



# milkadamia 32oz milks

milkadamia®

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the story of us

Starts with  
Jindilli Farm



Launched first  
into cafes, 2016



Expanded with  
creamers, 2018



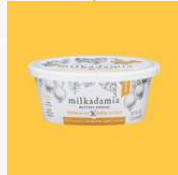
Saw the benefits  
of the macadamia



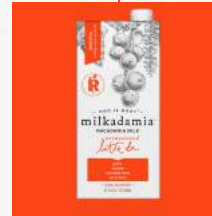
Followed by milks  
in Retail, 2017



Launched  
Buttery Spreads  
In 2019



**Unsweetened  
latte da**



**NEW  
Creamers**



**Macadamia  
Oil**



CHAI  
CINNAMON

PLAIN  
UMAMI

**NEW PRODUCT NEWS**

# our 32oz product line



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.

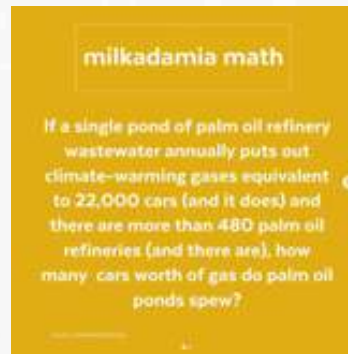
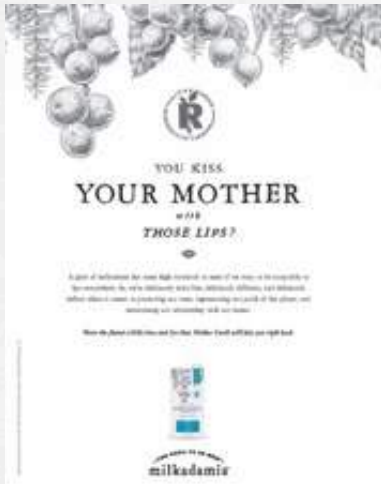
## Versatility

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.



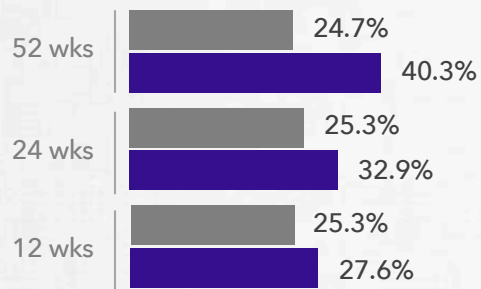
driving growth at retail



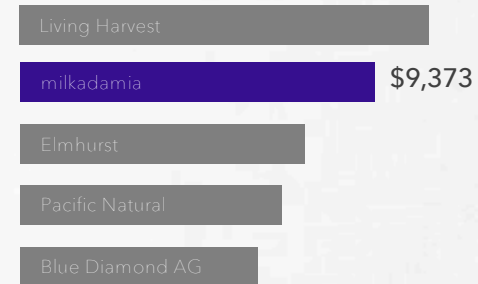
# shelf stable: milkadamia cruising to #2

- milkadamia is growing faster than the category and is currently the #3 brand with just 4 items!
- milkadamia is the #2 Brand ranked by productivity and dollar growth

SS Plant Based Milk Other & milkadamia  
Dollar Sales % Change



SS Plant Based Milk Other & Blends  
Top 5 Brands Dollars Per TDP

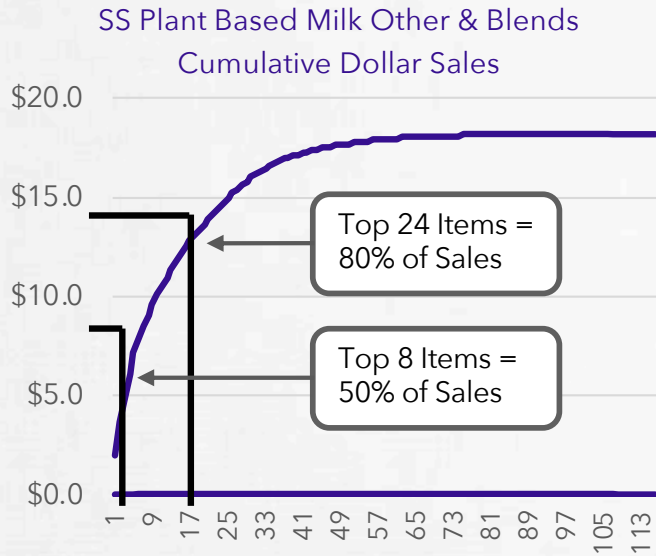


Source: SpinsScan IRI Total US Natural 52-Weeks Ending October 6, 2019

# shelf stable: top selling skus within top 10

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!

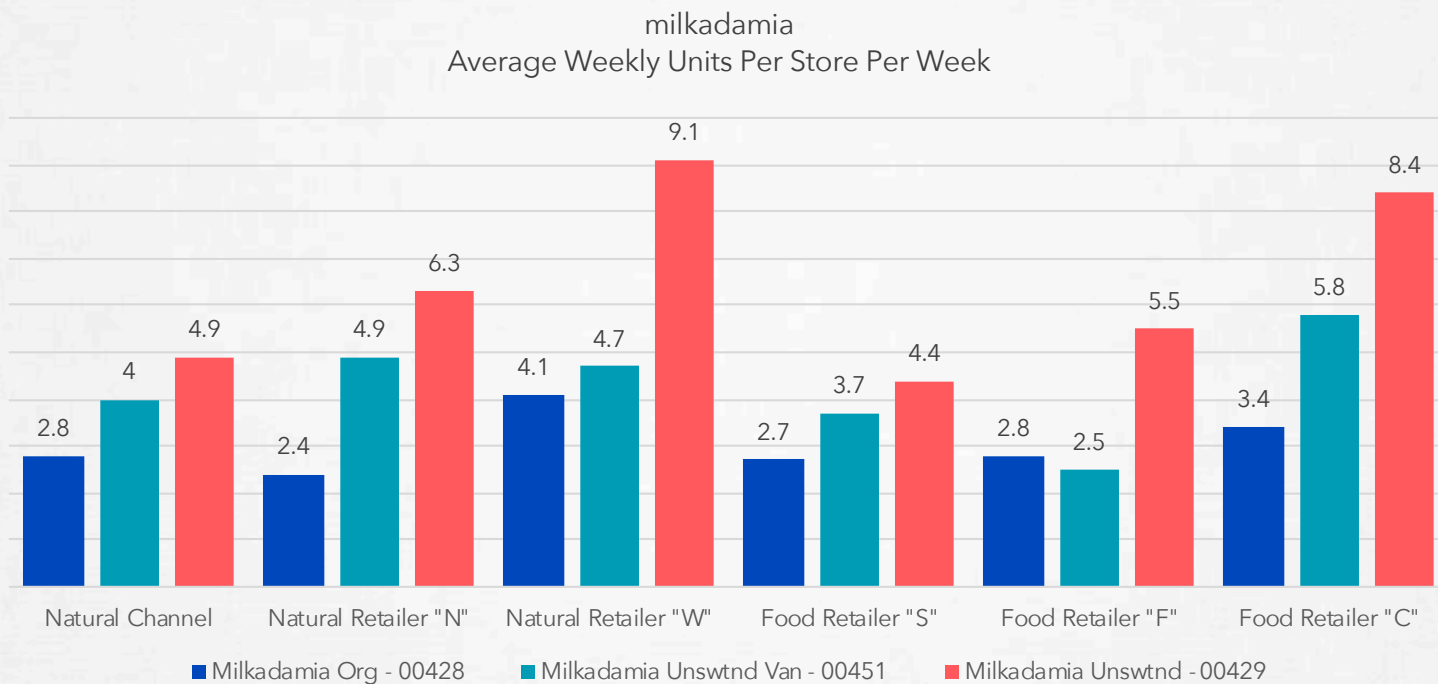


\$ Rank	TTL US Natural - SS Plant Based Milk Other & Blends Top 10 Items	Dollars	Dollar Sales \$ Chg
1	Pacific Orig Oat Og 32oz	\$1,972,829	54.3%
2	Living Harvest Hemp Unswt 32oz	\$ 1,681,145	11.2%
<b>3</b>	<b>milkadamia Unswt 32oz</b>	<b>\$ 1,226,869</b>	<b>21.2%</b>
4	Living Harvest Hemp Van 32oz	\$ 1,190,253	25.3%
5	Pacific Hemp Unswt 32oz	\$ 1,050,333	30.1%
<b>6</b>	<b>milkadamia Unswt Van 32oz</b>	<b>\$ 725,984</b>	<b>133.5%</b>
7	Califia Oat Milk Barista 32oz	\$ 679,395	-
8	Living Harvest Hemp 32oz	\$ 557,014	9.9%
<b>9</b>	<b>milkadamia Original 32oz</b>	<b>\$ 534,326</b>	<b>14.0%</b>
10	Pacific Hemp 32oz	\$ 496,806	-16.0%

Source: SpinsScan IRI Total US Natural 52-Weeks Ending October 6, 2019

## milkadamia Shelf Stable Performance

- milkadamia's top selling sku is selling an average of 6.0 units/store/week!
- Across all milkadamia shelf stable items, selling an average of 4.0 u/s/w.



**milkadamia**

Source: Spinscan IRI Total US Natural 12-Weeks Ending October 6, 2019  
Source: Retailer "W" POS Ending Oct 2019

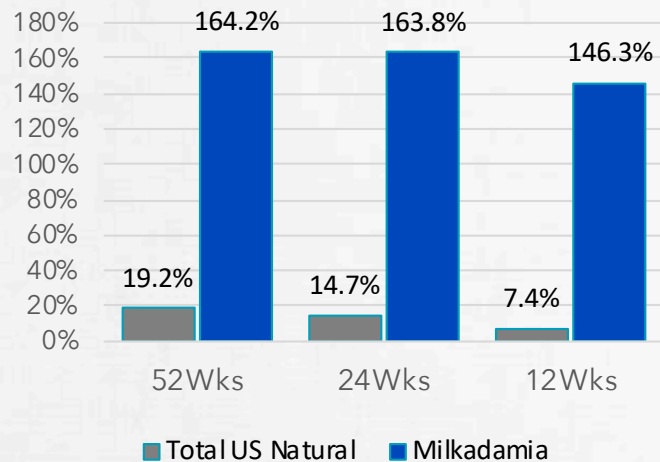
— HOO IS MOOT™ —  
**milkadamia**

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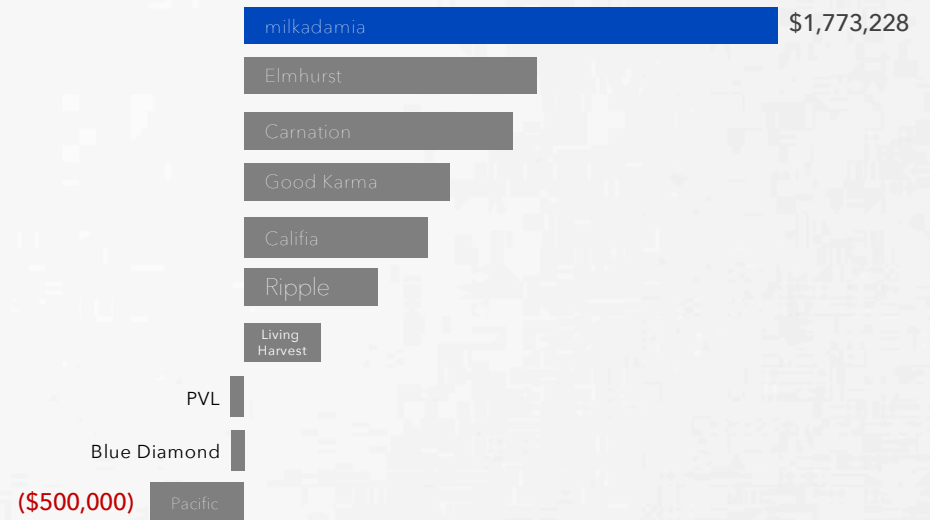
## Shelf Stable: Outpacing the Category

- milkadamia is **growing faster than the category** and is currently the #5 brand with just 4 items!
- milkadamia is the **#1 Brand** ranked by dollar growth across all periods!

SS Plant Based Milk Other & milkadamia  
Top 5 Brands Dollars Per TDP



SS Plant Based Milk Other & Blends  
Top 5 Brands Dollars Per TDP





national distribution partners - all segments

national distribution partners - refrigerated creamers



promotion

# half a million in consumer spend

## Social



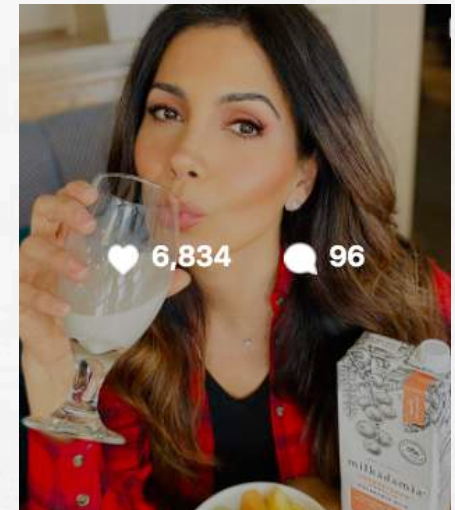
## PR



## Promotion



## Influencer



retailer specific



# appendix

# march sales

Buyers in the last 2 weeks:	30,047
New buyers:	18,760
% of new buyers:	62.44%



# contact information

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