

What's our story? Why are we here

We all love a good snack.

After a meal and even in between, we crave sugar.

We crave salt.

We descended from hunter gatherers who foraged throughout the day.

The food industry has figured out what we *actually* want.

By using bright minds and ever-evolving tech,

They're able to create foods that are loaded with sugars and salts,

While convincing us that these foods are healthy.

"Oh it's not so bad after all"

With the flood of information in the 2020's, the art of snacking has lost its way.

Snacking has too many negative connotations.

"Snacking leads to weight gain."

"Snacking is bad for you"

"Snacking is unhealthy"

"Don't eat between meals"

You get the drift.

On the other hand, we're figuring out what we *really* need.

It's ok to give into your cravings.

It's ok to eat between meals.

It's ok to sneak out to the fridge in the middle of the night.

As long as you snack healthy.

Flyberry helps you ease internal conflict by helping you make mindful eating choices.

Flyberry exists to redefine what it means to indulge.

Staying Fly And Not Sounding Dry

What does it mean to be Fly?

To be Fly Is

To be

Relaxed

A visionary

To be Fly is to

Go against the grain

Be original

Be supportive

And above all,

To be **empathetic**.

How are we making indulgence 'Fly'?

Indulgence Is Fly when

You empathize with your own needs and wants

And make conscious snacking choices

That comes from a place of kindness to the self

And not from a compulsive or impulsive need.

We're about much more than just food.

You are what you eat.

Eating well enables wellness - it's that simple.

Flyberry's biggest obsession is quality -

Our food products are made from the highest quality ingredients **in the world**.

By choosing a Flyberry product, a customer is buying into a larger 'fly' lifestyle,

Of which we are just a small part.

We are what we say we we are, and nothing else:

There are no additives. No preservatives. No hidden ingredients.

Just the best natural ingredients,

Curated to allow you to love your best life,

Where indulgence is a mindful choice, and not a helpless compulsion.

Ok so, how are we actually redefining indulgence?

We believe:

Indulgence can be healthy.

Indulgence can be guilt-free.

Indulgence can be nutritious.

Indulgence can be all-natural.

Indulgence can be mindful.

Indulgence is Fly - just like the rest of a complete, well-balanced life.

How do we express ourselves?

We LOVE talking about all the things that enable a fly lifestyle.

We love fitness - it helps our bodies take flight.

We love art - it gives our minds wings.

We believe nutrition is the halfway point between physical and mental wellness.

And we own it.

But then - how are we actually saying whatever we want to say?

First of all - we're human.

We speak in the first person.

We prefer to have conversations, than to state our points.

We know our stuff, but always remain friendly, approachable and accommodating.

We love to be supportive.

On every level, we try to help.

We go out our way to provide useful information

We share our expertise to others by speaking in the simplest possible terms.

We are humorous.

We don't take anything too seriously.

Not even ourselves.

We are relaxed, relatable and easy going. .

We know that the only thing that truly matters is to have fun.

We are knowledgeable.

We know our stuff.

We've done the work to learn the ins and outs of our products.

We make sure to let our audience know that we know what we're talking about.

But we're self aware enough to not sound preachy or pretentious.

We are thinkers.

We carefully deliberate each of our decisions.

To release a new product, we take our time to master it.

We obsess over quality to the point of being perfectionists.

We take our time to innovate because we differentiate ourselves through action, and not just thought

We are empathetic.

Lastly, and most importantly, we never put anyone down.

We know that we're all in this together.

We never spread any negativity. We don't trash other brands.

We don't tell our customers that their lifestyles are unhealthy.

We just say, "hey, we know what you want, here's a healthy way for you to get it."

How we fly into our customers' hearts

We are an indispensable part of our customers' diets

How?

We eliminate guilt from indulgent eating.

We take ownership of a healthy and balanced approach to snacking.

We'll give health conscious customers something that they can comfortably rely on.

Our regular customers come to us because they know what they want - and they know we'll give it to them.

We develop products that are both delicious and nutritious

Quality comes above all else.

We fill a void in the snacking landscape.

We're the bridge between gourmet and healthy eating.

We express ourselves through art and creativity

We support the art community with our products

We build relationships through barter

We power art, music and poetry

Therefore, what is our brand core?

1: Flyberry is indulgence redefined.

2: Indulgence Is Fly

3: Indulgence, but good for you.

4: Delicious Is Healthy. Delicious Is Flyberry.

5. Healthy Is Delicious. Healthy Is Flyberry.

Who are we talking to?

The health conscious foodie: loves to eat but also loves to work out and stay fit

The fitness nut: Will do whatever it takes to become and stay fit, including investing heavily into food

The gourmet adventurer: loves to try every new kind of gourmet product available in the market

The busy professional: spends most of their time working and is fuelled by healthy snacks

The morally responsible customer: is committed to sustainability and sustainable practices

Universally usable one liners:

Indulgence, but good for you

Flyberry Gourmet - All Natural Indulgence

Flyberry - Fly into an elevated lifestyle

Flyberry - Redefined Indulgence

Flyberry - Indulgence Redefined

Very delicious. Very healthy. Flyberry.

Flyberry. Very indulgent. Very healthy

The Future Of Indulgence.