Nichos de Mercados en los EE.UU
(Webinar)

Francisco Antunez:

Analiz Rueda Ráez: arueda@nsf.org

16 de setiembre de 2015
Presentation
Simply Beans LLC
2015
...adding fun & flavor to healthy snacking!
Introduction

- Francisco Antunez – President
- Roberto Rabines – COO
- Maria Victoria Muelle (Toya) - CSO
- Nick Castro – CFO
- Kevin Forsyth – VP Production

**Definition: A Snack** is a small quantity of food; light meal or refreshment taken between regular meals.

To be defined as a snack, the food generally has 300 calories or less per serving, anything more is considered a meal. Examples: pretzels, tortilla chips, cookies, cheese snacks, crackers etc.
Meeting Objectives

1. Introduce Simply Beans


3. Obtain your feedback
Business Proposition

- 1- Overview
- 2- The Market Need and The Simply Beans Solution
- 3- Opportunity and Market
- 4- Unique Competitive Advantages
- 5- Competitive Landscape
- 6- Go to Market Strategy
- 7- Financial Roadmap
- 8- The Team
- 9- Current Status
- 10- Summary
Overview

- Simply Beans LLC
- Created in January 2011
- Privately Owned
  - Francisco Antunez: 39.5%
  - Pamela Bush: 25%
  - Roberto Rabines: 13.5%
  - Pilar Llosa: 4%
  - Maria Victoria de la Cruz: 7%
  - Carlos Heighs: 5%
  - Adil Coury: 4%
  - Nick Castro: 2%
- Capital: 2.1 M
...adding fun & flavor to healthy snacking!

Simply Beans LLC

NOURISH YOUR BODY WITH BEANS!

www.fabzsnacks.com
Once Upon A Time…

- There was no healthy snack awareness
- Increased health issues related to allergies and bad diet for consumers (kids and adults) due to poor snack selection.
- While nutrition was identified as a potential driver for food consumption, consumers often didn’t make their purchase decisions based on this attribute.
- Kids Snacks were a segment of the market that was underserved.
- Healthy Snacks were a small but growing market segment but mainly concentrated in diets, exercise or allergy issues.
- Gluten Free? Nuts Free? Non GMO? Healthy and Yummy?
Once Upon A Time... The Market Participants

- **Unhealthy Snacks Food and Why?**
  - Ice cream = high in fat, additives, and preservatives
  - Fried chips = high amounts of saturated and trans-fats. GMO and Heavy in Gluten.
  - Flavored Popcorn = high amount of sodium and butter. Linked to liver cancer. GMO.
  - Store-bought party mixes = excess amount of sodium (salt), and flavored ones have excess calories/sugars.
  - Peanuts = 2.3% of US population suffer severe allergic reaction due to nuts.

- **Companies**
  - The Hershey Company
  - J&J Snacks Food Corp.
  - Kellog Company
  - Kraft Food Inc.
  - Newman’s Own, Inc.
  - The Peanut Roaster, Inc.
  - PepsiCo Inc. (Owns Frito-Lay)
  - The Procter & Gamble Company

![Global Market Share Sweet and Savory Snacks](source: SFA/Euromonitor; Data based on retail value, 2006)
Simply Beans is a new and innovative healthy snack manufacturing company whose concept is to bring you allergy free and healthy snacks and other products made of beans in a new, easy and tasty way to eat.

Beans are a multibillion dollar industry and have recently made their way into the markets as snacks in many different forms such as tortillas, chips, chick peas.

Simply Beans has created a unique and proprietary unparalleled cooking process where we have managed to keep our ingredients to the very basic.

Selected as one of the Top 10 New Best Product of the Year out of 4000 at the Natural Products ExpoWest in 2014.
The Simply Beans Solution

- **Fabz™** is the new All Natural, Nut Free, Delicious and Crunchy Snack! We are the only U.S. made snack manufacturer in the market with Fava beans.

- Its crunchy texture and unique flavor will not only be added to an already growing huge industry of bean snack lovers but capture a new huge market which will include health and nut lovers as well.

- Carefully studying market trends for allergen free products and maintaining the highest quality standards, we are non-GMO certified, Gluten Free Certified, Kosher Certified, Nut Free, Celiac Safe, Soy Free, Vegan, no preservatives, no trans or saturated fat, no added sugars, no artificial flavors or colors and a good source of protein, fiber and iron.
The Simply Beans Opportunity

United States Forecast Sales of Sweet and Savory Snacks by Category 2011 to 2015—US millions

- Others: 0.99%
- Tortilla/Corn Chips: 1.14%
- Pretzels: 0.74%
- Popcorn: 0.40%
- Nuts: 2.49%
- Extruded Snacks: 0.85%
- Chips/Crisps: 1.01%

Forecast Growth 2014/2015 (%)

1% in a 9 Billion Market (Others + Nuts) represents U$90 Million Market. Simply Beans Target is U$ 3.5 Millions Per year, operating only with one shift of our current capacity.
To become a **premier and innovator food industry corporation** dedicated to **making** healthy snacks and other products.

**VISION**

To **Provide** allergy free, healthy snacks and other products made of beans **for individuals and families** by creating simple, tasty and affordable products.

**MISSION**
Looking towards the Future

Drivers for our Business

BUILD FOR SCALE GROW

INVESTING IN OUR PRODUCTS WITH CONSISTENT PROCESSES AND PEOPLE WORKING ON A MARKET MODEL THAT DIFFERENTIATES

OPPORTUNISTIC CUSTOMER EXPERIENCE

HEALTH, INNOVATION AND SUSTAINABILITY
Looking towards the immediate Future .... 2014

**Q1**
- **Production** – Factory & Products ready to run. All Permits in order. **Lead: Francisco**
- **Sales & Marketing** – Start sales process with SYSCO. **Lead: Toya**
- **Administration** – Balance Structure. Organizational Readiness. **Lead: Roberto**

**Q2**
- **Production** – Factory Tune-up. Process Improvements. 45,000 lb. **Lead: Francisco**
- **Sales & Marketing** – Sales up to 18k lb/month. Full Marketing Campaign. **Lead: Toya**
- **Administration** – Financial resources. Technology solution. **Lead: Nick**

**Q3**
- **Production** – Test of New Flavors. FDA Approvals. **Lead: Francisco**
- **Sales & Marketing** – Sales up to 25k lb/month. Community Awareness. **Lead: Toya**
- **Administration** – Cash Flow Management. Customer Management. **Lead: Roberto**

**Q4**
- **Production** – Optimizing Supply Chain. **Lead: Francisco**
- **Sales & Marketing** – Launch of New Flavor Products. **Lead: Toya**
- **Technology** – Management Information System. **Lead: Nick**
- **Administration** – Financial Reports. Manage Cash Flow. **Lead: Roberto**
Go To Market Strategy

<table>
<thead>
<tr>
<th>Segment</th>
<th>Channels</th>
<th>Families &amp; Other Snacks Market</th>
<th>Culinary &amp; Consumer Market</th>
<th>Nutrition &amp; Healthy Food Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bars &amp; Restaurants</td>
<td>SYSCO</td>
<td></td>
<td></td>
<td>OPPORTUNITY (3.0 lb)</td>
</tr>
<tr>
<td>Airlines</td>
<td>Lan, Delta, Virgin, American</td>
<td>OPPORTUNITY (0.4 oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supermarkets</td>
<td>Whole Foods, Publix</td>
<td>OPPORTUNITY (0.4 oz, 2.0 oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vending Machines</td>
<td></td>
<td>OPPORTUNITY (0.4 oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>Shelters</td>
<td>OPPORTUNITY (0.4 oz)</td>
<td></td>
<td>OPPORTUNITY (3.0 lb)</td>
</tr>
<tr>
<td>Private Logo</td>
<td>Starbucks</td>
<td>Through Private Packers</td>
<td></td>
<td>OPPORTUNITY (3.0 lb)</td>
</tr>
<tr>
<td>Sports &amp; Nutrition</td>
<td>Miami Dolphins, Miami Marlins</td>
<td>Through Food Distributor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnic</td>
<td>Impex, Promoting DSD</td>
<td>Existing offerings</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Go To Market Strategy – Customer baseline
Our Action Plan for 2014

Delivery is critical, but sales are essential

We need a strong Market and positioning strategy during year 2014 which will imply high needs for financial support.
## Simply Beans – Financial Overview

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td><strong>Revenues ($K)</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$1,385,000</td>
<td>$2,979,000</td>
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<tr>
<td><strong>Expenses ($K)</strong></td>
<td>$2,500</td>
<td>$10,000</td>
<td>$24,000</td>
<td>$2,067,000</td>
<td>$2,120,000</td>
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<tr>
<td><strong>Profit ($K)</strong></td>
<td>($2,500)</td>
<td>($10,000)</td>
<td>($24,000)</td>
<td>($682,000)</td>
<td>$859,000</td>
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<td><strong>Investment ($K)</strong></td>
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<td>$500,200</td>
<td>$535,000</td>
<td>$198,000</td>
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<td><strong>Headcount</strong></td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>10</td>
<td>14</td>
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<tr>
<td><strong>Customers</strong></td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>10</td>
<td>15</td>
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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Gross Profit %</strong></td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>-49.1%</td>
<td>49.3%</td>
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<tr>
<td><strong>Net Earnings</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-689k</td>
<td>1.593k</td>
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</table>

© 2014 Simply Beans LLC
# Projected P&L (2014)

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Sales January</th>
<th>Sales February</th>
<th>Sales March</th>
<th>Sales April</th>
<th>Sales May</th>
<th>Sales June</th>
<th>Sales July</th>
<th>Sales August</th>
<th>Sales Sep</th>
<th>Sales Oct</th>
<th>Sales Nov</th>
<th>Sales Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>-</td>
<td>8,904</td>
<td>10,626</td>
<td>23,748</td>
<td>52,330</td>
<td>84,996</td>
<td>142,160</td>
<td>158,493</td>
<td>182,992</td>
<td>231,991</td>
<td>240,157</td>
<td>248,324</td>
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<tr>
<td><strong>Total - Production Costs</strong></td>
<td>-</td>
<td>3,078</td>
<td>3,571</td>
<td>8,174</td>
<td>17,679</td>
<td>28,555</td>
<td>47,565</td>
<td>52,988</td>
<td>61,122</td>
<td>77,392</td>
<td>80,103</td>
<td>82,815</td>
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<tr>
<td><strong>Total - Sales Costs</strong></td>
<td>2,600</td>
<td>2,600</td>
<td>3,600</td>
<td>2,600</td>
<td>-</td>
<td>1,000</td>
<td>-</td>
<td>-</td>
<td>1,000</td>
<td>-</td>
<td>-</td>
<td>1,000</td>
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<tr>
<td><strong>Total - Marketing &amp; Positioning</strong></td>
<td>840</td>
<td>10,416</td>
<td>7,825</td>
<td>36,750</td>
<td>84,750</td>
<td>120,500</td>
<td>112,000</td>
<td>106,500</td>
<td>33,250</td>
<td>59,625</td>
<td>73,625</td>
<td>50,625</td>
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<tr>
<td><strong>Total - Operational &amp; Production Costs</strong></td>
<td>42,930</td>
<td>34,400</td>
<td>34,598</td>
<td>75,100</td>
<td>78,100</td>
<td>55,300</td>
<td>55,300</td>
<td>55,300</td>
<td>45,300</td>
<td>45,300</td>
<td>55,300</td>
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<tr>
<td><strong>Total - Administrative Costs</strong></td>
<td>15,114</td>
<td>17,866</td>
<td>12,349</td>
<td>17,710</td>
<td>17,710</td>
<td>17,710</td>
<td>13,710</td>
<td>13,710</td>
<td>13,710</td>
<td>13,710</td>
<td>13,710</td>
<td>13,710</td>
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<tr>
<td><strong>Total - Financial Costs</strong></td>
<td>1,452</td>
<td>1,987</td>
<td>2,164</td>
<td>7,261</td>
<td>7,547</td>
<td>7,874</td>
<td>7,328</td>
<td>7,491</td>
<td>7,736</td>
<td>7,960</td>
<td>8,042</td>
<td>8,123</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>62,936</td>
<td>70,347</td>
<td>64,108</td>
<td>147,595</td>
<td>205,786</td>
<td>231,938</td>
<td>239,902</td>
<td>235,989</td>
<td>162,118</td>
<td>203,986</td>
<td>230,780</td>
<td>211,573</td>
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<td><strong>CASH FLOW POSITION</strong></td>
<td>(62,936)</td>
<td>(61,443)</td>
<td>(53,481)</td>
<td>(123,848)</td>
<td>(153,456)</td>
<td>(146,943)</td>
<td>(97,742)</td>
<td>(77,496)</td>
<td>20,874</td>
<td>28,004</td>
<td>9,377</td>
<td>36,751</td>
</tr>
</tbody>
</table>
## Projected P&L (2015)

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Sales January</th>
<th>Sales February</th>
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<th>Sales April</th>
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<th>Sales June</th>
<th>Sales July</th>
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<th>Sales Sep</th>
<th>Sales Oct</th>
<th>Sales Nov</th>
<th>Sales Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>268,740</td>
<td>289,156</td>
<td>297,322</td>
<td>329,988</td>
<td>350,404</td>
<td>370,820</td>
<td>391,236</td>
<td>411,652</td>
<td>452,484</td>
<td>452,484</td>
<td>452,484</td>
<td>452,484</td>
</tr>
</tbody>
</table>

### TOTAL REVENUE
- Total - Production Costs: 183,536
- Total - Sales Costs: 191,721
- Total - Marketing & Positioning: 194,544
- Total - Operational & Production Costs: 204,485
- Total - Administrative Costs: 211,468
- Total - Financial Costs: 218,451

### TOTAL EXPENSES
- Total - Marketing & Positioning: 204,485
- Total - Production Costs: 211,468
- Total - Operational & Production Costs: 225,434
- Total - Administrative Costs: 232,417
- Total - Financial Costs: 246,383

### CASH FLOW POSITION
- Total - Production Costs: 85,204
- Total - Sales Costs: 97,434
- Total - Marketing & Positioning: 102,778
- Total - Operational & Production Costs: 125,503
- Total - Administrative Costs: 138,936
- Total - Financial Costs: 152,369

**TOTAL REVENUE**
- 268,740
- 289,156
- 297,322
- 329,988
- 350,404
- 370,820
- 391,236
- 411,652
- 452,484
- 452,484
- 452,484
- 452,484

**TOTAL EXPENSES**
- 183,536
- 191,721
- 194,544
- 204,485
- 211,468
- 218,451
- 225,434
- 232,417
- 246,383
- 246,383
- 246,383
- 246,383

**CASH FLOW POSITION**
- 85,204
- 97,434
- 102,778
- 125,503
- 138,936
- 152,369
- 165,802
- 179,235
- 206,101
- 206,101
- 206,101
- 206,101
### Financial Key Indicators

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total - Production Costs</td>
<td>$463,041</td>
<td>$1,507,335</td>
<td>226%</td>
<td>22%</td>
<td>52%</td>
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<tr>
<td>Total - Sales Costs</td>
<td>$14,400</td>
<td>$ -</td>
<td>-100%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td>Total - Marketing &amp; Positioning</td>
<td>$696,706</td>
<td>$265,500</td>
<td>-62%</td>
<td>34%</td>
<td>9%</td>
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<tr>
<td>Total - Operational &amp; Production Costs</td>
<td>$633,228</td>
<td>$824,982</td>
<td>30%</td>
<td>31%</td>
<td>28%</td>
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<tr>
<td>Total - Administrative Costs</td>
<td>$184,719</td>
<td>$215,160</td>
<td>16%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Total - Financial Costs</td>
<td>$74,965</td>
<td>$112,872</td>
<td>51%</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$2,067,059</td>
<td>$2,925,850</td>
<td>42%</td>
<td></td>
<td></td>
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<tr>
<td><strong>CASH FLOW POSITION</strong></td>
<td>$(-682,338)</td>
<td>$1,593,399</td>
<td>334%</td>
<td></td>
<td></td>
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</table>
Simply Beans

- Tremendous growth projection
- New Factories projected in USA (2015)
- Horizontal Integration – Fava Sowing Fields (Indianapolis)
- Clients Baseline (LAN, JetBlue, Sysco, Whole Foods, etc.)
- Strong Cash Flow and Financial Opportunities
- International Business

- Financial Partner
- Broad Financial Products
- Treasury
- International Products
- Customer Oriented Focus
NSF International

GLUTEN FREE

Analiz Rueda Ráez
Septiembre, 2015
Gluten-Free
Not for the Dusty Bottom Shelves Anymore!
“Alérgeno”: Sustancia que puede inducir una reacción de hipersensibilidad (alérgica) en personas susceptibles, que han estado en contacto previamente con el alérgeno.
Reacción inmunológica anómala desencadenada por la ingesta, inhalación o contacto de un alimento/ingrediente/componente.
Causa erupciones cutáneas, inflamación de los labios, hinchazón, picazón, etc.

Intolerancia Alimentaria

Reacción adversa a un alimento / ingrediente / componente. Causada por una deficiencia enzimática.
Los resultados es molestia en el sistema digestivo estomacal, dolores de cabeza, etc.
• Típicamente es la proteína en el alimento que desencadena una reacción alérgica. Incluso **pequeñas cantidades** de un alimento puede causar una reacción.

• La mayoría de los alérgenos pueden causar una reacción incluso **después de cocinar**.
Las causas más comunes de la alergia alimentaria

Se han descrito más de 190 alimentos que causan reacciones físicas adversas ... Ocho de ellas causan mayores problemas!
- Leche
- Huevo
- Maní
- Nueces
- Pescado
- Mariscos
- Soya
- Cereales con Gluten (Trigo, cebada, centeno)
• Proteína de cereales como trigo, la cebada y el centeno
• Poco a poco daña los intestinos de las personas con enfermedad celíaca.
• Impide la absorción de vitaminas y minerales que causan problemas de salud relacionados, que pueden incluir fatiga y problemas de la piel
No hay cura para las alergias alimentarias.

La evasión es la única manera de prevenir una reacción alérgica.
Control de Alérgenos

Gluten-free Integrity

- Supply Chain Assurance
- Training
- Good Manufacturing Practices

Gluten-free Confirmation Testing
Documento referente a la manipulación de los alérgenos de su empresa

- Proveedores
- Almacenamiento
- Manipulación-Capacitación
- Empaque y etiquetado
Gluten

Materia Prima

• Certificado de Análisis del proveedor
• Pruebas libre de gluten internas en todos los lotes de materias primas entrantes;
• Declaraciones juradas de alérgenos;
• Certificado Libre de Gluten
Gluten

• Otros medios siempre que se han revisado, validado y aprobado por la NSF

No excederán de 20 ppm (20 mg de gluten por kg).

Nota: los productos intrínsecamente libre de gluten están exentos de este requisito, (por ejemplo, frutas y verduras crudas)
Producto Final

La empresa deberá realizar pruebas de control de calidad interno en un mínimo de la primera unidad de cada línea de producción por lote.

15 ppm (15 mg / kg) o menos.
Plan de Eliminación

- En el caso de que un producto terminado no cumple, la empresa deberá proporcionar a NSF un plan de salida del producto no conforme.
  - La destrucción completa de la serie de producción fallado
  - La empresa puede optar por continuar la venta del producto terminado, pero no llevará el Sello de Certificación NSF sin gluten.
  - Otros medida pre-aprobado por la NSF
1. Solicitud inicial y envío de documentos

2. Revisión Preliminar:

NSF analiza todos los documentos iniciales presentadas y solicita cualquier información / documentos o correcciones adicionales para cumplir con el Protocolo.
3. Inspección y Muestreo:

El inspector visita las instalaciones del cliente y presenta un informe. El inspector no tiene poder para decidir si el cliente es aprobada o no. El muestreo se realiza a los productos que previamente han sido seleccionado por la oficina de USA.
4. Revisión Técnica:

El Revisor Técnico evaluará todos los documentos del expediente más el informe del Inspector. De observarse alguna NC Mayor/Menor, el revisor genera una Carta de no conformidad.

5. Emisión del Certificado
Referencias

• The Food Allergy and Anaphylaxis Network
  www.foodallergy.org

• The British Retail Consortium (BRC)

• The U.S. FDA Allergy Inspection Guide
  www.fda.gov/Food/GuidanceCompliance
  Regulatory Information

• The U.S. FDA Allergen Labeling and Consumer Protection Act of 2004 (see url above)
Analiz Rueda Ráez

Email: arueda@nsf.org
Telef: 616-5400 (ext. 139)
Cel: 983429293

Preguntas/Comentarios?

Gracias!