

# POWER SNACKS





POWER SNACKS 2019



## NEW FLAVOR! CHOCOLATE CACAO

Dark Chocolate Chips +  
Cacao + Dates

## UPDATED FORMULAS

Refreshed formulation maintains familiar, beloved Power Snack flavors while optimizing ingredients for improved texture, marketplace differentiation and EU compliance.



# PRODUCT OPTIMIZATION

OBJECTIVE: Improve the overall flavor experience across SKUs to achieve a more premium & fresh taste.



## FLAVOR

Redesign & optimization of flavor systems

Leveraging brighter, more dynamic flavors

Removed sesame seeds (for quality consistency)

## TEXTURE

Added nut butter (sunflower, cashew, almond) for creaminess

Chocolate Chip inclusion added to Cacao SKUs

Added sorghum for increased texture definition

Note: No UPC changes or new allergens introduced



# POWER SNACKS

## COLLATIONS ÉNERGISANTES

Chocolate Cacao | *Chocolat Cacao*



### Nutrition Facts

#### Valeur nutritive

Per 2 pieces (20 g)  
pour 2 morceaux (20 g)

Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 80	
<b>Fat / Lipides</b> 3 g	<b>5 %</b>
Saturated / saturés 1 g + Trans / trans 0 g	<b>5 %</b>
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 35 mg	<b>1 %</b>
<b>Carbohydrate / Glucides</b> 12 g	<b>4 %</b>
Fibre / Fibres 2 g	<b>8 %</b>
Sugars / Sucres 7 g	
<b>Protein / Protéines</b> 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	25 %
Calcium / Calcium	2 %
Iron / Fer	6 %
Magnesium / Magnésium	10 %

**INGREDIENTS:** Date paste\*, dark chocolate chip\* (cane sugar\*, cocoa liquor\*, cocoa butter\*), sorghum\*, chia seed\*, cacao powder\*, pumpkin seed\*, sunflower seed\*, almond butter\*, lucuma powder\*, natural flavour\*, goji powder\*, maca powder\*, sea salt, acerola cherry powder\*.  
\*Organic ingredient.

**INGRÉDIENTS:** Pâte de date\*, grain de chocolat noir\* (sucre de canne\*, liquer de cacao\* beurre de cacao\*), sorgho\*, graine de chia\*, poudre de cacao\*, graine de citrouille\*, graine de tournesol\*, beurre d'amande\*, poudre de lucuma\*, arôme naturel\*, poudre de goji\*, poudre de maca\*, sel marin, poudre d'acerola\*.  
\*Ingrédient biologique.

**PRODUCT OF USA. PRODUIT DES ÉTATS-UNIS.**

## SUPERFOOD HIGHLIGHTS

- › Nine superfoods, nuts & seeds for superior energy & vitality
- › Sweet chocolate flavor & chewy texture
- › No fillers or additives; dairy & gluten-free

*On-the-Go Superfood Snack*

**CACAO + DARK CHOCOLATE CHIPS + DATES**

**HARD-WORKING, NUTRIENT-DENSE CALORIES**



**CACAO: MAYA  
FEEL GOOD FOOD**



**PUMPKIN SEEDS: PROTEIN &  
MINERAL-RICH SUPERSEED**

## USAGE



Travel



Office



Hiking



Kids



Exercise

SIZE	ITEM#	SRP	CASE	SERVINGS	UPC
99 g	60535C	\$6.99	6	5	8 11961 02203 7

# POWER SNACKS

## COLLATIONS ÉNERGISANTES

Cacao Goji | Cacao Goji



Nutrition Facts	
Valeur nutritive	
Per 2 pieces (20 g) pour 2 morceaux (20 g)	
Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 80	
<b>Fat / Lipides</b> 2.5 g	<b>4 %</b>
Saturated / saturés 0.5 g + Trans / trans 0 g	<b>3 %</b>
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 30 mg	<b>1 %</b>
<b>Carbohydrate / Glucides</b> 13 g	<b>4 %</b>
Fibre / Fibres 2 g	<b>8 %</b>
Sugars / Sucres 8 g	
<b>Protein / Protéines</b> 2 g	
Vitamin A / Vitamine A	<b>2 %</b>
Vitamin C / Vitamine C	<b>30 %</b>
Calcium / Calcium	<b>2 %</b>
Iron / Fer	<b>4 %</b>
Magnesium / Magnésium	<b>10 %</b>

### SUPERFOOD HIGHLIGHTS

- › Eight superfoods, nuts & seeds for superior energy & vitality
- › Sweet chocolate-berry flavor & chewy texture
- › No fillers or additives; dairy & gluten-free

*Superfoods On-the-Go*

## CACAO+ GOJI+ DATES

HARD-WORKING, NUTRIENT-DENSE CALORIES



CACAO: MAYA  
FEEL GOOD FOOD



GOJI: AN ANCIENT  
CHINESE TRADITION

### USAGE



Travel



Office



Hiking



Kids



Exercise

**INGREDIENTS:** Date paste\*, chia seed\*, sorghum\*, raisin\*, goji powder\*, dark chocolate chip\* (cane sugar\*, cocoa liquor\*, cocoa butter\*), pumpkin seed\*, cacao powder\*, sunflower seed\*, sunflower seed butter\*, lucuma powder\*, maca powder\*, natural flavour\*, acerola cherry powder\*, sea salt. \*Organic ingredient.

**INGRÉDIENTS:** Pâte de date\*, graine de chia\*, sorgho\*, raisin sec\*, poudre de goji\*, graine de chocolate noir\* (sucre de canne\*, liqueur de cacao\*, beurre de cacao\*), graine de citrouille\*, poudre de cacao\*, graine de tournesol\*, beurre de tournesol\*, poudre de lucuma\*, poudre de maca\*, arôme naturel\*, poudre d'acerola\*, sel marin.

\*Ingrédient biologique.

PRODUCT OF USA. PRODUIT DES ÉTATS-UNIS.

SIZE	ITEM#	SRP	CASE	SERVINGS	UPC
99 g	60035C	\$6.99	6	5	8 11961 02186 3



# POWER SNACKS

## COLLATIONS ÉNERGISANTES

Coffee Cacao | *Café Cacao*



### Nutrition Facts

#### Valeur nutritive

Per 2 pieces (20 g)  
pour 2 morceaux (20 g)

Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 80	
<b>Fat / Lipides</b> 3 g	<b>5 %</b>
Saturated / saturés 0.5 g + Trans / trans 0 g	<b>3 %</b>
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 5 mg	<b>1 %</b>
<b>Carbohydrate / Glucides</b> 12 g	<b>4 %</b>
Fibre / Fibres 2 g	<b>8 %</b>
Sugars / Sucres 8 g	
<b>Protein / Protéines</b> 2 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	30 %
Calcium / Calcium	2 %
Iron / Fer	6 %
Magnesium / Magnésium	10 %

**INGREDIENTS:** Date paste\*, sorghum\*, sunflower seed\*, cashew\*, coconut palm sugar\*, chia seed\*, cacao powder\*, cacao nibs\*, cashew butter\*, maca powder\*, green coffee powder\*, coffee extract\*, natural flavour\*, lucuma powder\*, acerola cherry powder\*,

\*Organic ingredient.

**INGRÉDIENTS:** Pâte de date\*, sorgho\*, graine de tournesol\*, cajou\*, sucre de coco\*, graine de chia\*, poudre de cacao\*, éclat de cacao\*, beurre de cajou\*, poudre de maca\*, poudre de café vert\*, extrait de café\*, arôme naturel\*, poudre de lucuma\*, poudre d'acerola\*.

\*Ingrédient biologique.

**PRODUCT OF USA. PRODUIT DES ÉTATS-UNIS.**

## SUPERFOOD HIGHLIGHTS

- › Ten superfoods, nuts & seeds for superior energy & vitality
- › Sweet coffee & chocolate flavor & chewy texture
- › No fillers or additives; dairy & gluten-free

*Superfoods On-the-Go*

## COFFEE + CACAO + DATES

HARD-WORKING, NUTRIENT-DENSE CALORIES



**COFFEE: WORLD'S FAVOURITE BEAN** | **CACAO: MAYA FEEL GOOD FOOD**

## USAGE

- Travel
- Office
- Hiking
- Kids
- Exercise

SIZE	ITEM#	SRP	CASE	SERVINGS	UPC
99 g	60335C	\$6.99	6	5	8 11961 02188 7

# POWER SNACKS

## COLLATIONS ÉNERGISANTES

Blueberry Hemp | *Blueets Chanvre*



ORGANIC - GLUTEN-FREE - NON-GMO - VEGAN  
BIOLOGIQUE - SANS GLUTEN - SANS OGM - VÉGÉTALIEN

### Nutrition Facts

#### Valeur nutritive

Per 2 pieces (20 g)  
pour 2 morceaux (20 g)

Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 80	
<b>Fat / Lipides</b> 3 g	5 %
Saturated / saturés 0.4 g	2 %
+ Trans / trans 0 g	
<b>Cholesterol / Cholestérol</b> 0 mg	
<b>Sodium / Sodium</b> 20 mg	1 %
<b>Carbohydrate / Glucides</b> 12 g	4 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 7 g	
<b>Protein / Protéines</b> 2 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	40 %
Calcium / Calcium	2 %
Iron / Fer	4 %
Magnesium / Magnésium	10 %

**INGREDIENTS:** Date paste\*, sorghum\*, sunflower seed\*, pumpkin seed\*, chia seed\*, hemp seed\*, dried blueberry\*, goji powder\*, cashew butter\*, sunflower seed butter\*, natural flavour\*, acerola cherry powder\*, lucuma powder\*, maca powder\*, sea salt.  
\*Organic ingredient.

**INGRÉDIENTS:** Pâte de date\*, sorgho\*, graine de tournesol\*, cajou\*, graine de citrouille\*, graine de chia\*, graine de chanvre\*, bleuet séché\*, poudre de goji\*, beurre de cajou\*, beurre de tournesol\*, arôme naturel\*, poudre d'acerola\*, poudre de lucuma\*, poudre de maca\*.  
\*Ingrédient biologique.

PRODUCT OF USA. PRODUIT DES ÉTATS-UNIS.

## SUPERFOOD HIGHLIGHTS

- › Ten superfoods, nuts & seeds for superior energy & vitality
- › Sweet blueberry flavor & chewy texture
- › No fillers or additives; dairy & gluten-free

*Superfoods On-the-Go*

## BLUEBERRY + HEMP + DATES

HARD-WORKING, NUTRIENT-DENSE CALORIES



BLUEBERRY: WORLD'S  
FAVOURITE SUPERBERRY



HEMP: COMPLETE  
PLANT PROTEIN

## USAGE



Travel



Office



Hiking



Kids



Exercise

SIZE	ITEM#	SRP	CASE	SERVINGS	UPC
99 g	60235C	\$6.99	6	5	8 11961 02187 0

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# POWER SNACK FAQs

## **Does the Power Snack reformulation require a UPC change?**

No. Existing flavors of Power Snacks have been reformulated to specifically avoid UPC changes. Notably, this includes no added allergens, no significant changes to the Nutritional Facts panel and no bag size changes.

## **What ingredients differ in the updated formulas?**

The Power Snacks were reformulated to improve overall snacking experience. Use of rich and creamy nut and seed butters and sorghum crisps compliment the already delicious and nutritious Power Snack ingredients.



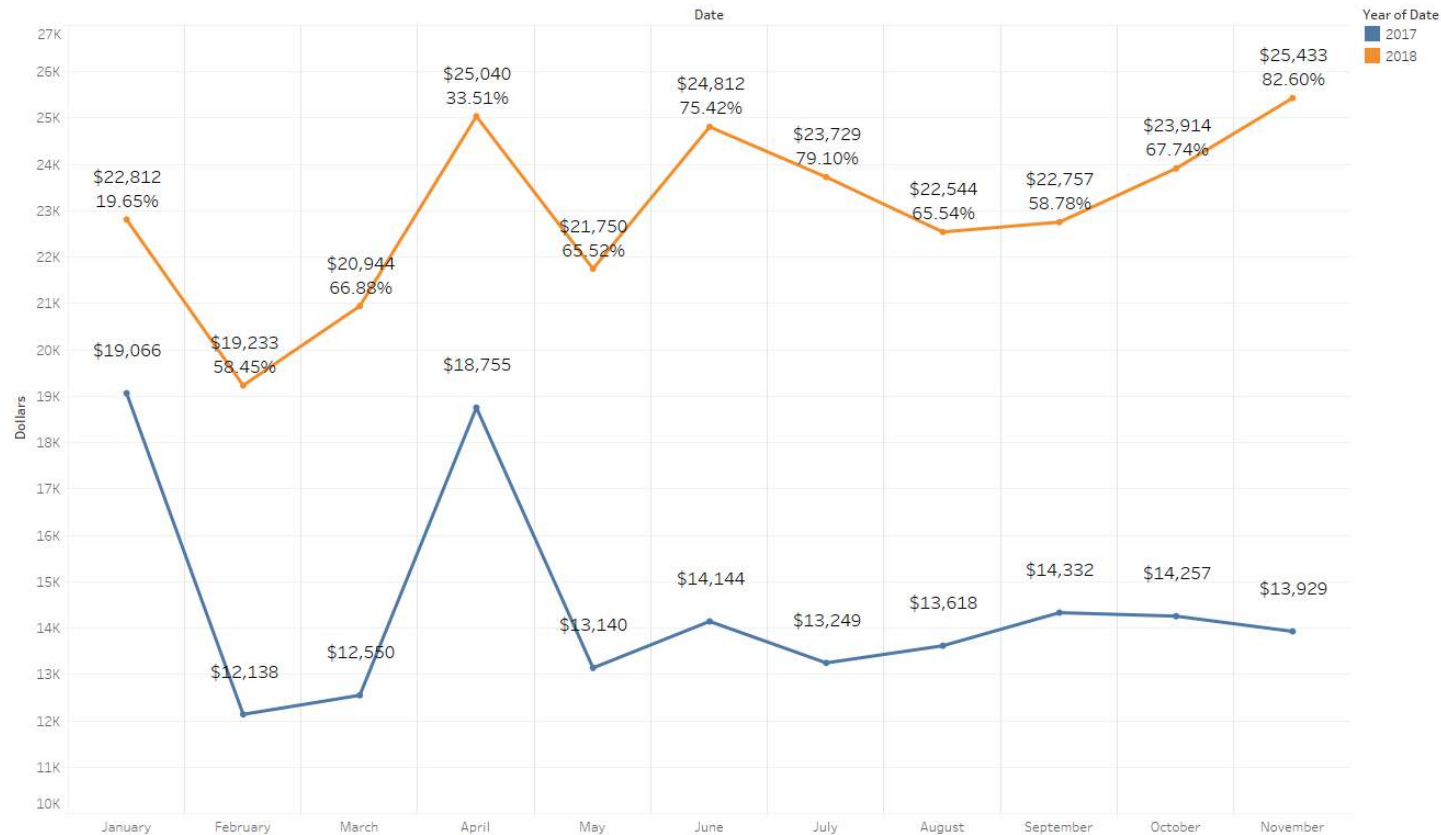
# SNACKING IN THE US CONTINUES TO RAMP UP

- > Almost **every household** in America (98%) purchases **grab-and-go** snacking products
- > Annual spending on snacking increased 1.1% in 2017, pushing the individual snacking category to a **value of \$33 billion**.
- > Snacking products labeled **non-GMO** surged **18.2%** in dollar sales for each of the past 5 years.



# POWER SNACKS PERFORMING ACROSS CHANNELS

Dollars and 2018, 2017 % Change



At a major retailer in the natural channel, Power Snacks are seeing double digit YoY \$ growth, as consumers increasingly seek out better-for-you snacking options.

\*Source: National Natural/Specialty Retailer, \$ Sales, January - November, 2017 vs 2018