



**HAPPY
PLANET**

feel good food™
(and juice)

1ST READY TO DRINK, SOY FREE, PLANT BASED PROTEIN BEVERAGE



*** 10g OF PLANT BASED PROTEIN (PEA)**

*** DAIRY FREE & SOY FREE**

*** ONLY 14g OF SUGAR AND NO STEVIA**



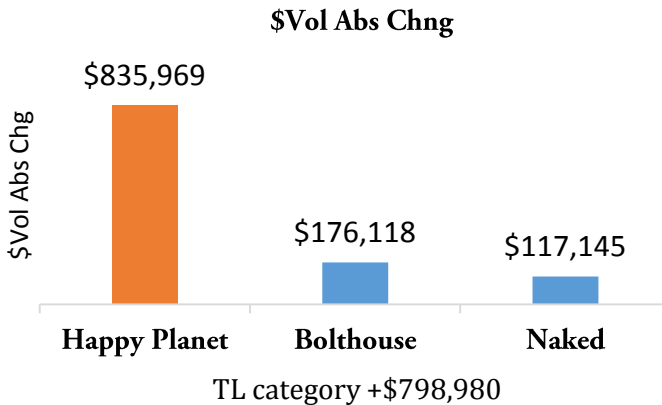


SALES OF FOOD ITEMS WITH PROTEIN CLAIMS INCREASED BY \$19.6B¹

*** 38% OF MILENIALS ARE TRYING TO GET MORE PROTEIN IN DIET²**

*** TOTAL PLANT BASED BEVERAGES CATEGORY HAS GROWN BY \$13.4M³**

Happy Planet contributes 4.7x more to smoothie category growth than any other brand⁴



FLAVOUR	ITEM UPC	SCC CODE (CASE CODE)	Unit DIM. (cm) H x W x D	Case Pack	Case Weight (kg)	Case DIM. (cm) H x W x D	Case Cube (cm)	Cases /Pallet	Cases /Layer	# layers
Banana Cashew	7 79172 24391 0	10 779172 24391 7	23 x 7.6 x 7.6	6 x 900 mL	5.9	24.7 x 23.8 x 15.8	9024.96	140	28	5
Fairtrade Chocolate Coconut	7 79172 24390 3	10 779172 24390 0	23 x 7.6 x 7.6	6 x 900 mL	5.9	24.7 x 23.8 x 15.8	9024.96	140	28	5
Creamy Vanilla	7 79172 24394 1	10 7 79172 24394 8	23 x 7.6 x 7.6	6 x 900 mL	5.9	24.7 x 23.8 x 15.8	9024.96	140	28	5

1 – Source: Nielson “Consumers up their protein with quick and healthy meat alternatives -- L52 weeks ending July 2 2016. 08/09/2016

2- Source: Nielsen Panel Views Health & Wellness Survey 2015 – Q20

3 - Source: Nielsen Market Track – National GB+DR+MM – Total Non Dairy L52w ending 09/12/2017

4 – Source: Nielsen MarketTrack - National GB+DR+MM - L12w ending December 10, 2017