

U-LU 
foods

SALES DECK





FACTS

Allergy friendly cookie sales grew by 22% within the last year.

This number is expected to grow by 9% each year.

PROBLEM

When researching the marketplace, we found a common trend; "Natural doesn't always mean healthy".

Products that were clean label but also high in sugars, fats and calories.

Most baked goods were using either an almond or coconut flour base, this drove up the calories, fats and sugars.

PRODUCT POSITIONING

"If we can make our products with a clean label, meaning free from all 8 major FDA allergens (including no almonds or coconut flour), with great taste and low sugars, fats and calories. That would be a great place to start."

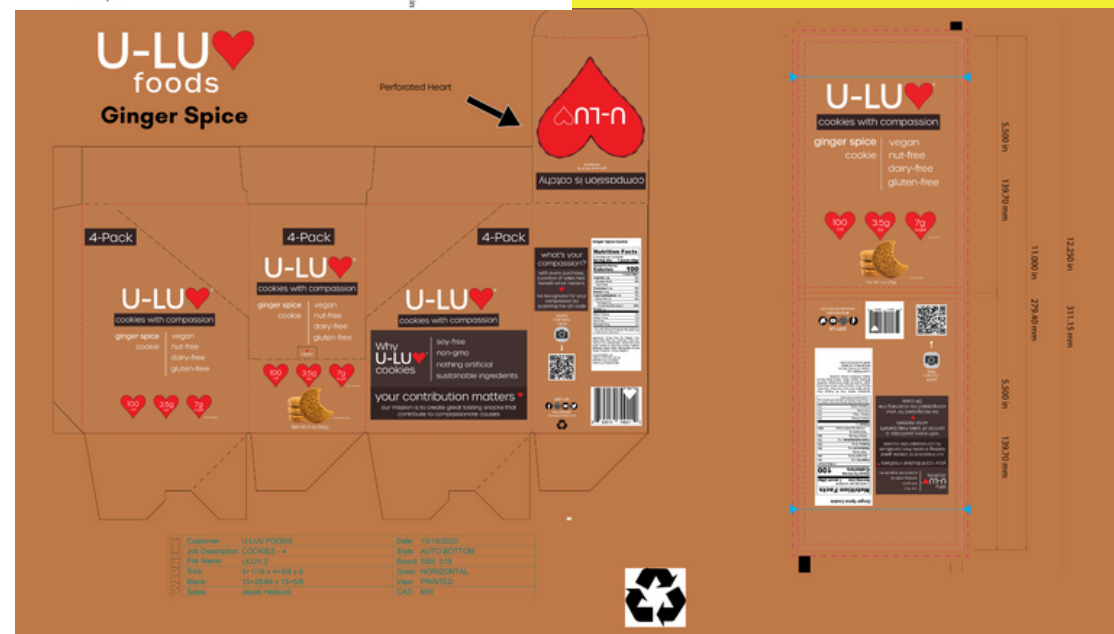
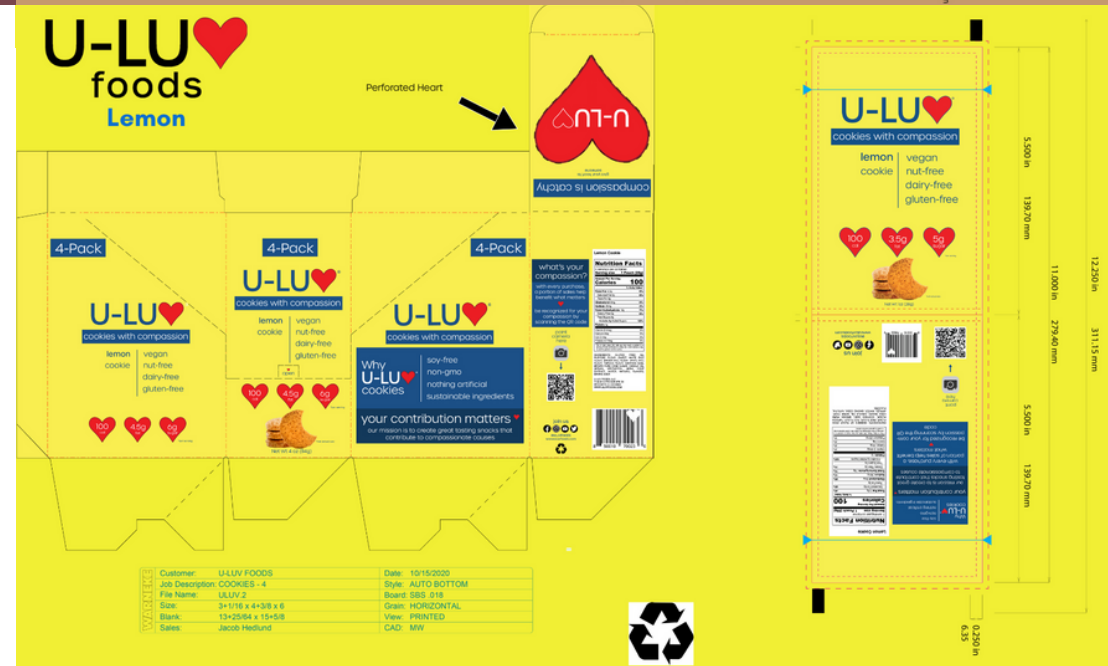
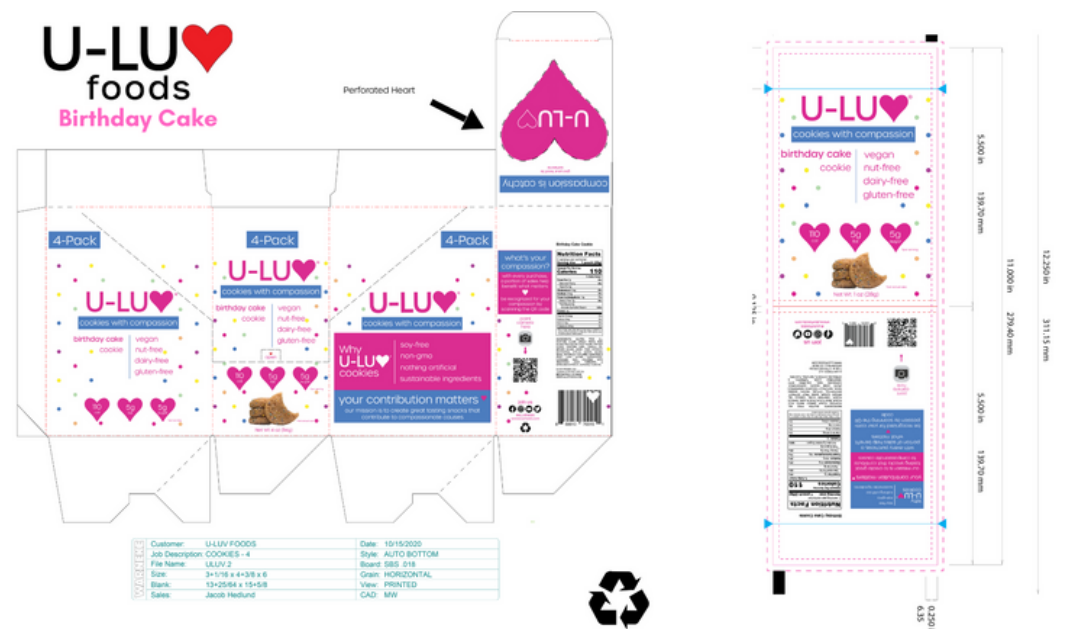
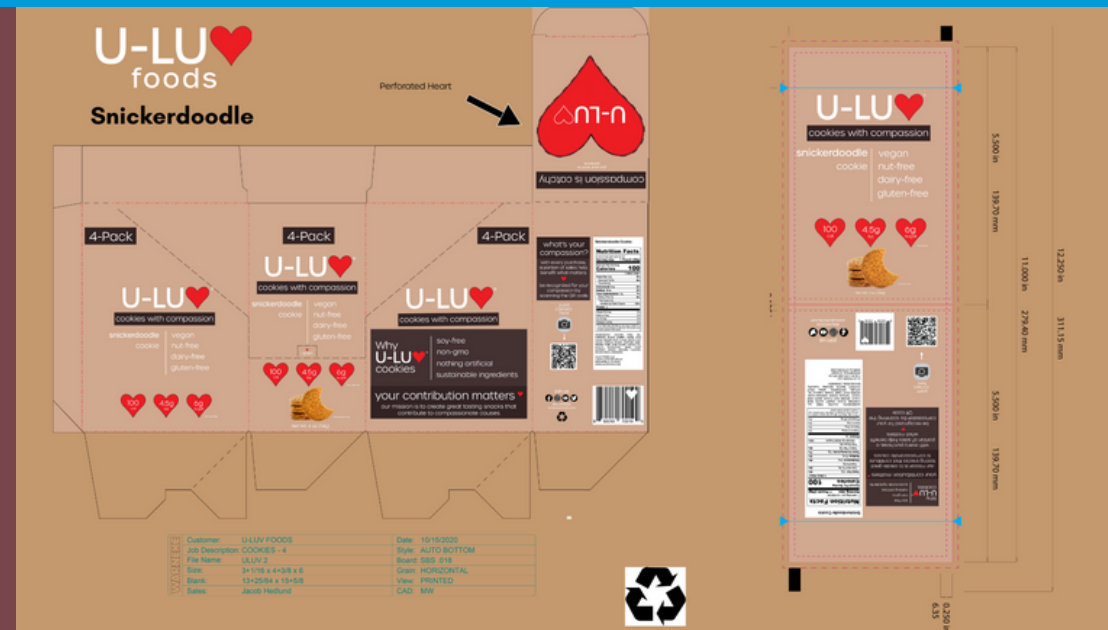
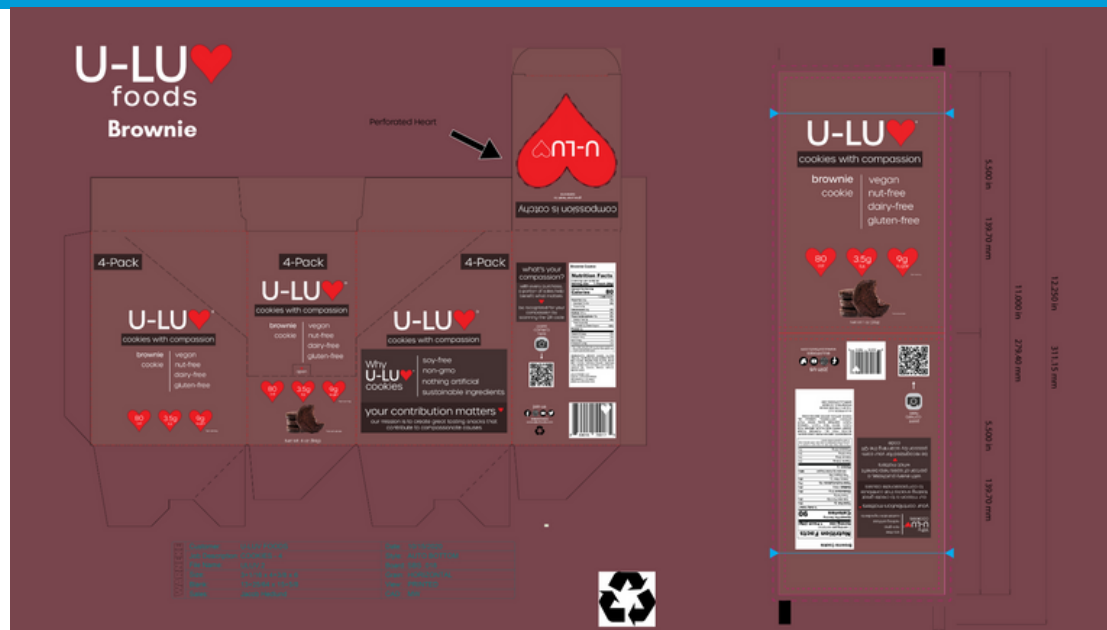
So we did just that.



ASSORTMENT SUMMARY

NEW ITEMS

- CARDBOARD BOX & BAG
- CONVENIENT FOR "MOM"
- DIAGONAL TEAR
- GRAB-N-GO OR DRY GROCERY
- SINGLES OR 4-PACK SKUs
- HIGHER GM FOR SINGLES



DEMOGRAPHICS

42.0

Purchase Cycle (days)

14.8

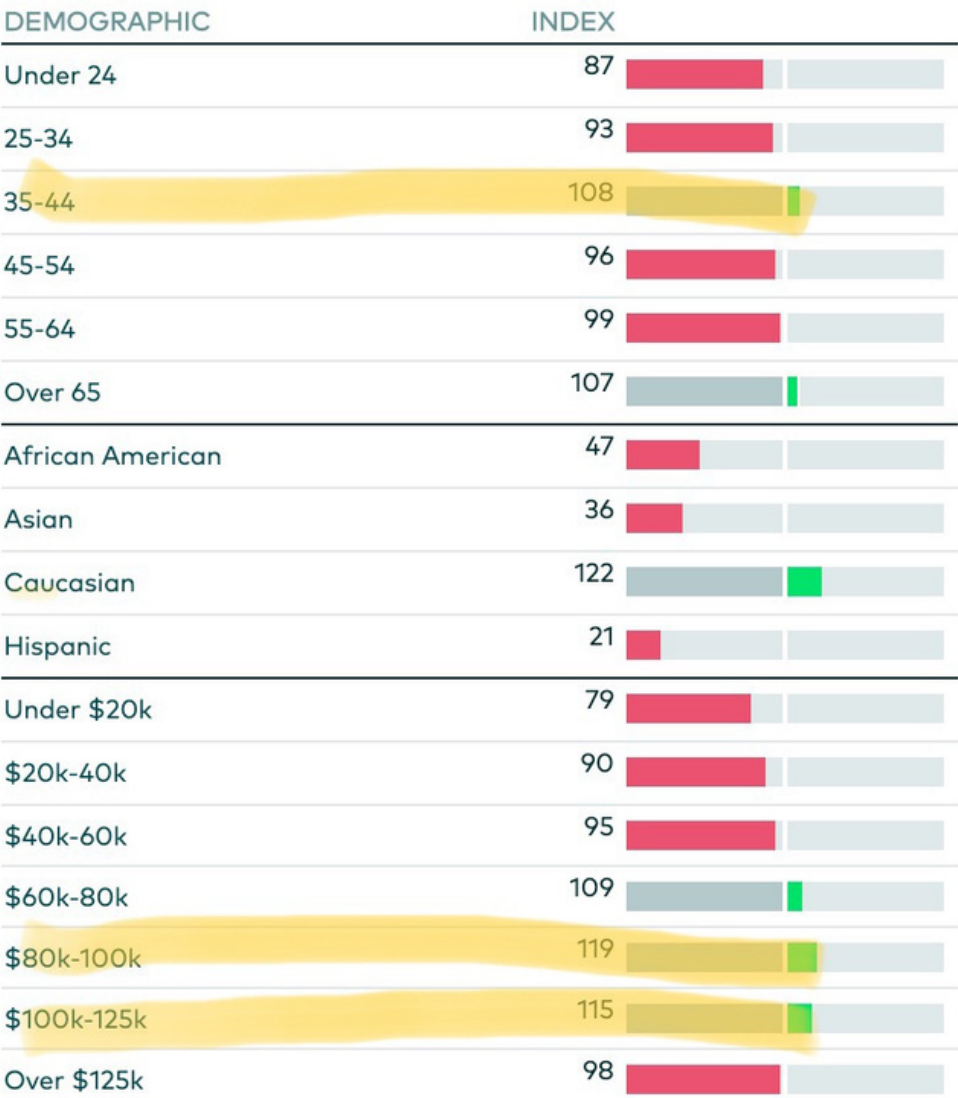
Avg Basket Size (units)

\$50.59

Avg Basket Size (\$)

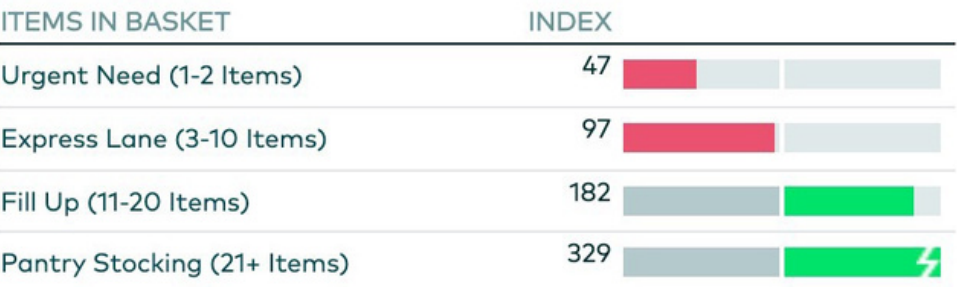
Demographics

Who is shopping at Meijer and what are they like?



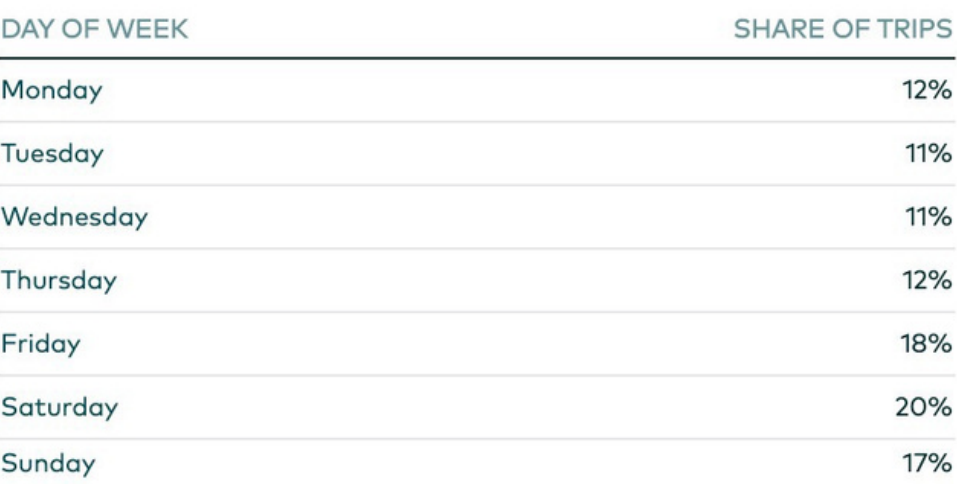
Basket Size

When shopping at Meijer, how many items are purchased per visit?



Day of Week

What day of the week are shoppers visiting Meijer?



Channel Affinity

What other retail channels do Meijer shoppers visit?

U-LU❤️ DEMOGRAPHICS

- MOM WITH KIDS
- DISPOSABLE INCOME
- CHILDREN WITH ALLERGIES
- HUSBAND WITH HEALTH CONCERNS

HOW?

Our Year 1 strategy will be to acquire our demographic through the followings means:

- Out-Store Marketing:
 - Youtube/FB/IG/, Jingle (Spotify), HULU TV
 - Email Content, Blog Content, Social Influencers,
 - These ads will use our Pixel building data to our exact target market
- In-Store Marketing (See Page 9)

Building onward, our strategy will be to obtain our customer base through our innovative out-store marketing.

GROCERY DATA SHOWS OUR SNACKS WOULD PERFORM WELL

SEE APPENDIX FOR SALES DATA

WHY U-LU ❤️ COOKIES

At U-LUV Foods, we've developed products that are innovative to fit where market trends are going. We've developed a line of cookies that will appeal to your customers who have an array of food preferences.

Since these cookies meet the dietary preferences associated with a host of emerging trends, you now can reduce the need to stock lines of cookies uniquely directed at one food preference or another.

U-LU ❤️ FEATURES

- Non-GMO,
- Gluten Free,
- Vegan,
- Plant Based,
- Peanut Free,
- Tree Nut Free
- Dairy Free,
- Soy Free,
- Kosher,
- Sustainable Ingredients
- Nothing Artificial.

NURTITIONAL

- 20 or 25 Calories,
- 1g Fat,
- 1.5g Sugar

FREE FROM

The 8 MAJOR FOOD ALLERGENS

- Milk,
- Eggs,
- Fish,
- Crustacean Shellfish,
- Tree Nuts,
- Peanuts,
- Wheat,
- Soybeans



ALLERGY-FRIENDLY COOKIES SALES GREW 22% LAST YEAR? THAT NUMBER IS EXPECTED TO INCREASE BY 9% AGAIN THIS YEAR.



HOW ARE YOU SATISFYING THIS EMERGING TREND?

2020 FOOD TRENDS ACCORDING TO WHOLE FOODS



New flours

We use all-purpose gluten-free flour that doesn't contain coconut and/or almond flour.

These flour base limit consumers and retailers ability to sell to customers with wide range of diet preferences.



Our products don't use soy because soybeans are one of the 8 major FDA allergens.

Our products are vegan, gluten-free, dairy-free, nut-free, soy-free, non-gmo with nothing artificial and sustainably crafted.



Our products are crafted with monkfruit sweetner and apple sauce to give a tastful profile.



Plant-based products, not just from soy

Sugar substitutes



SALES

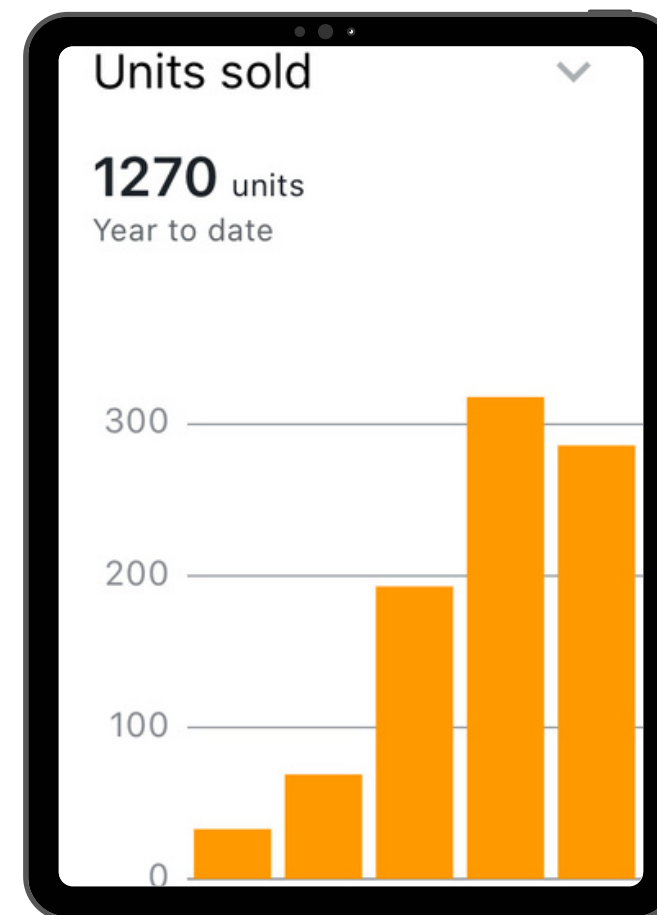
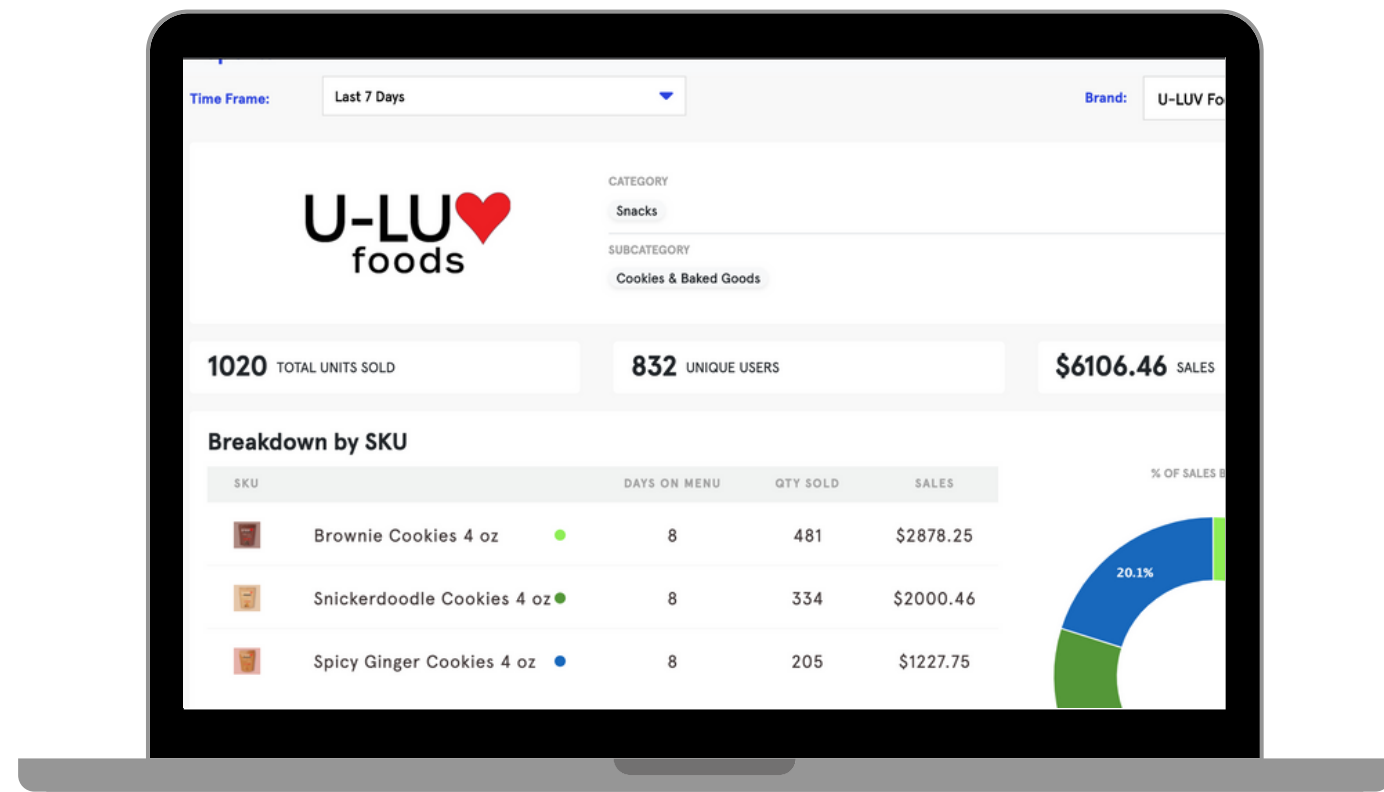
650% growth since launch (January 2020) exclusively through online sales. Retail launch into Whole Foods set for July 2020. Top performer with SnackMagic.com (20-30K/MONTH, 3 SKUs) Amazon Prime #1 New Release, and Regional roll-out with GoPuff.com ETA December 2020.

snackmagic

amazon
Prime



goPuff



SHOPPER MARKETING STRATEGY

We have been very intentional in developing a brand Image that resonates with our target market. As we move into Phase 2 of our marketing, we have consistently been innovative in ways of reaching our core audience.

COMPASSION IS CATCHY

Our big driver is our "Compassion Is Catchy" ad-series where we do everyday compassion things for people. The Idea is to highlight how compassion is catchy and very easy to do by simply giving. As this concepts grow, all branding efforts will go to getting our customers Involved in this mission.

Once a month, we will take portion of sales and give to a compassionate charity (click image below)

We will use this campaign via email blast, HULU ads, YouTube Ads, Facebook Ads, etc.

We also wrote a jingle, we can target our exact demographic and play on audio-heavy platforms in the zip codes of retailers.

IE- "Find U-LUV Foods in your local Meijier stores.



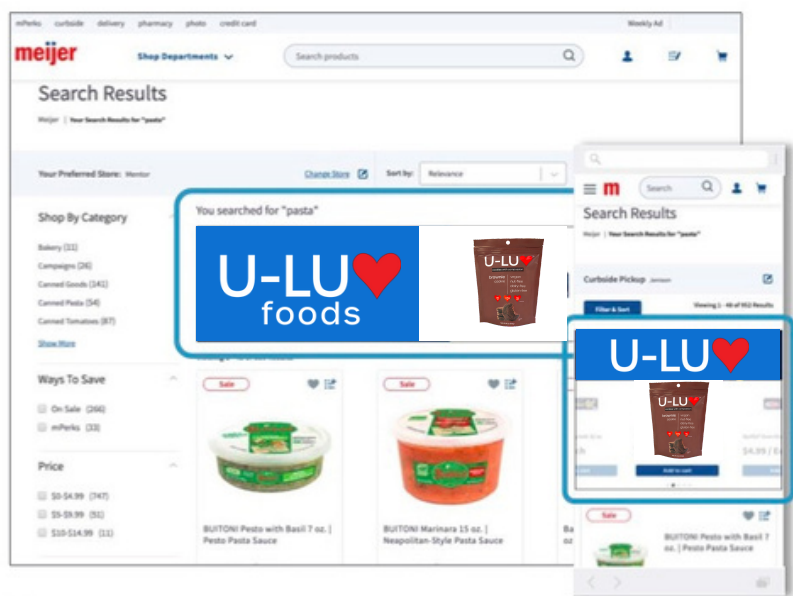
PROMOTION FREQUENCY AND DEPTH

ACQUIRE

16 WEEKS (1M/QUARTERLY)

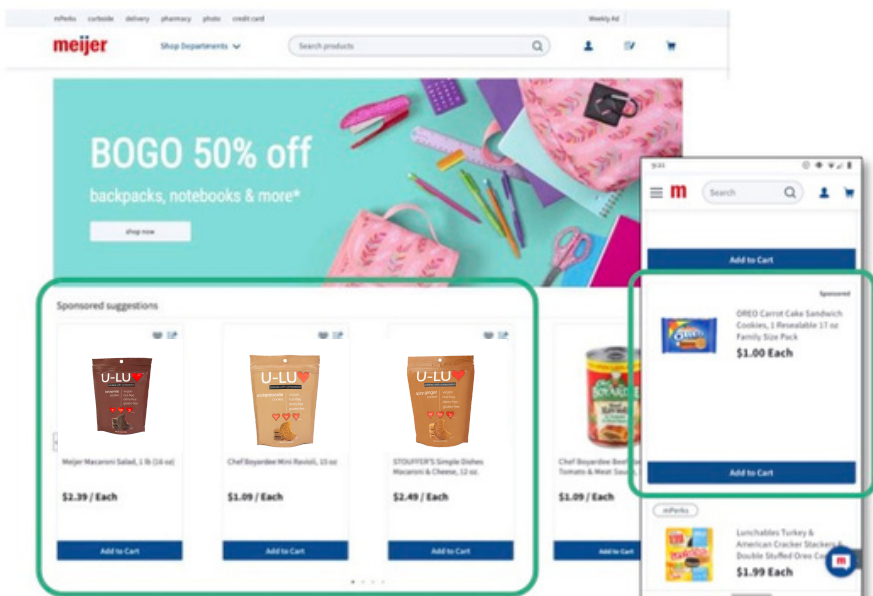
PROMOTION, MARKETING, PLACEMENT STRATEGY

Regarding in-store opportunities, we would be interested in the following:



Commerce Display Consideration

Nurture leads
Engage strategic shoppers

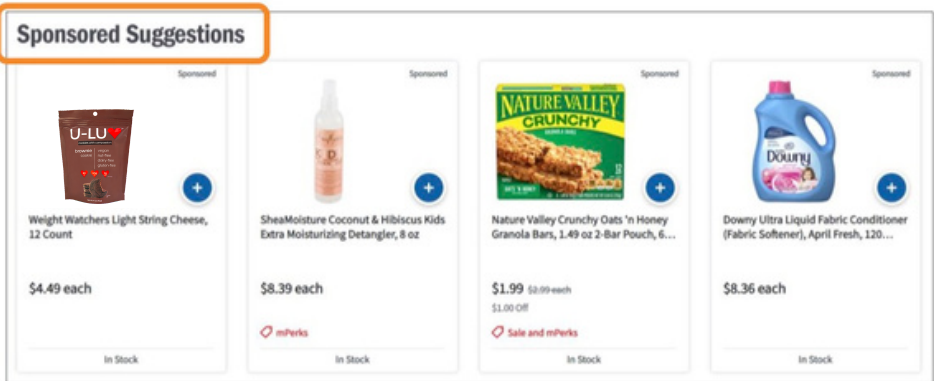


Sponsored Products Conversion

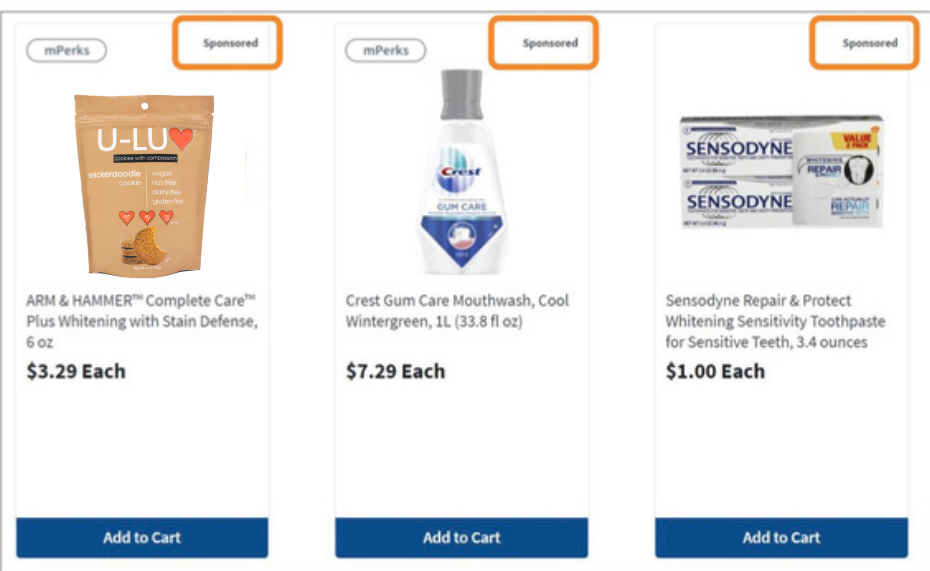
Close prospects
Transform interest into purchase

What do the ads look like?

Carousel



In-Grid



Sponsored
Products

PLANOGRAM

COOKIE/GROCERY

GRAB & GO

CHECK-OUT

DIGITAL

COMMERCE

SPONSOR

OTHER INTEREST

DISPLAY
PLANNING

NEW ITEM LAUNCH

In-align with our acquire strategy, off-shelf displays will be part of our plan if available.

COMPASSION IS CATCHY

Click image below to
see how we're living this
mission.



OUR MISSION

To create great-tasting
snacks that contribute to
compassionate causes.

When You Buy U-LUV FOODS Branded Products, You'll Help Impact Causes That
Matter; For Every Three Pack Purchased, \$1 is Donated to Compassionate

OUR CORE VALUES

1. People Matter
2. Quality Speaks
3. Generosity Returns



COMPASSION IS CATCHY

ABOUT

U-LUV FOODS WAS BORN OUT OF NECESSITY AFTER A FAMILY MEMBER WAS PUT ONTO A RESTRICTED DIET DUE TO FOOD ALLERGIES!

AFTER SEARCHING THE MARKET FOR CLEANER, HEALTHIER, SWEET SNACKS OUR BELOVED FAMILY MEMBER COULD STILL ENJOY WITH US -MADE WITH SIMPLE & SUSTAINABLE INGREDIENTS THAT ACTUALLY TASTE GOOD; WE DECIDED WE NEEDED TO MAKE OUR OWN!

SALES - 700% E-COMMERCE GROWTH SINCE JANUARY 2020. ROCKY MOUNTAIN WHOLE FOODS LAUNCH IN JULY 2020. 20K/MONTH FIRST TWO MONTHS ON SNACKMAGIC.COM, GOPUFF.COM.

OUR MISSION

To create great-tasting snacks that contribute to compassionate causes.

When You Buy U-LUV FOODS Branded Products, You'll Help Impact Causes That Matter; For Every Three Pack Purchased, \$1 is Donated to Compassionate Charity.

OUR CORE VALUES

1. People Matter
2. Quality Speaks
3. Generosity Returns

PRESS



Real Reviews From Real Customers

REVIEWS

★★★★★

10/21/19

A Cookie For Everyone
I love that these cookies meet my tricky dietary needs, but can also be enjoyed by family and friends ❤️ I would be surprised if t...
[Read More](#)
Andrea L.

★★★★★

07/24/20

SO GOOD!
These cookies are delicious and are one of only brands that can eat and enjoy without worrying about any allergies or lactose! I r...
[Read More](#)
Chrissy C.

Krista
★★★★★ **Dangerously good**
Reviewed in the United States on June 24, 2020
Verified Purchase
These are vegan, low calorie and still taste like heaven? One of these things is never true and yet I've gone through six bags of these and am constantly considering ordering more. I've only tried the brownie flavor but I can't even begin to tell you how great these taste. Perfect for someone who wants a taste of chocolate without feeling guilty for all the calories. I'm STILL in disbelief these are vegan. I will say I personally wouldn't recommend eating the whole bag in one sitting as they tend to give me a bit of a stomachache if I indulge in too many. HIGHLY RECOMMEND.

mary block
★★★★★ **It really does taste like an actual brownie which you will not believe!!!**
Reviewed in the United States on February 20, 2020
Verified Purchase | **Early Reviewer Rewards** ([What's this?](#))
This product minus many things that are bad for us suffering with dietary problems turns out to be a WINNER. If you love normal brownies, you will love these.

Jay Stevens
★★★★★ **Great plant based ingredients and great tasting fresh cookies!**
Reviewed in the United States on January 12, 2020
Verified Purchase | **Early Reviewer Rewards** ([What's this?](#))

Mo
★★★★★ **Yum yum!!!**
Reviewed in the United States on May 9, 2020
Verified Purchase
I originally received a package of these brownie cookies in a snack box. The whole bag was devoured in seconds. I had to buy more, they are so good!!!! And they're Vegan!!!! Also gluten, dairy, nut and soy free and Non-GMO. A conscious snack I don't mind giving my kids!!!

Elizabeth
★★★★★ **Amazing taste**
Reviewed in the United States on January 5, 2020
Verified Purchase
I have tried all of the flavors from this brand and it's tough to say which is my favorite because they are ALL amazing! I love the soft and light texture of the ginger and snickerdoodle ones. The Brownie cookies are crisp and more like a wafer cookie texture but they taste exactly like Oreos! I cannot believe these are made with such clean ingredients. As someone who can't have dairy, eggs soy or gluten, these taste like the real cookies without the discomfort or pain I would normally experience! I definitely recommend this product!!

★★★★★

06/20/20

Guilt free
These cookies are the perfect guilt free treat. Not too sweet and very chocolately.
[Read More](#)
Amy P.

★★★★★

04/29/20

A++++
Amazing flavor and amazing ingredients! Must be some sort of magic they put into these!
[Read More](#)
Anna

★★★★★

05/20/20

So Tasty
These cookies are so tasty I ordered 6 bags of the ginger spice to give to friends. I'm so glad I read about you in the Denver Pos...
[Read More](#)
Sydney P.

Sherri Baldridge
★★★★★ **SO good!**
Reviewed in the United States on May 5, 2020
Verified Purchase | **Early Reviewer Rewards** ([What's this?](#))
I normally don't write reviews but these are SO good and I don't even feel guilty for eating the whole bag!

★★★★★

04/29/20

These are a 10 and I don't even like ginger
I'm don't normally care for ginger flavored things but this company nailed this flavor! I has a spice to it that you will love if ...
[Read More](#)