



# milkdamia creamers

milkdamia®

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# the story of us

Starts with  
Jindilli Farm



Launched first  
into cafes, 2016



Expanded with  
creamers, 2018

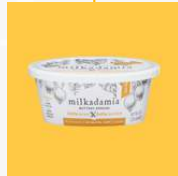


Saw the benefits  
of the macadamia

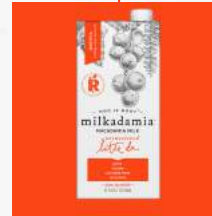
Followed by milks  
in Retail, 2017



Launched  
Buttery Spreads  
In 2019



**Unsweetened  
latte da**



**NEW  
Creamers**



**Macadamia  
Oil**



CHAI  
CINNAMON

PLAIN  
UMAMI

**NEW PRODUCT NEWS**

# meet our creamers



↑  
NEW FLAVORS

milkadamia®

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# 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.

# the benefits of macadamia milk



## Taste

Creamy, mild flavor  
Raw vs roasted nuts to protect healthy oils, netting the highest quality kernels.

## Health

Highest ration of heart friendly mono-saturated fats among all oils - even more than olive oil.  
50% more calcium than 2% dairy.

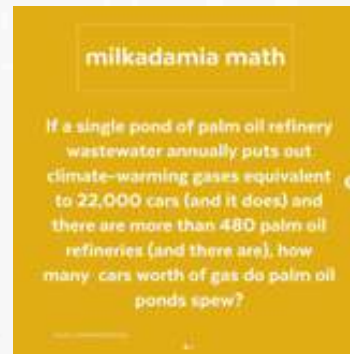
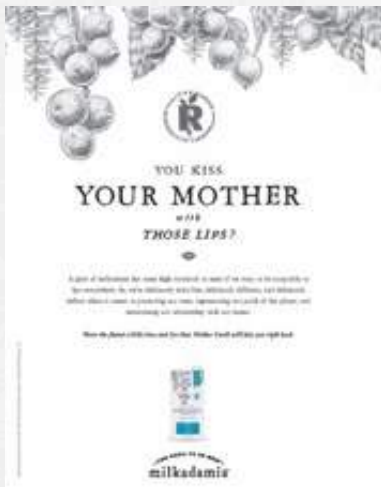
## Versatility

Majority of consumers use non-dairy milk as an addition to food/beverage or as an ingredient.

## Regenerative-Farmed

Trees watered by rainfall alone on undisturbed soil.

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



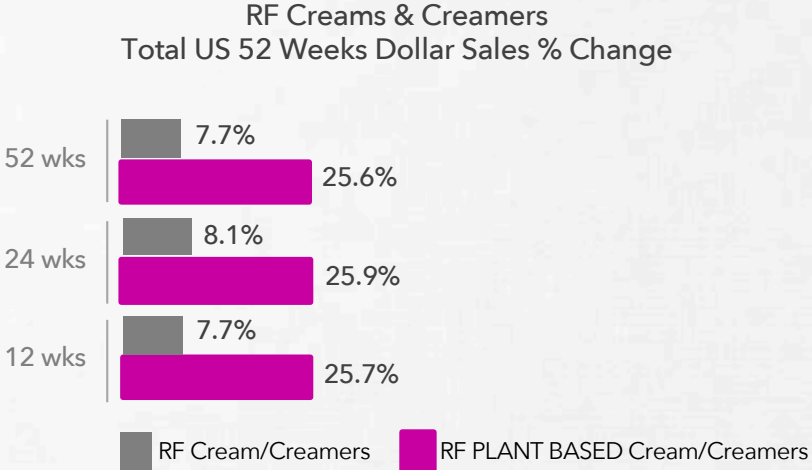
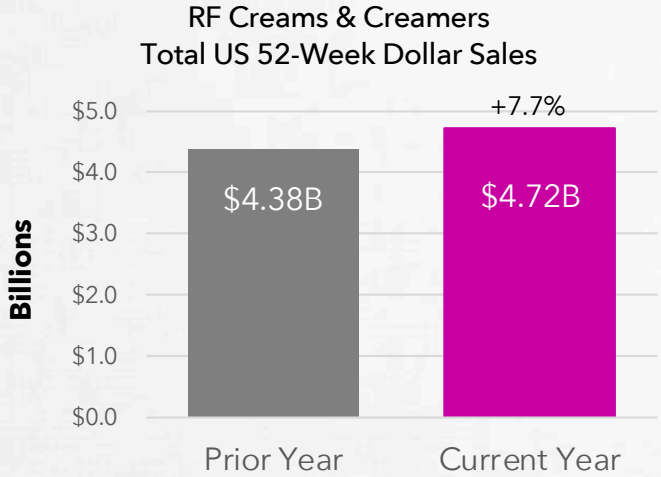
driving growth at retail



# total US - refrigerated creams & creamers

Nationally, RF Creams & Creamers sales grew \$338.7MM, up 7.7% and is now a \$4.72B Category

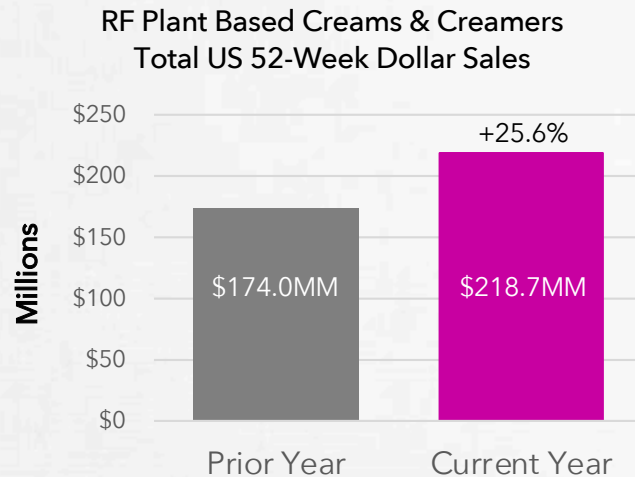
- RF Plant Based Creams & Creamers are growing 3X faster than the category!
  - In the latest 12-weeks RF Plant Based Creams & Creamers contribute 15% of category dollar growth
- Consider allocating more space to fast growing RF Plant Based Creams & Creamers to grow category sales in 2020



# total US - rf plant-based creams & creamers

Nationally, RF Plant Based Creams & Creamers sales grew \$44.6MM, up 25.6% and is now a \$218.7MM Category

- RF Plant Based Creams & Creamers report more than 20% growth in the Mulo and Natural Channels!



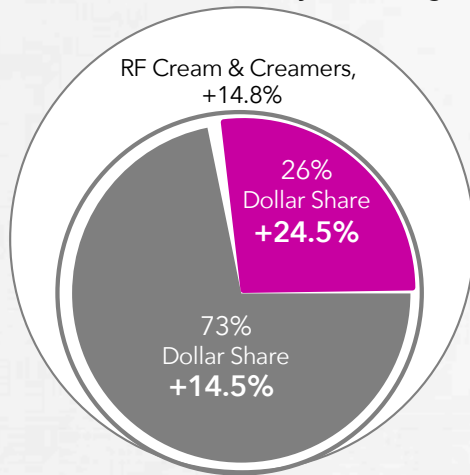
RF Plant Based Creams & Creamers			
Latest 52-Weeks	Dollar Sales	\$ % Chg vs. Yago	Dollar Chg
TTL US Mulo	\$189,604,305	26.5%	\$39,742,039
TTL US Natural	\$21,216,239	24.5%	\$4,175,305
TTL US Specialty Gourmet	\$7,889,854	9.8%	\$705,499

## TOTAL US NATURAL - RF CREAMS & CREAMERS

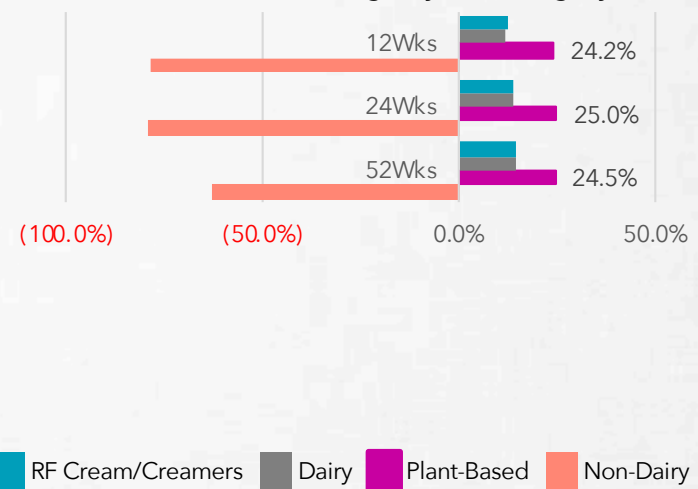
In Natural, RF Creams & Creamers sales grew \$10.3MM, up 14.8% and is now a \$80.4MM Category

- Plant Based Creams & Creamers are the fastest growing segment and account for 26% of sales and 36% of category dollar growth!
- Consider allocating space away from declining Non-Dairy to growing Plant Based

RF Cream & Creamers  
Dollar Trend & Share by Subcategory



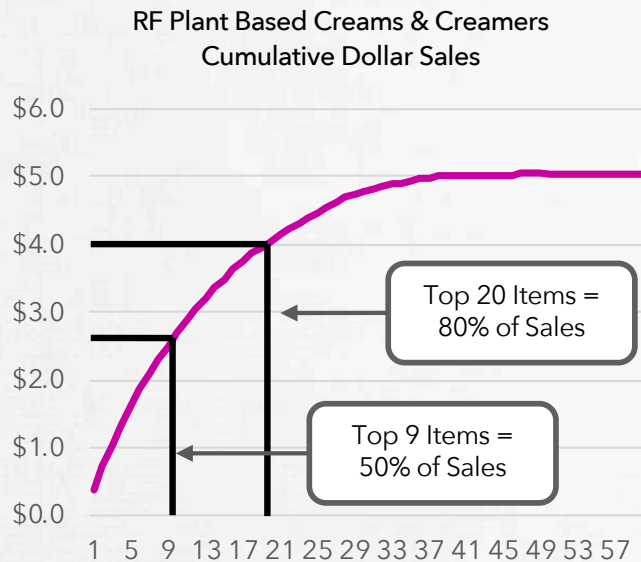
RF Creams & Creamers  
Dollar Sales % Change By Subcategory



# TOTAL US NATURAL - RF PLANT BASED CREAMS & CREAMERS

In RF Plant Based Creams & Creamers the top 17 items contribute 80% of sales

- New milkadamia Creamers are on the move with Unsweetened Vanilla now the #12 item in Natural Channel
- Consider stocking all 3 core items to drive category sales in 2020

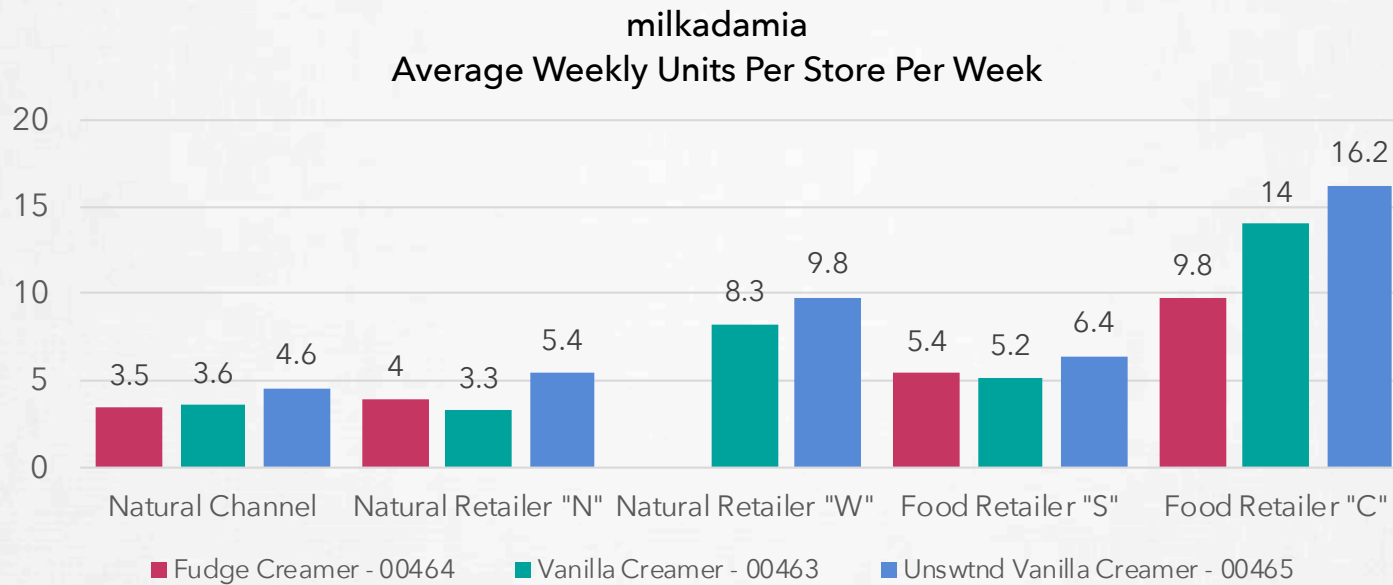


\$ Rank	TTL US Natural - RF Plant Based Creams & Creamers Latest 12-Weeks - Top 10 Items	Dollars	Dollar Sales % Chg
1	So Delicious Coconut Creamr Fr Van Ogc 32 Oz 07-44473-94124	\$374,287	(6.0%)
2	Silk Soymilk Creamer French Vanilla 32 Oz 00-25293-60217	\$346,577	2.6%
3	So Delicious Coconut Creamr Orig Ogc 32 Oz 07-44473-94120	\$305,570	(2.1%)
4	Silk Soymilk Creamer 32 Oz 00-25293-60042	\$303,113	15.2%
5	Nutpods Df Unsweetened Creamer Frnch Van 16oz 08-68408-0002	\$294,661	301.6%
6	So Delicious Coconut Crmr Orig Vg Ogc 16 Oz 07-44473-94110	\$238,082	(2.3%)
7	So Delicious Coconut Crmr Vanl Vg Ogc 16 Oz 07-44473-94104	\$228,561	(5.5%)
8	Califia Coffee Crmr Vanilla 25.4 Oz 08-13636-02044	\$212,761	4.3%
9	Nutpods Df Unsweetened Creamer Original 16 Oz 08-68408-0002	\$211,219	213.2%
10	Silk Almond Creamer Vanilla Quart Bottle 32oz 00-25293-00462	\$194,135	991.7%
11	<b>Milkadamia Unsweetened Vanilla Creamer 16oz 08-58045-0</b>	<b>\$169,708</b>	<b>NEW</b>
19	<b>Milkadamia Vanilla Creamer 16oz 08-58045-00463</b>	<b>\$98,757</b>	<b>NEW</b>
21	<b>Milkadamia Macadamia Fudge Creamer Ogc 16oz 08-58045-</b>	<b>\$90,201</b>	<b>NEW</b>

# consumer response in retail

Where stocked milkadamia creamers are selling between 3 and 16 units per item/store/week!

- Consider stocking all 4 milkadamia items to leverage strong growth trends and consumer demand for RF Plant Based Creams & Creamers





national distribution partners - all segments

national distribution partners - refrigerated creamers



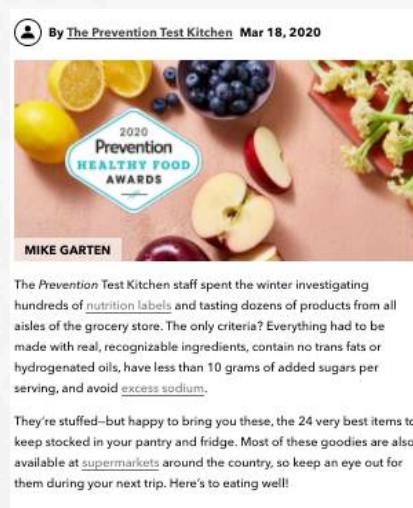
promotion

# half a million in consumer spend

## Social



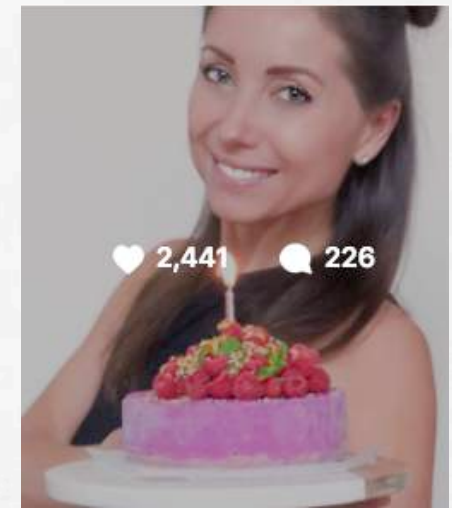
## PR



## Promotion



## Influencer



# contact information

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