

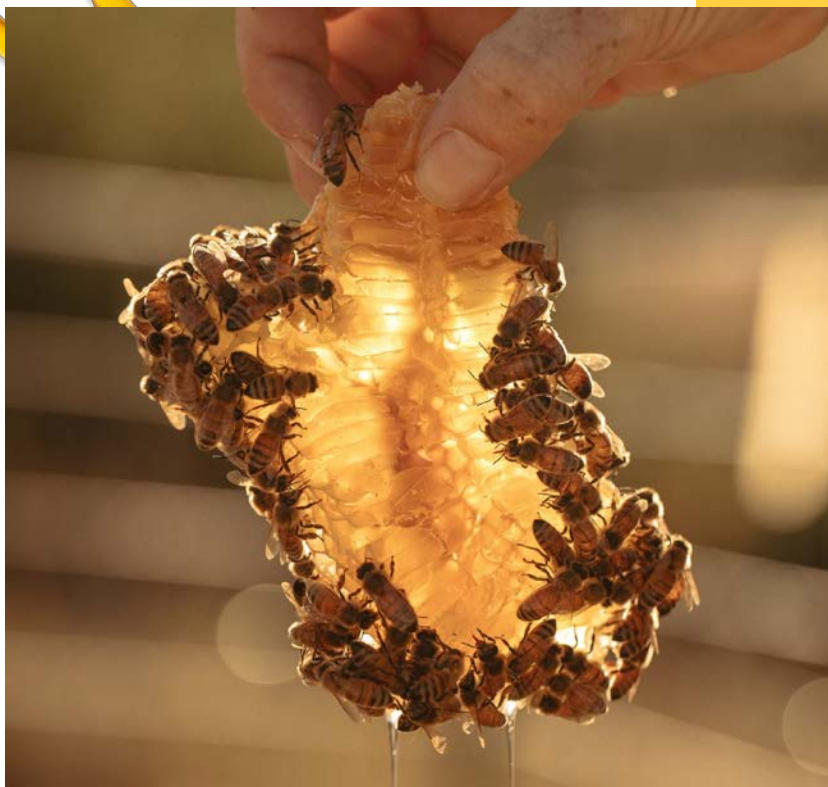


FOUNDED IN 2001

***We've been  
around a while,  
and look forward  
to building what  
comes next.***

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***Honey is in our brand name and is an important ingredient in everything that we make. We use honey not only for its delicious characteristics as a natural sweetener, but also because of its powerful and positive impact on the body's internal system.***

#### ***WHY HONEY***

- ***Honey is easily digested and quickly absorbed into the system.***
- ***Its low glycemic index provides sustained energy without crashing.***
- ***Its natural carbohydrate combo is better tolerated than simple sugars.***

#### ***WITHIN OUR PRODUCTS***

### ***Taste***

***It doesn't matter how well a product works if you don't want to eat it. That's why we focus on making products with great taste profiles, balanced formulas, in easy-to-eat formats, with delicious, natural flavors that your taste buds crave.***

### ***Function***

***You can't perform your best if your insides are working against you. We use ingredients from nature and combine them thoughtfully to make fueling easy, simple, and effective, no matter which stage you are in activity.***

# ***We make honey-powered fuel for every stage of the athletic journey.***

***Whether you are just getting ready to start an activity, need a boost mid-workout, or need to replenish your muscles after performance, we make products to help you feel your best.***



## **PREPARE**



***Honey-powered energy is released immediately and absorbed at a steady rate, which primes your muscles with fuel before a workout.***

## **PERFORM**



***Balanced nutrition provides quick and sustained energy that's easy-to-consume so you can enjoy the taste and keep moving.***

## **RECOVER**



***Protein helps to repair muscles and carbohydrates to replenish energy reserves, allowing your body to recover right for all that's ahead.***







## WAFFLES

*A thin layer of organic honey filling sandwiched between two thin waffles.*

HONEY | VANILLA | CHOCOLATE | SHORT STACK™



## GLUTEN-FREE WAFFLES

*A thin layer of organic honey filling sandwiched between two thin, gluten-free waffles.*

SALTED CARAMEL | CINNAMON | VANILLA CHOCOLATE



## ENERGY CHEWS

*Easy to eat, organic, bite-sized soft chews for quick energy.*

FRUIT SMOOTHIE | POMEGRANATE PASSIONFRUIT | CHERRY BLOSSOM | PINK LEMONADE | ORANGE BLOSSOM | STRAWBERRY



## RAPID HYDRATION MIX

*Daily hydration mixes to help athletes prepare, perform, and recover.*

PREPARE: STRAWBERRY LEMONADE | POMEGRANATE PASSIONFRUIT  
PERFORM: BLACK CHERRY | MANGO MELON (Caffeinated)  
RECOVER: BERRY DEFENSE | TANGERINE DEFENSE



## PROTEIN WAFFLE

*Fruity filling and 10 grams of pea protein sandwiched between two light, crispy layers.*

WILD BERRY | APPLE CINNAMON



## MINI WAFFLES

*A thin layer of organic honey filling sandwiched between two small, snackable waffles.*

HONEY | VANILLA



## PERFORMANCE CHEWS

*Bite-sized soft chews specially formulated for intense activity with added caffeine and electrolytes.*

STINGERITA LIME™ | MANGO MELON | LEMON GINGER



## ENERGY GELS

*Organic honey and electrolytes for quick, portable mid-activity energy.*

FRUIT SMOOTHIE | ACAI POMEGRANATE GOLD | STRAWBERRY KIWI (Caffeinated)



## CRACKER BAR (WITH PROTEIN)

*Protein-packed nut butter and honey filling sandwiched between crunchy crackers and covered in chocolate.*

PEANUT BUTTER MILK CHOCOLATE  
PEANUT BUTTER DARK CHOCOLATE



## PROTEIN BARS

*Honey-powered protein bars with 10 grams of whey protein for recovery.*

PEANUT BUTTA | CHERRY ALMOND | COCONUT ALMOND





## When to Consume



WAFFLES			
GLUTEN-FREE WAFFLES			
MINI WAFFLES			
PERFORMANCE CHEWS			
ENERGY CHEWS			
ENERGY GELS			
PROTEIN BARS			
PROTEIN WAFFLES			
CRACKER BARS			
<b>NEW</b> RAPID HYDRATION MIX			

## Real Food, Simple Ingredients

WAFFLES							
GLUTEN-FREE WAFFLES							
MINI WAFFLES							
PERFORMANCE CHEWS							
ENERGY CHEWS							
ENERGY GELS							
PROTEIN BARS							
PROTEIN WAFFLES							
RAPID HYDRATION MIX							
	USDA Certified Organic	Certified Gluten-Free	Gluten-Free Ingredients	Dairy-Free Ingredients	Soy-Free Ingredients	Nut-Free Ingredients	Certified Kosher



# New Fans

Major athlete engagements, event sponsorships, and brand partnerships are opening the door to new active audiences.



## The Washington Post

NBA players have a new favorite snack: Energy-boosting stroopwafels



## Nicole Mericle

5X OBSTACLE COURSE WORLD CHAMPION  
OFFICIAL HIVE PLATINUM ATHLETE



OFFICIAL ON-COURSE ENERGY PARTNER



OFFICIAL ON-COURSE NUTRITION PARTNER



Here's Your Replay  
@TheReplayGuy

#Isles Anders Lee takes in some honey on the bench



House of Highlights  
@HoHighlights

LeBron getting into some snacks on the bench. 🍌🍌



Aric Almirola  
@Aric\_Almirola

In the zone...  
#NASCARPlayoffs #ItsBristolBaby #ad @Honeystinger



## Jared Ward

OLYMPIC MARATHON RUNNER  
OFFICIAL HIVE PLATINUM ATHLETE



OFFICIAL NUTRITION SPONSOR



Trevor Bauer  
97.7K subscribers

YouTube



MLB Opening Day (Vlog 1 | Trevor Bauer's COVID Season)  
206,625 views • Jul 28, 2020



Howard Beck  
@HowardBeck

Is Robert Covington eating a stroopwafel on the bench?



## STRAVA



Run a total of 50 miles  
Qualifying Activities: Run, Virtual Run, Wheelchair

Participants  
214,748





# Retailers

Natural  
Conventional & Mass  
Convenience  
Sports Specialty  
Online & Institutional



...and more!





## **Best-Selling Classics: Waffles**



## **Fuel for Every Day**

### **Three Flavors:**

- **Honey**
- **Salted Caramel**
- **Vanilla**

### **Description:**

**A thin layer of organic honey filling sandwiched between two thin waffles.**

### **Positioning:**

**Honey Stinger Waffles are the perfect fuel to help you prepare and perform for all activities. With the right balance of great taste and texture, they're easy to digest, available in delicious organic flavors, and come in portable, single-serving packages.**

**SRP: \$1.39**

**Promo SRP: \$0.99 or equivalent multiple**

## Best-Selling Classics: **Chews**



## **Bite-size Energy Fuel**

### **Two Flavors:**

- **Fruit Smoothie**
- **Pomegranate Passionfruit**

### **Description:**

*Easy to eat, organic, bite-sized soft chews for quick energy.*

### **Positioning:**

*Honey Stinger Chews are the bite-sized energy solution that help you prepare and perform your best. These honey-powered chews release energy instantly and delay muscle fatigue with every bite, plus are loaded with 70% recommended daily value of Vitamin C. Enjoy the fruit-forward taste of crowd-pleasing flavors with a delicious punch of honey to fuel whatever comes your way.*

**SRP: \$2.39**

**Promo SRP: 3 for \$5**



## ***NEW Innovation: Mini Waffles***



## ***More Bites, More Fun***

### ***Two Flavors:***

- ***Honey***
- ***Vanilla***

### ***Description:***

***A thin layer of organic honey filling sandwiched between two small waffles, a snack-size version of our classic portable waffles.***

### ***Positioning:***

***For all the times you wish you had more than one Waffle; for all the days you want the fuel of a waffle without the portable packaging; for all the friends who want to try a bite of your beloved honey-powered fuel. Enjoy more bites of the classic with new Honey Stinger Mini Waffles, a delicious, snackable, shareable, convenient, and easy way to bring Honey Stinger into your daily routine. Perfect for the grocery set!***

***SRP: \$5..99***

***Promo SRP: \$4.99 or 2/\$10***



## **NEW Innovation: Cracker Bar**



## **Reward Your Recovery**

### **Two Flavors:**

- **Peanut Butter Milk Chocolate**
- **Peanut Butter Dark Chocolate**

### **Description:**

**Protein-packed nut butter and honey filling sandwiched between crunchy crackers and covered in chocolate. Now with 10g Plant Protein!**

### **Positioning:**

**Didn't think our top selling and Award Winning\* Organic Cracker Bar™ could get any better? Guess again! We took the same great taste from this crowd-pleaser and loaded it with 10g plant protein, so you can feel great about what you are putting into your body. The same great chocolatey, peanut buttery, & crunchy taste you know and love, now with 10g added plant protein!**

**\* Natural Foods Expo 'Best Tasting Bar,' two years running!**

**SRP: \$2.49**

**Promo SRP: \$1.99 or 2/\$4**



## NEW RAPID HYDRATION MIX

# ***This is Hydration. Solved.***

*Our new complete three-part Rapid Hydration system is an athlete's dream. It's all natural, all-day hydration – that tastes great too.*

The three-part drink system has specific formulas to help you **prepare**, **perform**, and **recover** with energizing honey-powered fuel.

Based on science by the World Health Organization, this recipe blends organic honey with sodium and water to speed up the absorption of essential nutrients when you need them most.

*With six tasty flavors to choose from, simply mix a single serving packet with 16oz of water and you'll be ready to go.*



### **PREPARE**

*Supports daily rebalance  
& mental focus.*

STRAWBERRY LEMONADE  
POMEGRANATE PASSIONFRUIT

### **PERFORM**

*50% more energy absorption  
than glucose alone.*

BLACK CHERRY  
MANGO MELON (Caffeinated)

### **RECOVER**

*Supports the immune system  
(including post-exercise).*

BERRY DEFENSE  
TANGERINE DEFENSE

## ***NEW Innovation: Nut & Seed Bars***



### ***Two Flavors:***

- ***Peanut Sunflower Seed***
- ***Almond Pumpkin Seed***

### ***Functional Benefits:***

- ***15g protein (whey blend)***
- ***Rich in antioxidants (Vitamins A, C + E)***
- ***Made with Gluten-Free ingredients***
- ***Non-GMO***

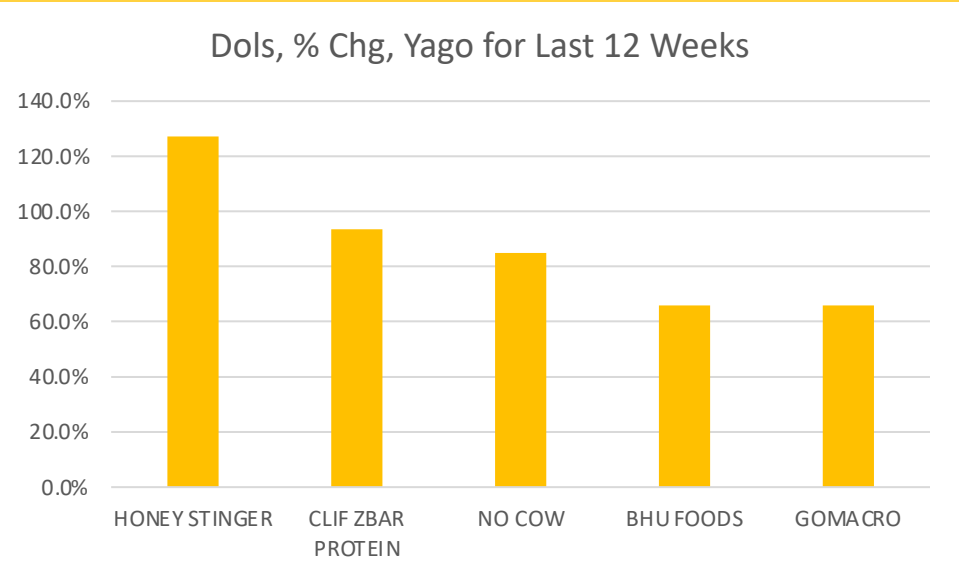
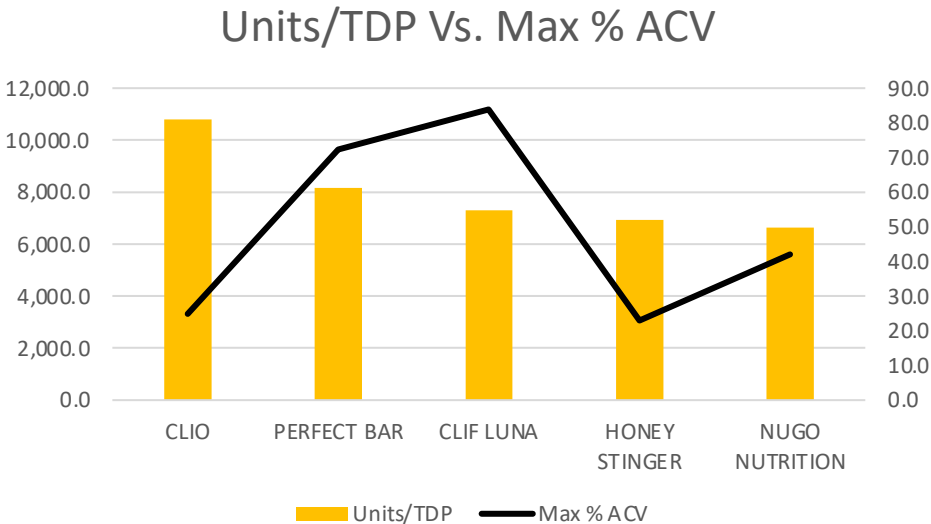
### ***Positioning:***

***Honey Stinger brings another unique format to the protein bar aisle. Nut + Seed Bar is incredibly satisfying and delicious and includes everything your body needs for post-workout recovery or meal replacement.***



# Grocery Success

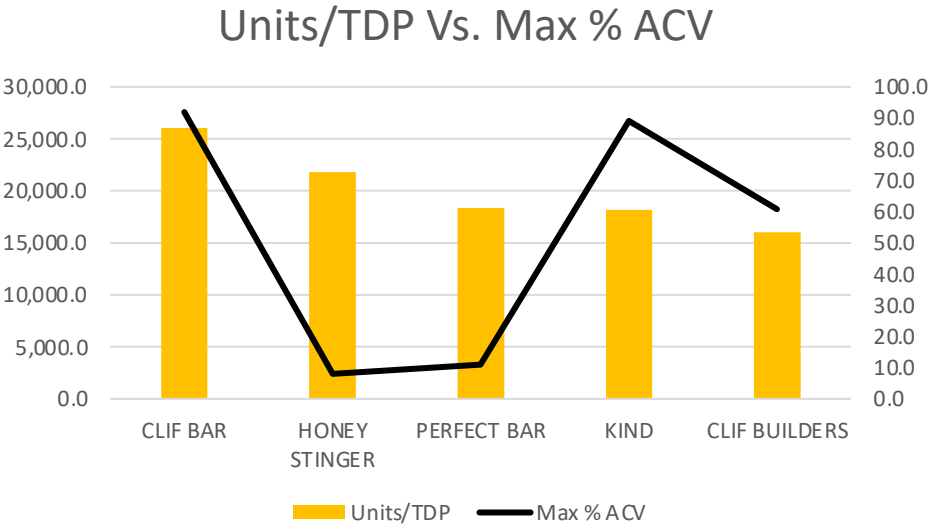
**Honey Stinger is the fourth most productive brand in the category despite having the lowest Max % ACV of any top 5 producing brand. Honey Stinger is also the fastest growing top 25 brand in the category**



*\* Spins data sales growth vs. YAG data 12 week period ending on 06/13/2021*

# Convenience Success

**Honey Stinger is the second most productive bar and the second fastest growing bar in the convenience space nationally among brands with \$500,000 in sales or more over the last 12 weeks.**



## Wellness Bars

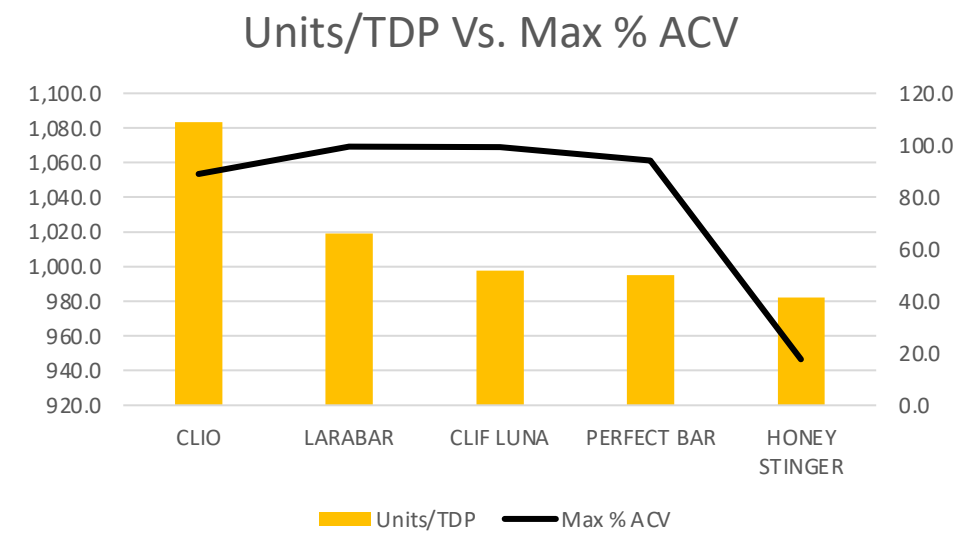
12 weeks PE 6/13	Dollars % Change YOY
Category	34.6%
Brand	
Honey Stinger	136.4%
Perfect Bar	82.9%
Think!	54.7%
Kind	47.8%
Clif Builders	37.8%

\* Spins data sales growth vs. YAG data 12 week period ending on 06/13/2021



# Brand Success with Retailer “A”

**Honey Stinger is one the of the most productive, and fastest growing top 20 brands on shelf at retailer "A", despite having the lowest ACV and second lowest ACV gains**



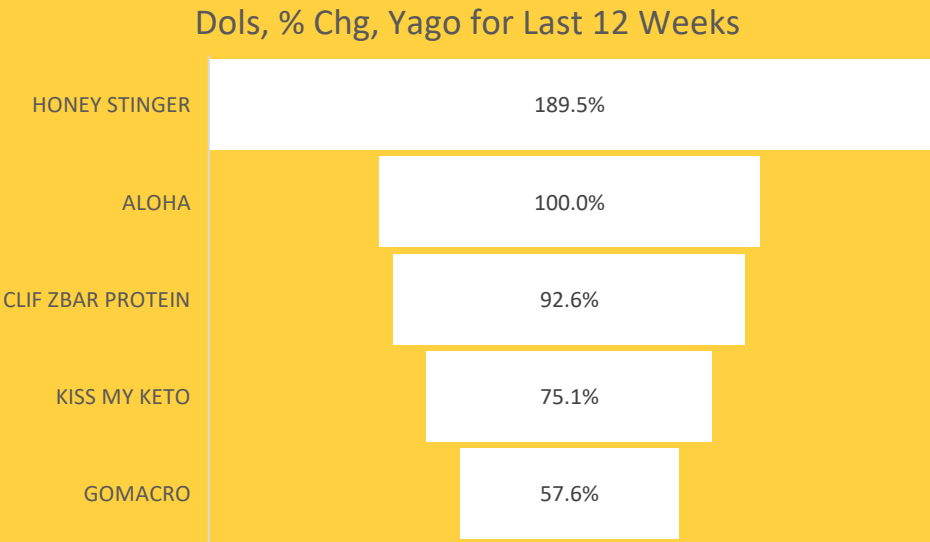
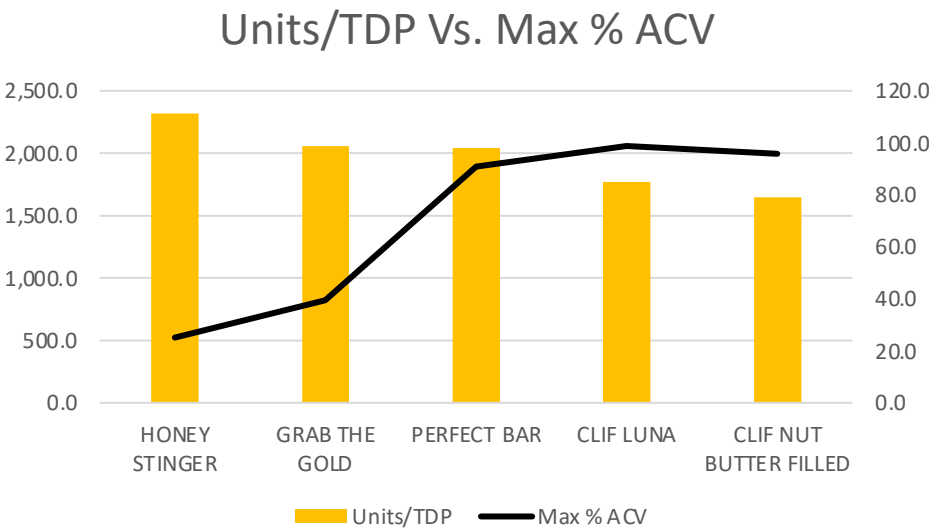
Brand	Dols, % Chg, Yago for Last 12 Weeks	Max % ACV, +/- Chg, Yago
SIMPLY PROTEIN	370690.0%	80.7
NO COW	172812.1%	87.5
CORE	362.8%	33.0
HONEY STINGER	342.2%	9.8
RXBAR	49.9%	0.4

Most Honey Stinger’s growth has come from same store sales

*\* Spins data sales growth vs. YAG data 12 week period ending on 06/13/2021*

# Retailer “K”

**Of all top 30 brands, Honey Stinger is the most productive and fastest growing brand within retailer “K” nationally, despite having the second lowest ACV of any brand**



**\* Spins data sales growth vs. YAG data 12 week period ending on 06/13/2021**





***Thank you!***