

# BRAD's

BUCKS COUNTY, USA

plant based

## Grovara Intro

August 19, 2021



# SUCCESSFUL JOURNEY

## New ownership and management in 2015...

1. **\$3M+ investment to create a state-of-the-art manufacturing facility in the USA** – we now provide the low-cost, best value solution for air-dried, functional snacks.
2. **Vertically integrated supply chain** - contract directly with farmers and suppliers to provide the best cost and ensure highest quality standards are met
3. **Highest safety standards in category** – SQF Level II certification since 2017
4. **Fully Certified** – **USDA Organic, Non-GMO Verified, GFCO Certified, Vegan, Gluten Free**
5. **Sustainably sourced, best ingredients** – only manufacturer to use **100% real vegetables** and ingredients (no paste or powders) yielding stronger nutritionals, lower calories, and better tasting snacks
6. **Regenerative** – Kale is a “cut and grow again” plant, remove older leaves and new leaves keep growing
7. **Innovator – first mover in kale and dehydrated greens** – first to add probiotics (2017), first with low sodium (2018), first cracker made with real whole vegetables (2021), and first salad in a bag (2021)

**We're the only major kale company producing in the US!**



# BRAND PILLARS



## Support a purposeful existence

Eating for increased vitality through nutrition to promote strength and overall health combined with prioritizing our environment and our planet



## Eat real whole vegetables

True nutrient-dense snacks made from whole veggies picked at their peak with high vitamin content and fiber; no pastes or powders means no empty calories



## Minimal processing

Gentle air-dried process preserves nutritional elements; local production is in Pipersville, PA and Brad's contracts directly with farmers and suppliers

## *We Believe in the Power of Plants*



PROBIOTIC  
OPTIONS



GRAIN  
FREE



PLANT  
BASED



REAL  
VEGGIES



SUSTAINABLY  
SOURCED



NOTHING  
ARTIFICIAL



AIR  
DRIED



# EVOLUTION OF SNACKS

Brad's Plant Based is the fully evolved snack brand providing Real Health and Real Nutrition

Empty Calories



Health Hazard

Better For You



Nutrient Deficient

Functional



High Sugar

Functional & Plant Based



Nutrient Dense

# BRAD'S CURRENT FAMILY PRODUCT LINES

## CRUNCHY KALE

- Top selling kale in the USA
- Best flavor assortment available
- ½ lb real vegetables in every bag
- No pastes or powders



## VEGGIE CHIPS

- 3 staple SKUs in functional snack set
- 10,000+ doors
- Less than 100 calories per serving
- Made with real vegetables



## SALAD TO GO

- Snackable salad with over ½ pound of whole organic vegetables
- Best compliment to Crunchy Kale SKUs
- Keto Friendly



## VEGGIE FLATS

- Keto friendly plant powered snack
- 11g fiber, 17g protein
- Everything Zucchini 2020 NEXTY Award Winner “Best New Salty Snack”



## VEGGIE KETO CRISPS

- Keto friendly – no flours, grains or starches
- Brad's has higher brand awareness & recognition over companies such as Mary's Gone Crackers and other top competitors





# NATIONAL BRAND GROWING BEYOND 10,000 STORES



# POST COVID GROWTH IN FUNCTIONAL SNACKS

## ✓ Brad's is the functional snacking leader

- **+25% YoY growth** 2019-2021
- **+50% growth** projected for 2022 driven by already **committed** new distribution
- **Post-pandemic snacking:** consumers seeking better-for-you meal solutions and prioritizing health and safety more than ever before\*
  - **68%** of consumers say they are very concerned about their health\*

## ✓ Consumers are snacking more than ever, and they expect their snacks to offer **nutrition, portability and wellness**\*

## ✓ **Savory snack foods**, specifically, benefited from a pandemic lift

- ✓ According to NPD, these behaviors will have staying power, with a strong outlook for savory items, especially those that are healthier options.
- ✓ As more consumers continue to leave their homes and travel, **better-for-you snacks** that are **plant-based, low in sodium** and **full of functional benefits will gain momentum**\*

\*Progressive Grocer, The New Normal For Snacks, 7/22/21

# BRAD'S BRAND RECOGNITION & SALES CONTINUES TO CLIMB

## #2 IN TOTAL VOLUME GROWTH IN TOTAL US MULO AMONG TOP 15

- **Total Dollar Volume +27.1%** and **Unit Volume +41.1%**, outpacing the subcategory SS Chips Veg & Other Alt and key snack competitors like Rhythm Superfoods, Enjoy Life and Dang Foods
- **Dollar productivity +24.1%**, making Brad's **#8 in \$/TDP**
- Continued positive comps demonstrate strengthening brand leadership in the Conventional Channel

Dollar													
Dollar Rk.	% Chg Rk.	\$/TDP Rk.	Description	Dollars	Dollars - Abs Chg	Dollars - % Chg	Units	Units - % Chg	Average Retail Price	Average Retail Price - % Chg	TDP	TDP - % Chg	Dollars per Point (\$/TDP) - % Chg
SS CHIPS VEG & OTHER ALTERNATIVE				\$ 82,478,197	\$ (4,426,681)	-5.3%	24,141,234	-5.3%	\$ 3.42	0.2%	1,433.1	-5.1%	\$5,276,877 -14.6%
1	9	3	TERRA CHIPS	\$ 21,186,312	\$ (4,312,946)	-16.9%	5,556,819	-14.1%	\$ 3.81	-3.2%	244.9	-3.6%	\$86,517 -13.8%
2	1	5	BARE	\$ 15,795,639	\$ 3,481,450	28.3%	3,888,715	24.3%	\$ 4.06	3.2%	248.0	-7.0%	\$63,700 37.9%
3	5	4	SENSIBLE PORTIONS	\$ 11,548,575	\$ 287,771	2.6%	4,345,023	0.4%	\$ 2.66	2.1%	138.7	5.3%	\$83,281 -2.6%
4	12	2	GOOD HEALTH	\$ 4,162,667	\$ (1,183,229)	-22.1%	1,371,320	-23.6%	\$ 3.04	2.0%	47.0	3.1%	\$88,530 -24.4%
5	14	6	POPCORNERS	\$ 4,058,107	\$ (1,484,467)	-26.8%	1,069,504	-20.0%	\$ 3.79	-8.5%	69.3	-8.8%	\$58,542 -19.8%
6	3	13	RHYTHM SUPERFOODS	\$ 3,253,168	\$ 500,078	18.2%	844,958	23.2%	\$ 3.85	-4.1%	97.5	4.4%	\$33,376 13.2%
7	8	7	DAILY CRAVE	\$ 2,906,006	\$ (312,066)	-9.7%	862,347	-9.1%	\$ 3.37	-0.6%	51.5	9.1%	\$56,416 -17.3%
8	6	15	DANG FOODS	\$ 2,367,962	\$ 56,085	2.4%	650,327	5.5%	\$ 3.64	-2.9%	79.3	-5.9%	\$29,865 8.9%
9	2	8	BRADS PLANT BASED	\$ 2,144,980	\$ 456,701	27.1%	471,833	41.1%	\$ 4.55	-9.9%	40.2	2.3%	\$53,331 24.1%
10	11	14	SIMPLY7	\$ 1,520,307	\$ (419,050)	-21.6%	548,821	-20.2%	\$ 2.77	-1.8%	48.5	-11.5%	\$31,327 -11.4%
11	7	11	BARNANA	\$ 1,386,870	\$ 8,159	0.6%	347,893	-3.1%	\$ 3.99	3.9%	36.3	26.9%	\$38,206 -20.8%
12	15	1	SNYDERS EATSMART	\$ 1,365,165	\$ (619,107)	-31.2%	391,301	-31.4%	\$ 3.49	0.3%	14.4	-24.6%	\$94,935 -8.6%
13	10	12	PRIVATE LABEL ORGANIC	\$ 1,170,832	\$ (320,934)	-21.5%	395,665	-24.7%	\$ 2.96	4.3%	32.9	-22.0%	\$35,577 0.6%
14	4	9	ENJOY LIFE	\$ 952,016	\$ 79,956	9.2%	312,667	15.0%	\$ 3.04	-5.1%	22.2	7.2%	\$42,845 1.6%
15	13	10	BEANITOS	\$ 822,748	\$ (251,438)	-23.4%	205,088	-24.3%	\$ 4.01	1.2%	20.1	-6.9%	\$41,014 -17.4%






# CRUNCHY KALE – 2oz



- ½ lb whole organic veggies – no pastes, no powders
- Sustainably sourced & regenerative
- **Best performing SKUs** in largest and second largest natural chains as well as largest conventional chain

- 80-90 calories per serving
- Great source of Vitamin A, C and K
- Protein: 3-4g
- Made in USA
- Net Carbs: 4-5g
- **\$4.99 SRP**

# HIGHER QUALITY KALE CHIPS

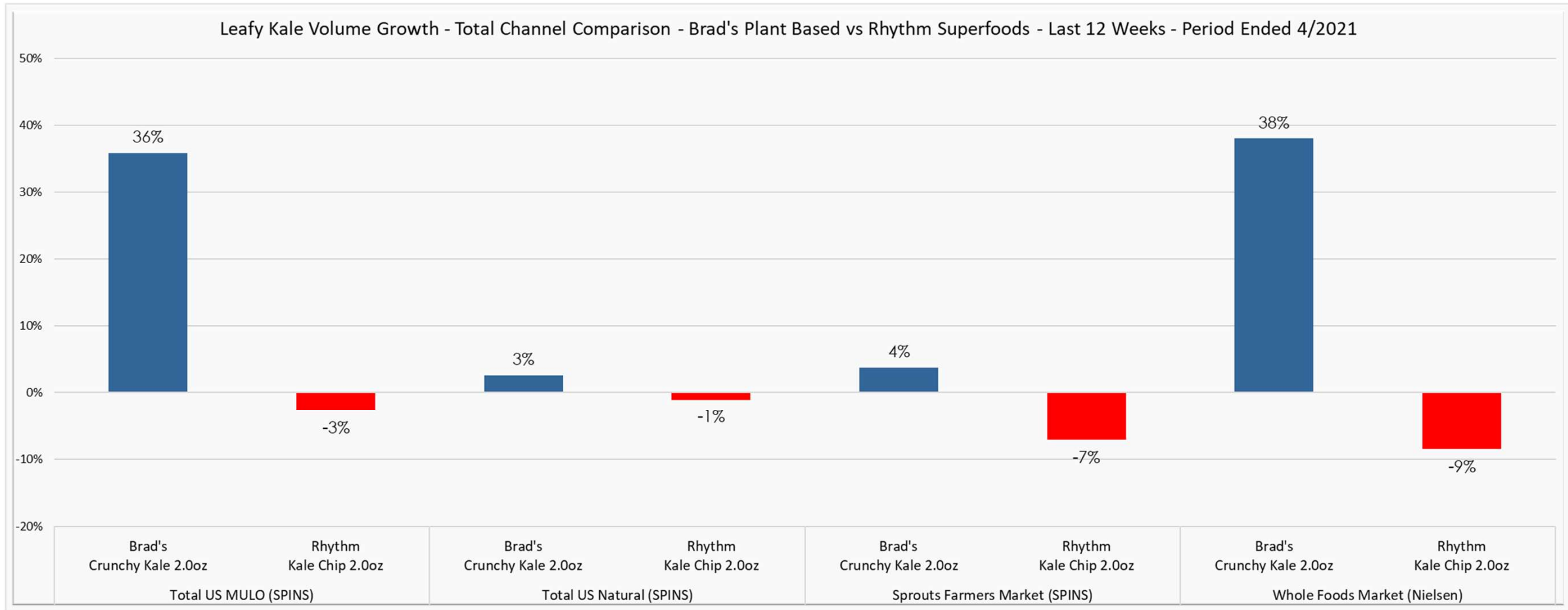
Item / Rank	Brad's Original	Rhythm Original	Brad's Nacho	Rhythm Zesty	Brad's Ranch	Rhythm Ranch
Product Image						
Real Vegetables	Yes	Pastes/ Powders	Yes	Pastes/ Powders	Yes	Pastes/ Powders
Added Sugar	Never	Yes	Never	Yes	Never	Yes
Calories	70	130	80	130	90	130
Total Fat	5g	10g	6g	9g	6g	9g
Sodium	210mg	240mg	120mg	240mg	180mg	240mg
Sugar	1g	2g	1g	2g	1g	2g
Probiotics	Yes	No	No	No	Yes	No

*\*Illustration highlights the three SKUs of Brad's and Rhythm that are the most similar in flavor and name*



# BRAD'S #1 KALE ACROSS ALL CHANNELS

- In every major geography, Brad's is the proven leader in leafy kale
- Natural trendsetters, conventional grocery shoppers and late adopters alike are choosing Brad's



# BRAD'S #1 KALE AT 2<sup>ND</sup> LARGEST NATURAL RETAILER

- Brad's has the **top 4 selling Kale SKUs**
- **Brad's Original** flavor outsells competitor's Original by nearly 60%

Dollar %										
Dollar Rk.	Chg Rk.	\$PSPW Rk.	UPSPW Rk.	Item Description	Dollars	Dollars - Abs Chg	Dollars - % Chg	Units	Units - % Chg	Average Retail Price
SS CHIPS VEG & OTHER ALTERNATIVE SUBTOTAL					\$ 611,215	\$ 125,247	25.8%	149,181	28.2%	\$ 4.10
1	5	1	1	Brads Raw Foods Prbtc Orgnl Crnchy Kle Og 2oz	\$ 53,150	\$ 16,114	43.5%	12,987	33.2%	\$ 4.09
2	3	2	2	Brads Raw Crunchy Kale Radical Ranch Og 2oz	\$ 47,488	\$ 16,083	51.2%	11,625	40.4%	\$ 4.09
3	8	4	4	Brads Raw Prbiotc Vmpr Kllr Kale Crnch Og 2oz	\$ 42,361	\$ 10,580	33.3%	10,369	23.7%	\$ 4.09
4	4	3	3	Brads Raw Crunchy Kale Cheeze It Up Og 2 Oz	\$ 38,094	\$ 12,166	46.9%	9,317	36.3%	\$ 4.09
5	12	6	9	Rhythm Superfoods Original Kale Chips Og 2 Oz	\$ 34,398	\$ 4,457	14.9%	7,038	14.2%	\$ 4.89
6	10	7	6	Brads Raw Foods Kale Crunch Nacho Og 2 Oz	\$ 33,797	\$ 8,233	32.2%	8,279	22.4%	\$ 4.08
7	-	5	4	Rhythm Cauliflwr Bites Buffalo Ranch Og 1.4oz	\$ 33,197	\$ 33,197	-	8,696	-	\$ 3.82
8	13	9	10	Rhythm Kale Chips Zesty Nacho Og 2 Oz	\$ 31,123	\$ 2,998	10.7%	6,417	10.8%	\$ 4.85
9	1	8	7	Rhythm Superfoods Clflwr Bts Sea Slt Og 1.4oz	\$ 29,923	\$ 29,865	51993.8%	7,916	49376.9%	\$ 3.78
10	11	12	15	Rhythm Kale Chips Kool Ranch Og 2 Oz	\$ 26,587	\$ 4,087	18.2%	5,488	18.4%	\$ 4.84



# SALAD TO GO – 2oz



- **Brad's Salad To Go** is the snackable salad with over ½ pound of whole organic vegetables gently air dried at a low temperature for the flavor and nutrition of your favorite big yummy salad anytime, anywhere
- **Best compliment** to Crunchy Kale SKUs because of diversification in flavor and ingredients
- These SKUs have 2x the ingredients of Crunchy Kale and still priced at **\$4.99 SRP**
- 60 – 70 calories per serving
- Excellent source of Vitamin K
- Keto friendly
- Made in USA

# VEGGIE CHIPS – 3oz



- Made with real vegetables– no pastes, no powders
- Nutrient-dense snack with the crunch of a chip, without processed flours
- Phytonutrients and antioxidants
- Less than 100 calories per serving
- 9g protein in each bag
- Made in the USA
- **\$5.99 SRP**



# VEGGIE FLATS

**NEXTY**  
AWARDS  
2020 Winner



- **Brad's Veggie Flats** are the keto friendly plant powered snack with 11g of fiber, 17g of protein and a ½ pound of whole organic vegetables in every bag
- These crunchy, savory, and satisfying flats are tasty solo or with dips and spreads

- Keto-friendly
- 130 – 140 calories per serving
- No grains, flours or starches
- Made in USA
- **\$5.99 SRP**

# CHIP NUTRITIONAL COMPARISON

Item / Rank	Kale, Veggie Chips	Everything Zucchini, Veggie Flats	Dang Coconut Chip	Dang Coconut Thai Rice Chips	Biena Chickpea Snacks Sea Salt	Barnana Banana Brittle	Saffron Road Crunchy Chickpeas	Made in Nature Crunchy Chickpeas	Rhythm S. Salt, Beet Chips
Product Image									
Real Veggies	✓	✓	✓	✗	✗	✓	✓	✓	✓
Calories	80	140	110	150	110	140	130	100	160
Sugar	2g	1g	21g	7g	2g	0g	1g	14g	17g
USDA Organic	✓	✓	✓	✗	✗	✓	✓	✓	✓
Price	\$5.99	\$5.99	\$4.49	\$3.99	\$4.99	\$4.99	\$4.45	\$5.99	\$3.99
Ounces	3.0	3.0	3.17	3.5	5.0	5.0	6.0	4.2	1.4
Price/Oz	\$1.66	\$1.66	\$1.42	\$1.13	\$0.99	\$0.99	\$0.75	\$1.43	\$2.85



# KETO CRISPS – 4oz



- **REAL** whole veggies and seeds that you can see
- Keto-friendly with no flours, grains or starches
- Brad's has recognized that its brand recognition is higher than companies such as Mary's Gone Crackers and other top competitors (see next page)
- 2-3g net carbs per serving (6-7g total carbs & 4g fiber)
- 90 calories and 6g fat per serving
- 3-4g plant-based protein per serving
- Made in the USA
- **\$4.99 SRP**



# HIGHER BRAND AWARENESS THAN STAPLE CRACKER BRANDS

- ✓ Brad's clearly has national brand recognition
- ✓ Our Brand Awareness and Purchase Incidence emulate better than Mary's Gone Crackers, just shy of Simple Mills



- **Devoteds** - Heavy buyers that prioritize healthy eating and live active lifestyles
- **Strivers** - Make healthier choices for themselves and their families but find it overwhelming

# CRACKER NUTRITIONAL COMPARISON

Item / Rank	Veggie Crackers Everything 4.0oz	Mary's Original Crackers 6.5oz	RW Garcia Sweet Potato 5.5oz	Back to Nature Multi Grain Flax 5.5oz	Crunchmaster Multi Sea Salt 4.0oz	Hu Crackers Sea Salt 4.25oz	Blue Diamond Nut Thins 4.25oz	Simple Mills Sprouted Seed 4.25oz
Product Image								
Calories	90	140	140	120	120	110	130	150
Free of Grains and Flours	✓	✗	✗	✗	✗	✗	✗	✓
Keto Friendly	✓	✗	✗	✗	✗	✗	✗	✗
First Ingredient	Real Vegetables	Whole Grain Brown Rice	Stone Grown Yellow Corn	Unbleached Enriched Wheat Flour	Brown Rice Flour	Grain Free Flour Blend	Rice Flour	Seed Blend (Flax, Sunflower, Hemp, Chia)
Certifications	USDA Organic, Non-GMO Project Verified, GFCO, Vegan, Kosher, SQF Level II	USDA Organic, Non-GMO Project Verified, GFCO, Vegan, Kosher	USDA Organic, Non-GMO Project Verified, GFCO, Kosher	Non-GMO Project Verified	Non-GMO Project Verified, Gluten Free	GFCO	Non-GMO Project Verified	Non-GMO Project Verified

# PERFORMANCE TREND BY LINE

## Veggie Flats successful launch at WFM is building...

- Exclusive coming to an end at Whole Foods – Veggie Flats performance continues to get better and better having already passed Rhythm’s Beet Chips and Carrot Sticks
- Everything Zucchini Veggie Flats breaking into the **Top 25%** of Plant Based Snacks over the last 4 wks

			WFM Total TA - Latest 12 Wks - W/E 04/10/21											
Dollar Rk.	\$/ACV Rk.	Description	Dollars	Dollars LY	Dollars - Abs Chg	Dollars - % Chg	Units	Units - % Chg	Average Retail Price	Average Retail Price - % Chg	TDP	TDP - % Chg	Dollars per TDP (\$/TDP)	Dollars per TDP (\$/TDP) - % Chg
PLANT BASED SNACKS			\$10,953,223	\$11,005,963	\$ (52,740)	-0.5%	2,809,325	-1.1%	\$ 3.90	0.6%	-	-	-	-
1	2	BRAD'S - CRUNCHY KALE 2.0 OZ	\$ 627,956	\$ 454,978	\$ 172,978	38.0%	144,335	47.7%	\$ 4.35	-6.6%	337.1	8.8%	\$ 1,863	26.9%
2	1	RHYTHM - CAULIFLOWER BITES 1.4 OZ	\$ 517,575	\$ 324,185	\$ 193,390	59.7%	137,526	52.6%	\$ 3.76	4.6%	243.8	16.3%	\$ 2,123	37.3%
3	3	RHYTHM - KALE CHIP 2.0 OZ	\$ 345,915	\$ 378,187	\$ (32,272)	-8.5%	71,295	-21.4%	\$ 4.85	16.3%	256.2	3.2%	\$ 1,350	-11.4%
4	5	BRAD'S - VEGGIE CHIPS 3.0 OZ	\$ 304,389	\$ 319,944	\$ (15,555)	-4.9%	63,160	11.3%	\$ 4.82	-14.5%	289.5	3.6%	\$ 1,051	-8.2%
5	4	BRAD'S - VEGGIE FLATS 3.0 OZ	\$ 168,258	\$ -	\$ 168,258	0.0%	34,129	0.0%	\$ 4.93	0.0%	157.1	0.0%	\$ 1,071	0.0%
6	6	RHYTHM - BEET CHIP 1.4 OZ	\$ 159,975	\$ 172,639	\$ (12,664)	-7.3%	42,537	-12.6%	\$ 3.76	6.0%	171.3	3.4%	\$ 934	-10.4%
7	7	RHYTHM - CARROT STICK 1.4	\$ 125,436	\$ 150,647	\$ (25,210)	-16.7%	33,180	-20.9%	\$ 3.78	5.3%	160.9	2.6%	\$ 780	-18.8%



# PRICING – IN-LINE WITH MAJOR RETAILER SRP’S IN USA

Unfortunately, Brad’s can not sell at the below prices to Grovara  
(example based on feedback from Mexico)

ITEM DESCRIPTION	Size (OZ)	Size (gr/ml)	Grovara's Unit Cost	Grovara's Case Cost	Grovara's Markup @ 10%	Dist Cost (USA) @ \$450/pallet	CASE COST FOB LAREDO TX (USD)	UNIT COST FOB LAREDO TX (USD)	Import Cost @ 10%	Dist. Cost @ 5%	Sticker @ 1%	Duties @ 0%	TOTAL COST (USD)	Total Cost with Importer Margin @ 15%	DUTIES IEPS @0%	W/IEPS	DUTIES (IVA) @ 0%	NET FINAL COST	RETAIL PRICE	RETAIL MARGIN %
Brad's Crunchy Kale Orignial Probiotic (12pk) 57g	2	57	\$1.86	\$22.26	\$2.23	\$4.69	\$29.18	\$2.43	\$0.24	\$0.12	\$0.02	\$0.00	\$2.82	\$3.24	\$0.00	\$3.24	\$0.00	\$3.24	\$4.99	35.0%
Brad's Salad To Go Carrot Ginger (12pk) 57g	2	57	\$1.86	\$22.26	\$2.23	\$4.69	\$29.18	\$2.43	\$0.24	\$0.12	\$0.02	\$0.00	\$2.82	\$3.24	\$0.00	\$3.24	\$0.00	\$3.24	\$4.99	35.0%
Brad's Keto Veggie Crisp Sea Salt (6pk) 114 g	4	114	\$1.91	\$11.44	\$1.14	\$2.01	\$14.59	\$2.43	\$0.24	\$0.12	\$0.02	\$0.00	\$2.82	\$3.24	\$0.00	\$3.24	\$0.00	\$3.24	\$4.99	35.0%
Brad's Veggie Chips Kale (12pk) 86g	3	85	\$2.30	\$27.58	\$2.76	\$4.69	\$35.02	\$2.92	\$0.29	\$0.15	\$0.03	\$0.00	\$3.39	\$3.89	\$0.00	\$3.89	\$0.00	\$3.89	\$5.99	35.0%
Brad'sVeggie Flats Everything Zucchini (12pk) 86g	3	85	\$2.30	\$27.58	\$2.76	\$4.69	\$35.02	\$2.92	\$0.29	\$0.15	\$0.03	\$0.00	\$3.39	\$3.89	\$0.00	\$3.89	\$0.00	\$3.89	\$5.99	35.0%

# PRICING – SRP \$1.00 HIGHER THAN MAJOR RETAILER USA SRP’S

The economics of this scenario works for Brad’s...

*\*Important to note that Mexican brand Susalia has an inferior kale chip that is \$2.85 per 28g while as per the below Brad’s would be \$2.99 per 28g (\$5.99 for 57g/2oz bag)*

ITEM DESCRIPTION	Size (OZ)	Size (gr/ml)	Grovara's Unit Cost	Grovara's Case Cost	Grovara's Markup @ 10%	Dist Cost (USA) @ \$450/pallet	CASE COST FOB LAREDO TX (USD)	UNIT COST FOB LAREDO TX (USD)	Import Cost @ 10%	Dist. Cost @ 5%	Sticker @ 1%	Duties @ 0%	TOTAL COST (USD)	Total Cost with Importer Margin @ 15%	DUTIES IEPS @0%	W/IEPS	DUTIES (IVA) @ 0%	NET FINAL COST	RETAIL PRICE	RETAIL MARGIN %
Brad's Crunchy Kale Orignial Probiotic (12pk) 57g	2	57	\$2.30	\$27.58	\$2.76	\$4.69	\$35.02	\$2.92	\$0.29	\$0.15	\$0.03	\$0.00	\$3.39	\$3.89	\$0.00	\$3.89	\$0.00	\$3.89	\$5.99	35.0%
Brad's Salad To Go Carrot Ginger (12pk) 57g	2	57	\$2.30	\$27.58	\$2.76	\$4.69	\$35.02	\$2.92	\$0.29	\$0.15	\$0.03	\$0.00	\$3.39	\$3.89	\$0.00	\$3.89	\$0.00	\$3.89	\$5.99	35.0%
Brad's Keto Veggie Crisp Sea Salt (6pk) 114 g	4	114	\$2.35	\$14.09	\$1.41	\$2.01	\$17.51	\$2.92	\$0.29	\$0.15	\$0.03	\$0.00	\$3.39	\$3.89	\$0.00	\$3.89	\$0.00	\$3.89	\$5.99	35.0%
Brad's Veggie Chips Kale (12pk) 86g	3	85	\$2.74	\$32.89	\$3.29	\$4.69	\$40.87	\$3.41	\$0.34	\$0.17	\$0.03	\$0.00	\$3.95	\$4.54	\$0.00	\$4.54	\$0.00	\$4.54	\$6.99	35.0%
Brad'sVeggie Flats Everything Zucchini (12pk) 86g	3	85	\$2.74	\$32.89	\$3.29	\$4.69	\$40.87	\$3.41	\$0.34	\$0.17	\$0.03	\$0.00	\$3.95	\$4.54	\$0.00	\$4.54	\$0.00	\$4.54	\$6.99	35.0%



Thank You!

