



# Retail Buyer Pitch Deck Template

June 2020

PRODUCT AND CATEGORY

# tea squares™

Caffeinated Energy Bars  
Matcha + Adaptogens



# WHY WE EXIST

## A NEW FUNCTIONAL SET WITHIN THE PERFORMANCE BAR CATEGORY

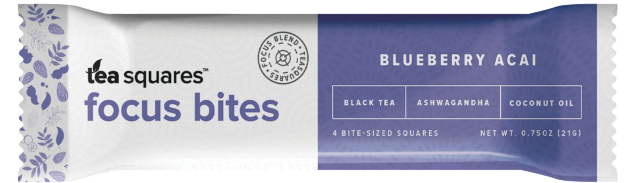
### NUTRITION BARS (Hunger)



### PROTEIN BARS (Physical Energy)



### MINDFUL BARS (Mental Energy)



# PRODUCT ASSORTMENT



## Caffeinated Energy Bars w/ Matcha + Adaptogens

-  **TEA**  
Increase Focus
-  **ASHWAGANDHA**  
Reduce Stress
-  **COCONUT OIL**  
Enhance Clarity

- 4 SQUARES**  
per serving
- 50mg CAFFEINE**  
½ cup of coffee
- 3-4g SUGAR**  
agave nectar
- 4g PLANT-BASED PROTEIN**  
almonds & pepitas



DISTRIBUTION AND RETAIL PARTNERS



## WHY THE RETAILER SHOULD CARE

32%

### **INCREMENTAL CATEGORY SALES**

32% of our customers report purchasing TeaSquares in addition to their protein bars.

## TRACTION AND DATA



### **150 CUSTOMER REQUESTS**

Our customers are requesting to purchase TeaSquares at your stores



### **SAME STORE SALES GROWTH**

10% month over month same store sales growth in 20 natural channel retailers



### **STRONG E-COMMERCE SALES**

20% month over month growth



### **INCREMENTAL SALES**

32% of our customers report purchasing TeaSquares in addition to their protein bars



### **TOP 10 PERFORMING IN SET**

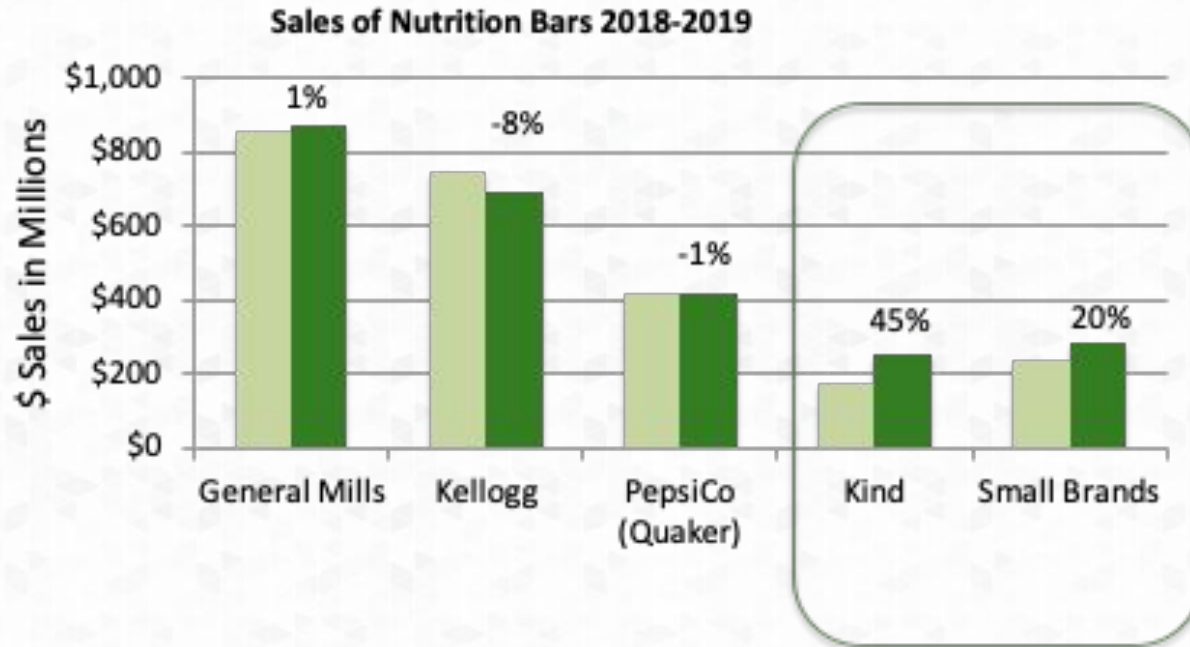
Our Blueberry Acai Focus Bites are in the top performing SKUs in our set.



### **FORBES 30 UNDER 30**

Brand was recognized by Forbes as a top growth brand with a founder under 30

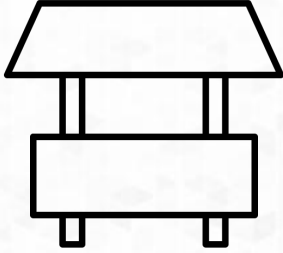
## CONSUMER TRENDS



Consumers are shifting to purchase natural and smaller brands in the nutrition bar category over larger brands.

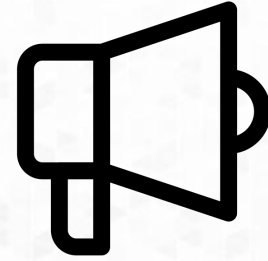


## SUPPORT AND PROMOTION PLAN



### **DEMOS**

Demos are a key part of our strategy as a new brand. We plan to be in each store at least 1 time per month during our launch.



### **PROMOTIONS**

Product will be on quarterly 2-week BOGO deal.

# TRIPLE WIN



## RETAILER

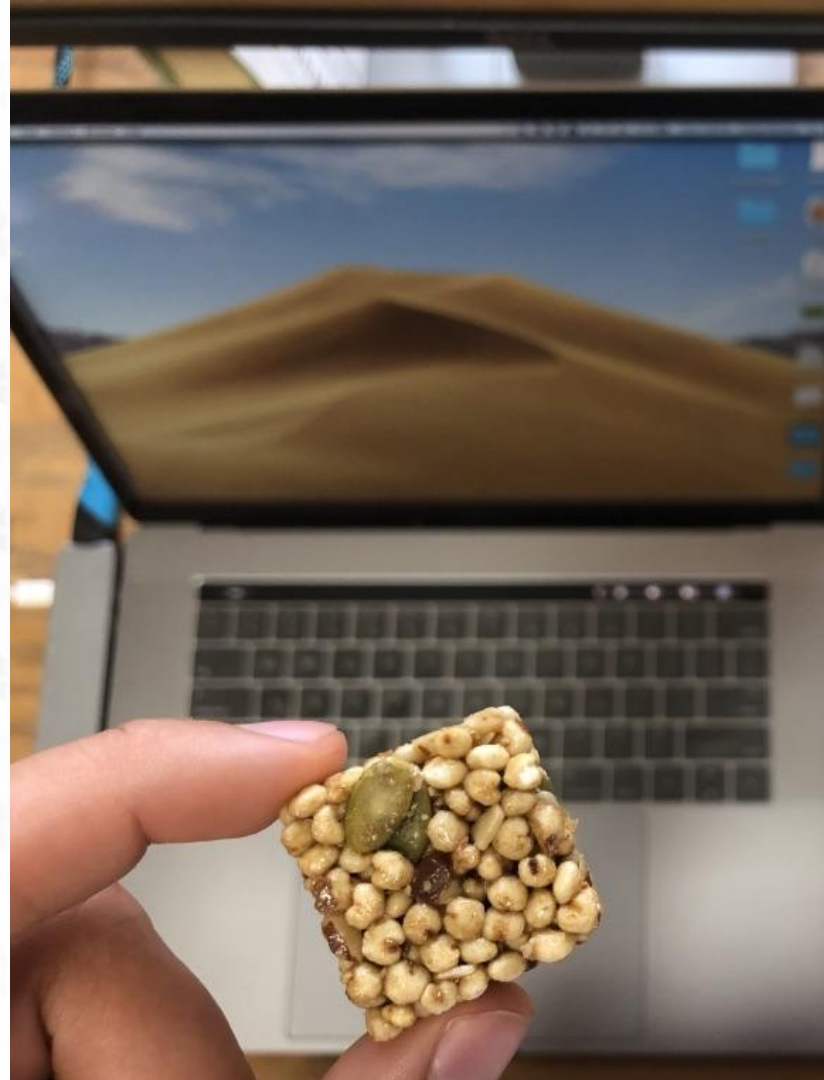
- Add a new sub-category to the set to attract new customers and incremental sales.

## CONSUMER

- Product solves a growing demand for products focused on wellness and mental health

## BRAND

- Allows us to reach customers requesting to purchase our brands in your stores.





## Founder 1

Chief Executive Officer

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Experience 1

Experience 2

Experience 3

Experience 4



## Founder 2

VP of Operations and Sales

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Experience 1

Experience 2

Experience 3

Experience 4

Fuel Your  
Passions

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