

DINE

THE FOOD
& DRINK
AGENCY.

DINE Marketing

Lite Foods

Low-GI Flour Branding & Sales Presentation (V2)



Presentation

Partner TBD

Month DD, YYYY

The Problem | Type 2 Diabetes



Refined carbs or carbs with a High GI cause a spike in blood sugar which can contribute to insulin resistance. In turn, this can cause a host of health problems including Type 2 diabetes.

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(9.3% of population).¹

¹ American Diabetes Association

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Diabetes is the **7th leading**
cause of death in the U.S. (in 2010)¹

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The Problem | Type 2 Diabetes



552M

people in the world will have
diabetes by 2030.¹

1 Glycemic Index Foundation

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Diabetes is the world's
fastest growing
chronic disease.¹

¹ Glycemic Index Foundation

The Problem



High blood glucose levels from foods with High GI also contribute to other health problems including Obesity, High Blood Pressure, Stroke, and Heart Disease.

The Problem | Weight and Obesity



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In the United States:

35.1%
of adults are considered **obese**.¹

¹ United States 2012, Center for Disease Control and Prevention

The Problem | Weight and Obesity



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In the United States:

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of adults are considered obese.¹

69.0%

of adults are considered **overweight**.¹

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The Problem | Blood Pressure



High blood glucose levels from foods with High GI also contribute to other health problems including Obesity, High Blood Pressure, Stroke, and Heart Disease.

In the United States:

1 in 3 ADULTS
have **high blood pressure.**¹

¹ Center for Disease Control and Prevention

The Problem | Heart Disease



High blood glucose levels from foods with High GI also contribute to other health problems including Obesity, High Blood Pressure, Stroke, and Heart Disease.

In the United States:

80 MILLION

people have one or more types of **heart disease**.¹

¹ The Heart Foundation

The Problem



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America's Health Epidemic

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Consumer Need | Better-For-You



- Consumers are looking for better-for-you alternatives in all meal parts
- This is seen in recent growing prevalence of “superfoods”, high-in-protein foods, or gluten-free products, the latter category being the default option to satisfy consumers’ better-for-you needs.

The Gluten-Free Category

47% increase in retail sales of gluten-free products in 2013 of which a large portion includes a growth in snacks.

Mintel estimates a \$10 billion market in 2013 or \$1.2 billion in formulated gluten-free replacer products.

Top Selling Gluten-Free Categories:

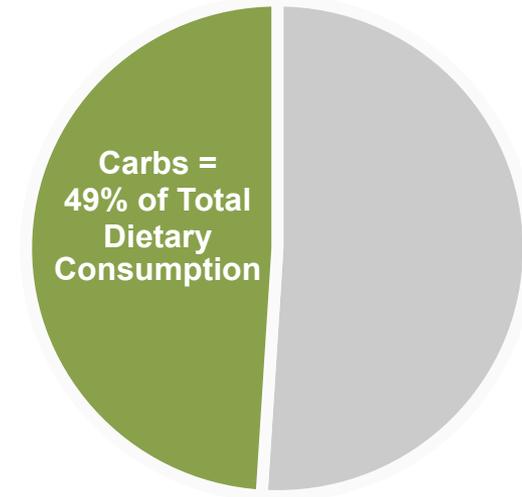
- Crackers (\$156 million)
- Bread & Rolls (\$120 million)
- Cookies (\$60 million)
- Baking Mixes (\$55 million)
- RTE Cereals (\$49 million)
- Flour (\$43 million)



Consumer Need | Carbohydrates

- Humans need carbohydrates: carbs break down into glucose to provide fuel for the brain, most organs, and muscles during exercise.
- The Dietary Guidelines for Americans recommends that carbohydrates make up 45% to 65% of the total daily calorie intake.
- Carbohydrates contribute to 49% of the Total Dietary Consumption in the American diet.
- Including cookies, crackers, bars, bites and other baked goods/carbs, snacking has now become its own meal category with \$64 billion in sales.¹

The American Diet



- Americans in particular are tired: either physically or mentally, Americans are looking for something to give them a boost.¹
- Furthermore, consumers are looking for sources of steady and sustained balanced energy.
- Of the growing snack category, 60% of those consumers are snacking after noon, indicating the need for a better-for-you “pick-me-up”.²
- “Morning and afternoon snacks [are] strong potential areas to capture consumers for a jumpstart later in the day”.¹

The PM Pick-Me-Up



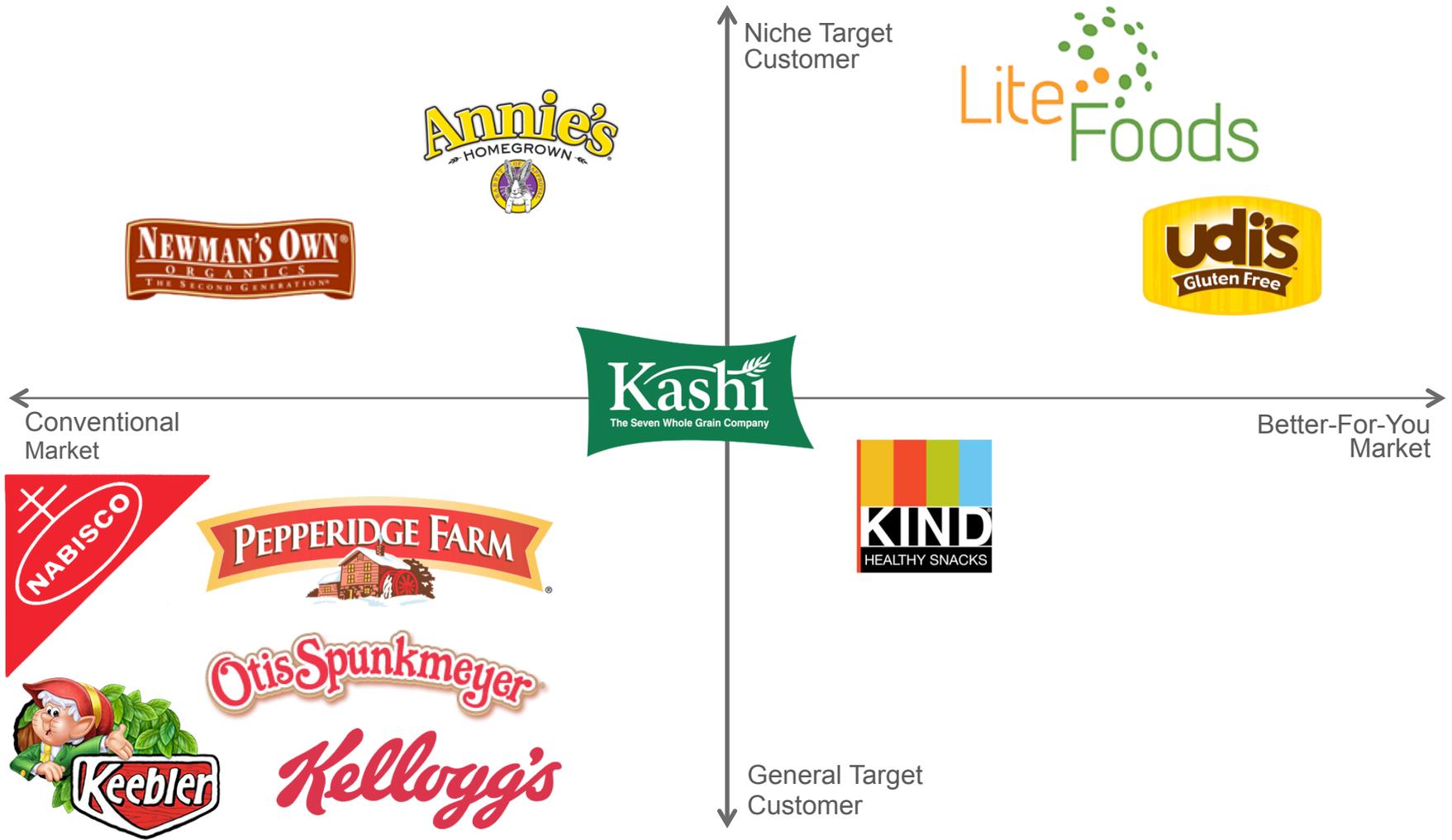
1 Cargill, Food Navigator, July 2014

2 FONA Report

Market Opportunity



Market Landscape



Target Consumer

- Consumers who make conscious food decisions and strive for the idea of a better-self
- Conscientious consumers that regularly shop for their households
- Consumers across the full range of life stages:
 - Children & Teens consuming better-for-you school lunches.
 - Millennials looking for sustained satiety and energy options as well to aid in weight management.
 - Families maintaining healthy eating for overall well-being.
 - Empty Nesters & Seniors eating to help with diseases such as diabetes through low GI.



The Answer



Glycemic Index

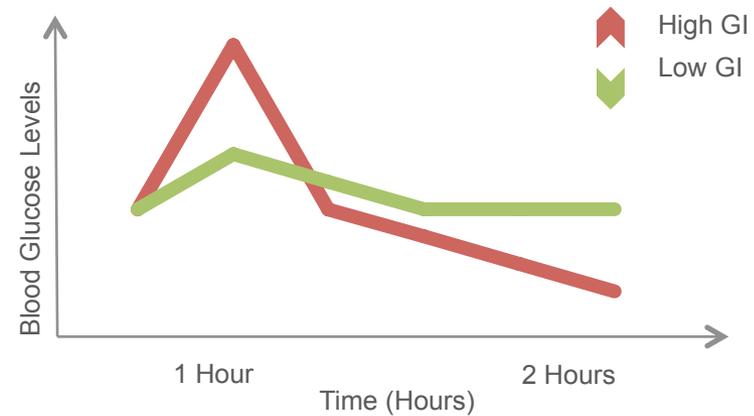


The Glycemic Index (GI) measures the speed at which a food breaks down in the digestive system to form glucose. It is scored on a scale of 1 to 100, with 100 representing pure glucose.

- Foods that are broken down quickly into glucose get a high score (usually over 70).
- Foods that are slow to break down and provide sustained energy get a low score (under 55).

Swapping High GI foods for Low GI foods will help:

- Manage hunger by keeping you full longer
- Decrease insulin levels and help burn fat
- Keep metabolic rate up



Overview



3 Ingredient proprietary blend

- A patented, healthy ingredient solution to replace or accompany flour component in a variety of baked goods.
- Lowers the GI ranking of the baked good to make them Low GI certified (below a “55” rating).
- Contributes to balancing blood sugar levels so you feel full and satisfied longer.
- Helps control appetite and delays hunger cues.
- Balances blood sugar levels which can help reduce the risk of insulin resistance and resulting health problems.

Product Lineup



Product Overview | Bread



Low glycemic baked goods help you feel full and satisfied longer!

- Whole Grain Bread
- Fresh
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)



Product Overview | Cookies



Low glycemic baked goods help you feel full and satisfied longer!

- Chocolate Chip Cookies
- Shelf Stable
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)



Product Overview | Muffins



Low glycemic baked goods help you feel full and satisfied longer!

- Blueberry Muffins
- Frozen or fresh
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)



Summary

- High GI foods cause spikes in blood glucose levels which can lead to a host of health problems.
- Consequently, because of diabetes, obesity, high blood pressure, and heart disease, Americans are facing an ever growing and pressing health epidemic.
- On the other hand, foods rated under “55” on the glycemic index releases slow and sustained energy and provide longer satiety.
- Furthermore, consumers continue to seek out carbs, though with the requirement of satisfying a demand for sustained energy as well as being better-for-you.
- 55 Below Bakery offers a proprietary low GI flour that lowers the GI rating of baked goods and helps balance blood sugar levels so you feel full and satisfied longer!
- 55 Below Flour is adaptable across a variety of baked goods as well as in the fresh, shelf stable, or frozen food categories.



Thank You



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