



POWERFUL FOODS



Alibaba Group

July 8, 2020



THE POWERFUL VALUE PROPOSITION -

MAKING...

1. Great Tasting
2. All natural
3. High Protein



FOODS FOR ACTIVE LIFESTYLES

Powerful Foods was born out of commitment to create delicious, high protein products, made with natural ingredients, to fuel an active lifestyle.

We bring high quality, clean ingredients, and the right nutrition in everyday mainstream products; covering every key consumer eating occasion through our distinctive product offerings.



INNOVATION IN EMERGING CATEGORIES IS CRITICAL



Powerful launches a All Natural High Protein Drink

2015



Powerful upgrades its Yogurts by incorporating sku's with No Sugar Added and Whole Milk

2017



Powerful Bites launching to drive functional benefits of protein for Snacking Occasions

2019

2014

Powerful launches the first high protein Greek Yogurt disrupting the dairy aisle



2016

Powerful proves brand transferability beyond dairy with high protein instant Oatmeal, per demand from Walmart category buyer



2018

Keep disrupting the yogurt category with the first pouch-format on the go high protein Powerful Smoothie



Powerful Oatmeal proved the Brand “extendability”, and now Consumers & Retail buyers are asking for more disruption for Categories that are stagnant

Protein Continues to Go Mainstream

FROM:

▪ PRO ATHLETES



▪ COMPLEX POWDERS



▪ DRIVEN BY SCIENCE



▪ FUNCTIONALITY



▪ 'GNC' TYPE OF STORES



TO:

• EVERYDAY MILLENNIALS
“I’d like to be healthier and in better shape, with minimal effort.”



• EVERYDAY NUTRITION
• Believe foods can deliver benefits beyond basic nutrition
• Americans are protein fixated

• DRIVEN BY NATURE
• “All Natural” is a must
• Clean labels, clean products



• TASTE RULES
• ‘It’s everyday food so it must taste good!’



• CONVENTIONAL RETAILERS
• Consumers expect to see protein offerings where they do their grocery shopping

MILLENNIALS ARE ADVENTUROUS TRENDSETTERS

And Are Not Married to Any Specific Protein or Diet

Plant-based food sales are growing across all categories, with most categories growing in the double-digits.



\$3.7B

Plant-based foods are now a \$3.7B market!

23%

Plant-based meat grew 23% in the past year!

The Good Food Institute

Sales of Plant-Based Food in the US went up by 8.1% in the past year

Forbes

Plant-Based Will Be the Hottest Food Trend in 2018... will be the new organic

IHUFFPOST

The Washington Post
Democracy Dies in Darkness

Paleo, keto, fasting, Whole 30: Why food tribes are on the rise



Powerful Drinks

- ❖ The **ONLY** protein drink with **20 grams of natural protein** and Greek yogurt base
- ❖ 12- 12oz bottles per case
- ❖ Shelf Stable ~ 18 months shelf life
- ❖ Low calorie, low fat
- ❖ Naturally sweetened (no sugar alcohols)
- ❖ Gluten free
- ❖ OU Kosher
- ❖ Rich, smooth taste
- ❖ 4 Flavors available:
 - Chocolate
 - Mocha Double Espresso
 - Coconut
 - Vanilla Maple





Powerful Oatmeal

- ❖ Powerful Oatmeal is the **ONLY** hot cereal with 20G protein and on trend
- ❖ **60% more protein than Kodiak Oatmeal**
- ❖ 6-pack shelf ready case – 2.3oz units per case, with 12 month life
- ❖ 100% Natural ingredients
- ❖ OU Kosher
- ❖ Available in
 - Maple & Brown Sugar
 - Apple Cinnamon
 - Peanut Butter & Honey

Overnight Oats with Ancient Grains

- 🔴 **Powerful Overnight Oatmeal** is the **ONLY Overnight Oats with 20G protein.**
Breakfast continues to be the #1 meal of the day that consumers associate with the need for protein
- 🔴 Made with **Quinoa** and **Flax Seeds**
- 🔴 Available in
 - Blueberry & Vanilla
 - Peaches & Cream
- 🔴 OU Kosher





Marketing Support



Marketing Support



~211+k
Followers



~43+k
Followers



~6k
Followers



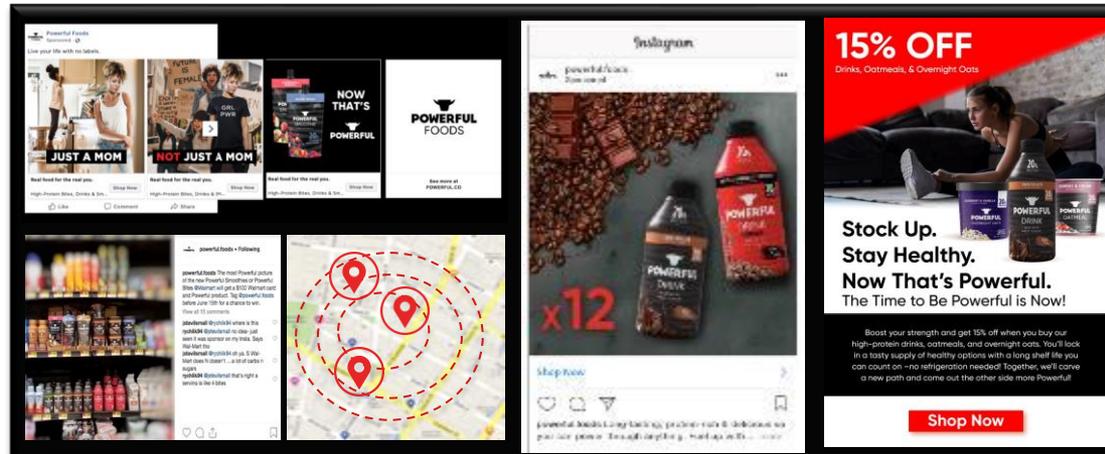
~7k+
Subscribers

Elevated Social Media

- A vast social media and digital campaigns to highlight retailer presence and promotions.
- Utilize retailer-specific geo-targeted ad campaigns to support new distribution and increase in-store promotional activity.
- Implement a massive email campaign using our website database to promote the brand and store presence.
- Promote retail stores and special promotions on Powerful Foods website (powerful.co)
- Evolve and expand Powerful's social footprint by utilizing assets from upcoming shoots; roll out mini social campaigns that celebrate Powerful products and "Powerful Moments" in every-day life.

Online Presence

- Powerful Foods products are available at:



Ambassadors + Events + On the Street

Ambassadors & Influencers Network

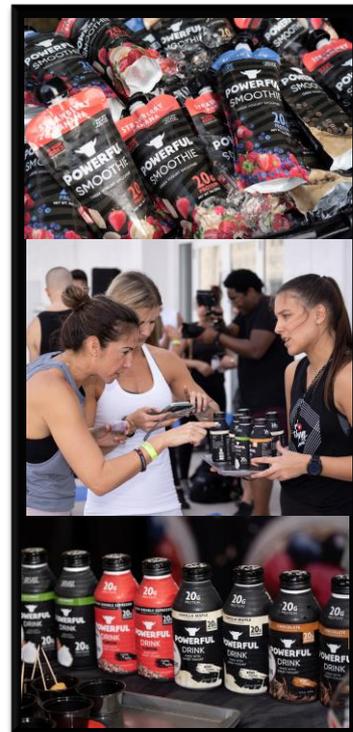
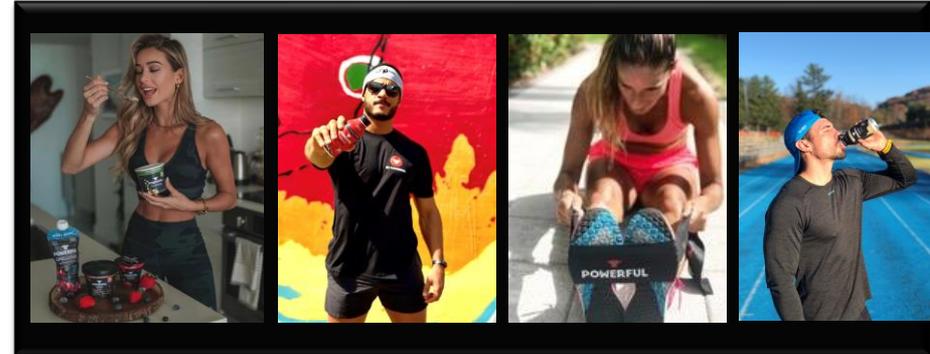
- Strategically partner with ambassadors and influencers to increase local awareness and build credibility.
- Ambassadors deployed to stores to support sales and promote the brand among their influencer networks.
- Utilize GRIN influencer platform to achieve a massive recruitment of potential customers, ambassadors, and nutritionists.



Official Partner - Spartan Races

- Continue the positive traction of Spartan Race to leverage new partnerships in new spaces with a central focus on fitness and health.
- New partnerships with high level sports events and athletes to increase brands awareness and promoting conversion in stores.
- Participate at local sports and community events.

GRIN



Placing product in the hands of the consumer

- We run Guerrilla Marketing activities at high traffic areas
- Samples hand out
- Coupons distribution
- Referral to stores
- In-store activations
- Trade Promotions



Thank You for Your Attention



POWERFUL
FOODS

- ❑ Contact: Christian Kaufmann, VP Sales
- ❑ Email: Christian@powerful.co
- ❑ Cell: 617-448-8080