



Cereal bars Pitch

AB Foods 2021

Summary

- **Introduction**
- **Market study on cereal bars in France**
- **Our product proposals**
- **Summary**

INTRODUCTION

P R E S E N T A T I O N

AB Foods is a company that helps food manufacturers to penetrate French supermarkets. But other strings are also added to our bow, such as sourcing. We research private label products and offer alternative products to industry leaders.

O U R S T O R Y

Being a cereal bar consumer myself, I was frustrated with the limited choice available in stores. I have noticed that big brands are often expensive and contain a lot of unwanted ingredients.

O U R A M B I T I O N

Propose a broader offer adapted to the tastes, needs and desires of French consumers which will allow a development of turnover in the cereal bars category.

Market Study



What comes to mind when the French think of cereal bars?



When do the French eat their cereal bars?

At work : 33%

Around a physical activity : 26%

To grab : 21%

At school : 5%

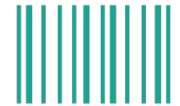
Statistics on French consumption habits



¼ of consumers
regularly buy new
brands



78% of French
consumers would try a
new flavor if their
favorite brand released
one

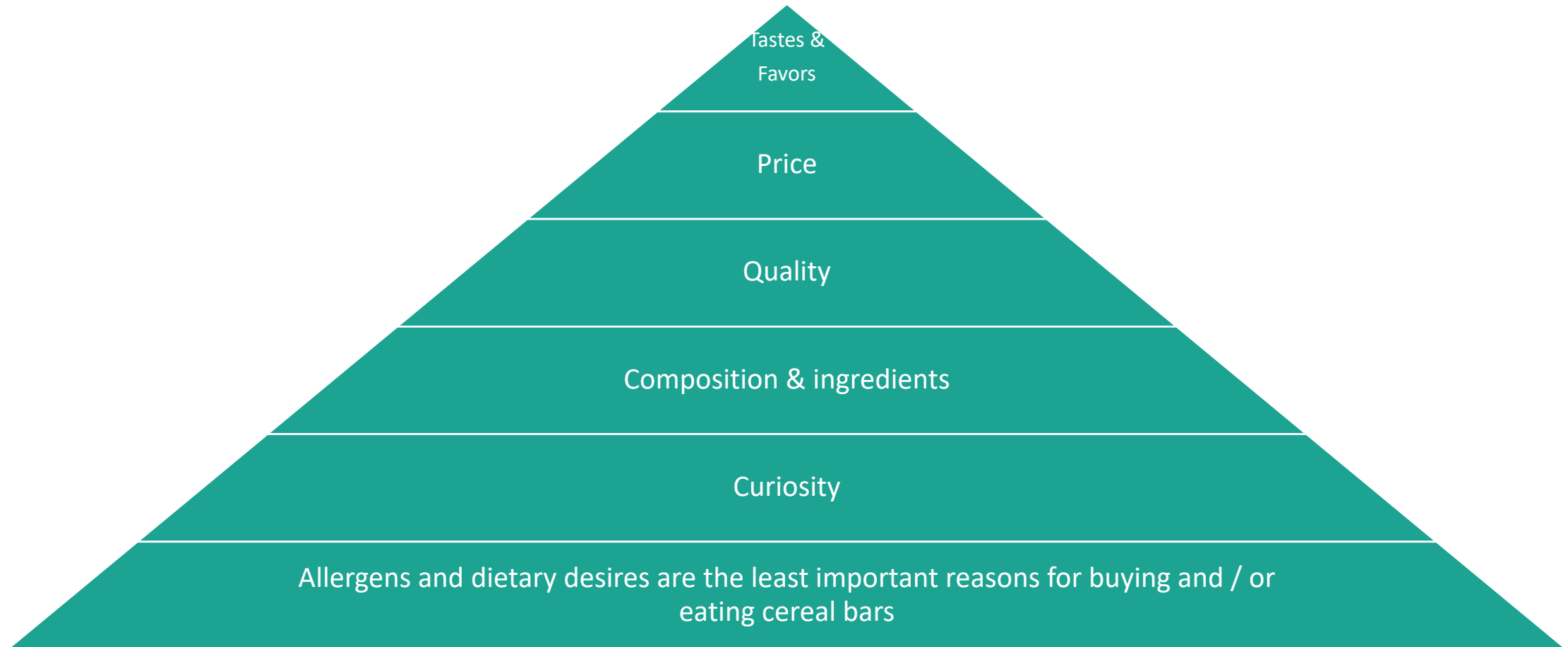


80% of French
consumers read the
labels on the package of
cereal bars



79% of French
consumers pay attention
to the prices of cereal
bars

What do French consumers pay attention to when choosing a new brand?



Bar composition - Ingredients and additions

Ingredients favorites	Top 3 fruits	Top 3 nuts	Top 3 seeds	Additional interest
<ul style="list-style-type: none">• Chocolate• Peanuts• Fruits	<ul style="list-style-type: none">• Apples• Red fruits• Strawberries	<ul style="list-style-type: none">• Almonds• Nuts mix• Hazelnuts	<ul style="list-style-type: none">• Seeds mix• Sesame• Pumpkin seeds	<ul style="list-style-type: none">• Diet Bars• Fibers• Vitamins and/or proteins

Bar composition – Reductions

Top 3 reduced ingredients

- Sugar
- Fat
- Calories

Top 3 «free from» ingredients

- Lactose
- Calories
- Sugar

How many units does a pack of cereal bars ideally contain?

Standard size of a cereal package: 5-6 units

However more than 1/3 of people want packages with more unit

9-10 units (21%)

plus de 10 units (12%)

To remember

Main function

- Health benefit
- Snacking function
- Functional aspect

Brand choice

- Taste and Flavors
- Price
- Quality
- Composition & Ingredients
- Curiosity

Tastes and Flavors

- Chocolate
- Nuts
- Seeds
- Fruits
- Diet, fibers, proteins, vitamins bars
- Sugar calories... free

Conclusion

- The French market has potential for new brands entering the market
- The consumer is interested in new fragrances
- There is also a potential for larger volumes in the packages.

Our solution

A French distributor
AB FOODS (IFS Broker)

A multitude of possibilities

Know-how of the
specifications

Competitive price

Our product proposals



Preview of our private label propositions

➤ **Our bites**

➤ **Our cereal bars**

➤ **Our specials**

Our bites

Fruits and Nuts bites

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



Filled bites

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



Fruits and Nuts Fit Balls

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



Fruits and Nuts Fit Fit

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



Wholefood bites

- ✓ Clean label
- ✓ Unrefined ingredients
- ✓ Oven baked for a better taste
- ✓ No added sugar
- ✓ Rich in fiber
- ✓ Source of protein
- ✓ Option with chocolate base or coated with chocolate



“Nutri grain” liked bites

- ✓ Strawberry flavor
- ✓ Apple taste
- ✓ No artificial flavors
- ✓ No artificial colors



Fiber boost liked « Fiber One 90 » »

- ✓ Lemon pie taste
- ✓ Chocolate brownie taste
- ✓ Natural aromas



Filled square

- ✓ Infinity of forage available
- ✓ Fruit jam
- ✓ Chocolate spread
- ✓ Peanut butter
- ✓ Speculoos



Cubic bites

- ✓ Possible in organic
- ✓ Chocolate
- ✓ Rich in protein
- ✓ Obtained by the extrusion technic



Our cereal bars

Premiums Fruits and Nuts Bars

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



PREMIUM FRUITS & NUTS BAR
DATE + HAZELNUT + ALMOND + PUMPKIN SEED



PREMIUM FRUITS & NUTS BAR
APRICOT + HAZELNUT + ALMOND + PUMPKIN SEEDS



PREMIUM FRUITS & NUTS BAR
APRICOT + HAZELNUT + ALMOND + PUMPKIN SEEDS



PREMIUM FRUITS & NUTS BAR
FIG + WALNUT + CASHEW + PUMPKIN SEEDS



PREMIUM FRUITS & NUTS BAR
APRICOT + DRIED ORANGE + HAZELNUT + ALMOND



CRANBERRY FIT BAR
CRANBERRY + BITTER CHOCOLATE + HAZELNUT

Premiums Bars

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservatives
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



Oatmeal bar - lightly cooked

- ✓ Possible in organic
- ✓ Lightly cooked / soft
- ✓ Size of a bar or mini bar (28, 33 or 47mm)



Fruit paste bar

- ✓ Possible in organic
- ✓ Fruit paste base (dates / grapes)
- ✓ Obtained by the extrusion technic



“RXBAR” type whole ingredient bars

- ✓ No added sugar
- ✓ 100% natural ingredients
- ✓ Source of protein
- ✓ Apple flavor
- ✓ Coconut flavor



Peanut bars

- ✓ Possibility of adding a chocolate base
- ✓ With pumpkin seeds and figs
- ✓ Nature not salty



“Nature Valley” type peanut bars

- ✓ No added sugar
- ✓ 100% natural ingredients
- ✓ Source of protein
- ✓ Roasted in the oven
- ✓ Oats, dates, peanuts
- ✓ Coconut, dates, peanuts



“Kind” type bars

- ✓ Clean label
- ✓ Gluten free
- ✓ Possible in organic
- ✓ 30% less sugar than the competition
- ✓ Kosher
- ✓ Other flavors available
- ✓ Possibility of changing the premium nuts (eg: macadamia nuts) with peanuts for a more competitive price



Muesli bars

- ✓ Milk chocolate and coconut
- ✓ Dark chocolate and hazelnut
- ✓ Strawberry
- ✓ Salted caramel
- ✓ Hazelnut
- ✓ Blueberries
- ✓ Licorice and milk chocolate
- ✓ Orange and dark chocolate
- ✓ Banana and milk chocolate



Muesli bars – Oats and Nuts

- ✓ Oats, nuts and blueberries
- ✓ Oats, nuts and coconut



Muesli Crunchy bars

- ✓ Oats and Cinnamon
- ✓ Oats and Chocolate
- ✓ Oats and Honey
- ✓ Oats and Ginger
- ✓ Oats and coconut



Granola bars

- ✓ Coconut
- ✓ Maple syrup
- ✓ Red fruits



Chocolate cereal bars

- ✓ Cereals and chocolate
- ✓ Cereals, chocolate and orange
- ✓ Whole wheat, rice and chocolate
- ✓ Bar for children type "Nesquik"



CÉRÉALES ET CHOCOLAT



BLÉ INTÉGRAL, RIZ ET CHOCOLAT



CÉRÉALES, CHOCOLAT ET ORANGE
SANS SUCRE AJOUTÉ



BARRE INFANTILE TYPE "NESQUIK"

Fruits cereal bars

- ✓ Cereals and dried fruits
- ✓ Whole wheat, rice and cranberries



BLÉ INTÉGRAL, RIZ ET CRANBERRIES



CEREALES ET FRUITS SECS

Our specials

Maltesers" type Keto bites

- ✓ Coconut flake
- ✓ Roasted hazelnuts
- ✓ Coated with dark chocolate without sugar
- ✓ Less than 3% sugar (15 times less than Mars Maltesers)
- ✓ Reduced in blood sugar



« Bounty » type keto bar

- ✓ Coconut flake
- ✓ Roasted fines
- ✓ Coated with sugar-free milk chocolate
- ✓ Reduced in carbohydrate
- ✓ Less than 5% sugar (10 times less than a bounty bar)
- ✓ Strawberry option



Keto cereal bars

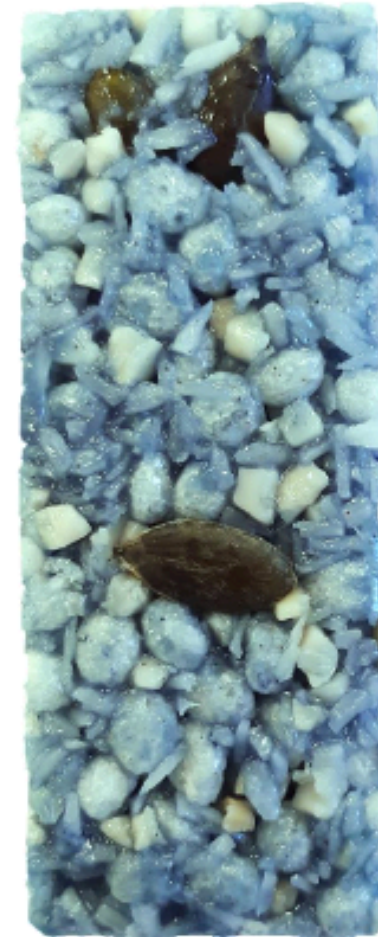
- ✓ Cocoa / Hazelnut
- ✓ Coconut / Hazelnut / Cinnamon
- ✓ Blue Spirulina
- ✓ Low in salt
- ✓ Rich in fiber
- ✓ Less than 3 grams of carbohydrate per bar
- ✓ No risk of unnecessary blood sugar spikes



Cocoa - Hazelnut



Coconut - Hazelnut
Cinnamon



Blue Spirulina

Needs adapted Fit Bar

- ✓ Clean label
- ✓ Fruits and Nuts
- ✓ Vegan
- ✓ Gluten free
- ✓ Without preservative
- ✓ Without additives
- ✓ No added sugar
- ✓ Kosher



COLLAGEN FIT BAR
DATE + HAZELNUT + COCOA + COLLAGEN



20% FIT PROTEIN BAR
DATE + PUMPKIN SEED + CRANBERRY + PEANUT BUTTER



DAILY SUPPORT FIT BAR
PRUNE + DATE + ALMOND + HONEY + CAFFEINE



SECRET BOOM
FRUIT & CHOCOLATE BALLS



HIGH FIBER FIT BAR
DATE + APRICOT + FIG + PUMPKIN SEED + ALMOND + PRUNE + QUINOA



CRUNCHY FIT BAR
HONEY, ALMOND, HAZELNUT, PEANUT BUTTER, BUCKWHEAT PUFF, CHOCOLATE

Organic, vegan and protein bar

- ✓ Organic
- ✓ Vegan
- ✓ Protein
- ✓ Oats and Nuts
- ✓ Less than 10g of sugar
- ✓ Only 97 Kcal



Oats and Nuts protein bars

- ✓ Possible in organic
- ✓ 100% natural
- ✓ Vegan
- ✓ Rich in fiber
- ✓ Source of protein
- ✓ Less than 10g of sugar per 100g
- ✓ Less than 100 Kcal per portion
- ✓ Without peanuts



Slimming bars

- ✓ Clean label
- ✓ Possible in organic
- ✓ Vegan
- ✓ Protein
- ✓ No added sugar
- ✓ 100% natural ingredients
- ✓ High quality plant protein



Our competitive advantage over the current leading private label supplier

- ✓ More product diversity
- ✓ More flavors available
- ✓ More formats possible
- ✓ Our partnership with the 4 largest bar manufacturers in Europe



SUMMARY

CHALLENGES

- Adapt to a constantly changing market
- Diversity of tastes and flavors
- Attractive price
- Minimum of ingredients
- Whole foods
- Increase the number of units / package
- Child target to be deepened

OBJECTIVES

- Have products available that meet expectations
- Offer attractive prices
- Complete the current offer

CONSTRAINTS

- Offer packaging superior to current standards
- Develop an offer adapted to children

OUR AMBITION

Propose a broader offer adapted to the tastes, needs and desires of French consumers which will allow a development of turnover in the cereal bars category.



Thank you

To contact us, please fill out the contact form on our website

www.abfoods.fr