

# BRANDFIELDS

SALES PARTNER OF:  
**NURTURE BRANDS**



# THE NURTURE BRANDS STORY



## FAMILY OWNED PASSION

Nurture Brands is majority owned by Ben Arbib, who has a vision to create one of the leading food and beverage businesses that puts taste, health and sustainability first.

## LONG TERM PLANNING

Nurture Brands is not a 'get rich quick' scheme; it is a life-long plan to create a better FMCG. With no debt, institutional investors or private equity firms involved, we reinvest back into our brands.

## HUNGRY FOR MORE

We bought four businesses in last 18 months and we will acquire more to expand our brands into more categories

# THE NURTURE BRANDS FORMULA

>50% Organic



**TASTE & QUALITY**



100% NATURAL



**BETTER FOR YOU**

100% PLANT BASED



**Nutri Score A PRODUCTS**

All brands offset their co2



B CORP SINCE 2016



**MAKE A DIFFERENCE**

**1%**

**FOR THE PLANET**

1% Of net revenue Donated



# OUR RANGE OF AWARD-WINNING BRANDS



DOISY & DAM



INDIE BAY



REBEL KITCHEN



EMILY



PRIMAL PANTRY



JAX COCO



**EMILY<sup>®</sup>**



***DITCH DULL. EAT BOLD.***

A boldly feminine brand serving up real veg transformed into unique snacks with vibrant natural flavours.

Bye bye beige, bland & boring. Hello BOLD.





# Introducing EMILY Veg Thins

DISCOVER... a bolder, better tortilla chip.



## The Healthiest Choice

- ✓ Over 80% veg
- ✓ Less than 100 kcal per serve
- ✓ High fibre and source of protein
- ✓ Gluten free
- ✓ Vegan friendly

## The Best Value

- ✓ Great quality
- ✓ Right price for category & consumer
- ✓ 82% purchase intent

Available in 23g impulse & 85g sharing

# EMILY<sup>®</sup> Veg Thins

PRODUCT NAME	UNIT DIMENSIONS HEIGHT X WIDTH X DEPTH (MM) & WEIGHT	CASE DIMENSIONS (MM) & WEIGHT	PALLET INFORMATION	PALLET HEIGHT (MM) AND WEIGHT INCLUDING PALLET 25KG
EMILY Veg Thins Sea Salt (23g) (24 units per case)	190x110x30 Weight: 29g	160x322x282 Weight: 846g	8 Cases per Layer, 9 Layers per Pallet, 72 Cases per Pallet	Height: 1,600 Weight: 85.9
EMILY Veg Thins Sea Salt (85g) (24 units per case)	280x170x40 Weight: 94g	210x322x282 Weight: 902g	8 Cases per Layer, 7 Layers per Pallet, 56 Cases per Pallet	Height: 1,630 Weight: 73.2
EMILY Veg Thins Barbecue (23g) (24 units per case)	190x110x30 Weight: 29g	160x322x282 Weight: 846g	8 Cases per Layer, 9 Layers per Pallet, 72 Cases per Pallet	Height: 1,600 Weight: 85.9
EMILY Veg Thins Barbecue (85g) (8 units per case)	280x170x40 Weight: 94g	210x322x282 Weight: 902g	8 Cases per Layer, 7 Layers per Pallet, 56 Cases per Pallet	Height: 1,630 Weight: 73.2
EMILY Veg Thins Sour Cream (23g) (8 units per case)	190x110x30 Weight: 29g	160x322x282 Weight: 846g	8 Cases per Layer, 9 Layers per Pallet, 72 Cases per Pallet	Height: 1,600 Weight: 85.9
EMILY Veg Thins Sour Cream (85g) (8 units per case)	280x170x40 Weight: 94g	210x322x282 Weight: 902g	8 Cases per Layer, 7 Layers per Pallet, 56 Cases per Pallet	Height: 1,630 Weight: 73.2



# EMILY Seaweed Crisps

Discover... superfood seaweed teamed with tapioca for the ultimate umami crunch.



## An innovative format...

- ✓ Made with yummy seaweed & crunchy tapioca
- ✓ All natural ingredients
- ✓ Under 100 calories



## That's truly nutritious!

- ✓ Source of fibre, source of Vitamin A, C, E & K
- ✓ Source of folate, zinc, sodium, calcium & magnesium
- ✓ Gluten Free and Vegan

Source of  
**FIBRE**

**NATURAL**  
Ingredients

Only  
**88**  
CALORIES



# EMILY Seaweed Crisps 18g

Discover... four delicious natural flavours





# Seaweed crisps in classic flavours offer a healthier take that consumers seek

Seaweed Snacking drives category growth ahead of traditional crisps

**+11%**  
**Seaweed Snacks**



**+3.92%**  
**Potato Crisps**



Healthy on-the-go and calorie counting drives want for healthier crisps

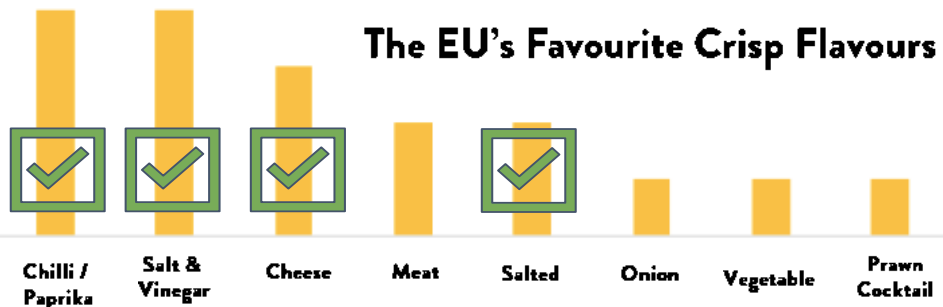
**+6.6%**  
**Healthy Snacking on-the-go**



**52%**  
**Of consumers are counting calories**

But, consumers still want the classic flavours they know and love

**The EU's Favourite Crisp Flavours**



With seaweed allowing them to have the best of both



**Helps contribute towards:**

- ✓ **Thyroid health**
- ✓ **Heart health**
- ✓ **Gut health**
- ✓ **Immune function**
- ✓ **Balancing blood sugar levels**



# There's a clear gap for Seaweed Crisps to grow

Seaweed is the 'perfect snack ingredient because it delivers a combination of umami flavours and highly nutritious ingredients.'

- Mintel\* on the future of salty snacks



**BOLD** Taste

**BETTER** Ingredients

**BETTER** Ethics

**Incremental Innovation**



**Indulgent** ←

→ **Better for You**



**Standard with Duplication**





## An innovative format..

- ✓ Made with yummy seaweed & crunchy tapioca
- ✓ All natural ingredients
- ✓ All under 100 calories!

## That's truly nutritious!

- ✓ Source of fibre
- ✓ Source of Vitamin A, C, E & K
- ✓ Source of folate, zinc, sodium, calcium & magnesium
- ✓ Gluten Free
- ✓ Vegan

- **Weight: 18g & 50g**

Ditch Dull.  
Eat Bold.



# EMILY<sup>®</sup>

## Seaweed Crisps

PRODUCT NAME	UNIT DIMENSIONS LENGTH X WIDTH X HEIGHT (CM) & WEIGHT (KG)	CASE DIMENSIONS (CM) & WEIGHT (KG)	PALLET INFORMATION	PALLET HEIGHT (MM) AND WEIGHT
EMILY Seaweed Crisps Sea Salt 18g [case of 12]	4x14x19 Weight: 0.021kg	28.6x16x21.2 Weight: 0.332kg	20 Cases per Layer, 9 Layers per Pallet, 180 Cases per Pallet	Height: 205.8 cm Weight: 80kg
EMILY Seaweed Crisps Salt & Vinegar 18g [case of 12]	4x14x19 Weight: 0.021kg	28.6x16x21.2 Weight: 0.332kg	20 Cases per Layer, 9 Layers per Pallet, 180 Cases per Pallet	Height: 205.8 cm Weight: 80kg
EMILY Seaweed Crisps Vegan Cheese Flavour 18g [case of 12]	4x14x19 Weight: 0.021kg	28.6x16x21.2 Weight: 0.332kg	20 Cases per Layer, 9 Layers per Pallet, 180 Cases per Pallet	Height: 205.8 cm Weight: 80kg
EMILY Seaweed Crisps Sweet Chilli 18g [case of 12]	4x14x19 Weight: 0.021kg	28.6x16x21.2 Weight: 0.332kg	20 Cases per Layer, 9 Layers per Pallet, 180 Cases per Pallet	Height: 205.8 cm Weight: 80kg

# EMILY Veg Crisps

Discover... colourful and unique combinations of REAL VEG made deliciously crunchy.

## Innovative

Unique format, texture and ingredients

## Healthier

Nutritious whole veg, vacuum fried at lower heat

## Great Value

Great quality x right price = great consumer value

## Sustainable

100% Plant Based, Carbon Neutral, 1% for the Planet

More crunch, thicker cut and 1/3 less fat than other leading Veg Crisps, all with no compromise on taste.



Available in  
30g impulse & 100g  
sharing



# EMILY Rainbow Roots

PRODUCT NAME	UNIT DIMENSIONS LENGTH X WIDTH X HEIGHT (CM) & GROSS WEIGHT (KG)	CASE DIMENSIONS (CM) & WEIGHT (KG)	PALLET INFORMATION	PALLET HEIGHT (MM) AND WEIGHT
Emily Rainbow Roots 30g [case of 12]	3.5x11x19 Weight: 0.035kg	21.2x23.2x15.9 Weight: 0.593kg	15 Cases per Layer, 9 Layers per Pallet, 135 Cases per Pallet	Height: 159.1 cm Weight: 100kg
Emily Rainbow Roots 100g [case of 8]	4.5x15x26 Weight: 0.109kg	22.2x27.2x22.4 Weight: 1.102kg	14 Cases per Layer, 6 Layers per Pallet, 184 Cases per Pallet	Height: 150.4 cm Weight: 99kg



**WE ARE THE REBELS.**

**REBEL** /'rebl/n.

**1. A person who questions the norm and never settles for the established way of doing things.**



# REBEL KITCHEN



**Made by Rebels. We are revolutionising food for everyone with sustainable, healthy, plant-based alternatives that taste mind-blowingly good.**



## BARISTA MYLK 1L

**The only plant based alternative that works like dairy milk and is the perfect choice for lasting latte art with it's silky texture and tight microfoam.**

Product Name	Case quantity	Unit Dimensions Height x Width x depth (mm) & Gross Weight	Case Dimensions (mm) & Weight	Pallet information (EU pallet)	Pallet Height (mm) and Weight including pallet 25kg
Rebel Kitchen Barista Mylk 1L	6 units	205x73x73 Weight: 1.019kg	210x220x155 Weight: 6.4kg	25 Cases per Layer, 5 Layers per Pallet, 125 Cases per Pallet	Height: 1210 Weight: 825

**DOISY &  
DAM**

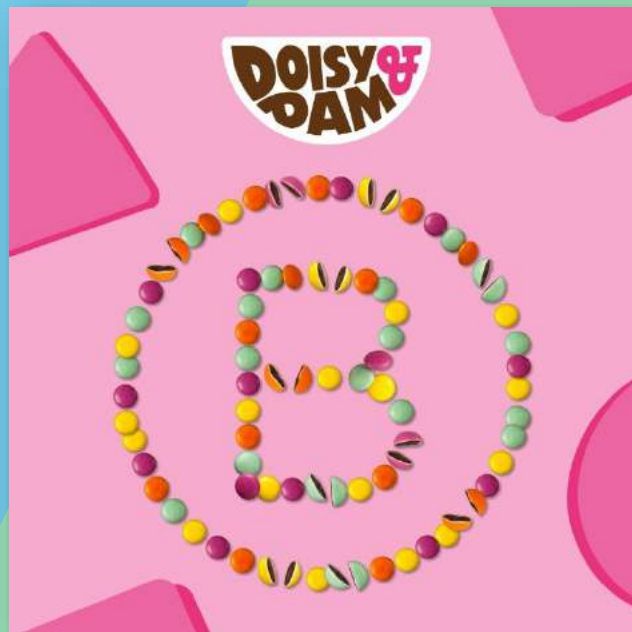
**...that's good chocolate.**



# DOISY & DAM

Dairy chocolate favourites made better  
...palm oil free, ethically sourced, plant-based.

...that's good chocolate.



# DOISY&DAM

Dairy chocolate favourites made better  
...palm oil free, ethically sourced, plant-based.

...that's good chocolate.



**D&Ds**  
**80g & 30g**

60% dark Colombian chocolate, with a cheeky crunchy sugar coating.



**Peanut D&Ds**  
**80g & 30g**

Rich dark chocolate, roasted peanuts and a crunchy sugar coating.



**Ballers**  
**75g and 25g**

Stacks of golden malty crunch, decked out in velvety dark chocolate.

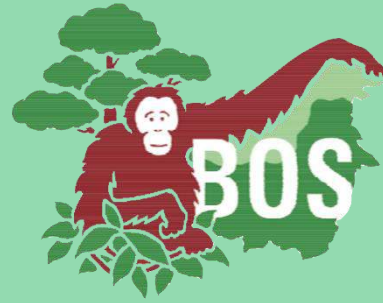


**Peanut Clusters**  
**80g**

Dark chocolate clusters packed full of whole peanuts, salted caramel pieces and a pinch of salt.







**Palm Oil – we don't go near the stuff.**

**AND we go one step further, donating 1% of our revenue to help orangutans endangered by Palm Oil production.**

**Our partnership with BOS is helping them achieve...**



405

Orangutans in our care



1.1m

Acres of rainforest under our care



500

Orangutans returned to the wild





Product Name	Unit Dimensions Height x Width x depth (mm) & Weight (kg)	Case Dimensions (MM) & Weight (kg)	Pallet information (800x1000)	Pallet Height (mm) and Weight (kg)
Doisy & Dam Ballers (75g) (7 units per case)	35x120x180 Weight: 0.083kg	245x135x182 Weight: 0.677kg	27 Cases per Layer, 8 Layers per Pallet, 216 Cases per Pallet	Height:1,456 Weight: 171 kg
Doisy & Dam D&Ds (80g) (7 units per case)	35x120x180 Weight: 0.086	245x135x182 Weight: 0.698g	27 Cases per Layer, 8 Layers per Pallet, 216 Cases per Pallet	Height:1,456 Weight: 176kg
Doisy & Dam D&Ds Peanut (80g) (7 units per case)	35x120x180 Weight: 0.086	182x135x245 Weight: 0.698g	27 Cases per Layer, 8 Layers per Pallet, 216 Cases per Pallet	Height:1,456 Weight: 176kg
Doisy & Dam Clusters (80g) (7 units per case)	35x120x180 Weight: 0.086	182x135x245 Weight: 0.702g	27 Cases per Layer, 8 Layers per Pallet, 216 Cases per Pallet	Height:1,456 Weight: 177kg
Doisy & Dam Ballers (25g) (18 units per case)	10x85x125 Weight: 0.027kg	107x200x150 Weight: 0.541kg	28 Cases per Layer, 14 Layers per Pallet, 392 Cases per Pallet	Height:1,456 Weight: 237kg
Doisy & Dam D&Ds (30g) (18 units per case)	10x85x125 Weight: 0.032kg	90x200x150 Weight: 0.641kg	28 Cases per Layer, 16 Layers per Pallet, 448 Cases Per Pallet	Height: 1440 Weight: 312kg
Doisy & Dam D&Ds Peanut (30g) (18 units per case)	10x85x125 Weight: 0.032kg	90x200x150 Weight: 0.641kg	28 Cases per Layer, 16 Layers per Pallet, 448 Cases Per Pallet	Height: 1440 Weight: 312kg



jax  
coco™

**Taste *for* Life**

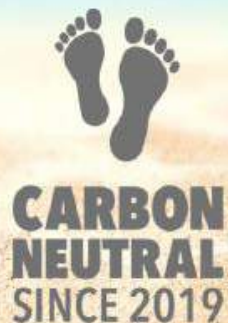
In a world where anything is possible, some things are best kept simple.



# Jax Coco Premium *Coconut* Water

Sourced from the volcanic regions of the Philippines

-  Hydrating Fresh Coconut Taste
-  Naturally Fat Free and Low in Calories
-  No Added Sugar
-  Infinitely Recyclable Can Format





# jax coco™



330ml

Product Name	Unit Dimensions Height x Radius (mm)	Case Dimensions (mm) & Weight	Pallet Information	Pallet Height (mm) and Weight
Jax Coco Pure Can 330ml (24 cans per case)	115x65 Weight: 0.4kg	121x265x398 Weight: 10kg	120 cases per pallet	Height: 1,612 Weight: 1,215 kg



**GET INTO NATURE**



# THE PRIMAL PANTRY

## VEGAN CHOC COATED PROTEIN BARS



Weight: 55g

Better than ever Recipe!

NO Palm Oil

12g Pea Protein

100% Vegan

Nothing Artificial



PRODUCT NAME	UNIT DIMENSIONS HEIGHT X WIDTH X DEPTH (MM) & WEIGHT	CASE DIMENSIONS (MM) & WEIGHT	PALLET INFORMATION	PALLET HEIGHT (MM) AND WEIGHT
Primal Pantry Cocoa Brownie Protein Bar (55g) [15 units per case]	16x125x40 Weight:57g	50x130x270 Weight:855g	30 Cases per Layer, 12 Layers per Pallet, 360 Cases per Pallet	Height: 1,660 Weight: 308 kg
Primal Pantry Cocoa Orange Protein Bar (55g) [15 units per case]	16x125x40 Weight:57g	50x130x270 Weight:855g	30 Cases per Layer, 12 Layers per Pallet, 360 Cases per Pallet	Height: 1,660 Weight: 308 kg



A stylized tropical landscape illustration. On the left, a dark blue palm tree stands on a sandy beach. Behind it are red, jagged mountains. In the background, a city skyline is depicted with various blue and dark blue rectangular buildings. The sky is a light blue gradient, and the water in the foreground is a darker blue. The overall style is flat and modern.

# INDIE BAY

• SNACKS •

™

**Snacks with Benefits.**

# INDIE BAY

INDIE BAY  
• SNACKS •

Classic flavour pretzels that deliver snacks with benefits, taking calories, fat and sugar **OUT** but putting protein, fibre back in.



Thins Impulse 24g



ANCIENT  
GRAINS



VEGAN  
FRIENDLY



PROTEIN



FIBRE



NATURAL  
INGREDIENTS



NO TRANS  
FATS





PRODUCT NAME	UNIT DIMENSIONS HEIGHT X WIDTH X DEPTH (MM) & WEIGHT (KG)	CASE DIMENSIONS (MM) & WEIGHT (KG)	PALLET INFORMATION (800X1000)	PALLET HEIGHT (MM) AND WEIGHT
Indie Bay Thins Salted 24g (10 units per case)	165x140x100 Weight: 0.026kg	170x150x305 Weight: 0.4kg	20 Cases per Layer, 9 Layers per Pallet, 180 Cases per Pallet	Height: 1.690 Weight: 97kg

# BRANDFIELDS

For more information  
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[www.brandfields.eu](http://www.brandfields.eu)

