



BRAND INTRODUCTION
08.02.16



Kathie and Joe

Meet Kathie & Joe

Kathie Pelliccio is a mom of 5, entrepreneur, chef and owner of SuperSeedz (Kathie's Kitchen).

In her spare time, Kathie started making Curry pumpkin seeds in a cast iron pan to add a healthy crunch to salads. She dry roasted them in small batches with all natural ingredients.

Friends loved them. Kids loved them. So she created more and more flavors and started selling them at local fairs and farmers markets. Soon a company was born: Kathie's Kitchen.

Then Kathie met Joe, a man as passionate about SuperSeedz as she was. He soon became the Seed King (aka President) for the company, and husband to Kathie! Now, they travel the country together introducing SuperSeedz to people everywhere.

Their goal? Make delicious healthy food that will change the world, one taste bud at a time.



Meet SuperSeedz®
The #1 selling premium
pumpkin seed brand in
America*

SRP:

\$4.49-\$4.99 (5-ounce bags)

\$1.49-\$1.99 (1-ounce bags)



WHY ARE THEY
SUPER?



No Shell. Dry roasted.

SuperSeedz are sans shell, dry roasted in small batches. Never oil roasted and never “spray flavored.” Instead, every super seed is seasoned to perfection and dry roasted to lock in the unmistakable flavors and addictive light crunch. Just like Kathie Pelliccio made them in her kitchen when she started.

Kathie’s iron skillet, used to dry roast the first batch of SuperSeedz

Award winning packaging and flavors



Sea Salt



Somewhat Spicy



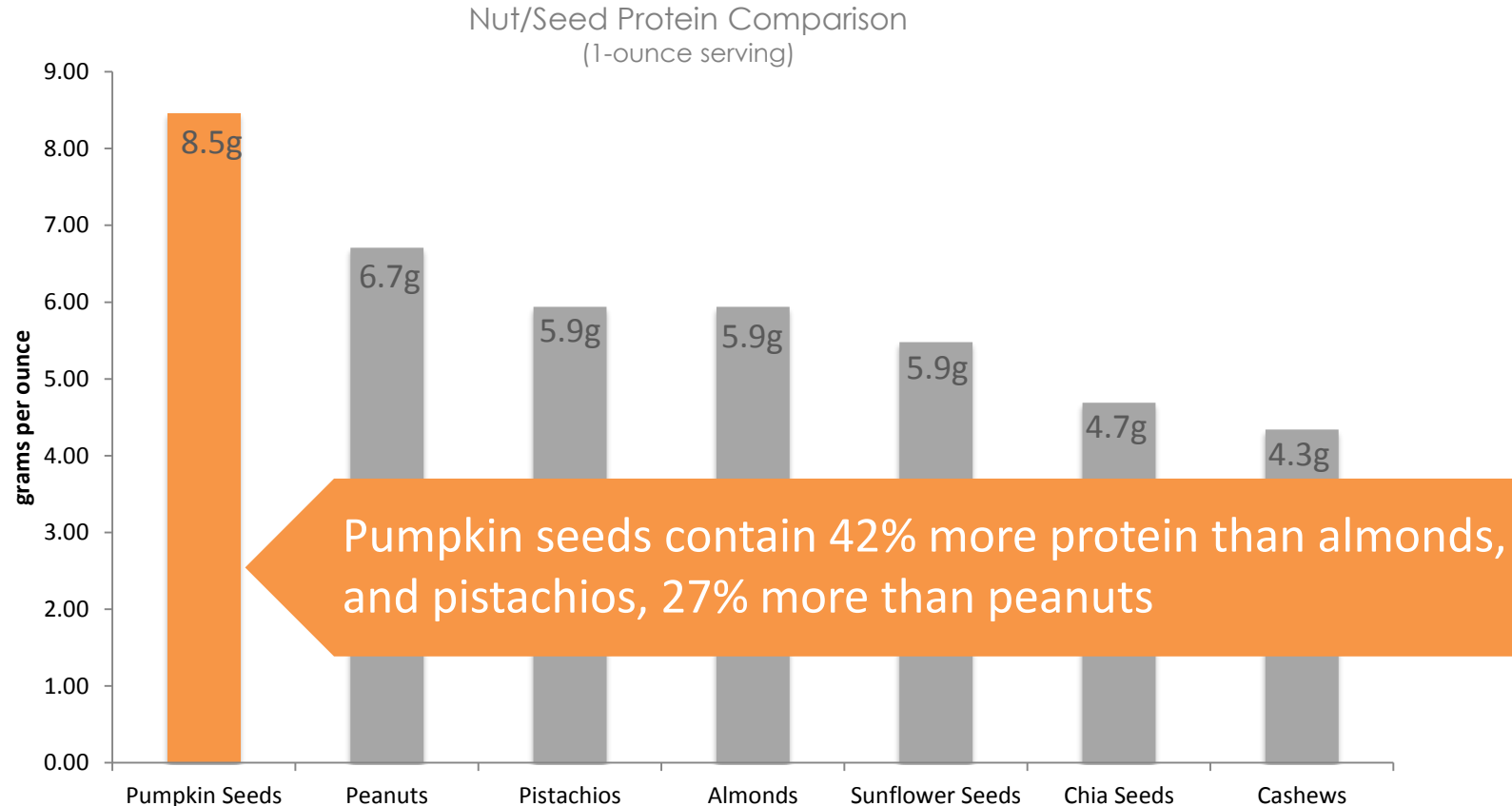
Cinnamon &
Sugar



Maple Sugar &
Sea Salt



They're the best source of complete protein among the major nut/seeds



Source: USDA Nutrient Database | Nov. 2013 comparing 1-ounce servings, dry roasted, and unsalted



They're extraordinarily nutritious



Iron | 15% RDI

A top, plant-based food source for iron. Appropriate iron intake facilitates the growth of healthy cells that keep oxygen flowing and the body energized.



Zinc | 15% RDI

A good vegetarian source of zinc, an essential trace mineral your immune system relies on to stay strong.



Cholesterol Free...

...and trans fat free. They also feature essential heart-healthy electrolytes like potassium.



35% RDI Magnesium

Responsible for over 350 enzymatic functions in the human body, but most importantly, it plays a major role in overall heart health.

*Nutrient levels may vary by SKU

They have some of the cleanest snack labels around! You can even pronounce the ingredients.

Sea Salt

Nutrition Facts Valeur nutritive	
Per 1/4 cup (28 g) / par 1/4 tasse (28 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 150	
Fat / Lipides 13 g	20 %
Saturated / saturés 2.5 g + Trans / trans 0 g	13 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 210 mg	9 %
Potassium / Potassium 220 mg	6 %
Carbohydrate / Glucides 3 g	1 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 0 g	
Protein / Protéines 8 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	15 %
Phosphorus / Phosphore	35 %
Magnesium / Magnésium	40 %
Zinc / Zinc	15 %
Manganese / Manganèse	60 %

INGREDIENTS: SHELLD PUMPKIN SEEDS, UNREFINED SEA SALT.
NO MSG OR SOY.

INGRfDIENTS : GRAINES DE CITROUILLE DfCORTIQUfES, SEL DE MER NON RAFFINf.
SANS GMS NI SOYA.

Somewhat Spicy

Nutrition Facts Valeur nutritive	
Per 1/4 cup (28 g) / par 1/4 tasse (28 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 150	
Fat / Lipides 13 g	20 %
Saturated / saturés 2 g + Trans / trans 0 g	10 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 75 mg	3 %
Potassium / Potassium 220 mg	6 %
Carbohydrate / Glucides 4 g	1 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 0 g	
Protein / Protéines 8 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	15 %
Phosphorus / Phosphore	30 %
Magnesium / Magnésium	40 %
Zinc / Zinc	15 %
Manganese / Manganèse	60 %

INGREDIENTS: SHELLD PUMPKIN SEEDS, CAYENNE PEPPER SAUCE (AGED CAYENNE RED PEPPERS, VINEGAR, WATER, SALT, GARLIC POWDER), GRANULATED GARLIC, GRANULATED ONION, CAYENNE, PAPRIKA, BLACK PEPPER, OREGANO, BASIL, THYME, ROSEMARY, MARJORAM, SAGE, UNREFINED SEA SALT.
NO MSG OR SOY.

INGRfDIENTS : GRAINES DE CITROUILLE DfCORTIQUfES, SAUCE DE POIVRE DE CAYENNE (POIVRE DE CAYENNE VIEILLI, VINAIGRE, EAU, SEL, POUDRE D'AIL), AIL GRANULf, OIGNONS GRANULfS, CAYENNE, PAPRIKA, POIVRE NOIR,
ORIGAN, BASILIC, THYM, ROMARIN, MARJOLAINE, SAUGE, SEL DE MER NON RAFFINf. SANS GMS NI SOYA.

Cinnamon & Sugar

Nutrition Facts Valeur nutritive	
Per 1/4 cup (28 g) / par 1/4 tasse (28 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 160	
Fat / Lipides 12 g	18 %
Saturated / saturés 2 g + Trans / trans 0 g	10 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Potassium / Potassium 200 mg	6 %
Carbohydrate / Glucides 5 g	2 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 3 g	
Protein / Protéines 7 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	10 %
Phosphorus / Phosphore	30 %
Magnesium / Magnésium	35 %
Zinc / Zinc	15 %
Manganese / Manganèse	60 %

INGREDIENTS: SHELLD PUMPKIN SEEDS, ORGANIC SUGAR, PURE VANILLA EXTRACT, CINNAMON.
NO MSG OR SOY.

INGRfDIENTS : GRAINES DE CITROUILLE DfCORTIQUfES, SUCRE BIOLOGIQUE, EXTRAIT DE VANILLE PURE, CANNELLE.
SANS GMS NI SOYA.

Maple Sugar & Sea Salt

Nutrition Facts Valeur nutritive	
Per 1/4 cup (28 g) / par 1/4 tasse (28 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 150	
Fat / Lipides 12 g	18 %
Saturated / saturés 2 g + Trans / trans 0 g	10 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 150 mg	6 %
Potassium / Potassium 200 mg	6 %
Carbohydrate / Glucides 5 g	2 %
Fibre / Fibres 1 g	4 %
Sugars / Sucres 3 g	
Protein / Protéines 7 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	10 %
Phosphorus / Phosphore	30 %
Magnesium / Magnésium	35 %
Zinc / Zinc	15 %
Manganese / Manganèse	60 %

INGREDIENTS: SHELLD PUMPKIN SEEDS, ORGANIC SUGAR, MAPLE SUGAR, PURE VANILLA EXTRACT, UNREFINED SEA SALT.
NO MSG OR SOY.

INGRfDIENTS : GRAINES DE CITROUILLE DfCORTIQUfES, SUCRE BIOLOGIQUE, SUCRE D'fRABLE, EXTRAIT DE VANILLE PURE, SEL DE MER NON RAFFINf.
SANS GMS NI SOYA.

They're allergen friendly



Gluten/Wheat Free



Peanut Free



Tree Nut Free



Soy Free
Free*



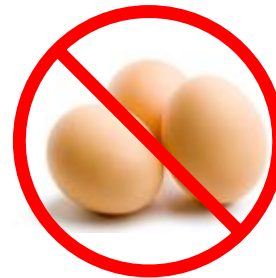
Dairy Free



Shellfish Free



Fish Free



Egg Free



*Curious Curry contains a Non-GMO soy sauce

No “snackrifice” required

- 91% of Americans snack at least once per day
- 30% of consumers see snacking as part of a healthy diet
- 65% are trying to choose/eat healthy snacks

But...

- Most consumers don't want to trade nutrition for satisfaction and taste (aka make a snackrifice)



SuperSeedz has been featured in:

Good Housekeeping

**GOOD
MORNING
AMERICA**

**MUSCLE
& FITNESS**

**DR.OZ
THE GOOD LIFE**

Los Angeles Times

triathlete.

“These gourmet pumpkin seeds have up to 9 grams of protein per ounce, plus zinc (which is helpful in keeping your immune system strong). Super addicting too.”

-GLAMOUR

FamilyCircle

The New York Times

Prevention

GLAMOUR

Chicago Tribune

Clean Eating
magazine

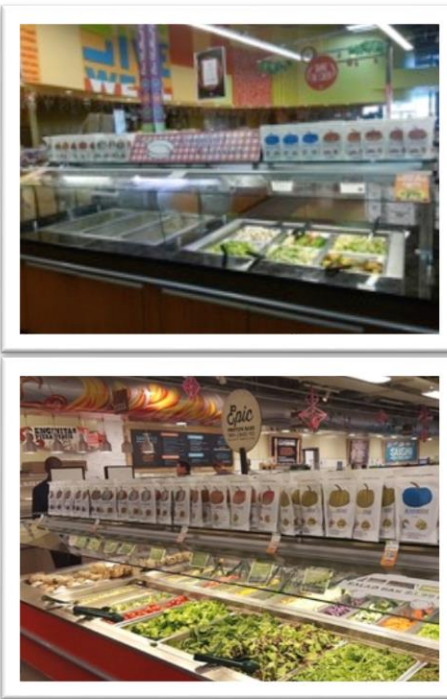
Numerous merchandising opportunities.

Affordable premium price point.

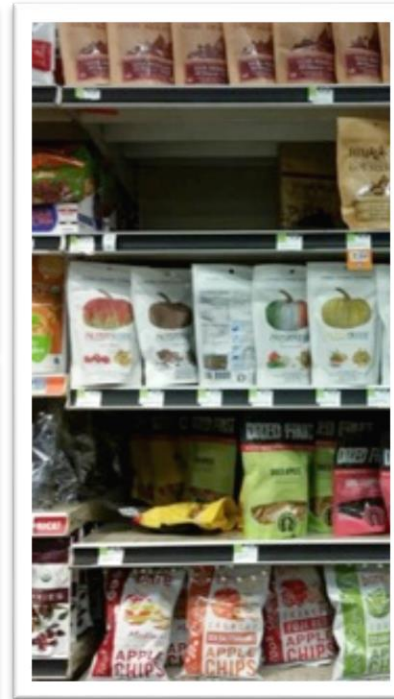
- » SuperSeedz will primarily be found in Natural Snacks, Mainline Nuts/Seeds, or Produce
- » SRP: \$4.49-\$4.99 (Promotional pricing: \$3.49, \$3.99, 2 for \$7, 2 for \$8)



PEG



SALAD BAR
DELI
PRODUCE



SHELF



DISPLAY



SHIPPER

SuperSeedz is the #1 premium pumpkin seed brand in the United States

- Fastest growing seed brand
- #3 pumpkin seed brand overall (excluding Private Label)
- #11 seed brand (excluding Private Label)
- 2016 Gourmet Retailer's Editor Pick
- 2015 Most Innovative New Product Award Winner (National Confectioner Association)

*Premium defined as ARP in the top 1/3 of items in the category

SuperSeedz is a proven concept



Proposal

- Merchandising:
 - INSERT
- Delivered Cost: \$x.xx
- Suggested retail price: \$4.99¹
 - xx%+ mgn
 - \$xx penny profit
- Promoted price: \$3.99, 2 for 8
 - xx% margin
 - \$x.xx penny profit

Marketing support: Demos, regular trade promotions, targeted social media and public relations

CONTACT & OTHER INFO

Key Contact Information

Broker Account Manager: insert Info | insert | insert email

VP Sales: Bruce Sweyd | 949.337.3573 | bruce@superseedz.com

VP Marketing: Joe Lupica | 760.473.9209 | joe.lupica@superseedz.com

Order Information

EDI Capable: YES

Shelf Life: 1 Year

Order Ship From: Windsor, CT

Order Lead Time: 10 business days

Payment Terms: 2% 10 Net 30

DUNS#: 051-189-594

Product Liability Insurance Policy: CNA - B401 817 6603



SO WHEN DO
WE START?

Kathie