



boonere<sup>®</sup>

*Baked Crunchy™*

Goodness of produce + delicious crunch of a chip  
The intersection of simplicity & taste



# Introducing Bare Fruit Chips

## Real Fruit baked 'til it's crave-ably crunchy



### The Bare Facts

- ✓ Gluten Free
- ✓ Baked Whole Fruit
- ✓ No Palm Oil
- ✓ No Preservatives
- ✓ Nothing Artificial

### New formats are key to growth in Nutritious Snacks

- ✓ \$7M RSV growth from Topped Rice Cakes, Fava Bean Snacks and Protein Balls

### Fruit Snacks in Australia have head room for growth

- ✓ US Fruit & Veg market significantly more developed with broad range of Fruit Chips available
- ✓ Fruit & Veg Chips outpacing growth of Salty and Fresh in the US

### Consumers are looking for healthier snack choices for Daytime Break Occasions

- ✓ Top features sought for daytime break snacks are portable, healthy & natural ingredients
- ✓ White space for Adult Fruit Snack that is minimally processed
- ✓ Fresh Fruit is the #1 snack consumed in this occasion – opportunity to deliver in a convenient way

### Bare is a successful global brand

- ✓ \$35M RSV brand in the US
- ✓ Delivering strong YOY growth with +38% 4 year CAGR and 11% annual USW growth
- ✓ Bare delivering +38% higher repeats vs comparable brands

SKU, Size and Case Count	SKU Code	EAN	TUN (inner Caddy)
Bare Simply Banana Chips 37g x6	320025326	9310015250798	19310015250795
Bare Simply Pineapple Chips 21g x6	320025324	9310015250811	19310015250818

**Bare: Coming to Australia**  
June 2021

