

The advertisement features a light grey background with a green border around the central text. Scattered around the border are various nuts and snacks: almonds, cashews, green peas, and a single cylindrical snack roll. At the bottom, a green horizontal band contains several snack rolls and more nuts, including almonds, cashews, and green peas.

OFF × THE
EATEN
Path™
SNACKS FOR THE CURIOUS®



Pea & Pinto Bean Sticks



100g
RRP \$3.99
Health Star Rating:
3.5 Stars
Shelf Life: 20 weeks

Key Product Benefits

- Made with more than 35% Real Legumes
- Suitable for Vegetarians
- No Added MSG
- No Artificial Flavours or Colours





Pea & Pinto Bean Sticks



OPEP PEA & BEAN FLUTES SPRING ONION

NUTRITION INFORMATION

Servings per package: 3.33
Serving size: 30g (24 Pieces)

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
ENERGY	516kJ (123cal)	6%	1720kJ
PROTEIN	2.6g	5%	8.5g
FAT, TOTAL	4.5g	6%	14.9g
- SATURATED	0.4g	2%	1.3g
- TRANS	0.0g		0.0g
- POLYUNSATURATED	0.4g		1.4g
- MONOUNSATURATED	3.5g		11.6g
CARBOHYDRATE	17.7g	6%	58.9g
- SUGARS	0.9g	1%	3.0g
DIETARY FIBRE	1.4g	5%	4.7g
SODIUM	113mg	5%	377mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

ENERGY 516kJ DI* 6%	FAT 4.5g DI* 6%	SAT FAT 0.4g DI* 2%	SUGARS 0.9g DI* 1%	SODIUM 113mg DI* 5%
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PER 30g SERVE

AVERAGE VALUES SUBJECT TO SEASONAL VARIATION





Pea & Pinto Bean Sticks



OTEP PEA & BEAN FLUTES ROASTED GARLIC & HERB

NUTRITION INFORMATION

Servings per package: 3.33
Serving size: 30g (24 Pieces)

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
ENERGY	517kJ (124Cal)	6%	1720kJ (412Cal)
PROTEIN	2.6g	5%	8.7g
FAT, TOTAL	4.5g	6%	15.0g
- SATURATED	0.4g	2%	1.3g
- TRANS	0.0g		0.0g
- POLYUNSATURATED	0.4g		1.4g
- MONOUNSATURATED	3.5g		11.7g
CARBOHYDRATE	17.7g	6%	59.1g
- SUGARS	0.7g	1%	2.4g
DIETARY FIBRE	1.4g	5%	4.7g
SODIUM	104mg	5%	346mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.



PER 30g SERVE

AVERAGE VALUES SUBJECT TO SEASONAL VARIATION





Pea & Pinto Bean Sticks



OPEP PEA & BEAN FLUTES SEA SALT

NUTRITION INFORMATION

Servings per package: 3.33

Serving size: 30g (24 Pieces)

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
ENERGY	516kJ (123cal)	6%	1720kJ
PROTEIN	2.6g	5%	8.6g
FAT, TOTAL	4.6g	7%	15.5g
- SATURATED	0.4g	2%	1.3g
- TRANS	0.0g		0.0g
- POLYUNSATURATED	0.4g		1.5g
- MONOUNSATURATED	3.6g		12.1g
CARBOHYDRATE	17.3g	6%	57.8g
- SUGARS	0.4g	0%	1.4g
DIETARY FIBRE	1.4g	5%	4.8g
SODIUM	168mg	7%	560mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.



PER 30g SERVE

AVERAGE VALUES SUBJECT TO SEASONAL VARIATION



Nut Mixes



70g Self Con with hang sell.
RRP \$3.50
Health Star Rating: 4 Stars
Shelf Life: 26 weeks

Key Product Benefits

- Natural Source of Fibre & Protein
- Suitable for Vegetarians
- No Added MSG
- No Artificial Flavours or Colours



Nut Mixes



OPEP NUT & VEGGIE MIX - SWEET CHILLI

NUTRITION INFORMATION

Servings per package: 2

Serving size: 35g

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
ENERGY	809kJ (193Cal)	9%	2310kJ (552Cal)
PROTEIN	6.8g	14%	19.4g
FAT, TOTAL	13.7g	20%	39.1g
- SATURATED	2.4g	10%	6.9g
CARBOHYDRATE	9.6g	3%	27.3g
- SUGARS	2.7g	3%	7.7g
DIETARY FIBRE	2.9g	10%	8.3g
SODIUM	162mg	7%	463mg
POTASSIUM	200mg		570mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

AVERAGE VALUES SUBJECT TO SEASONAL VARIATION



Nut Mixes



OTEP LEGUME & NUT MIX - LEMONGRASS AND CHILLI

NUTRITION INFORMATION

Servings per package: 2

Serving size: 35g

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
ENERGY	620kJ (148Cal)	7%	1770kJ (423Cal)
PROTEIN	5.7g	11%	16.3g
FAT, TOTAL	6.5g	9%	18.5g
- SATURATED	1.1g	5%	3.1g
CARBOHYDRATE	15.4g	5%	44.0g
- SUGARS	7.2g	8%	20.5g
DIETARY FIBRE	2.6g	9%	7.3g
SODIUM	171mg	7%	488mg
POTASSIUM	231mg		660mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

AVERAGE VALUES SUBJECT TO SEASONAL VARIATION





Common Health Food Priorities in Australia

Weight Management

- Low/No Sugar
- Permissibility
- Portion Size
- Satiety
- Protein

Digestive / Gut Health

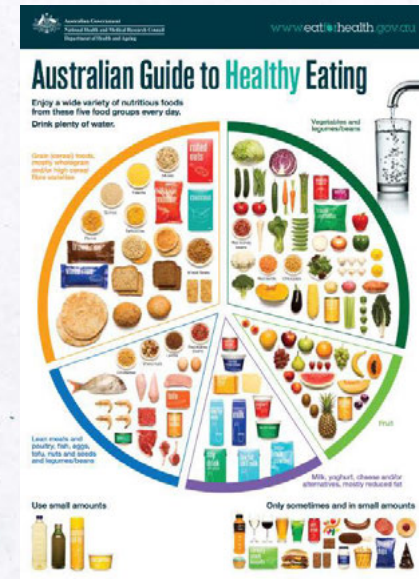
- Fibre
- Wholegrains
- Probiotics

Natural / Real

- Vegetables
- Good Carbs (Quinoa, Oats, Brown Rice)
- Legumes/Pulses
- Nuts/Seeds
- No Additives

Plant-based Diets

- Vegetarian
- Vegan
- Flexitarian
- Plant protein





Back of Pack focuses on “Free From” Claims and Real Ingredients

Pea & Pinto Bean Sticks

Roasted Garlic & Herb

Hungry FOR A NEW adventure?

TRY PEA & PINTO BEAN STICKS - **Deliciously Different**

PACKED WITH Pinto Beans, Peas AND White Beans

YOU'LL DISCOVER A Tasty NEW TAKE ON Real Legumes!

KEEP feeding YOUR curious.

NO ADDED MSG SUITABLE FOR VEGETARIANS

NO ARTIFICIAL FLAVOURS OR COLORS

Spring Onion

Hungry FOR A NEW adventure?

TRY PEA & PINTO BEAN STICKS - **Deliciously Different**

PACKED WITH Pinto Beans, Peas AND White Beans

YOU'LL DISCOVER A Tasty NEW TAKE ON Real Legumes!

KEEP feeding YOUR curious.

NO ADDED MSG SUITABLE FOR VEGETARIANS

NO ARTIFICIAL FLAVOURS OR COLORS

Sea Salt

Hungry FOR A NEW adventure?

TRY PEA & PINTO BEAN STICKS - **Deliciously Different**

PACKED WITH Pinto Beans, Peas AND White Beans

YOU'LL DISCOVER A Tasty NEW TAKE ON Real Legumes!

KEEP feeding YOUR curious.

NO ADDED MSG SUITABLE FOR VEGETARIANS

NO ARTIFICIAL FLAVOURS OR COLORS

Nut Mixes

Nut & Veggie Mix Sweet Chilli

Hungry FOR A NEW adventure?

TRY OUR Deliciously Different NUT & VEGGIE MIX -

PACKED WITH Peanuts, Chickpea Chips, Corn, Carrots, Almonds, AND Pumpkin Seeds

YOU'LL DISCOVER A Tasty NEW TAKE ON Nut Mixes!

KEEP feeding YOUR curious.

NO ADDED MSG SUITABLE FOR VEGETARIANS

NO ARTIFICIAL FLAVOURS OR COLORS

Legume & Nut Mix Lemongrass & Coconut

Hungry FOR A NEW adventure?

TRY OUR Deliciously Different LEGUME & NUT MIX -

PACKED WITH Broad Beans, Raisins, Rice Crackers, Saltanas, Cashews, AND Pumpkin Seeds

YOU'LL DISCOVER A Tasty NEW TAKE ON Nut Mixes!

KEEP feeding YOUR curious.

NO ADDED MSG SUITABLE FOR VEGETARIANS

NO ARTIFICIAL FLAVOURS OR COLORS





Why Not Gluten Free?

“¹Shoppers now find other claims such as ‘Source of Protein’ & ‘Source of Fibre’ much more compelling”

11% of *Shoppers believe **GF claim** would impact purchase intent

VS.

27% of *Shoppers believe **“Source of Protein”** would impact purchase intent

30% of *Shoppers believe **“No Artificial Flavours”** would impact purchase intent

“Off The Eaten Path does not contain gluten-containing ingredients, however since our manufacturing sites make other products that contain gluten, we cannot guarantee absolutely no carry over these products. PepsiCo takes allergen control and statements on products very seriously with the objective of providing the best possible product advice to consumers”

Source: ¹PEP Bespoke Research September 2018, N= 288, 78% shop Health Food Aisle once every 2-3months or more.

