



NINE
soft & chewy
punch packing
flavors.

BRAVEN BAR

www.braven.bar



Boost your sales with the Braven Bar - *Nutritious Energy on the Go!* An innovative product that will blaze a trail for a new product category.

- Braven Bar provides candyitious nutrition & energy! Take advantage of the opportunity to appeal to consumers that typically do not consume existing nutrition OR energy bars on mass, except for granola type offerings.
- Distinguish yourself in the trade with a unique and authentic brand & selling proposition, exclusively available at carefully selected retailers only.
- Caters for a broad impulse target market, including confectionary, nutrition & snacking categories (functional impulse purchases).
- Cross merchandise opportunities due to the multi-purpose consumption opportunities.
- Available in 8 unique & delicious flavors.
- Braven is a brand of PVM Nutritional Sciences - the producer of the **World's Original Energy Bar®**.
- Braven Bar is backed with a marketing & promotional campaign that includes amongst others:
 - Online digital PR, advertising & social media marketing & advertising.
 - Aggressive sampling & contextual activations
 - In-store promotions & POS
 - Clothing & merchandise etc.

WHAT'S INSIDE?



WHEN TO USE

- Tasty & convenient, anytime nutritional energy bar
- Ideal nutritional alternative to sweets / chocolates
- Use to increase the intake of protein, energy, vitamins & minerals
- Use to curb hunger & boost your energy
- Use as a lunch box complement
- Suitable for the whole family
- Enjoy as part of a healthy, balanced diet and lifestyle
- Use before, during & after sports

HOW IT WORKS

- Provides Energy & Nutrition
- Maintains Blood Glucose Levels
- Provides Instant & Sustained Energy
- Supports Energy Metabolism
- Supports Immune Function
- Improved Focus & Concentration
- Promotes Recovery



@Braven we dedicate ourselves to giving you
the energy & nutrition you need to succeed.
**We will never expect you to eat a science project
that tastes like cardboard.**

The Original. The Real Deal.

We are not some Google-based research project or a sudden commercial opportunity that presented itself. We're the culmination of over 50 years of innovation, research and knowledge. Originally developed in the late 1960's to fuel soldiers with energy and essential nutrition. Now available in the USA.

Refined & ready to fuel a brave new generation.

Braven Bar is a unique product powered by PVM (Proteins, Vitamins & Minerals) Nutritional Sciences, established in 1968 and originally undertaken by the National Institute of Food Research of the CSIR (Council for Scientific and Industrial Research).

PVM Nutritional Sciences became one of the first companies to manufacture clinical nutritional products to combat severe malnutrition in the 1960's & we produced the **World's Original Energy Bar®** in the early 1970's & we have since **sold 100's of millions of bars** in local & International markets. This Southern African Household brand/product is a KVI (Known Value Item) in all formal retail, wholesale, convenience chains, a school cafeteria favorite as well as a **Sunday Times NexGen Brand Award Winner.**

Proprietary Intellectual Property protects the product against replication attempts, including failed attempts by for e.g large MNE's such as Cadbury's. **The PVM Production Facility is an FDA Registered and Internationally recognized FSSC 22000 Certified Food Facility including full batch/lot traceability.**

SEPARATE REAL FROM FAKE.

You have to separate real from fake. The fake news, the stifling political correctness, the greed, the hidden agendas, the pretentiousness, the entitlement & the downright dishonest. The excuses & blaming of circumstances, well for everything. A lot of BS!

Why should you care about another brand? There are thousands out there you already don't care about. The truth is, we don't need you to know who we are or what we do. But we'd like you to consider why.

And if you still don't care, then good for you. So, why are we? It's pretty simple...

@BRAVEN WE CELEBRATE & SALUTE THE BRAVE.

Be honest, confident & courageous. Work hard & smart. Create. Be accountable.
Put yourselves in harm's way for others. Fight for the underdog. Stand up to bullies who abuse power.
Reject the status quo. Smile & have FUN. Explore uncharted territories.

#NeverStepBack