



milkadamia buttery spread

milkadamia

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the story of us

Starts with
Jindilli Farm



Launched first
into cafes, 2016



Expanded with
creamers, 2018

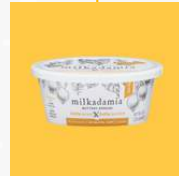


Saw the benefits
of the macadamia

Followed by milks
in Retail, 2017



Launched
Buttery Spreads
In 2019



**Unsweetened
latte da**



**NEW
Creamers**



**Macadamia
Oil**



CHAI
CINNAMON

PLAIN
UMAMI

NEW PRODUCT NEWS

milkadamia in a (macadamia) nutshell



Jindilli Farm

Our family-owned Jindilli farms are nestled near the Eastern coast of Australia in the very region where the macadamia tree originated.

Trees watered by rainfall alone on undisturbed soil.

Our abundant rainfall, ample sunshine, and rich soil ensure the best tasting macadamias.

Our Products

milkadamia does not roast our nuts to protect the healthy oils, netting the highest quality kernels.

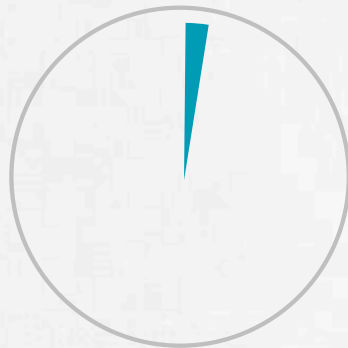
Our products are GF, Non-GMO Project Verified, Vegan, Kosher and most importantly - they're creamy and delicious!

Highest ratio of heart friendly mono-saturated fats among all the oils - even more than olive oil.

of the zeitgeist

rise of the flexitarian

vegans



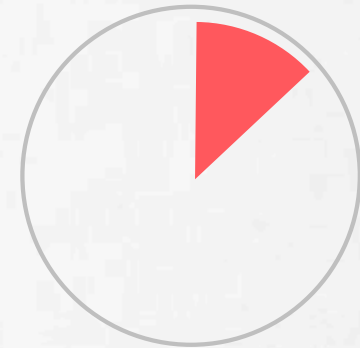
2%
6,578,903

once in a while vegans



7%
23,026,162

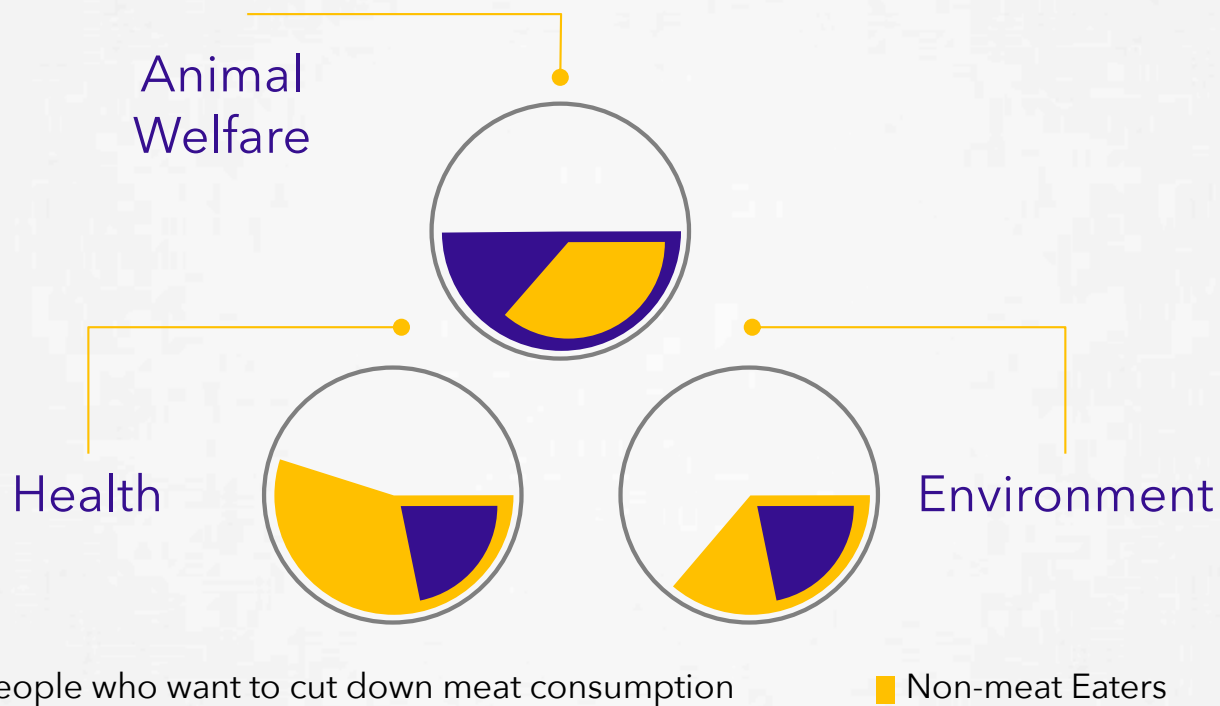
one meal vegans



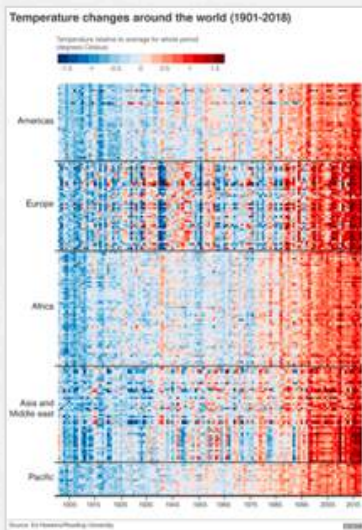
17%
55,920,678

Source: The Driving Forces Behind Plant Based Diets, Euromonitor, May 2019

why people are choosing vegan



eco-concerns are literally on fire



Temp Change, 100yrs

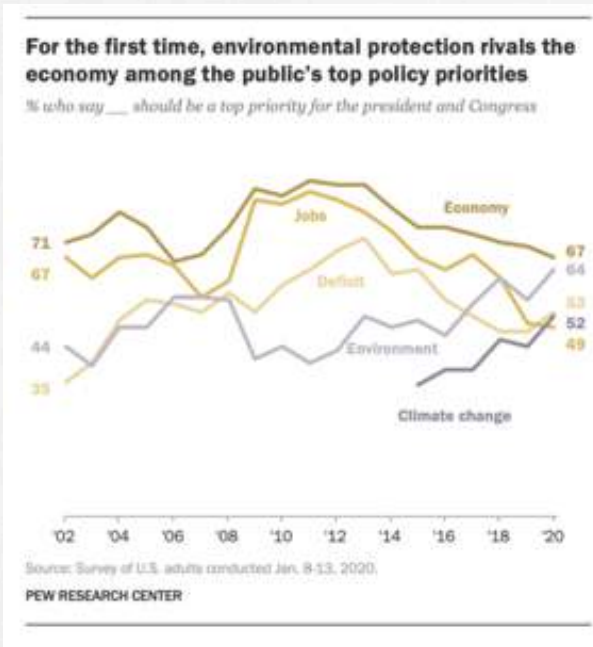


Australian Bush Fire

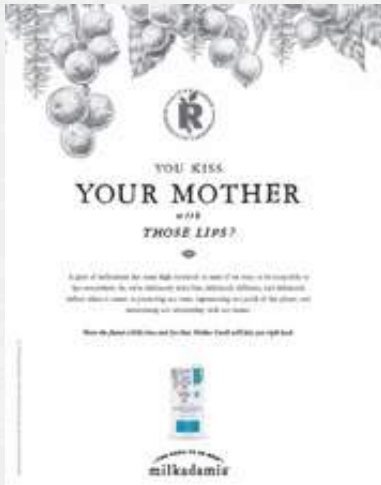


Indonesia Tropical Forest being burnt for Palm Plantation

people are realizing it is time to act



brand pillars: taste. eco-concern. artful execution.



milkadamia solves a tension point

"I know I should
eat better; for me
and the planet"

Palm Oil
Dairy Free

TENSION POINT



Baked Goods
Bread 'n Butter

"It's hard...I don't
want to give up the
foods I love and
hold meaning."

best tasting plant-based products, period.

- In SS Plant Based Milk Other & Blends the top 24 items contribute 80% of sales
- **3 of the top 10 items** are from milkadamia!
- milkadamia Unsweetened Vanilla is the **#3** item ranked by dollar growth!



And our buttery spread is no exception!

NOSH.



Milkadamia's vegan version is palm oil-free and one of the few that uses rich, buttery macadamia nuts rather than more ubiquitous almonds or coconuts.

<http://bit.ly/2RytlX>

It melts and penetrates toast and pancakes with a "butterfat-rich," indulgent, dreamy taste. It glistens like traditional butter when spread and doesn't have a synthetic or heavy after-taste.

The Boston Globe



Top Food Trends for 2020

Try the Trend: Milkadamia Butta-Bing Butta-Boom Buttery Spread: Salted, Unsalted

<https://bit.ly/2xBJpNk>

This macadamia-based spread is full of bold flavor and spreads like, well, butter!

VegNews



oliviaburton I found your butter recently and it's the BEST vegan butter I've ever had! It's dangerously delicious!



dc_nla This butter is ridiculously good!!! 🍌



ashleyolheiser 🥰 Omg I need this in my life!



xchocobeastx Thank you for no palm oil!! Seriously 🙌



potofkale Wow what an incredible product 🍌



designingvegan Bought at Whole Foods and tastes amazing! #palmoilfree



ms.namashay Just wanted to praise this creation. 🙌 We are constantly amazed yet confused with how it isn't butter yet it is FAR BETTER!! 🙌 I'm done with butter now!



reesemintz @sunshine_stephy OMG THIS IS SO EXCITING 🥰🥰



ravenousraspberry Just tried this! It's better than REAL BUTTER!!!! ❤️❤️❤️❤️



chefvanessamusu It's so amazing! Congratulations! Tastes better than butter ☐

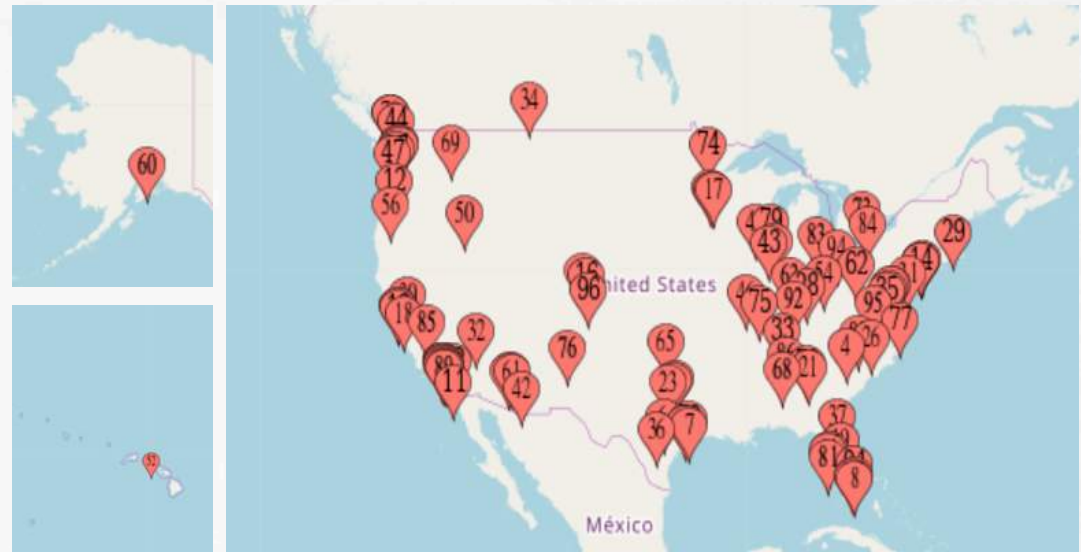


jordanregina_ the best!! so good melted over popcorn!

Our shopper is your shopper ... and they're looking to buy where your stores are!

milkadamia®	%	Index
Gender		
Female head of household	24%	107
Young Shoppers		
19-24	20%	106
25-34	38%	113
35-44	29%	96
Affluent		
\$75K+	51%	120
\$100K+	34%	123

Source: Catalina milkadamia Shopper Insights, Oct 2019



Source: milkadamia.com Destini (top 100 searches by location)

Butter 1st available in the market October 2019:
launch in our largest national natural partner showing 6 units/flavor/store/ week off promotion



Nutrition Facts	Amount/Serving	% DV	Amount/Serving	% DV
	Total Fat 11g	14%	Sodium 90mg	4%
Sat. Fat 6g	30%	Total Carb. 0g	0%	
Trans Fat 0g		Dietary Fiber 0g	0%	
Polyunsaturated Fat 1g		Total Sugars 0g		
Monounsaturated Fat 3.5g		Incl 0g Added Sugars	0%	
Cholesterol 0mg	0%	Protein 0g	0%	
Vitamin D 0mcg(0%) • Calcium 0mg(0%) • Iron 0mg(0%) • Potassium 0mg(0%)				
Calories Per Serving 100	*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.			

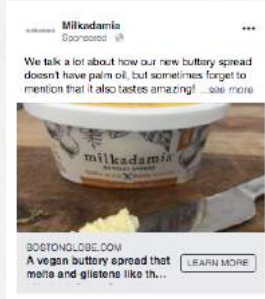
INGREDIENTS: Macadamia Oil Blend (Coconut Oil, Canola Oil, Macadamia Nut Oil), Water. Contains 2% or Less of: Sunflower Lecithin, Salt, Vinegar Powder, Natural Flavors, Yeast Extract, Annatto Extract (Color).

promotion

buttery spread support



Social



Print



Video



Collateral

contact information

Blair Jackson

Sales/CFO

(630) 229-7389

blair@milkadamia.com