



real
INGREDIENTS

gluten
FREE

plant
BASED

Split is the first-ever pair of nut butter and fruit spread in an easy, on-the-go pack.

we live on the move. whether it's running marathons or running to your next meeting, Split is real food that is real fuel for a healthy, active lifestyle.

what's inside split



pure nut
butter



quality
spreads



minimal
ingredients

what's not inside split



no palm oil



no artificial
preservatives



no gluten

designed to be enjoyed on-the-go with a convenient, dual-sided patent, Split provides nutritious energy with the perfect balance of healthy fats and simple carbs.

knead.

fold.

tear.

eat.



our story.

it all started when a chef and a nutritionist put their heads together to create the first-ever pack of on-the-go PB&J.

it's not your everyday PB&J. it's a science-backed combination of real food that provides nutritious energy, created to fuel the lives of active communities with an easy, convenient package.

in today's snack market, things have gotten complicated. while "energy bars" are branded as "healthy" and use words like "clean ingredients," most fail to provide the science-backed nutritional points that support that their products will help the body to feel energized – or what makes them "clean" in the first place.

we believed it was time to create something that was honest and real – from the product itself, to the people behind it.

our philosophy is that snacks should be made with real food that is real fuel. that means minimal, plant-based ingredients with nourishing nut butter and real fruit at its core.

this is how an acclaimed nutritionist and a chef with a passion for cycling decided to create an honest, on-the-go option instead of just another bar in an overcrowded, complicated market.

the nutritionist said, "a healthy fat and a simple sugar gives you a natural boost of energy for peak performance." the chef and cyclist said, "peanut butter and jelly is a health food in its purest form. let's make it on-the-go accessible."

Split was born. with the help of incredible partners, Jeff, Phil and our team have since created a product the fuels a passionate active family and a brand they're proud to stand behind.



TRENDING NOW: nut butter & jelly products in stores.

SNACKS



ENERGY BARS



FROZEN FOODS



OUR PRODUCT:

Split's key differentiators.

while nut butter and jelly has always been a classic daily staple, we've innovated snacking to fuel active families on-the-go with healthy and simple ingredients and convenient packaging.

REAL FOOD, REAL INGREDIENTS.

- zero artificial preservatives or fillers.
- healthy fats, protein, and simple sugars combine to make a science-backed fuel.
- 100% plant-based, non-GMO ingredients.
- sourced and made in the USA.

INNOVATIVE, PATENTED PACKAGING.

- easy, convenient on-the-go packaging.
- unique side-by-side design stands out on shelves.
- shelf-stable for pantries, gym bags, briefcases and backpacks

BUILT FOR ACTIVE COMMUNITIES.

- a convenient, healthy choice on-the-go.
- wholesome snacks for both the parents and kids.
- quick energy for hikers, bikers, runners.



TARGET AUDIENCE:

our community.

WHO THEY ARE:

- all genders, ages 18-50.
- active and engaged people, living an on-the-go lifestyle with a need for convenient snacking solutions.
- prioritize making healthy snacking choices, as they don't want to compromise the quality of their food when life gets busy.
- working to balance life – the parent on the go, the fitness enthusiast with a full-time job and at-home responsibilities, the student who works hard to be active and well between classes.
- they care about the ingredients in their food, how it's sourced, and who makes it.



OUR PRODUCT: pricing & SKU rankings.

MSRP: \$24.95/box (\$2.49/unit)

SKU RANKING:

1. Peanut Butter & Grape Jelly
2. Almond Butter & Strawberry Spread
3. Almond Butter & Raspberry Spread
5. Almond Butter & Blueberry Spread (new in Q2 2019)
6. Cashew Butter & Sour Cherry Spread (new in Q2 2019)
7. Peanut Butter & Strawberry Spread (new in Q1 of 2020)

display-ready boxes:



LOOKBACK TO 2019:

Split reaches stores (and active customers) at scale nationwide.

- **national distribution** achieved through Unfi and KeHE.
- storefronts selling Split grew **from 0 to over 1,600 doors**
- in-store sell-through rates impressed retail partners for continuing brand presence by adding several additional SKUs.
- winner of **Health Magazine's Best Healthy Snack Awards** for 2019.
- key press mentions in major outlets like **GQ, Men's Health, Yoga Journal** & more.
- **40,000 potential new customers** discovered Split through 2019 field marketing initiatives.



loved by best-in-class partners & press.

Bicycling



Chef & Cyclist Makes PB&J in a Pack Your Favorite New Fuel



RUNNER'S WORLD



Meet Your New Favorite Training Fuel: PB&J in a Pack

YAHOO! LIFESTYLE

This Is What Khloé Kardashian's and Sofia Vergara's Nutritionists Eat Every Day

Split Nutrition Almond Butter and Strawberry Squeezes Packs (Pack of 10) (\$25)

"I eat about three to four snacks each day. Raw nuts like 12 almonds are a great source of fat as an energy source coupled with a fresh fruit. The sugar and fat combination will be extremely energizing and sustainable for a workout of 90 minutes or less. One of the best and convenient snack choices that would resemble a fruit with 12 almonds is a Split Nutrition Packet."



Forbes

5 Innovators Making Food On-The-Go Better For People And The Planet

Let's face it: We're busy. Modern life leads many people — from parents, to entrepreneurs and side-hustlers, to young people juggling several jobs and student debt, to high level executives — to seek easy, inexpensive, ready-made food options. Globally, the market for ready-made meals stands at close to \$200B and is rapidly growing. The protein powder market alone is expected to reach \$21B by 2025. Yet today's consumers demand food that is not only fast and easy, but also natural, nutritious and sustainable. Here are 5 companies catering to the eco-savvy, health-conscious, on-the-go food consumer.



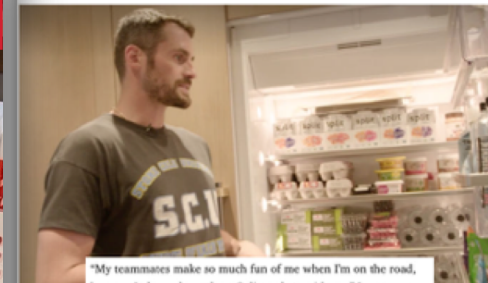
4. Jeff Mahin, president & co-creator of Split Nutrition



MensHealth FITNESS HEALTH WEIGHT LOSS STYLE ENTERTAINMENT

We Got an Inside Look at Kevin Love's Offseason Training and Diet

Cleveland Cavaliers' star Kevin Love is on a mission to keep his body and mind healthy for the next NBA season.



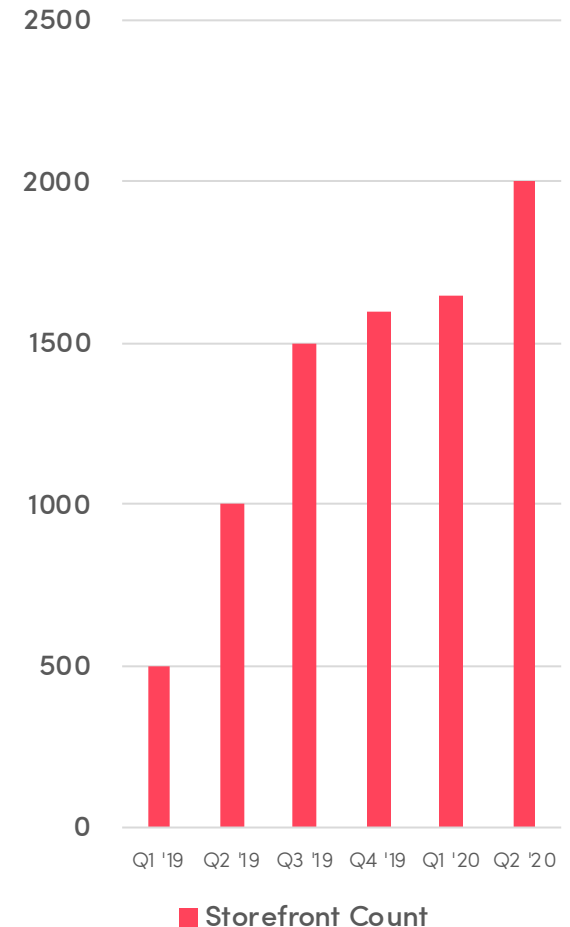
"My teammates make so much fun of me when I'm on the road, because I always have these Split packets with me," Love says, grabbing a raspberry variety. "You just turn it, split it, and then eat it up," he goes on, folding the almond butter in half and then squeezing it into his mouth like Go-Gurt. "I'm telling you, this is really good."

today's national presence.

SPLIT IS IN OVER 2,000 STORES ACROSS AMERICA AND GROWING ONLINE



FOOD & PHARMACY



meet the team behind the brand.

because we're building such a dynamic concept, we assembled an elite team to bring this new category to life. they're industry leaders, founders of their own companies with entrepreneurial backgrounds, and tastemakers through their years of experience.



Jeff Mahin
CEO & FOUNDER

- acclaimed chef & restaurateur with over 11 restaurants nationally.
- named to Forbes and Zagat "30 Under 30" in 2012.
- avid endurance athlete.



Dr. Philip Goglia
CFO & FOUNDER

- PhD in Nutritional Science.
- elite performance clinician.
- founder of PFC Nutrition.



Jessica Quon
COO & FOUNDER

- over 9 years of experience in CPG & food manufacturing.
- collaborated with Triscuit/Haagen Dazs/CNBC on marketing media campaigns
- successful entrepreneur.



Sabrina Valle
CFO & FOUNDER

- Over 9 years of experience in CPG and food manufacturing.
- Collaborated with Triscuit/Haagen Dazs/CNBC on marketing media campaigns.
- successful entrepreneur.



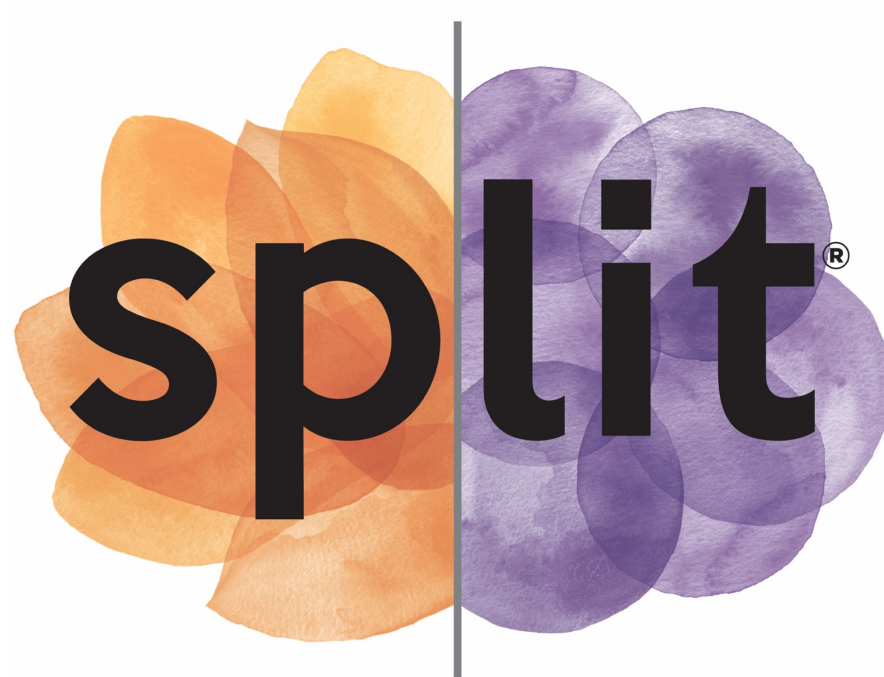
Bruce Weyman
VICE PRESIDENT, SALES

- 15+ years sales experience with roles as brand owner, field rep, and sales lead.
- hands-on East & West coast market experience and relationships.



Ali Areson
DIRECTOR, BRAND & CREATIVE

- led brand & digital strategy at Walmart, Jet.com & iHeartRadio.
- 10+ years of strategic content experience.
- formerly consultant for brands within CPG, VC & mass entertainment.



thank you.