



tosi™

Today's Conversation

- Our Roots
- Meet Tosi SuperBites
- Consumer Trends Landscape
- Why Tosi SuperBites



Our Roots

For Tosí, it all comes back to family. Led by mother-daughter duo, Stef and Chels, our mission is to make honest, nutrient-dense, delicious food that nourishes the body and frees the mind. Tosi SuperBites are made with simple, organic ingredients, low in sugar, and packed with naturally-occurring plant-based protein. And we never use added flavors, protein isolates, artificial sweeteners or sugar alcohols.


**It's the perfect on-the-go snack,
wherever your day takes you!**



This super Mother-Daughter duo & their delicious SuperBites are getting noticed


Forbes

A Family Snack Business Built On Healthy Goals, Work And A Dash Of Serendipity



Janet Forgrieve Contributor @ Food & Drink

I cover the plant-based and sustainable food industries.




Stefanie and Chelsea Hults are the mother and daughter behind fast-growing snack bar brand Tosi. © 2019 KEVIN WARM

DAILY BEAST

Best Snack: Tosi Cashew SuperBites

I'm starting to see Tosi Cashew SuperBites at more and more cafes, and I'm glad it's spreading. This vegan snack is kind of like an addictive peanut brittle, without a bunch of added sugar, fillers, or salt. So tasty. Special runner-up for a new take on a to-go energy snack? Nud Raw Banana Crisps, which are mixed with cacao, coconut, sesame seeds, and other delicious, healthy ingredients.



POPSUGAR

21 Healthy Vegan and Gluten-Free Snacks to Pack For Your Next Hike



WOMEN OF VISION

STEFANIE & CHELSEA HULTS

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For Tosi, it all comes back to family. Led by local mother-daughter duo, Stef and Chels, their goal is to make honest, transparent, nutrient dense, and delicious tasting food that benefits your health as well as your taste.

"Tosi, True, Organic, Simple, Ingredients, is made with ingredients that you can pronounce, see, and taste. With Tosi, there is nothing to hide. There is nothing to hide."

Family's health. Tosi, which stands for True, Organic, Simple, Ingredients, is made with ingredients that you can pronounce, see, and taste. With Tosi, there is nothing to hide. Their competitive line of organic, vegan, gluten-free, non-GMO, and glyphosate-free products, run by a female owned and operated team, has made them stand out in a high traffic industry. Known for their deliciously crisp nut and seed plant protein SuperBites, their products can be found online and around the globe.

Meet Tosi SuperBites

WE BLEND A HANDFUL OF ORGANIC, NUTRIENT-DENSE INGREDIENTS INTO A TASTY AND NOURISHING ON-THE-GO SNACK!



INCREDIBLY CLEAN

- USDA Organic & Non-GMO
- Made with 7 Real-food Ingredients
- No Added Flavors or Protein Isolates
- No Artificial Sweeteners or Sugar Alcohols
- Free From Gluten, Soy, Dairy, and Grains



NUTRIENT-DENSE

- Plant-Based Protein from Nuts & Seeds
- Low in Sugar
- Good Source of Omega 3s
- No Fillers



SERIOUSLY YUMMY

- Naturally Delicious
- Satisfying Crispy Crunchy Bite
- Perfect for Dipping in Coffee and Yogurt



ON-THE-GO READY

- Perfect Portable Snack
- No Mess or Fuss (won't melt!)
- Holds Up in Backpack or Gym Bag

Tosi SuperBites 2.4oz & 1.0oz

ALL 8 TOSI SUPERBITES FLAVORS ARE AVAILABLE IN TWO HANDY SIZES:



2.4 OZ SUPERBITES

- ✓ Scored into 5 “bites”
- ✓ Around 350 Cals/12g Protein for full bar
- ✓ Perfect for Meal Replacement or Portion-Controlled Snacking

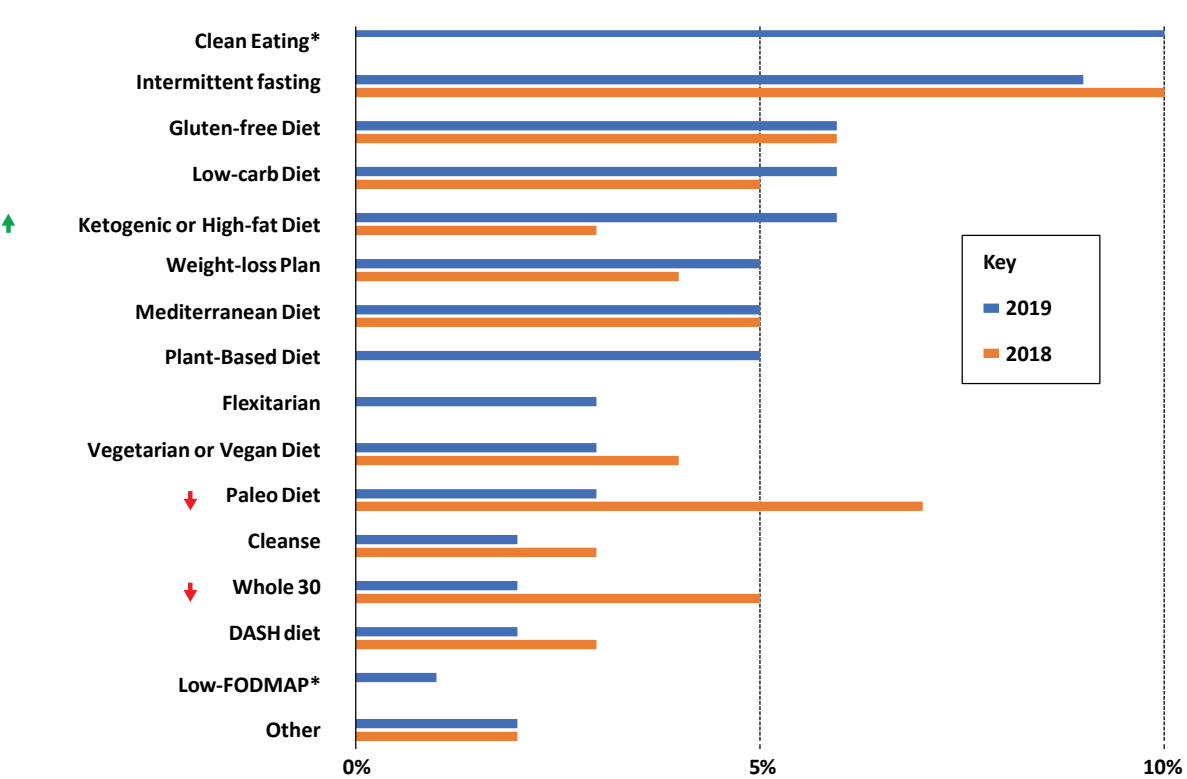
1.0 OZ SUPERBITES

- ✓ Individually-wrapped bars
- ✓ Around 140 Cals/5g Protein per serving
- ✓ Perfect for Healthy On-the-Go Snacking and Pre/Post Workouts

Positioned to Capitalize on 3 Key Consumer Trends

CLEAN INGREDIENTS

TYPE OF DIET FOLLOWED



- In 2019, **Clean Eating & Plant-Based** are new diets consumers are following.
- **91% of U.S.** consumers believe food and beverage options with recognizable ingredients are healthier

Source: Innova Market Insights

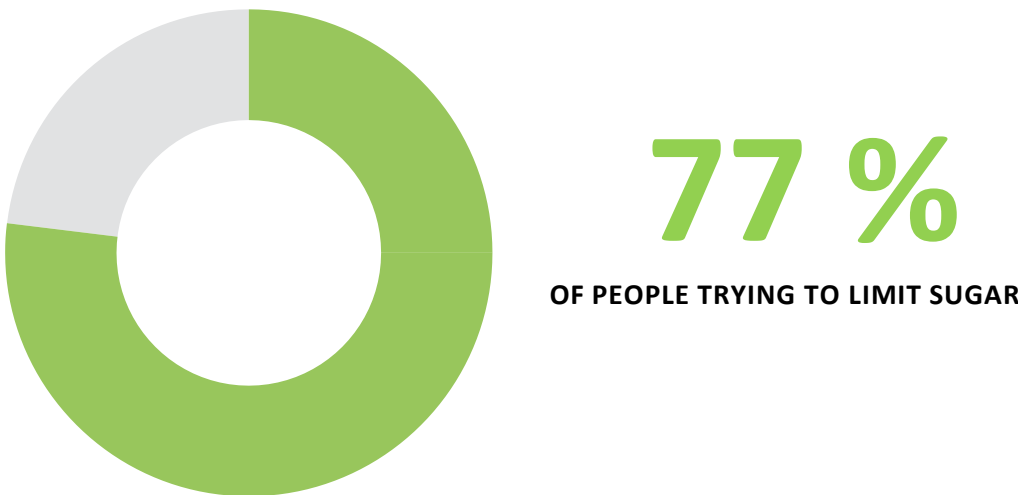
PLANT-BASED PROTEIN



- Plant-based proteins **often perceived as healthier** than animal proteins, as plant-based proteins have come to be associated with the clean label movement.
- The number of U.S. food and drink products with **“plant-based” call-outs +268%** between 2012 and 2018

Source: Mintel

REDUCING SUGAR



- 77% of Americans say that they are actively trying to **reduce their sugar in-take**
- Consumers becoming more savvy about the presence and impact of **artificial sweeteners and sugar alcohols**

Source: Foodinsight.org 2018 Trend Report

Tosi SuperBites Pair Perfectly with Coffee

PERFECT TASTE & TEXTURE

Clean Ingredients with Delicious Flavor & Satisfying Crunch—like a better for you biscotti



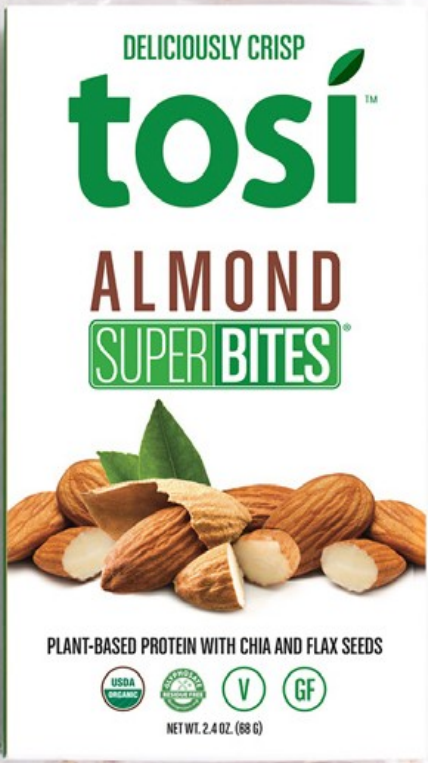
A Proven Track Record in Coffee Shops

At a national coffee retailer – Tosi SuperBites started with 1 SKU in Apr 2017. Velocities grew to 17 units per store per week (USW), making it one of the account's top-performing packaged snacks. As a result, account added second SKU in March 2019 and USW continue to grow.



Tosi SuperBites Assortment and Merchandising

RECOMMENDED ASSORTMENT



BEST
SELLER

ALMOND 2.4 OZ

#1 Overall Tosi SKU
Top Coffee Shop Performer
SRP: \$3.99

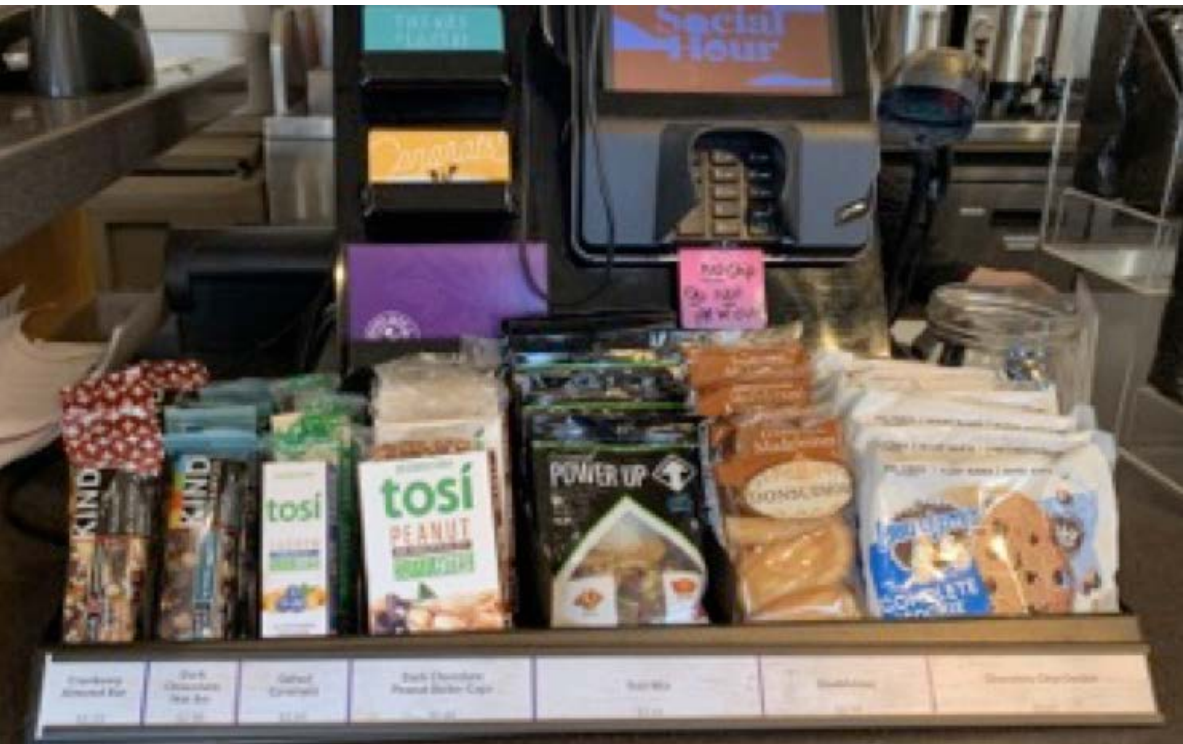


NEW
FLAVOR

PEANUT DARK CHOCOLATE 2.4 OZ

New Flavor
Top Nutrition Bar Flavor
SRP: \$3.99


MERCHANDISING



Tosi's Clean, White Packaging
Stands Out From the Rest

Tosi SuperBites can produce incremental sales because they are incredibly unique

Tosi is adding incremental buyers to the Nutrition Bar category because it fills an unmet need for organic, real-food protein that’s low in sugar and actually tastes good. **And nothing eats like a Tosi!**

		TOSI	RX BAR	PERFECT BAR	KIND BAR	CLIF BAR
INGREDIENTS	CERTIFIED ORGANIC 	✓				
	10 INGREDIENTS OR LESS	✓	✓			
	NO ADDED FLAVORS OR PROTEIN ISOLATES	✓				
	5+ GRAMS OF PLANT PROTEIN/SERVING	✓			✓	✓
EXPERIENCE	6G OR LESS SUGAR/SERVING	✓				
	SATISFYING CRUNCHY BITE	✓			✓	
	WON'T MELT OR FLATTEN	✓				
	VISIBLE, REAL-FOOD INGREDIENTS	✓			✓	✓

Availability and awareness continue to grow



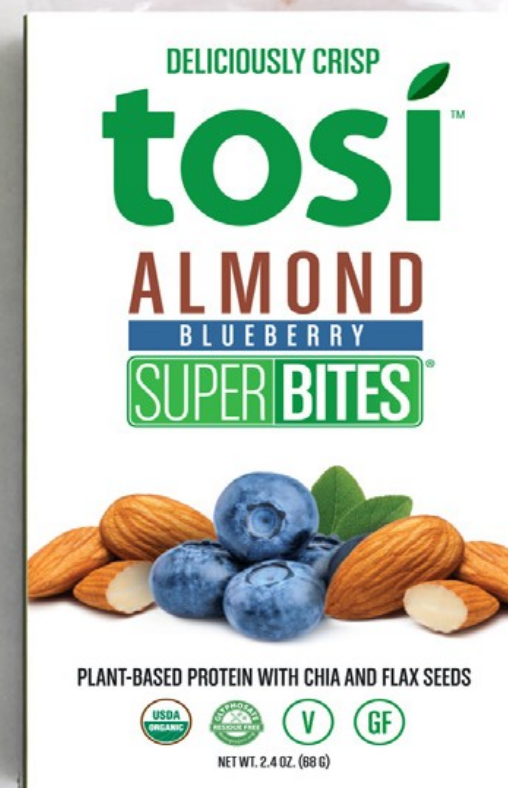
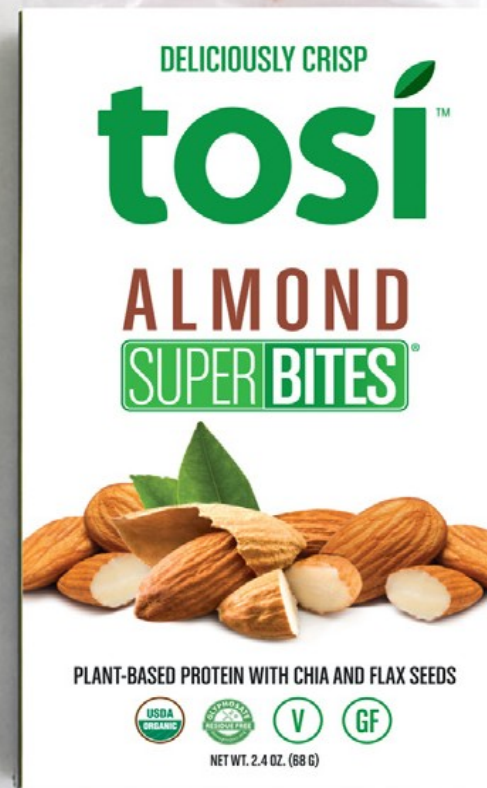
The Perfect Addition to Your Packaged Food Offerings

1. **Tosi is on trend** – clean eating; plant-based protein; low sugar
2. **Unique proposition** addresses white space in the category
3. **Clean, white packaging** reinforces brand proposition and stands out
4. **Proven track record in coffee** – Tosi and coffee pair perfectly together
5. Higher ring means **more profit**





Thank You!



Nothing Eats Like A Tosi

tosíTM