

**U-LU**   
foods  
**F&B ALIBABA**  
**TRADE**  
**SHOW**



Presented by JJ Tartarini



# FACTS

According to FMI, the plant-based snacks industry will be worth more than \$73 billion by 2028 with a CAGR of 8.7 percent from its current value of \$31.8 billion.

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.**

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

## NURTITIONAL BENEFITS

- 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



# WHY U-LU COOKIES

## 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 sweetener and apple sauce to give a tastful profile.

### Plant-based products, not just from soy

### Sugar substitutes

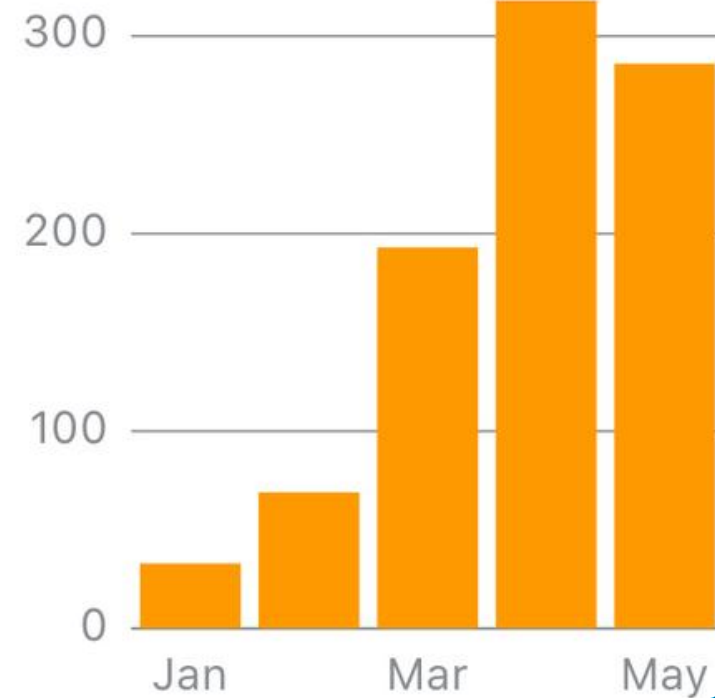


# SALES

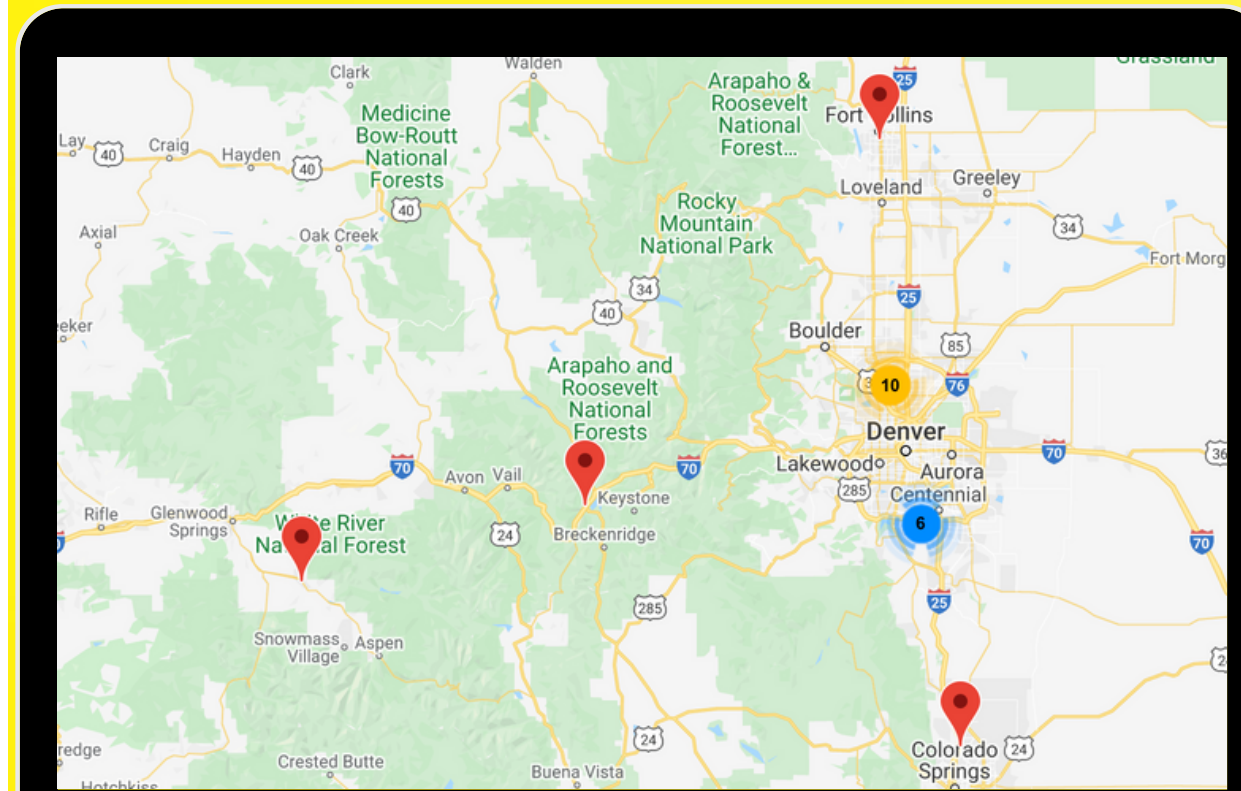
650% growth since launch (January 2020) exclusively through online sales. Retail launch into Whole Foods set for July 2020. In addition, we're currently negotiating with a food service distributor for entry into the food service sector (hotels, hospitals, restaurant, airports, etc.) and we're currently negotiating product launch into the E.U. via a distributor in the Netherlands.



1270 units  
Year to date



## ALL CO STORES



## OUR CORE VALUES

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

## OUR MISSION

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

## OUR PROMISE

To Use Clean and Certified Ingredients Along with Sustainably Crafted Practices to Bring you Healthier Options of America's Favorite Snack Food: Cookies.

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.



# DENVER & THE WEST

**BROOMFIELD:** Dad's cancer fight led to family business making allergy-conscious cookies

## Broomfield startup U-LUV gaining fans, new markets

ALLERGY-CONSCIOUS COOKIES

**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 personally wouldn't recommend eating the whole bag in one sitting as they tend to give me a stomachache if I indulge in too many. **HIGHLY RECOMMEND**



U-LUV Foods co-founder Joel Tartarini puts a tray of cookies in the oven at his Broomfield, Colorado, home. The company is including a free bottle of America's Allergy-Free Hand Sanitizer in its new response to the pandemic. Photos by Jeremy Papasso, Daily Camera.

### Woman began making gluten-free cookies for husband with cancer

By Ali C Watkins  
 TheWestMedia/Prairie Mountain Publishing



Tartarini makes spicy ginger cookies. The company's cookies are free of milk, eggs, fish, shellfish, tree nuts, peanuts, wheat and soy. Photos by Jeremy Papasso, Daily Camera.



Spicy Ginger Cookies (3-Pack) – Free 30ML Bottle of Hand Sanitizer with every purchase. **MADE IN THE USA.**

★★★★★ 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](#)

### Real Reviews From Real Customers



★★★★★ 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.

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?)

Great plant based ingredients and great tasting fresh cookies! These bags are perfect for snacking!

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!!!

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!

★★★★★ 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.

★★★★★ 06/20/20  
**Guilt free**  
*These cookies are the perfect guilt free treat. Not too sweet and very chocolately.*  
 Amy P.

Elizabeth  
 ★★★★★ **Amazing taste**  
 Reviewed in the United States on Janua  
**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.*  
 Amy P.

★★★★★ 04/29/20  
**A++++**  
*Amazing flavor and amazing ingredients! Must be some sort of magic they put into these!*  
 Anna

# MARKETING

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.

An example of this is our recent #ULUVColorado campaign with Whole Foods. The objective is to drive customers around Whole Foods locations to Whole Foods through a BOGO coupon. Customers can win a \$500 Amazon or Whole Foods Gift Card.

## HOW?

**TRY FOR  
YOURSELF**

**SOCIAL  
ENGAGEMENT**

**DRIVING  
TRAFFIC**

**BUY ONE  
GET ONE**

