

Nichos de Mercados en los EE.UU

(Webinar)

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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
2. Share Simply Beans Business Value Plan and Financial Requirements
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%
- Market: Healthy Snacks. Nutritional Food.
- 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?

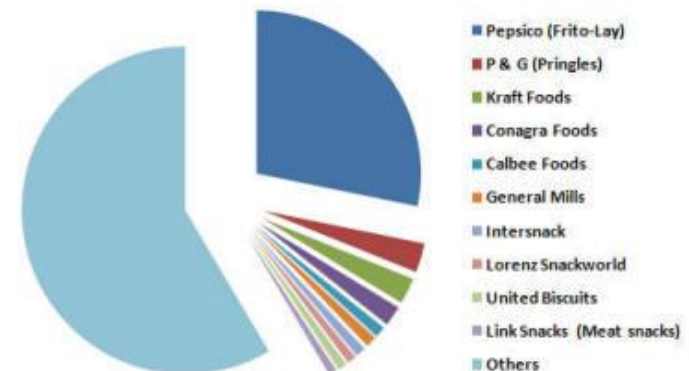
- Ice cream=high in fat, additives, and preservatives
- Fried chips=high amounts of saturated and trans-fats. GMO and Heavy in Gluten.
- Flavored Popcorn =high amount of sodium and butter. Linked to liver cancer. GMO.
- Store-bought party mixes= excess amount of sodium (salt), and flavored ones have 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.
- Kellogg 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

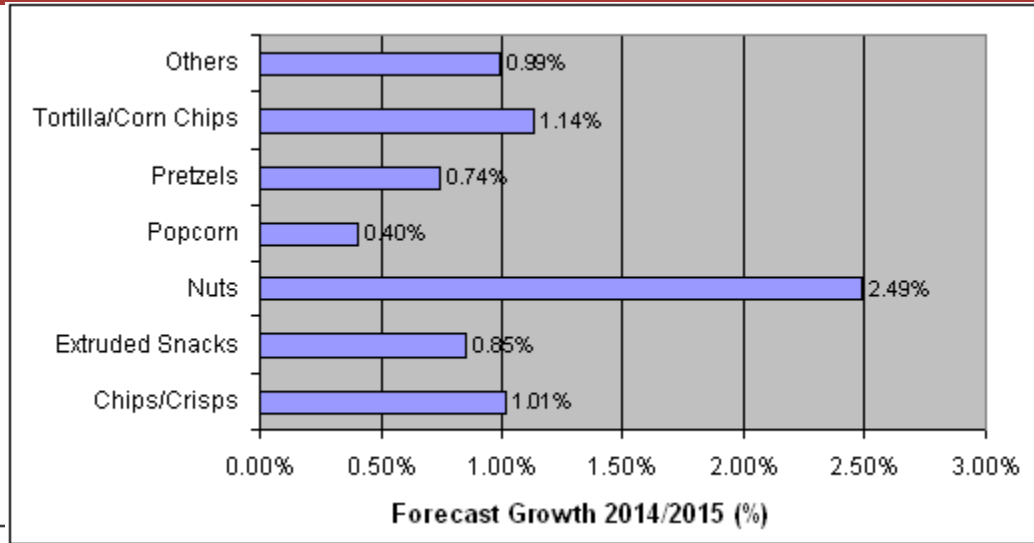
The Simply Beans Solution

- 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.

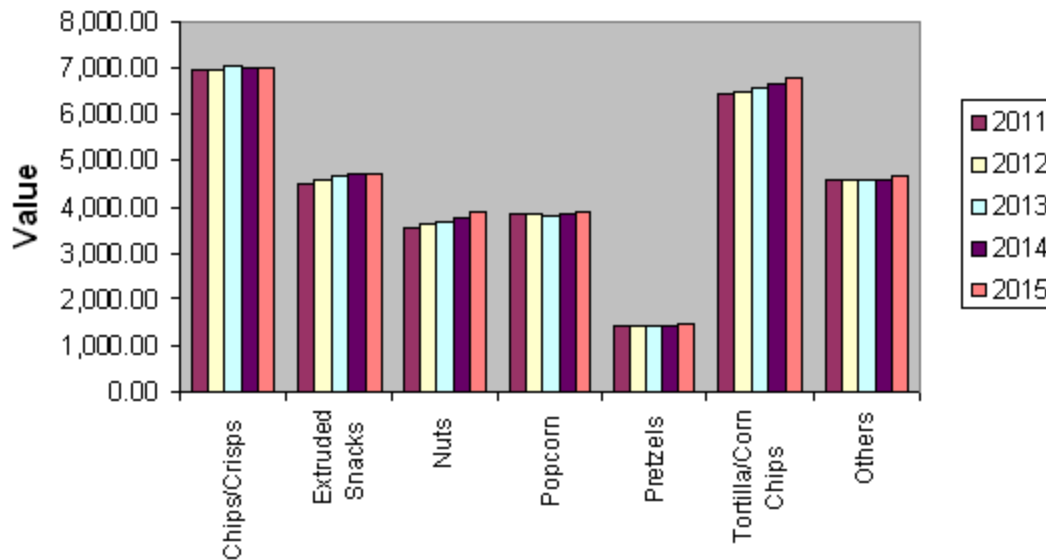
The Simply Beans Solution

- **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



United States Forecast Volume Growth for Sweet and Savory Snacks by Category, 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.

Simply Beans Vision and Mission

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



INVEST IN
OUR
PRODUCTS
WITH
CONSISTENT
PROCESSES
AND
PEOPLE



WORKING ON
A MARKET
MODEL THAT
DIFFERENTIATES



OPTIMAL 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**

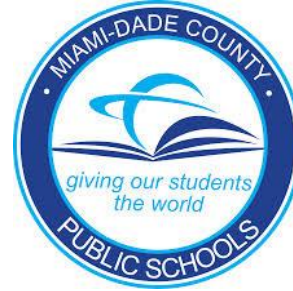
Technology– Management Information System. **Lead: Nick**

Administration– Financial Reports. Manage Cash Flow. **Lead: Roberto**

Go To Market Strategy

		Consumer Use		
Segment	Channels	Families & Other Snacks Market	Culinary & Consumer Market	Nutrition & Healthy Food Market
Bars & Restaurants	SYSCO		OPPORTUNITY (3.0 lb)	
Airlines	Lan, Delta, Virgin, American	OPPORTUNITY (0.4 oz)		
Supermarkets	Whole Foods, Publix	OPPORTUNITY (0.4 oz, 2.0 oz)		
Vending Machines		OPPORTUNITY (0.4 oz)		
Government	Shelters	OPPORTUNITY (0.4 oz)		OPPORTUNITY (3.0 lb)
Private Logo	Starbucks	Through Private Packers		OPPORTUNITY (3.0 lb)
Sports & Nutrition	Miami Dolphins, Miami Marlins	Through Food Distributor		
Ethnic	Impex, Promoting DSD	Existing offerings		

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

	2011	2012	2013	2014	2015
Revenues (\$K)	\$0	\$0	\$0	\$1,385,000	\$2,979,000
Expenses (\$K)	\$2,500	\$10,000	\$24,000	\$2,067,000	\$2,120,000
Profit (\$K)	(\$2,500)	(\$10,000)	(\$24,000)	(\$682,000)	\$859,000
Investment (\$K)	\$0	\$500,200	\$535,000	\$198,000	
Headcount	4	4	7	10	14
Customers	0	0	1	10	15

Gross Profit %	0%	0%	0%	-49.1%	49.3%
Net Earnings	0	0	0	-689k	1.593k

Projected P&L (2014)

Product Name	Sales January	Sales February	Sales March	Sales April	Sales May	Sales June	Sales July	Sales August	Sales Sep	Sales Oct	Sales Nov	Sales Dec
TOTAL REVENUE	-	8,904	10,626	23,748	52,330	84,996	142,160	158,493	182,992	231,991	240,157	248,324
Total - Production Costs	-	3,078	3,571	8,174	17,679	28,555	47,565	52,988	61,122	77,392	80,103	82,815
Total - Sales Costs	2,600	2,600	3,600	2,600	-	1,000	-	-	1,000	-	-	1,000
Total - Marketing & Positioning	840	10,416	7,825	36,750	84,750	120,500	112,000	106,500	33,250	59,625	73,625	50,625
Total - Operational & Production Costs	42,930	34,400	34,598	75,100	78,100	56,300	55,300	55,300	45,300	45,300	55,300	55,300
Total - Administrative Costs	15,114	17,866	12,349	17,710	17,710	17,710	17,710	13,710	13,710	13,710	13,710	13,710
Total - Financial Costs	1,452	1,987	2,164	7,261	7,547	7,874	7,328	7,491	7,736	7,960	8,042	8,123
TOTAL EXPENSES	62,936	70,347	64,108	147,595	205,786	231,938	239,902	235,989	162,118	203,986	230,780	211,573
CASH FLOW POSITION	(62,936)	(61,443)	(53,481)	(123,848)	(153,456)	(146,943)	(97,742)	(77,496)	20,874	28,004	9,377	36,751

Projected P&L (2015)

Product Name	Sales January	Sales February	Sales March	Sales April	Sales May	Sales June	Sales July	Sales August	Sales Sep	Sales Oct	Sales Nov	Sales Dec
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 - Production Costs	89,593	97,575	100,316	109,930	116,709	123,488	130,267	137,045	150,603	150,603	150,603	150,603
Total - Sales Costs	-	-	-	-	-	-	-	-	-	-	-	-
Total - Marketing & Positioning	22,125	22,125	22,125	22,125	22,125	22,125	22,125	22,125	22,125	22,125	22,125	22,125
Total - Operational & Production Costs	49,780	49,780	49,780	49,780	49,780	49,780	49,780	49,780	49,780	49,780	49,780	49,780
Total - Administrative Costs	13,710	13,710	13,710	13,710	13,710	13,710	13,710	13,710	13,710	13,710	13,710	13,710
Total - Financial Costs	8,327	8,532	8,613	8,940	9,144	9,348	9,552	9,757	10,165	10,165	10,165	10,165
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

	2014	2015	Variation	Cost Ratio 2014	Cost Ratio 2014
TOTAL REVENUE	\$ 1,384,721	\$ 4,519,249	226%		
Total - Production Costs	\$ 463,041	\$ 1,507,335	226%	22%	52%
Total - Sales Costs	\$ 14,400	\$ -	-100%	1%	0%
Total - Marketing & Positioning	\$ 696,706	\$ 265,500	-62%	34%	9%
Total - Operational & Production Costs	\$ 633,228	\$ 824,982	30%	31%	28%
Total - Administrative Costs	\$ 184,719	\$ 215,160	16%	9%	7%
Total - Financial Costs	\$ 74,965	\$ 112,872	51%	4%	4%
TOTAL EXPENSES	\$ 2,067,059	\$ 2,925,850	42%		
CASH FLOW POSITION	\$ (682,338)	\$ 1,593,399	334%		

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.



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)



Gluten

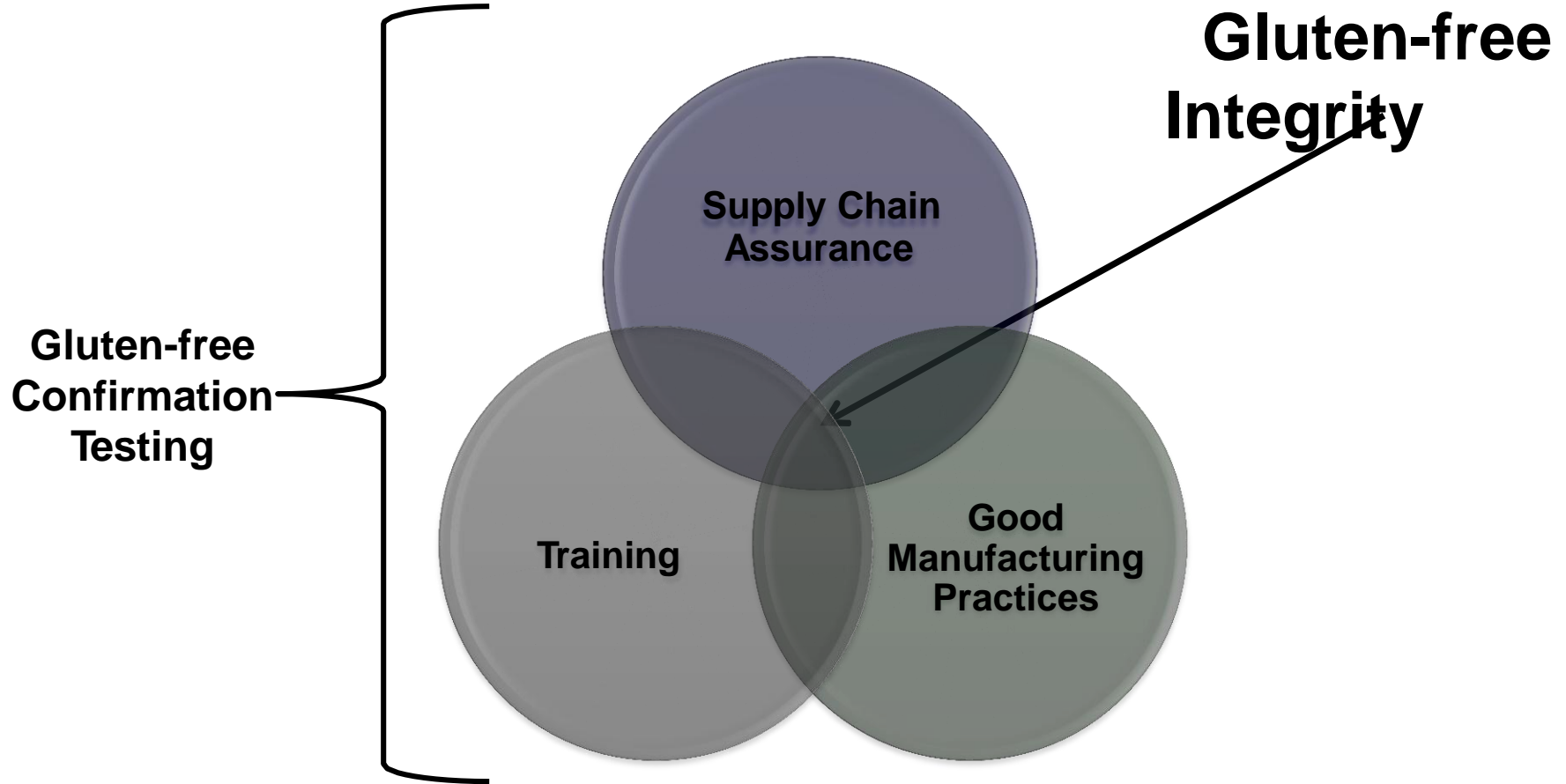
- **Proteína de cereales como trigo, la cebada y el centeno**
- **Poco a poco daña los intestinos de las personas con enfermedad celíaca.**
- **Impide la absorción de vitaminas y minerales que causan problemas de salud relacionados, que pueden incluir fatiga y problemas de la piel**



No hay cura para las alergias alimentarias.

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





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)

Gluten

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.

- **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**

GLUTEN

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



- **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)**



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Preguntas/Comentarios?

Gracias!

