

**WONDER
MELON™**

**MIGHTY®
SESAME CO.**

**WONDER
LEMON™**

beetology™

absolutely!
GLUTEN FREE

**Dorot
Gardens®**

kayco
kosher & beyond

Beyond
Division
Brand
Review

2021

What is Beyond?

- Kayco's Beyond Division is focused on bringing new, meaningful product innovations to homes across the North America. We offer a full line of delicious, better for you and convenient products to meet the ever increasing demands of our consumers. We are passionate about quality and creativity, you can taste the difference. We strive to constantly go BEYOND our own expectations.



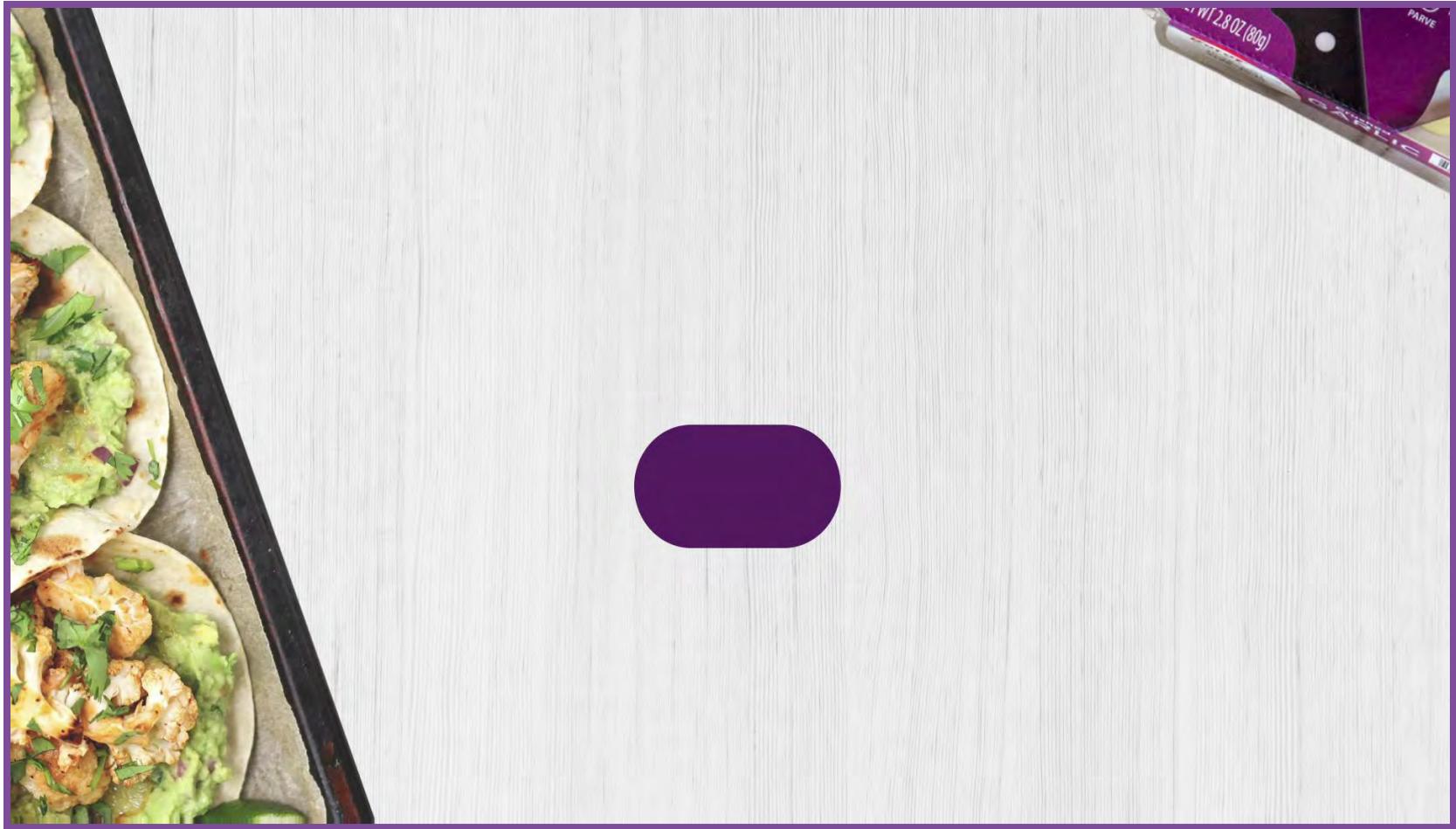
Dorot Gardens



The Ultimate KITCHEN Hack!



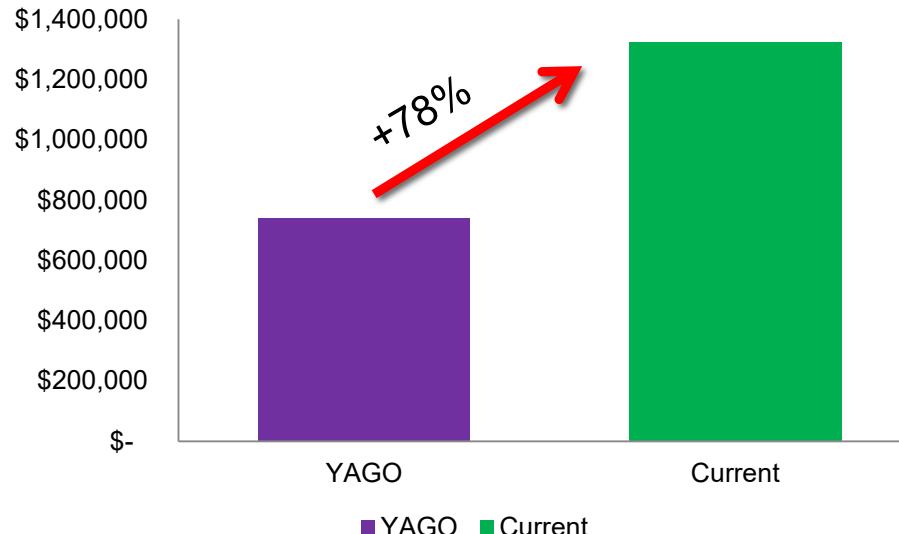
What is Dorot Gardens?



Click to
play video!

Dorot is showing 78% Growth

Dollars per point of distribution is growing 46% total business



Rank	UPC	Description	\$	\$ % Change	Units	Unit % Change	\$ / TDP % Change
Total Dorot Business			\$1,323,577	78%	435,760	67%	46%
1	07-94376-10003	Dorot Crushed Garlic	\$ 631,236	80%	208,480	74%	51%
2	07-94376-10014	Dorot Crushed Ginger	\$ 262,584	99%	87,396	86%	51%
3	07-94376-10011	Dorot Chopped Basil	\$ 184,295	64%	60,647	52%	41%
4	07-94376-10010	Dorot Chopped Cilantro	\$ 144,556	74%	45,397	49%	56%
5	07-94376-10036	Dorot Sautéed Glazed Onions	\$ 63,888	52%	21,445	48%	24%
6	07-94376-10012	Dorot Chopped Parsley	\$ 25,047	58%	8,419	33%	58%
7	07-94376-10013	Dorot Chopped Dill	\$ 11,971	85%	3,976	69%	39%

Huge Purchase increase due to Pandemic

US demand for frozen specialty food packaging is forecast to increase 4.0% per year through 2024

Shopper Behavior: Brand Dollars/Trip

	YAGO (2.25.19 – 6.9.19)	COVID Impulse (2.24.20 – 6.7.20)	Percent Change
Heavy Category Buyers	\$5.39	\$6.02	12%
Medium Category Buyers	\$3.95	\$4.87	23%
Light Category Buyers	\$3.18	\$4.03	27%
Total Category Buyers	\$4.71	\$5.55	18%

2020 Catalina Confidential | 1



Million Dollar Marketing Plan





Dorot Gardens pre-portioned garlic, onions and herbs eliminate chopping and measuring, making it effortless to season and flavor your cooking. Just “pop” out a cube or two...

- ❖ All Natural and Non GMO
- ❖ Gluten Free and Dairy Free
- ❖ No Mess, No Waste, Always Available
- ❖ Truly Innovative
- ❖ Meets an Unmet Consumer Need
- ❖ Creates a **NEW** category at Grocery
- ❖ High Sales per Square Foot



7 94376 10003 6



7 94376 10014 2



7 94376 10011 1



7 94376 10010 4



7 94376 10036 4



7 94376 10045 6



7 94376 10012 8



7 94376 10013 5

SRP:
\$2.99-
\$3.99



TPR's 5x/yr
\$2.49- \$3.49
Jan, March,
June, Sept,
Nov

kayCO
kosher & beyond

The Ultimate Merchandising Hack!



- Two Tier System

- Allows 2 SKUs in one shelf space
- Will be Dorot Gardens Purple Color
- No more product nesting
- Dimensions:
 - Length: 19in
 - Width: 5.5in
 - Height: 9.5in



Actual Color



975300: DOROT HERB TRAYS PURPLE

- 1 two tier tray in each box

- Dorot Door Suction Tray

- Extended Merchandising Space
- Allows to merchandise on the freezer door
- 4 sectioned off segments
- Dimensions:
 - Length: 24in
 - Width: 5 in
 - Height: 6.25 in



975302: Door Suction Trays with Suction cups

- 3 Door Suction cup trays per case



**MIGHTY
SESAME CO.™**

* Press Play to see video

kayco
kosher & beyond

**MIGHTY
SESAME CO.™**

**MIGHTY
SESAME CO.**

Mighty Sesame offers a Unique User Experience that will grow the category

- Nutrient dense Tahini brought to you by the expert in Sesame Seeds to deliver superior flavor, quality and convenience, patent procedure introducing a revolutionary Tahini ready to eat in a squeezable bottle.



Mighty Sesame Tahini is for everyone!

Vegans



Gluten Free



Keto



Paleo



Fiber Calcium Protein

WHOLE HEALTH: FEEL MIGHTY GOOD

Ancient wisdom that still holds true

Egyptian medical scrolls (1552 BC), the writings of Hippocrates (the father of Western medicine, alive in 400 BC), and Chinese medical texts (300 BC), each mention sesame as a source of energy, healing and antiaging benefits.

A source of vegetable protein

2 tablespoons of whole tahini provide about 0.23 ounces of protein! (In comparison, 2 tablespoons of cheese provide 0.1 grams of protein.) Even better, eating whole tahini with beans like chick peas makes a complete protein.

Well-being and relaxation

Tryptophan-rich tahini contains an essential amino acid that the body does not produce itself, and must receive through diet. Tryptophan supports serotonin production in the brain, a neurotransmitter that regulates mood and appetite, and guards against mood swings.

Special dietary fiber

Sesame contains about four times as many lignans than other plant foods: 0.01 ounces per 3.5 ounces. Clinical studies show that lignans offer a variety of features that benefit health from pain relief to reduction of high blood pressure, to neuroprotective activity. In modern India, sesame is used as a remedy for pain relief and relaxation.

Lower LDL cholesterol naturally

Phytosterols are natural components found in most varieties of sesame seeds, which help to reduce the absorption of bad cholesterol. Since the structure of phytosterols is similar to that of cholesterol, they compete for absorption in the intestine. This competition causes a decrease in the absorption of cholesterol into the blood due to consumption of naturally-occurring phytosterols from seeds and vegetable oils.

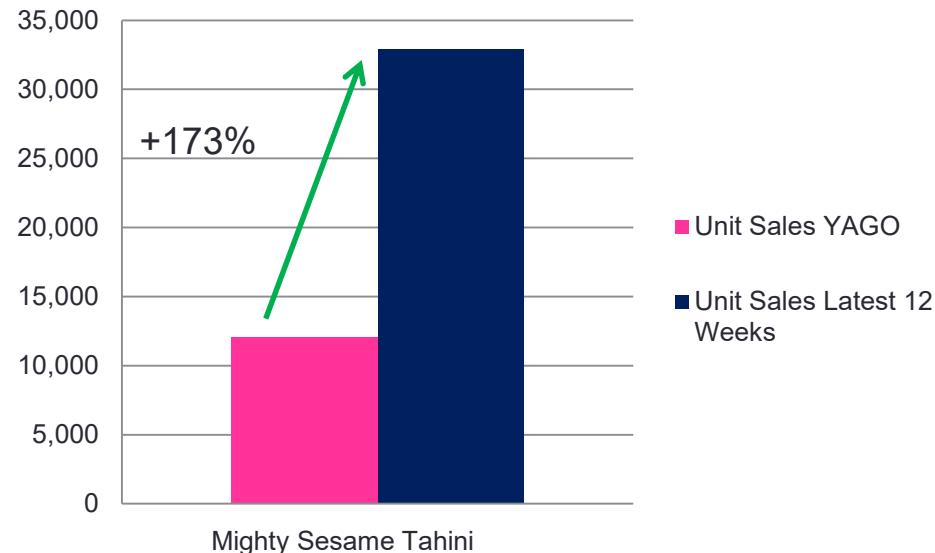
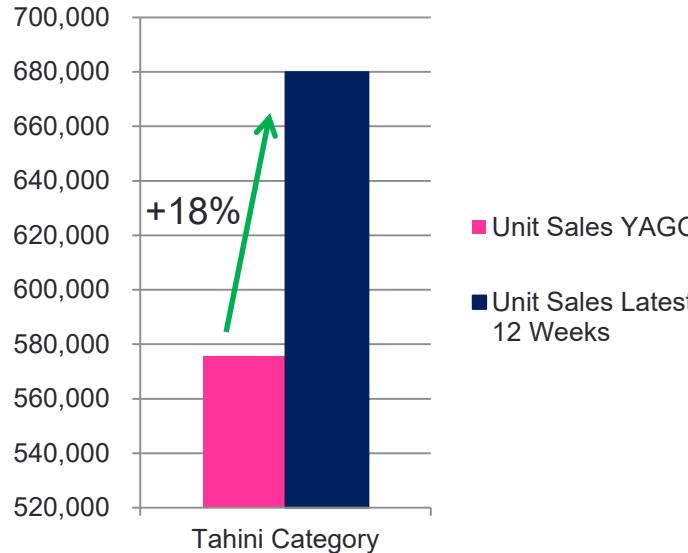
Why Mighty Sesame Tahini?



* Press Play to see video



Mighty Sesame is helping the tahini category grow!



Mighty Sesame is the highest growing tahini brand in the top 10!

Rank	Brand	\$ Sales	\$ % Chg	Unit Sales	Units % Chg
1	KRINOS	\$ 834,427	23%	112,540	23%
2	PRIVATE LABEL ORGANIC	\$ 817,711	-7%	137,189	-1%
3	JOYVA	\$ 806,396	14%	109,198	11%
4	ZIYAD	\$ 451,254	19%	70,260	20%
5	ONCE AGAIN NUT BUTTER	\$ 266,889	17%	27,452	10%
6	HADDAR	\$ 235,523	129%	42,174	114%
7	MIGHTY SESAME CO	\$ 170,574	156%	32,964	173%
8	WOODSTOCK	\$ 104,631	-13%	9,048	-15%
9	SADAF	\$ 81,097	30%	10,324	32%
10	OXYGEN	\$ 79,557	12%	20,281	17%



“ Shake things up with Tahini”



Organic Tahini Squeeze & Serve

- One Ingredient
 - Organic
 - Gluten-Free
 - Non-GMO
 - Vegan

Packed with plant based protein



Barcode: 8 58313 00620 8

Whole Seed Tahini Squeeze & Serve

- One Ingredient
 - Gluten Free
 - Non-GMO
 - Vegan
- 260 mg of Calcium
- Packed with plant based



Barcode: 8 58313 00651 2

Our Squeeze & Serve Fine Tahini is so versatile: Dressings, Dips , Spreads and replacement for Mayonnaise

TPR's: 5x/yr

Jan., Mar., May, Aug., Nov.

SRP:

\$4.99-\$5.99



Harissa Tahini Squeeze & Serve

- Tahini and Harissa Spice
- Excellent source of protein
- Gluten Free
- Non-GMO
- 260 mg of Calcium



Barcode: 8 58313 00658 1

Item Ranking	Kehe Item #	UNFI East Item #	UNFI West Item #	Kayco Item #	UPC	BRAND	DESCRIPTION	UOM	CASE PACK
1	308398	246742	60860	703130	8 5831300620 8	Mighty Sesame	Organic Squeezable Tahini	10.9 oz.	8
2	376671	247771	84538	703132	8 5831300651 2	Mighty Sesame	Whole Seed Squeezable Tahini	10.9 oz.	8
3	380314	268501	38502	703145	8 5831300658 1	Mighty Sesame	Harissa Squeezable Tahini-NEW	10.9 oz.	8

What is Harissa Tahini



* Press Play to see video



Mighty Sesame Tahini Bars

- All Natural Sesame bar
- New and Different taste and texture
- 100 Calories per bar
- Perfectly sweet grab and go snack
- Vegan
- Gluten Free
- 8 per case - 6 Individually wrapped Bars per box



Vanilla



Pistachio



Cocoa Nibs

Kehe Item #	UNFI East Item #	UNFI West Item #	ITEM NUMBER	UPC	BRAND	DESCRIPTION	UOM	CASE PACK
345325	241158	53662	703152	858313006468	Mighty Sesame	Pistachio Tahini Bars	3.8oz.	8x6
345327	241157	53661	703151	858313006451	Mighty Sesame	Cocoa Tahini Bars	3.8oz.	8x6
345324	241156	53660	703150	858313006444	Mighty Sesame	Vanilla Tahini Bars	3.8oz.	8x6

Mighty Sesame 360° Marketing Plan

MIGHTY SESAME CO.
MAKE TAHINI YOUR NEW
GO-TO CONDIMENTS!
Mighty Sesame Co. Adds New Harissa Flavor
to their Delicious Ready-to-Use Tahini Line.



PR

Social Media



Influencer Marketing

MIGHTY SESAME CO.™

In-Store Demos



27% ad recall rate

Digital Advertising

583k completed video views



Shopper Marketing



Print Advertising
7.8 Million reach



WONDER MELON™

beetology™



kayco
kosher & beyond

Our Full Line of Beautiful Beet Beverages!

Every blend delivers the perfect laying of unbelievable flavors!

- ***March to Your Own Beet™***
- 100% Cold Presses Organic Juice, Not From Concentrate
- Perfectly crafted and packed with flavor
- Highest Quality and Nutrient Dense
- No Preservatives, Additives, Artificial Colors or Flavors
- Non-GMO
- All Natural Fair Trade Ingredients
- Case Pack: 6 per case



Beet & Cherry



Beet & Berry



Beet & Veggie



Beet & Lemon
Ginger



Beet & Tropical
Fruit



Sales Trends



Total US Food, 24 Weeks*

Rank	UPC	Description	\$	\$ % Change	Units	Unit % Change
		Beetology Juices	\$487,454	21%	151,912	21%
1	00-73490-15900	Beetology: Beet & Cherry	\$147,899	15%	46,543	16%
2	00-73490-15903	Beetology: Beet & Lemon & Ginger	\$110,685	25%	34,698	23%
3	00-73490-15902	Beetology: Beet & Veggie	\$102,732	20%	31,743	21%
4	00-73490-15901	Beetology: Beet & Berry	\$85,520	32%	25,994	29%
5	00-73490-15904	Beetology: Beet & Tropical Fruit	\$40,618	16%	12,934	23%

Beetology Juices Growth**

UPC	Description	Unit Sales Chg YAGO Retailer A	Unit Sales Chg YAGO Retailer B
00-73490-15900	Beetology: Beet & Cherry	90%	13%
00-73490-15903	Beetology: Beet & Lemon & Ginger	62%	6%
00-73490-15902	Beetology: Beet & Veggie	51%	1%
00-73490-15901	Beetology: Beet & Berry	430%	5%
00-73490-15904	Beetology: Beet & Tropical Fruit	-22%	9%






WONDER MELON™



Do you ever Wonder?™



Attributes

- 100% Real, Cold Pressed Juice
- Certified Fair Trade Ingredients
- Only 5 Ingredients
- Clean Label
- No added sugars
- No artificial flavor or artificial coloring
- Organic
- Non- GMO
- Less than 100 Calories per bottle
- Health Hydration

Watermelon Cucumber Basil Juice
Perfectly sweet with a touch of tartness
and a light herbaceous finish.



Watermelon Lemon Cayenne Juice
Incredibly refreshing with a hint of cayenne
will have you wanting more!



WONDER MELON™



Cucumber Basil

- **ONLY 5 INGREDIENTS**
- Watermelon
- Lemon Juice
- Apple Juice
- Cucumber Juice
- Basil



Lemon Cayenne

- **ONLY 4 INGREDIENTS**
- Watermelon
- Lemon Juice
- Apple Juice
- Cayenne



WONDER MELON™



Units per Store Per Week**

UPC	Description	Retailer A	Retailer B	Retailer C
00-73490-15801	Wonder Melon: Watermelon Cucumber Basil	4.3	5.3	5.9
00-73490-15800	Wonder Melon: Watermelon Lemon Cayenne	4.1	3.4	4.1

Total US Food Sales*

Description	52 Weeks				24 Weeks			
	\$	\$ % Change	Units	Unit % Change	\$	\$ % Change	Units	Unit % Change
Wonder Melon Brand	\$295,260	308%	93,388	319%	\$176,640	181%	56,413	190%
Wonder Melon Cucumber Basil	\$ 161,585	284%	51,111	294%	\$ 94,999	160%	30,359	169%
Wonder Melon Lemon Cayenne	\$ 133,674	342%	42,277	353%	\$ 81,642	209%	26,054	219%

360 Degree Marketing Plan





NEW!

WONDER LEMON™



Three Amazing Flavors: Lemon Mint, Lemon Ginger, and Lemon, Basil & Jalapeno



- ✓ **100% Cold Pressed Juice**
- ✓ **GMO Free**
- ✓ **Organic**
- ✓ **All Natural Ingredients**
- ✓ **No Preservatives or Additives**
- ✓ **No Artificial Colors or Flavors**
- ✓ **No added sugar**
- ✓ **Not from Concentrate**
- ✓ **Fair Trade Ingredients**
- ✓ **Only 6 Ingredients**
- ✓ **Clean Labels**



Kayco ITEM NUMBER	UPC	BRAND	DESCRIPTION	UOM	CASE PACK
150850	0 73490 15850 6	Wonder Lemon	Lemon and Mint Juice	8.45 oz.	6
150851	0 73490 15851 3	Wonder Lemon	Lemon and Ginger Juice	8.45 oz.	6
150852	0 73490 15852 0	Wonder Lemon	Lemon, Basil, Jalapeno Juice	8.45 oz.	6



WONDER LEMON™



Lemon Ginger



- **ONLY 6 INGREDIENTS**
- Lemon Juice
- Apple Juice
- Lime Juice
- Mango Puree
- Passion Fruit Puree
- Ginger

Lemon Mint



- **ONLY 5 INGREDIENTS**
- Lemon Juice
- Apple Juice
- Pineapple Juice
- Lime Puree
- Mint

Lemon Basil Jalapeno



- **ONLY 5 INGREDIENTS**
- Lemon Juice
- Apple Juice
- Lime Juice
- Jalapeno
- Basil





Recommendation for Business

WONDER
MELON™

beetology™

WONDER
LEMON™



<u>Rank</u>	<u>UPC</u>	<u>Item Description</u>
1	73490-15801	Wonder Melon: Watermelon Cucumber Basil
2	73490-15900	Beetology: Beet & Cherry
3	73490-15903	Beetology: Beet Lemon &Ginger
4	73490-15800	Wonder Melon: Watermelon Lemon Cayenne
5	73490-15850	Wonder Lemon: Lemon & Mint
6	73490-15851	Wonder Lemon: Lemon & Ginger
7	73490-15902	Beetology: Beet & Veggie
8	73490-15901	Beetology: Beet & Berry
9	73490-15904	Beetology: Beet & Tropical Fruit
10	73490-15852	Wonder Lemon: Lemon, Basil, Jalapeno



kayco
kosher & beyond



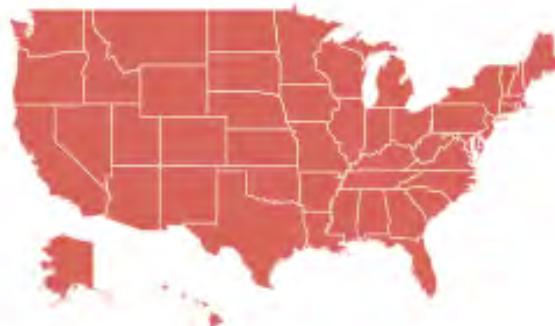
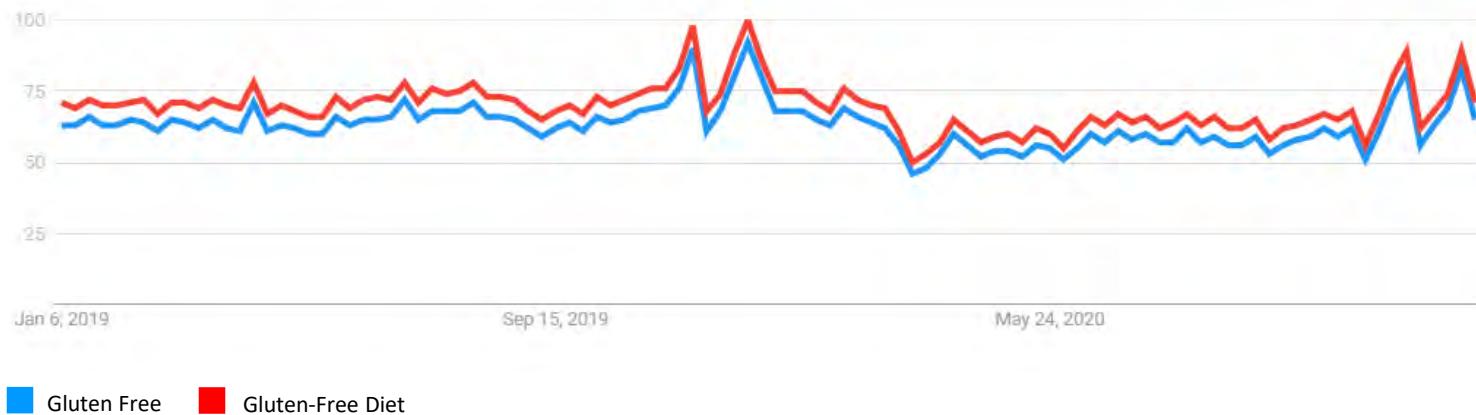
absolutely![®]

GLUTEN FREE

June 2021

Gluten Free Trends

absolutely!
GLUTEN FREE



Interest in country wide!

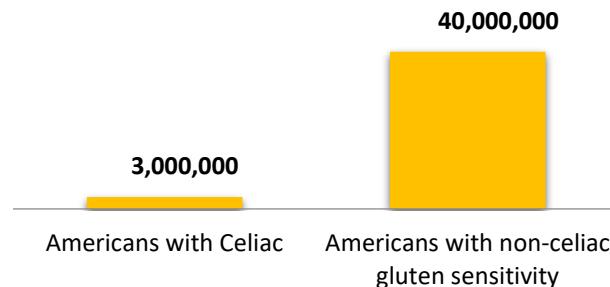


Gluten Free- trends to Watch in 2020

-New Hope Network, Dawn Reiss

1. The number of gluten-free products will continue to rise

- One percent of the U.S. population has celiac. That's 3 million Americans. But up to 13% of the U.S. population is believed to have non-celiac gluten sensitivity, and that's about 40 million Americans.



2. Look for gluten-free products outside of the natural food space

3. The variety of gluten-free, grain-free flours on the market will continue expanding
4. There will be a greater demand for gluten-free convenience foods



Absolutely Gluten Free Brand

Rank	All Markets	\$ Volume	\$ Vol % Chg	Units	Unit Vol % Chg	%ACV Reach
	Total US xAOC	\$1,393,769	17.62%	294,341	15.40%	7
	Total US Food	\$1,392,149	18.66%	293,922	16.68%	19
	WFM Total xAOC Rem	\$667,938	14.30%	138,733	11.06%	8
1	Publix Total TA	\$156,511	17.52%	37,708	10.08%	65
2	Stop & Shop Total TA	\$129,430	-1.17%	27,503	-4.82%	70
3	ShopRite Total TA	\$88,593	43.03%	19,674	49.28%	69
4	WFM Midwest TA	\$69,966	34.22%	14,881	34.40%	97
5	WFM Northeast TA	\$58,761	21.29%	12,480	21.64%	96
6	The Giant Company Total TA	\$58,269	30.46%	12,520	29.45%	73
7	WFM North Atlantic TA	\$50,966	34.41%	10,854	34.65%	98
8	WFM Southern Pacific TA	\$44,244	20.52%	9,376	16.56%	93
9	WFM South TA	\$44,067	44.21%	9,367	44.45%	100
10	Giant Food Total TA	\$42,234	13.14%	9,180	13.11%	66
11	SpartanNash TTL Wholesale & Retail TA	\$41,127	11.99%	7,591	12.02%	17
12	WFM Mid Atlantic TA	\$39,651	15.25%	8,434	15.66%	96
13	WFM Rocky Mountain TA	\$36,163	10.03%	7,666	9.86%	95
14	WFM Southwest TA	\$34,491	2.89%	7,336	3.38%	94
15	WFM Florida TA	\$25,174	31.59%	5,353	31.91%	100
16	ALBSCO Nor Cal Div TA	\$25,101	85.22%	5,216	78.75%	50
17	WFM Northern California TA	\$23,176	-24.92%	4,932	-24.03%	78
18	WFM Pacific Northwest TA	\$14,879	24.97%	3,179	32.99%	100
19	ALBSCO Acme Div TA	\$12,405	63.79%	2,429	82.60%	32
20	King Kullen Total TA	\$12,224	30.01%	2,698	35.44%	83

Incredible growth at in many key markets!

absolutely!
GLUTEN FREE

Absolutely Gluten Free New Look





Flatbreads and Crackers



- ❖ Flour Free, Light and delicious!
- ❖ Uniquely made with Potato!
- ❖ NO soy, corn, or rice
- ❖ Three varieties of Crackers
 - ❖ Original
 - ❖ Onion
 - ❖ Cracker Pepper
- ❖ Three varieties of Flatbreads
 - ❖ Original
 - ❖ Onion
 - ❖ Everything





Absolutely Gluten Free Crackers and Flatbreads Continues to Grow Nationally

Product	\$ Volume	\$ CYA	\$ Vol % Chg	Units	Units CYA	Unit Vol % Chg	%ACV Reach	Avg Unit Price
AGF Original Flatbread	\$478,871	\$90,288	23.20%	102,184	19,385	23.40%	7	\$4.71
AGF Original Cracker	\$410,355	\$76,212	22.80%	85,519	15,156	21.50%	5	\$4.82
AGF Everything Flatbread	\$371,528	\$49,774	15.50%	78,824	10,039	14.60%	6	\$4.73
AGF Cracked Pepper Crackers	\$64,400	(\$19,182)	-22.90%	13,459	-4,783	-26.20%	2	\$4.77
AGF Toasted Onion Flatbread	\$29,387	\$3,407	13.10%	5,636	541	10.60%	0	\$5.22
AGF Toasted Onion Crackers	\$24,627	\$665	2.80%	4,783	-2	0.00%	1	\$5.17
Grand total	\$1,379,167	\$201,164	17.10%	290,405	40,336	16.10%	7	\$4.90

absolutely!
GLUTEN FREE

Absolutely Gluten Free Coconut Chews

➤ Four Delicious Flavors

- Chocolate
- Cranberry
- Blueberry- NEW
- Key Lime- NEW



➤ Made with Raw coconut!

- Sulfite free
- All Natural
- Gluten Free and VEGAN
- Paleo Friendly
- No Eggs or Dairy
- Chews in individually wrapped for freshness
- Resalable Stand up pouch
- Kosher- All year round, and Passover



AGF Coconut Chews are #1 of All Gluten Free Coconut Chews

<u>Rank</u>	<u>Brand</u>	<u>\$ Volume</u>	<u>\$ Vol % Chg</u>
	Total Gluten Free Cat	\$513,566	5.3%
1	ABSOLUTELY	\$391,208	10.9%
3	WILD JOY GOODS	\$130,561	50.3%
2	HIPPIE SNACKS	\$67,434	-71.9%
4	GOCO	\$32,760	-31.5%
5	HUNGRY BUDDHA	\$55,995	-98.4%
6	BARE	\$50,328	-99.5%



Absolutely Gluten Free is the 60% Dollar Share of the category



Absolutely Gluten Free Macaroons

- 2 Amazing Varieties of Macaroons
 - Chocolate
 - Coconut
- Macaroons come in a stay fresh container
- Soft and chewy
- All natural
- Certified Gluten Free
- Certified Kosher, Non-Dairy





Rank	BRAND HIGH	\$ Volume	\$ Vol % Chg
1	TATE'S BAKE SHOP	\$5,131,201	22.20%
2	ENJOY LIFE	\$3,037,119	-14.30%
3	GOODIE GIRL	\$1,276,499	36.00%
4	EMMY'S	\$937,596	38.90%
5	SIMPLE MILLS	\$846,694	98.20%
6	GLUTINO	\$757,366	-1.10%
7	SCHAR	\$674,679	-4.40%
8	WOW	\$652,083	1.20%
9	CYBELE'S FREE-TO-EAT	\$560,528	37.90%
10	JENNIES	\$412,649	-1.20%
11	LUCY'S	\$401,095	-4.70%
12	PAMELA'S	\$379,039	-46.30%
13	KRUNCHY MELTS	\$340,647	-6.90%
14	PRIVATE LABEL	\$309,852	-27.40%
15	SUBLIME	\$261,456	
16	MUNK PACK	\$254,767	-8.40%
17	ALEIA'S	\$251,351	4.30%
18	MAXINE'S HEAVENLY	\$223,157	56.10%
19	UDI'S	\$214,770	-42.80%
20	GOODMAN	\$212,455	-0.60%
21	SPAANS	\$200,983	-12.70%
22	ABSOLUTELY	\$198,720	3.90%
23	COOKIES CON AMORE	\$191,235	87.50%



AGF Macaroons is in the top 10 of growing Gluten Free Cookie Brands