

# DINE

THE FOOD  
& DRINK  
AGENCY.

DINE Marketing
Lite Foods
Low-GI Flour Branding & Sales Presentation (V2)



Presentation

**Partner TBD**

Month DD, YYYY

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# The Problem | Type 2 Diabetes



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Diabetes is the **7<sup>th</sup> leading**  
**cause of death** in the U.S. (in 2010)<sup>1</sup>

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# The Problem | Type 2 Diabetes



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1 Glycemic Index Foundation

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# The Problem



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# The Problem | Weight and Obesity



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# The Problem | Blood Pressure



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In the United States:

**1 in 3 ADULTS**  
have **high blood pressure.**<sup>1</sup>

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# The Problem | Heart Disease



High blood glucose levels from foods with High GI also contribute to other health problems including Obesity, High Blood Pressure, Stroke, and Heart Disease.

In the United States:

# 80 MILLION

people have one or more types of **heart disease**.<sup>1</sup>

<sup>1</sup> The Heart Foundation



# The Problem

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## America's Health Epidemic

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# Consumer Need | Better-For-You



- Consumers are looking for better-for-you alternatives in all meal parts
- This is seen in recent growing prevalence of “superfoods”, high-in-protein foods, or gluten-free products, the latter category being the default option to satisfy consumers’ better-for-you needs.

## The Gluten-Free Category

47% increase in retail sales of gluten-free products in 2013 of which a large portion includes a growth in snacks.

Mintel estimates a \$10 billion market in 2013 or \$1.2 billion in formulated gluten-free replacer products.

### Top Selling Gluten-Free Categories:

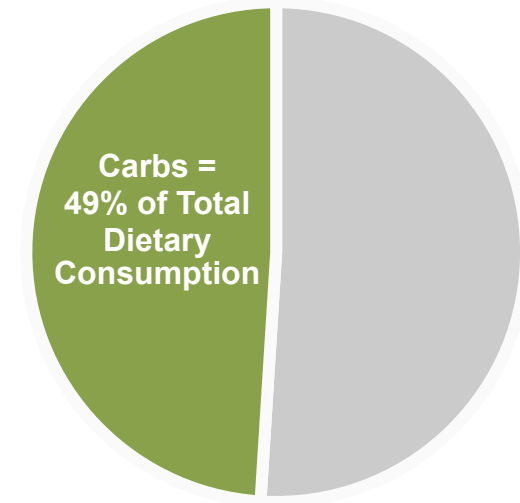
- Crackers (\$156 million)
- Bread & Rolls (\$120 million)
- Cookies (\$60 million)
- Baking Mixes (\$55 million)
- RTE Cereals (\$49 million)
- Flour (\$43 million)



# Consumer Need | Carbohydrates

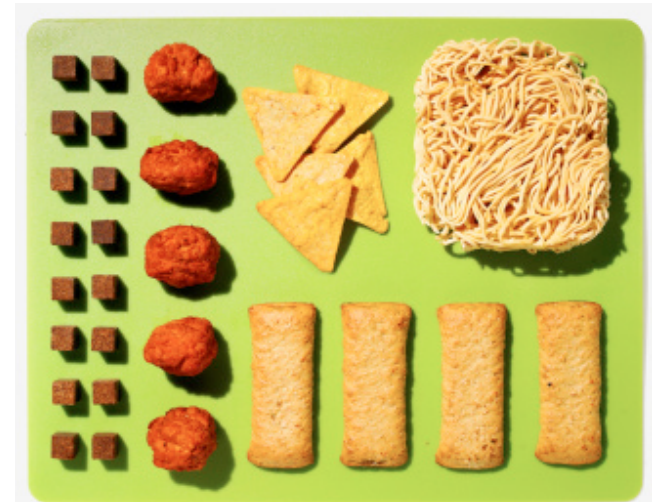
- Humans need carbohydrates: carbs break down into glucose to provide fuel for the brain, most organs, and muscles during exercise.
- The Dietary Guidelines for Americans recommends that carbohydrates make up 45% to 65% of the total daily calorie intake.
- Carbohydrates contribute to 49% of the Total Dietary Consumption in the American diet.
- Including cookies, crackers, bars, bites and other baked goods/carbs, snacking has now become its own meal category with \$64 billion in sales.<sup>1</sup>

## The American Diet



- Americans in particular are tired: either physically or mentally, Americans are looking for something to give them a boost.<sup>1</sup>
- Furthermore, consumers are looking for sources of steady and sustained balanced energy.
- Of the growing snack category, 60% of those consumers are snacking after noon, indicating the need for a better-for-you “pick-me-up”.<sup>2</sup>
- “Morning and afternoon snacks [are] strong potential areas to capture consumers for a jumpstart later in the day”.<sup>1</sup>

## The PM Pick-Me-Up



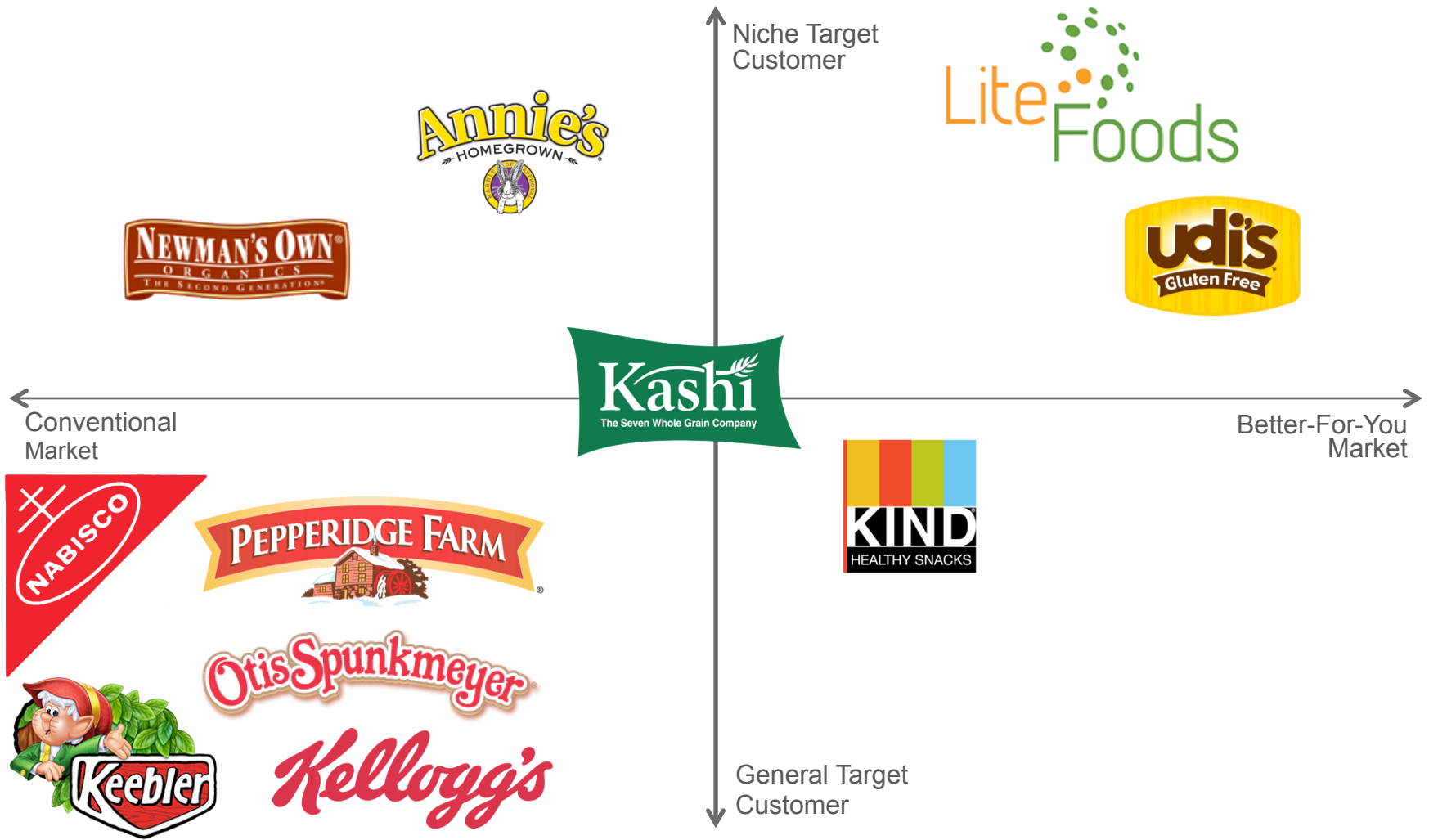
1 Cargill, Food Navigator, July 2014

2 FONA Report

# Market Opportunity



# Market Landscape





# Target Consumer

- Consumers who make conscious food decisions and strive for the idea of a better-self
- Conscientious consumers that regularly shop for their households
- Consumers across the full range of life stages:
  - Children & Teens consuming better-for-you school lunches.
  - Millennials looking for sustained satiety and energy options as well to aid in weight management.
  - Families maintaining healthy eating for overall well-being.
  - Empty Nesters & Seniors eating to help with diseases such as diabetes through low GI.





# The Answer



# Glycemic Index

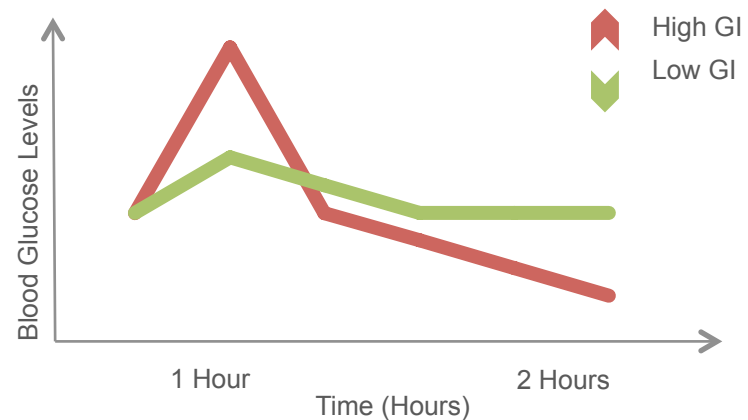


The Glycemic Index (GI) measures the speed at which a food breaks down in the digestive system to form glucose. It is scored on a scale of 1 to 100, with 100 representing pure glucose.

- Foods that are broken down quickly into glucose get a high score (usually over 70).
- Foods that are slow to break down and provide sustained energy get a low score (under 55).

Swapping High GI foods for Low GI foods will help:

- Manage hunger by keeping you full longer
- Decrease insulin levels and help burn fat
- Keep metabolic rate up



# Overview



## 3 Ingredient proprietary blend

- A patented, healthy ingredient solution to replace or accompany flour component in a variety of baked goods.
- Lowers the GI ranking of the baked good to make them Low GI certified (below a “55” rating).
- Contributes to balancing blood sugar levels so you feel full and satisfied longer.
- Helps control appetite and delays hunger cues.
- Balances blood sugar levels which can help reduce the risk of insulin resistance and resulting health problems.

# Product Lineup



# Product Overview | Bread



**Low glycemic baked goods help you feel full and satisfied longer!**

- Whole Grain Bread
- Fresh
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)





# Product Overview | Cookies



**Low glycemic baked goods help you feel full and satisfied longer!**

- Chocolate Chip Cookies
- Shelf Stable
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)



# Product Overview | Muffins



Low glycemic baked goods help you feel full and satisfied longer!

- Blueberry Muffins
- Frozen or fresh
- Baked with proprietary, low GI certified “55 Below Flour”
- Non-GMO
- Clean label (no artificial ingredients)



# Summary

- High GI foods cause spikes in blood glucose levels which can lead to a host of health problems.
- Consequently, because of diabetes, obesity, high blood pressure, and heart disease, Americans are facing an ever growing and pressing health epidemic.
- On the other hand, foods rated under “55” on the glycemic index releases slow and sustained energy and provide longer satiety.
- Furthermore, consumers continue to seek out carbs, though with the requirement of satisfying a demand for sustained energy as well as being better-for-you.
- 55 Below Bakery offers a proprietary low GI flour that lowers the GI rating of baked goods and helps balance blood sugar levels so you feel full and satisfied longer!
- 55 Below Flour is adaptable across a variety of baked goods as well as in the fresh, shelf stable, or frozen food categories.





Thank You



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