

# REACH BAR

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The plant-based nutrition and protein bar containing one full serving of vegetables.



# OUR PRODUCT

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## Reach Bar

Reach Bar is a plant-based nutrition and protein bar containing one full serving of vegetables.  
Appetizing, tasty, and no loss of nutrients!



# OUR PRODUCT

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## Nutrition Facts

Servings Per Container 1  
**Serving size 1 Bar (45g)**

**Amount Per Serving**  
**Calories 180**

Amount Per Serving	% Daily Value*
<b>Total Fat</b> 9g	<b>12%</b>
Saturated Fat 3g	<b>15%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 100mg	<b>4%</b>
Vitamin D 0mcg	0%
• Calcium 30mg	2%
• Iron 2.9mg	15%
• Potassium 230mg	4%
<b>Total Carbohydrate</b> 18g	<b>7%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars 9g	
Includes 4g Added Sugars	<b>8%</b>
<b>Protein</b> 11g	

\*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: Peanut Butter, Pea Protein, Chicory Root Fiber, Dates, Agave Nectar, Oats, Greens Blend (Kale, Broccoli, Spinach), Shredded Coconut, Coconut Oil, Sea Salt, Natural Flavors.

# AUDIENCE

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## TARGET AUDIENCE

Young suburban mothers who shop organic, sustainable, and local.



# MARKET



## MARKET SIZE

Nutrition Bars - \$9.6 billion

Protein Bars - \$4.66 billion

Vegan Products - \$14.2 billion

Non-GMO Products - \$1.25 billion

Kosher Products - \$19.1 billion

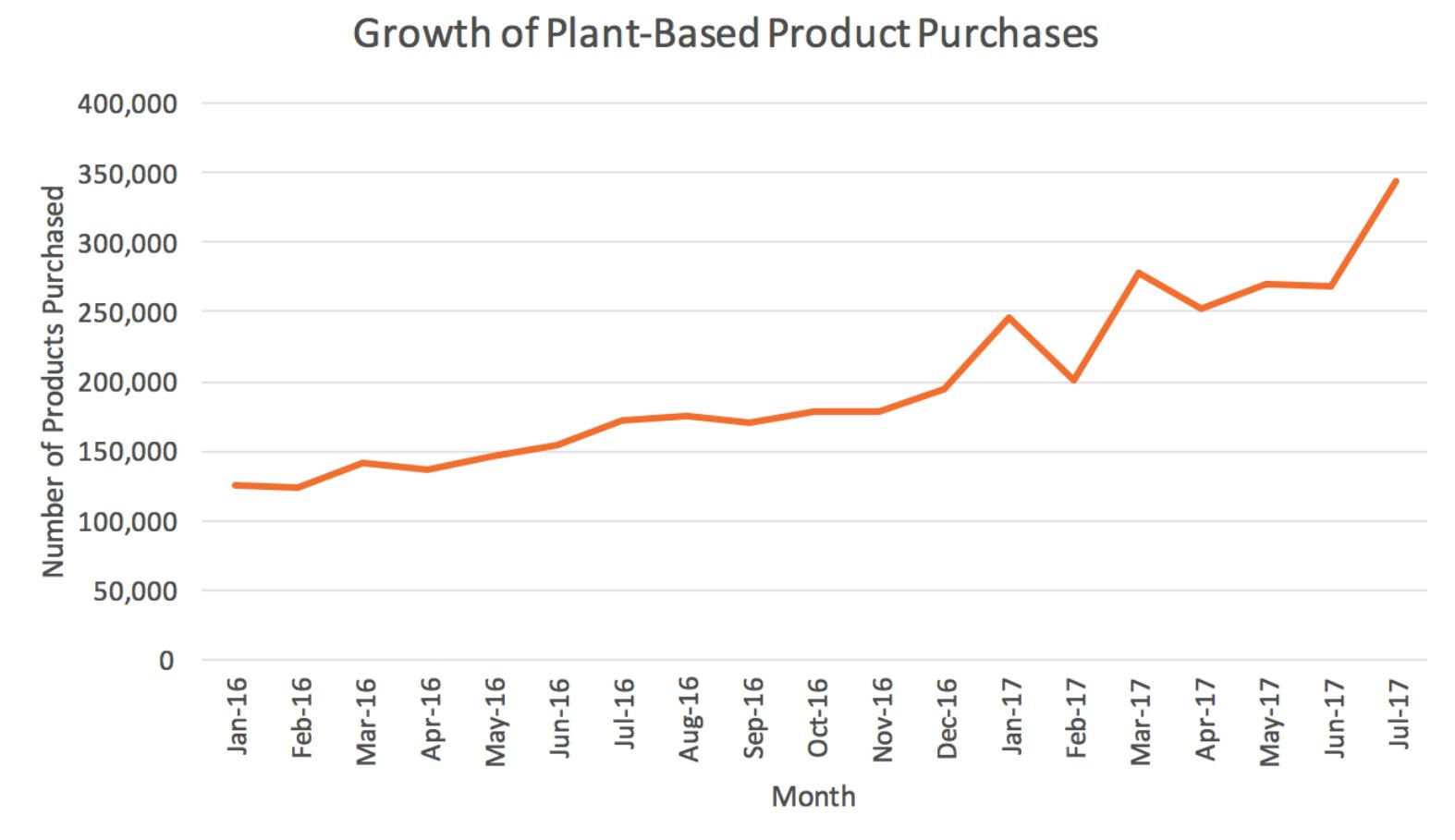


## GROWTH RATE

Vegan Products - 9.6%

Non-GMO Products - 13.74%

Kosher Products - 3.7%



## OUR COMPETITIVE EDGE

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PROTEIN

FIBER

IRON

SUGAR

CALORIES

10g

4g

2mg

20g

260



2g

4g

1.5mg

14g

130



11g

7g

2.9mg

9g

180

# TRACTION

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## PROTOTYPING

the recipe of  
the bar



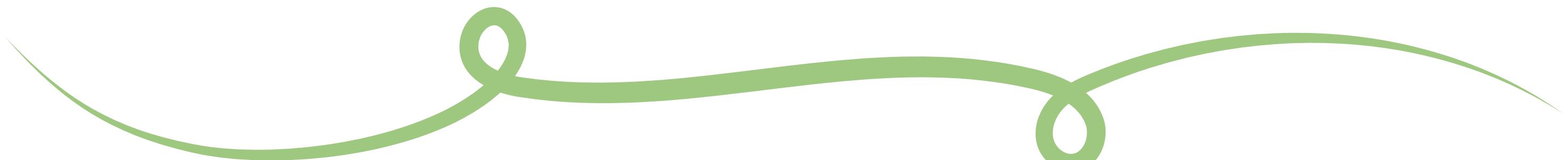
## DISTRIBUTION

through local  
vendors



## FELLOWSHIP

with the Connecticut Center  
for Entrepreneurship & Innovation



## FDA COMPLIANCE

process for  
packaging



## PURCHASE ORDER

4,000 bars  
produced

# OUR TEAM

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**EVA QUIGLEY**

Co-Founder and CRO  
Nutritional Sciences

**NATALIE LACROIX**

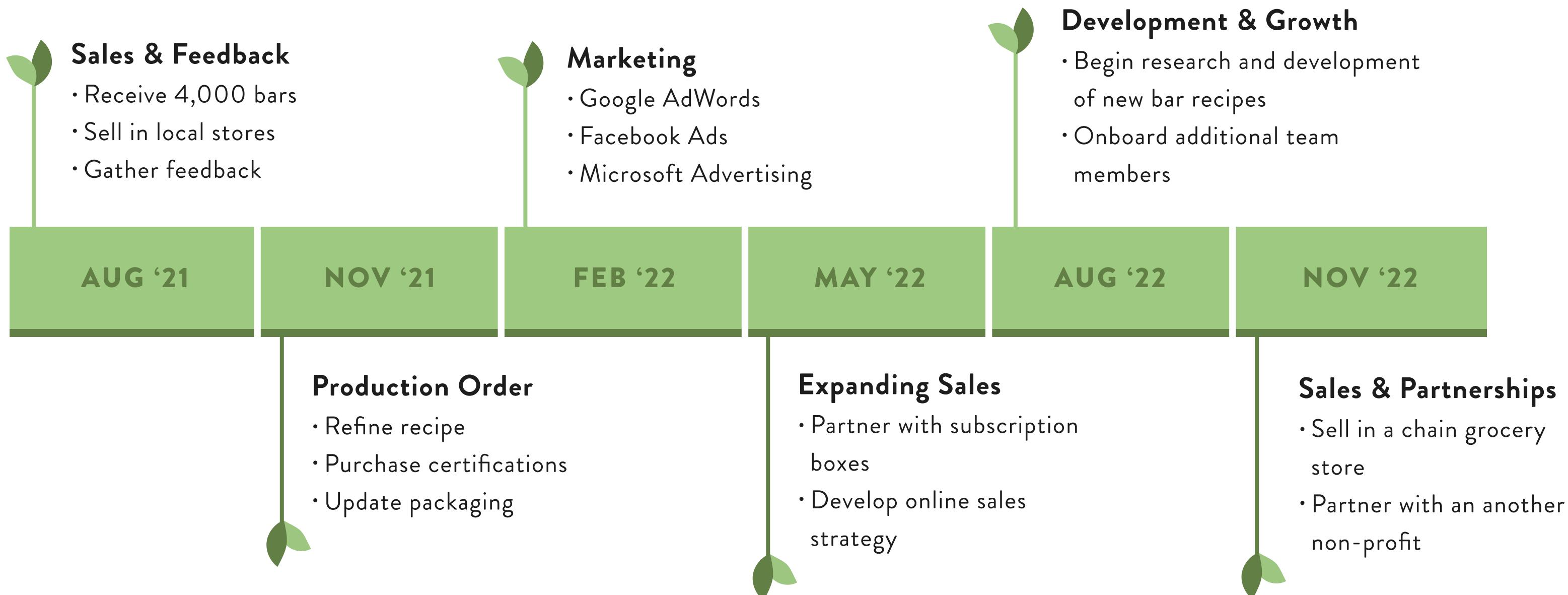
Co-Founder and CMO  
Digital Media & Design

**SOFIA SAUL**

Social Media Coordinator

# TIMELINE

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## ONE-YEAR GOAL

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**Sell 1,000 boxes**

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1  
BOX      =      12  
BARS



\$33 per box



\$2.75 per bar

Production cost per bar: \$1.85

## ONE-YEAR GOAL

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Give 3,300 meals

1  
BOX      =      3.3  
MEALS



(filling in  
the blanks)



# MISSION

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## Reach Out.

Reach Bar strives to bridge the food insecurity gap by providing nutritional products that give back to the local community through partnering with local non profit organizations.

Our core values involve nutrition and well being, transparency, and charity.



# OUR COMPETITIVE EDGE

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## VEGETABLE COMPONENT



## PROTEIN COMPONENT



## CHARITABLE COMPONENT\*



\*excluding grants to external organizations

# PRICE COMPARISON

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2.75



1.05



1.53



2.00



2.73



2.91

# COST BREAKDOWN

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## Production & Shipping

Boxes with Sticker Label	\$221
Bars	\$5,210
Wrap Around Box Label	\$252
Bar Film	\$1,761
Shipping	\$906

## Annual Certifications

Vegan	\$395
Non-GMO	\$1,000
Gluten Free	\$900

## Sales & Marketing

Donation	10%
Grocer Cut	1-3%



# PROJECTIONS

