER CHOCOLATE CHIP



Chocolate & PB Bliss Without Nuts!

Ingredients: Chickpeas (garbanzo beans), rspo-certified sustainable palm shortening, fair trade certified and vegan chocolate (unsweetened chocolate; organic cane sugar; non-dairy cocoa butter), date paste, tapioca syrup, brown rice syrup, arrowroot flour, roasted sunflower seeds, tapioca flour, prebiotic fiber, vegetable glycerin, natural flavor, gluten-free baking powder, sea salt.

BIRTHDAY CAKE



A Celebration of White Chocolate and Sprinkles

Ingredients: Chickpeas (garbanzo beans), sustainable palm shortening, vegan and gluten-free white chocolate (sugar, palm kernel oil, natural flavor, sunflower lecithin, salt), date paste, tapioca syrup, brown rice syrup, arrowroot flour, tapioca flour, gluten-free sprinkles/jimmies (sugar, corn starch, palm oil, palm kernel oil, sunflower lecithin, natural vanilla flavor, spirulina for color, riboflavin for color, vegetable juices for color, annatto for color, carnauba wax), prebiotic fiber, vegetable glycerin, natural flavor, sea salt, gluten-free baking powder.

Nutrition Facts	
5 servings per container	
Serving size 3 bites (23g)	
Amount Per Serving	
Calories 100	% Daily Value*
Total Fat 5g	6%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 13g	9%
Dietary Fiber 2g	7%
Total Sugars 5g	
Includes 2g Added Sugars	4%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.8mg	4%
Potassium 250mg	6%



Nutrition Facts	
5 servings per container	
Serving size 3 bites (23g)	
Amount Per Serving	
Calories 100	% Daily Value*
Total Fat 4.5g	6%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	2%
Total Carbohydrate 14g	9%
Dietary Fiber 2g	7%
Total Sugars 5g	
Includes 2g Added Sugars	4%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.4mg	2%
Potassium 240mg	6%



Nutrition Facts	
5 servings per container	
Serving size 3 bites (23g)	
Amount Per Serving	
Calories 100	% Daily Value*
Total Fat 6g	8%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 55mg	2%
Total Carbohydrate 12g	4%
Dietary Fiber 2g	7%
Total Sugars 5g	
Includes 2g Added Sugars	4%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.5mg	2%
Potassium 250mg	6%



Nutrition Facts	
5 servings per container	
Serving size 3 bites (23g)	
Amount Per Serving	
Calories 100	% Daily Value*
Total Fat 4g	5%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 45mg	2%
Total Carbohydrate 15g	9%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 4g Added Sugars	8%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%



brooklyn, ny 11231
orders@rulebreakersnacks.com

shelf stable!

RuleBreakersSnacks.com

Twitter: bearulebreaker Facebook: rulebreakersnacks

WHERE DOES IT LIVE IN STORE?

- Gluten-Free Set
- Bar Set
- Grab n Go Set
- By the Deli/Sandwich Bars
- Bakery Set
- Cookie Set
- Front End Sets
- By Register



RULE BREAKERS ARE LOVED BY...

- Healthy eaters with a sweet tooth
- Vegans and “free-from” eaters
- Parents who want to give their kids better snacks
- Little Rule Breakers!



SOCIAL MEDIA LOVE

Social Platforms Supported

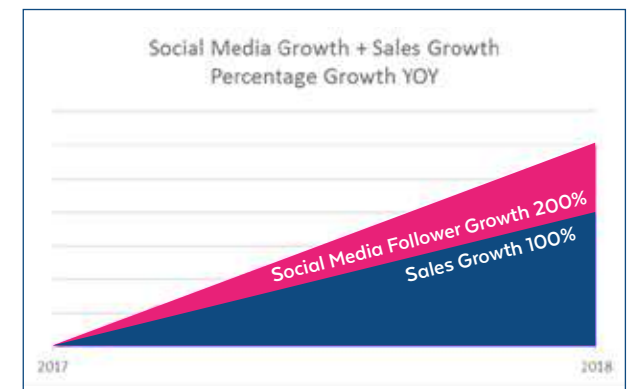
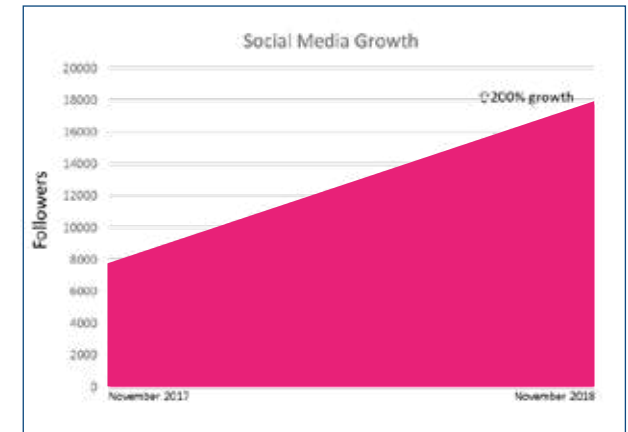
- Facebook
- Twitter
- Instagram

Cross Platform YOY Follower Growth

- >200%

YOY Sales Growth

- >100%



 rulebreakersnacks

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RULE BREAKER GETS GREAT PRESS...



Good Housekeeping

Health

DR. OZ
THE
GOOD
LIFE

Chowhound

Parents



Gluten Free
& MORE

Star

Gluten-Free
Living

the knot

EAT THIS, NOT THAT!



BROOKLYN BASED



BAKE AND DESTROY

CR Consumer Reports



www.RuleBreakerSnacks.com



rulebreakersnacks



rulebreakersnacks



bearulebreaker



THANK YOU!



Proud to be
a Certified
Woman-Owned
Business!

**RULE
BREAKER**

Nancy Kalish
nancy@rulebreakersnacks.com
646-820-8074

Jeff Canner
jeff@crgup.com
978-475-1807