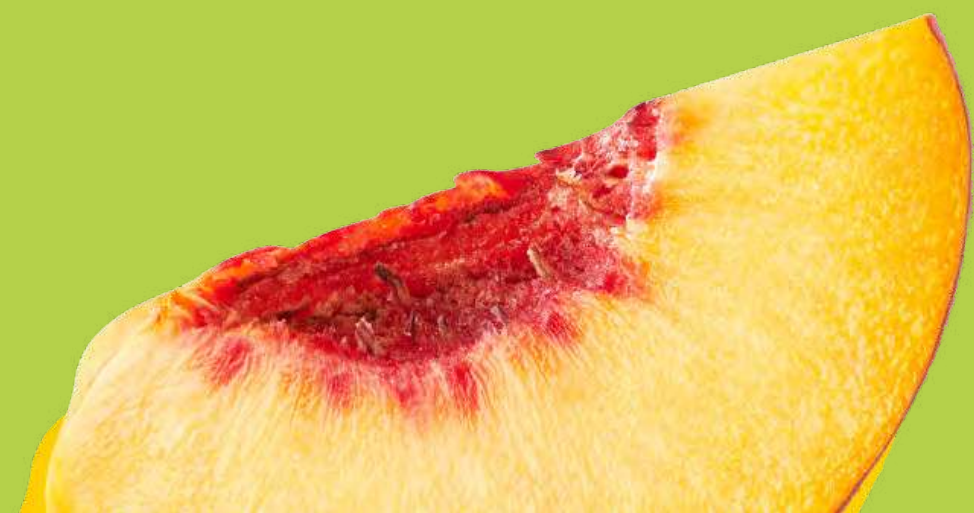


BOB SNAIL

PRODUCT PORTFOLIO



BRAND'S CONCEPT

Bob Snail is all about **Health&Fun**. Healthy food should never be boring, says our brand's hero **Bob the Snail**.

Bob Snail products are **innovative**. They are presented in a surprising and novel way.

Bob Snail products contain **nothing but natural ingredients**. We never use artificial additives in any form. We neither add any sugar.

We keep our ingredients' list short and clean. **Our consumers trust us, and we are always honest with them and will keep it this way.**



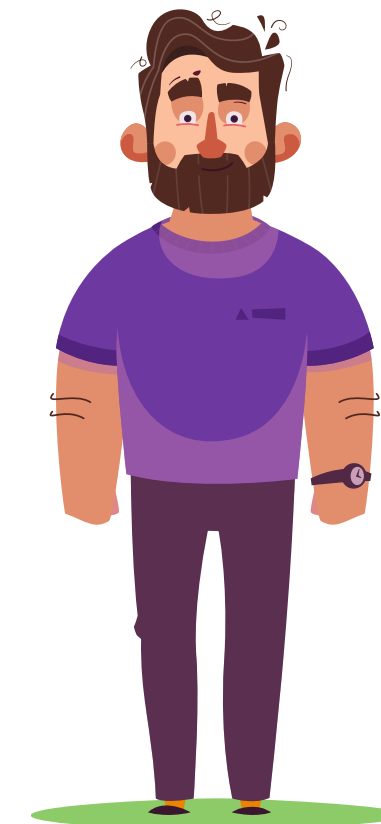
TARGET AUDIENCE

FROM 5 MONTH OLD BABIES TO 105 YEAR OLD GRANNIES—EVERYBODY LOVES BOB SNAIL

Modern families are our primary target. They care about their health, they need to be full of energy, they want to feel good, and to make others around feel good.



Mom chooses Bob Snail because she knows it's good for her kids and for herself. Kids are happy, she's in good shape, the food's delicious—an all around great deal.



Dad chooses Bob Snail because there should always be some treat in his “magic pocket”. It should be small, yet full of energy, rich in taste, and really convenient—a fast recharge.



Grandmas and grandpas... have been waiting for a product like that for ages. Literally.



Kids choose Bob Snail because they want sweets that are cool enough to share with friends.



Toddlers? They can't say what they want. But they want it.

TARGET AUDIENCE



Weekend joggers, yoga practitioners, gym goers, fitness babes—all you people, craving for natural, tasty, sugar-free treats—Bob Snail is here for you.

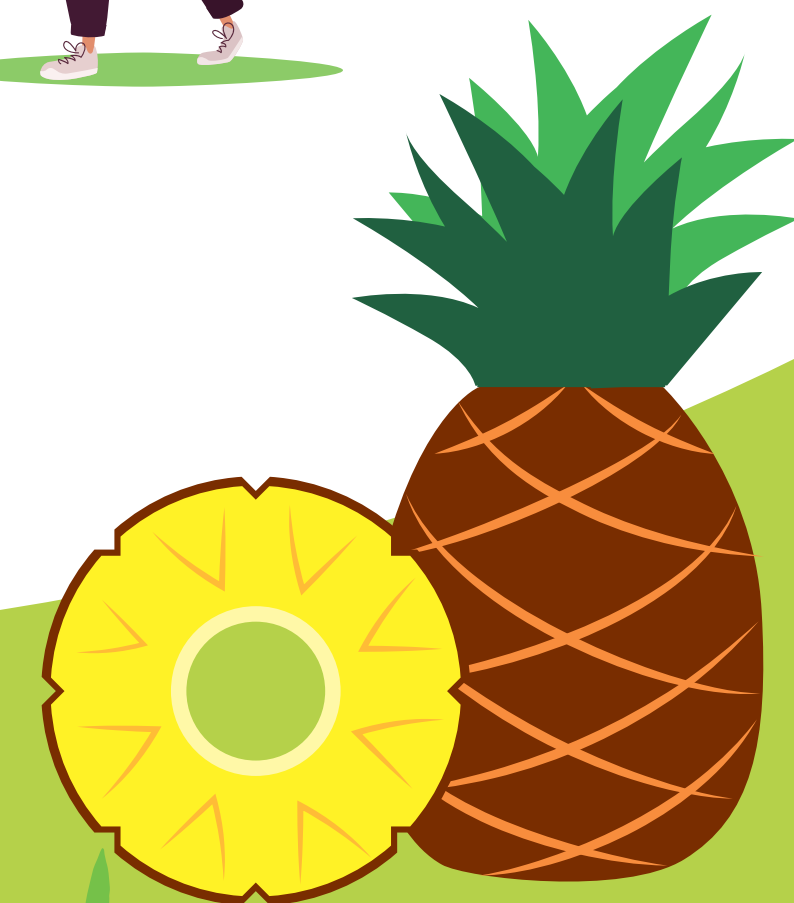


People with lactose or gluten intolerance, you've been heard.

Allergy sufferers, diabetics, Bob Snail is good for you.

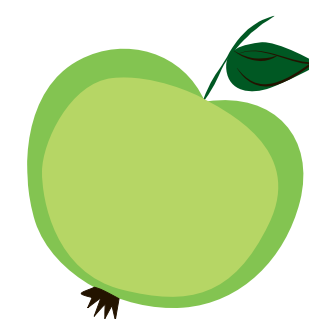
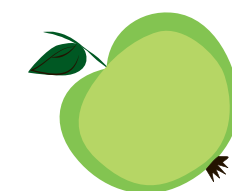
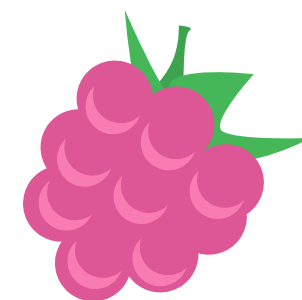


Vegans?
Peace and love.
Fruits and berries.



POINT OF SALES MATERIALS, TRADE EQUIPMENT

We always utilize our own unique design style, our trademarked Brand Hero, and copyrighted imagery for all BTL and trade activities.



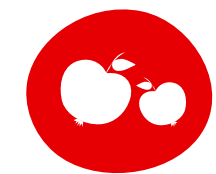
**SO, YOU EAT A LOT OF
SWEETS, BUT NOT ENOUGH
FRUITS. CARE TO FIX THIS?**



No added sugar



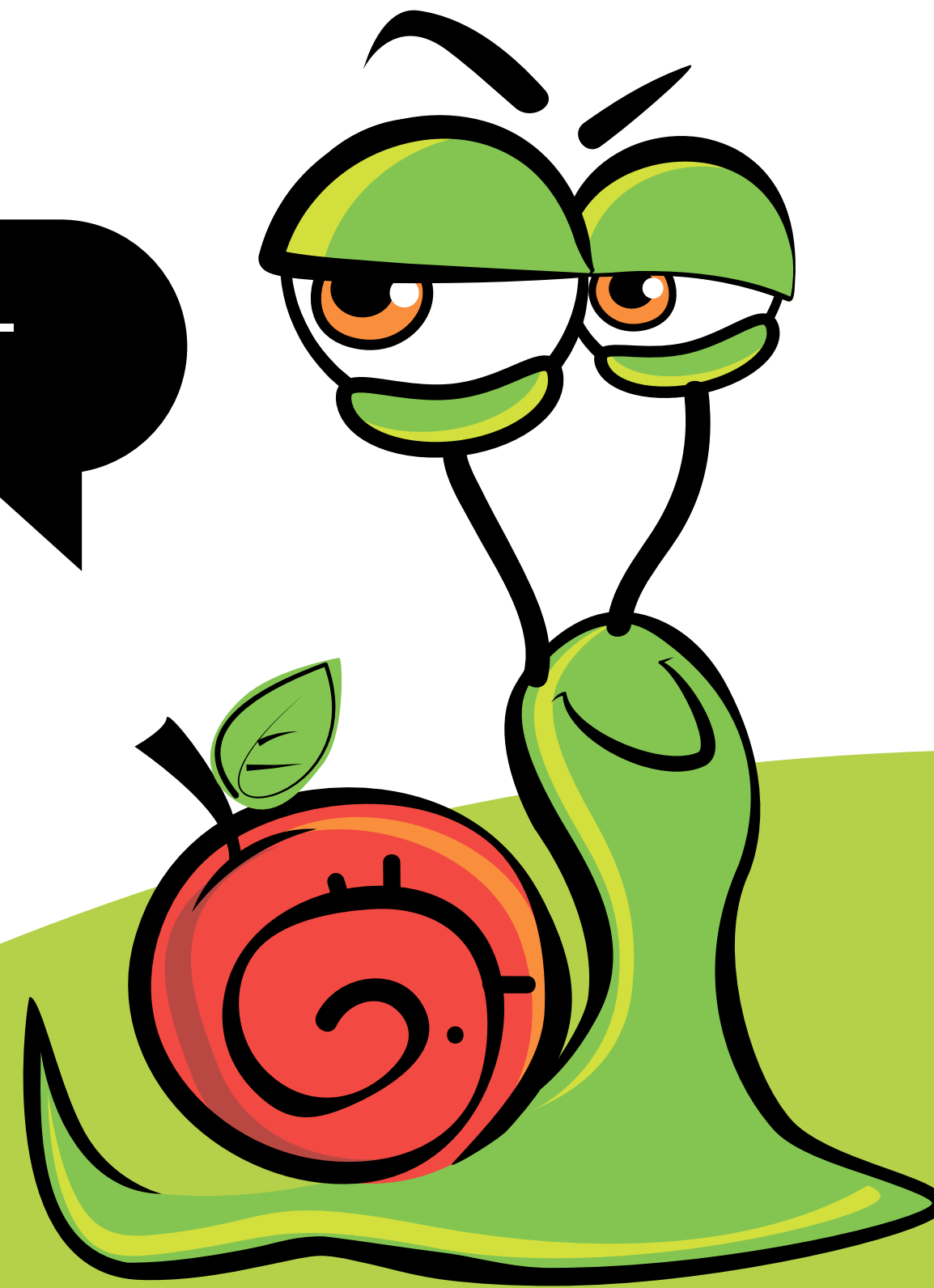
No preservatives
No colorants



No additives

100% fruits
nothing more

**MEET BOB SNAIL
FRUIT ROLLS**



WOULD YOU EAT EVEN MORE FRUITS?

Our fruits come from over the World.
With such a wide variety of flavors you'll
never get bored eating fruits again.

EACH FLAVOR COMES IN 3 FORMATS:

30g great on the go

60g for self indulgence

120g family size



BOB SNAIL FRUIT ROLLS

10 flavors

3 formats (30g, 60g, 120g)

26 SKUs



Apple
Ingredients: apple



Cherry
Ingredients: apple, cherry



Pear
Ingredients: apple, pear



Pumpkin
Ingredients: apple, pumpkin



Mint
Ingredients: apple, mint natural



Plum
 Ingredients: apple, plum



Strawberry
 Ingredients: apple, strawberry



Cinnamon
 Ingredients: apple, cinnamon



Raspberry
 Ingredients: apple, raspberry



Blueberry
 Ingredients: apple, blueberry

BOB SNAIL EXOTIC FRUIT ROLLS

3 flavors

3 formats (30g, 60g, 120g)

8 SKUs



Persimmon-Orange

Ingredients: persimmon, orange



100% mango

Ingredients: mango

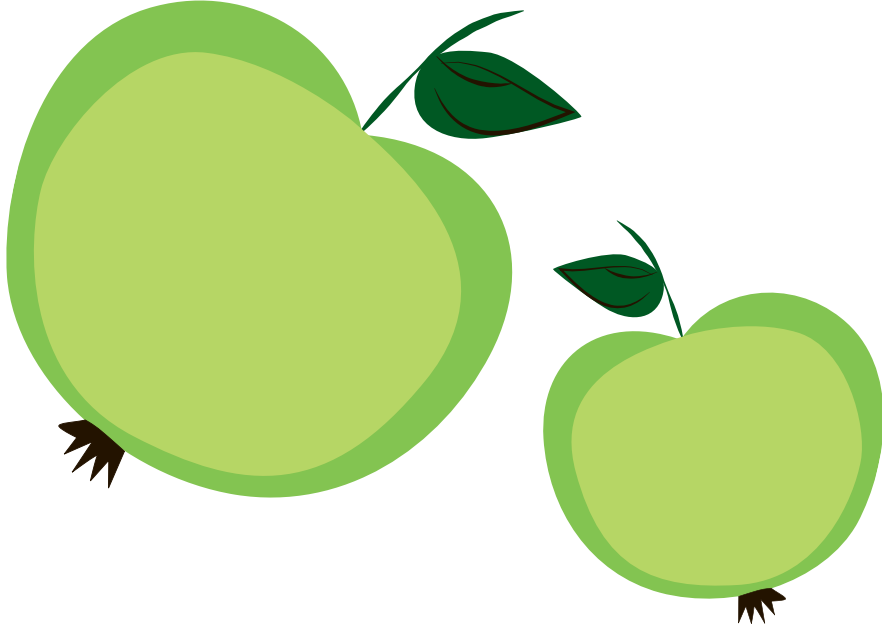


100% persimmon

Ingredients: persimmon

**NO CHANCE
FOR A MISTAKE**

**LOOK, EVEN ALL THOSE USUALLY DULL
READY-TO-SHELF BOXES ARE NOW
MANIFESTLY BOBSNAIL-ISH**



BOB SNAIL STRIPES

9 flavors

1 format (14g)

9 SKUs

There's an even easier way to have a quick fruit bite — have a Bob Snail Stripe.

Easy to eat from the wrap-up, delicious, 100% natural, all for a great price.





Pear

Ingredients: pear, apple



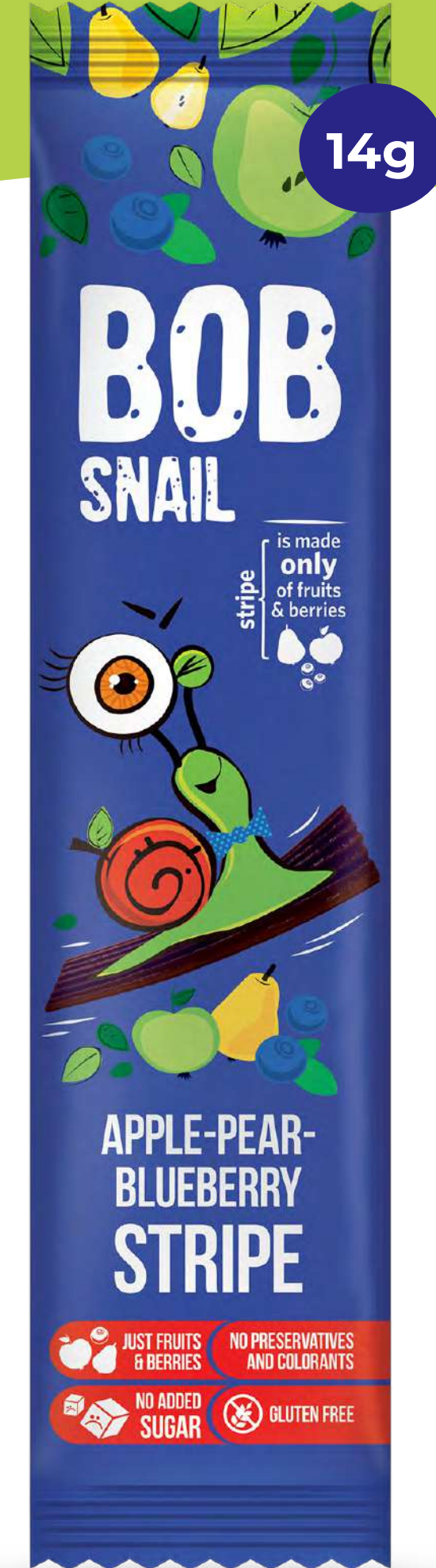
Pineapple

Ingredients: pear, pineapple



Raspberry

Ingredients: apple, raspberry



Blueberry

Ingredients: apple, pear, blueberry



Black Currant

Ingredients: apple, black currant



Cherry
Ingredients:
apple, cherry



Strawberry
Ingredients: apple,
strawberry



Mango
Ingredients:
pear, mango



Persimmon
Ingredients:
persimmon

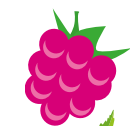
BOB SNAIL MIXED STRIPES

CATCH THE HOT SENSATION
FROM BOB SNAIL!

7 flavors

1 format (98g)

**THE BEST WAY FOR YOUR
FRUIT TREAT!**



Raspberry



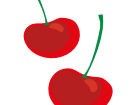
Black currant



Persimmon



Strawberry



Cherry



Pear



Mango



FINALLY!
ALL YOUR FAVOURITE
FLAVORS IN ONE PACKAGING!



BOB SNAIL JELLIES

SO DELICATE, SO ELASTIC, SO SUGAR-FREE!

Probably, it's like no other jelly in the World. Thanks to an innovative patented technology and its unique recipe, Bob Snail Jellies taste sweet without any added sugar or sweeteners.

No preservatives, no colorants, no gelatin. Only fruits, berries, and agar—that's all it takes to be delicious!

CHOOSE YOUR FORMAT

38g

One bite size

54g

Smaller tongue-size puck

108g

Bigger tongue-size puck



BOB SNAIL JELLIES

6 flavors

3 formats (38g, 54g, 108g)

17 SKUs



Apple-Carrot

Ingredients: concentrated apple juice, concentrated carrot juice, agar



Apple-Cherry

Ingredients: concentrated apple juice, concentrated cherry juice, agar, concentrated black carrot juice



Apple-Pear-Lemon

Ingredients: concentrated apple juice, concentrated pear juice, agar, concentrated lemon juice

108g



38g

54g

Apple-Mango-Pumpkin-Chia

Ingredients: concentrated apple juice, mango puree, pumpkin puree, agar, chia seeds

108g



38g

54g

Pear-Orange

Ingredients: concentrated pear juice, concentrated orange juice, agar

108g



38g

54g

Pear-Raspberry-Beetroot

Ingredients: concentrated pear juice, concentrated raspberry juice, agar, concentrated beetroot juice

BOB SNAIL FRUIT CRUSH

6 flavors

2 formats (30g, 60g)

12 SKUs

First you gently crush a fruit roll to add some texture to it, then you coat it with the finest Belgian chocolate—and voilà—a Bob Snail Fruit Crush in Belgian Chocolate with no added sugar is born. Enjoy!



BOB SNAIL FRUIT CRUSH



Strawberry in Milk Chocolate
Ingredients: apple, strawberry,
milk chocolate



Cherry in Dark Chocolate
Ingredients: apple, cherry,
dark chocolate



Persimmon in Milk Chocolate
Ingredients: persimmon, milk
chocolate



Pear in Milk Chocolate
Ingredients: apple, pear,
milk chocolate



Mango in Milk Chocolate
Ingredients: mango, milk
chocolate



Raspberry in Dark Chocolate
Ingredients: apple, raspberry,
dark chocolate

**ONLY THE REAL BELGIAN
CHOCOLATE IS USED FOR BOB SNAIL
CHOCO PRODUCTS!**

**The new fantastic breakthrough
chocolate recipes by the famous
Belgian companies allow us to retain
a *No Added Sugar* claim on the pack.**



INGREDIENTS

Cocoa mass
Dietary fiber
Cocoa butter
Low-fat cocoa powder
Milk fat
Soya lecithin
Natural vanilla flavor
Stevia extract



INGREDIENTS

Skimmed milk powder
Dietary fiber
Cocoa butter
Grated cocoa
Milk fat
Soya lecithin
Natural vanilla flavor
Stevia extract



BOB SNAIL CHOCO JELLIES

3 flavors

2 formats (27g, 54g)

6 SKUs

A new fantastic product for those with a sweet tooth: a range of delicious mixed fruit jellies coated with a superb Belgian chocolate.



Apple-Mango-Pumpkin-Chia Jelly in Milk Chocolate

Ingredients: concentrated apple juice, mango puree, pumpkin puree, chia seeds, agar, milk chocolate



Apple-Cherry Jelly in Dark Chocolate

Ingredients: concentrated apple juice, concentrated cherry juice, concentrated black carrot juice, agar, dark chocolate



Pear-Orange Jelly in Milk Chocolate

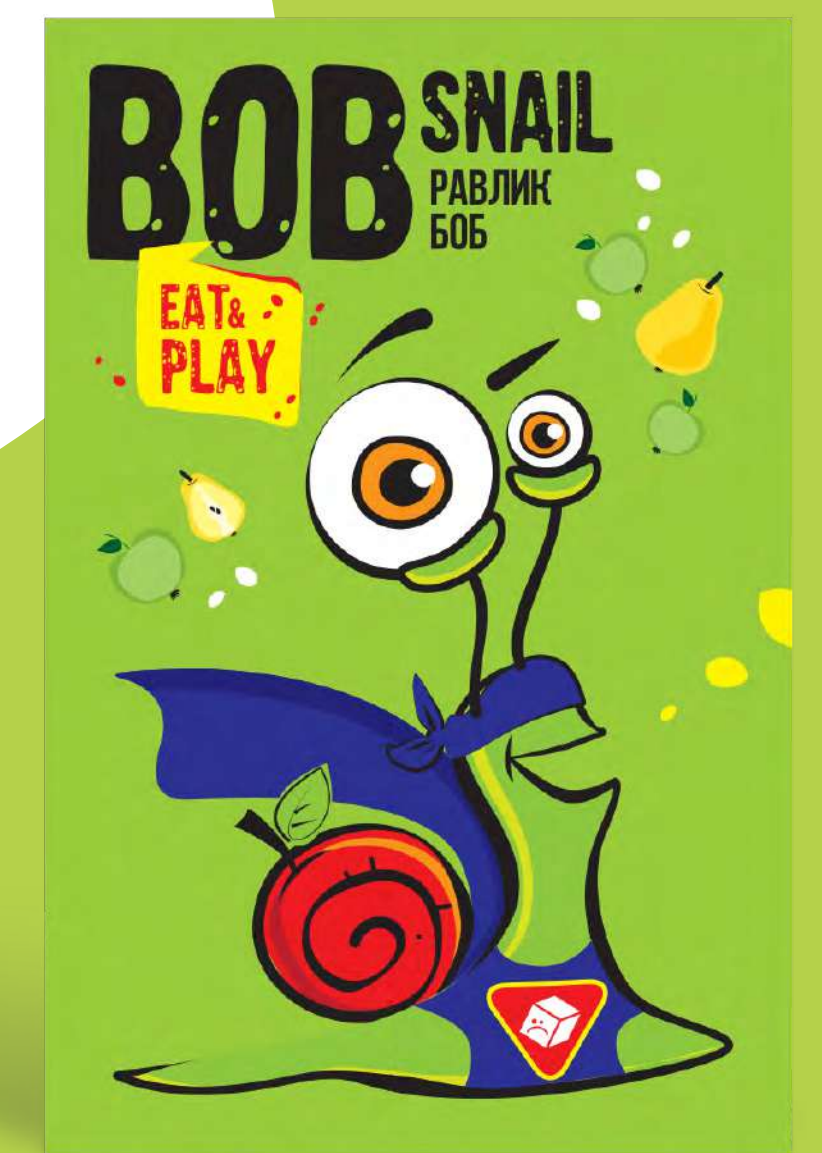
Ingredients: concentrated pear juice, concentrated orange juice, agar, milk chocolate

BOB SNAIL FRUIT ROLL EAT&PLAY

**Kids love to eat.
Kids love to play.
Kids will love Eat&Play.**

The concept offers a range of thematic toy collections with *Bob the Snail* being the main character.

HEY, KIDDO,
are your mom getting you a
healthy treat? Make sure it's
got a toy inside a pack!



**THE FIRST COLLECTION ARE
THE SPORTIES. LET'S MEET THEM**



AIMER



BALOO



TAILBALLER



RAWIE



QUICKEL



TRIX



FITBOB



NINJO



WAVERS



RIDIE

BOB SNAIL BABY FOOD PUREE

7 flavors

1 format

7 SKUs

5+ months

MOMS TRUST US. BABIES LOVE US.

Our Bob Snail Baby Food Purees are as natural as can be.

We are launched Baby Food line especially to activate our consumers from the very first months of their lives. We are sure they will keep discovering their new favorite Bob Snail products as they grow. Bob Snail is a lifetime love.

What can we offer to the Baby Food category?—A premium quality Baby Food.



BOB SNAIL BABY FOOD PUREE



100% Mango

Ingredients: mango puree 100%, vitamin C.



Apple-Pear-Black Currant

Ingredients: apple puree 55%, pear puree 35%, black currant puree 10%, vitamin C.



Apple-Raspberry

Ingredients: apple puree 80%, raspberry puree 20%, vitamin C.



Apple-Banana

Ingredients: apple puree 70%, banana puree 30%, vitamin C



Apple-Mango

Ingredients: apple puree 70%, mango puree 30%, vitamin C



Apple-Peach

Ingredients: apple puree 70%, peach puree 30%, vitamin C



Apple-Pear

Ingredients: apple puree 70%, pear puree 30%, vitamin C

BOB SNAIL CHEF PUREE

These thick super-rich concentrated pasteurised fruit purees will prove irreplaceable for both professional and amateur pastry cooks.

All the ingredients come from **all around the World.**

Together with our supplier we've developed a special totally transparent 400g Pouch for Bob Snail Chef Puree, and it's incredible. Not only purees look beautiful through transparent pouches, a consumer can squeeze them out to the very last drop. Transparency is our fairness!



BOB SNAIL CHEF PUREE



HOW CAN A CHEF USE CHEF PUREE?

- Make an unbelievable breakfast in one minute or less (just add puree to cereals or cottage cheese)
- Give cakes and croissants a filling people will go crazy about.
- Smoothies, lemonades, and sauces will never be the same!

Anyone can be a chef with Bob Snail Chef Purees

BOB SNAIL CHEF PUREE

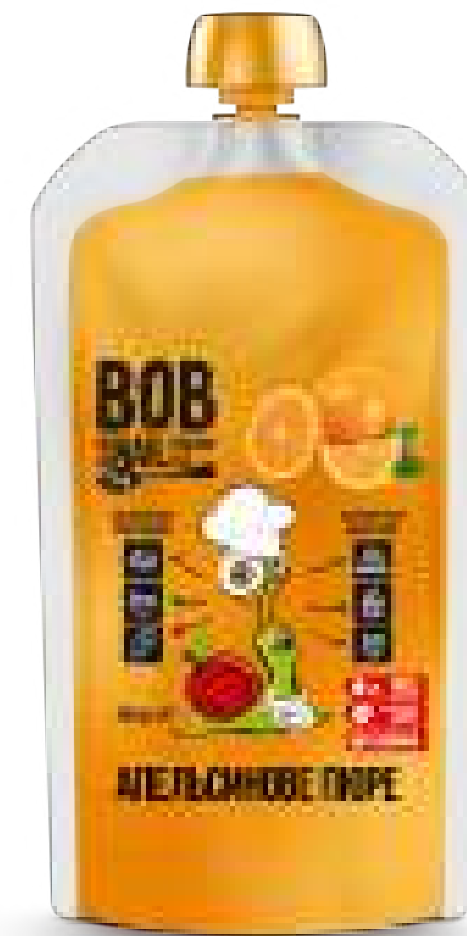
10 flavors

1 format (400g)

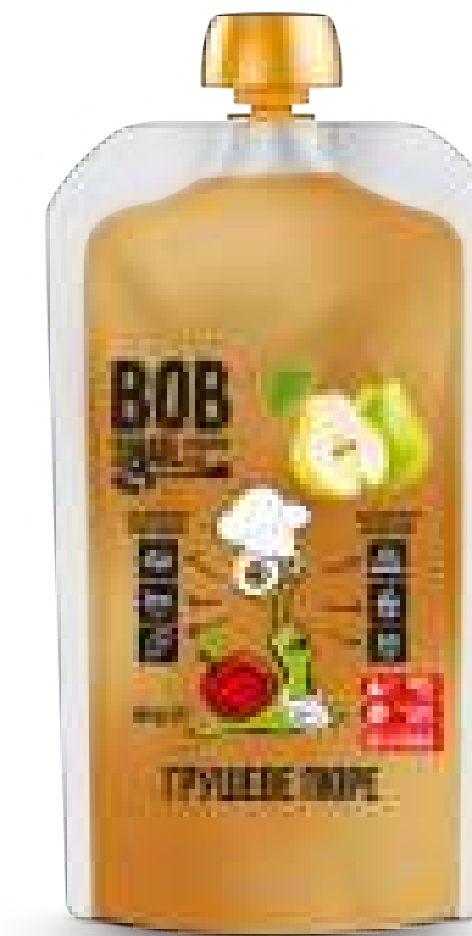
10 SKUs



Apple



Orange



Pear



Coconut cream



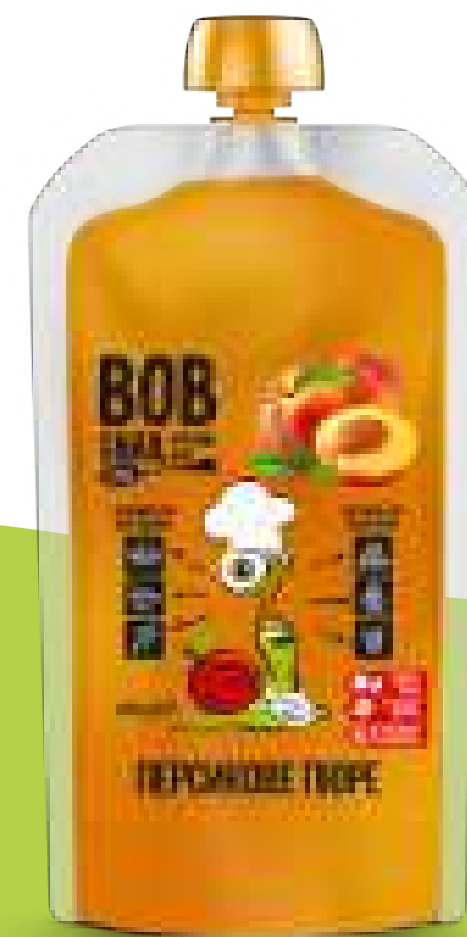
Persimmon



Banana-Blueberry



Banana



Peach



Banana-Strawberry



Mango

BOB SNAIL SMOOTHIE ON-THE-GO

A on the go is a fruit based smoothie you can take with you wherever you go. Quick lunch at work? Post-workout? Energy boost at the end of the day? Yes. Yes. Yes!

WIDE RANGE OF TASTES:

Mango-Coconut Cream
Banana-Strawberry
Apple-Black Currant
Pear-Blueberry
Persimmon-Guava
Pineapple-Pear



BOB SNAIL SMOOTHIE FRUITS TO GO



Mango-Coconut Cream

Ingredients: mango puree 89.6%, coconut cream 10%, concentrated lemon juice 0.4%



Banana-Strawberry

Ingredients: banana puree 69.7%, strawberry puree 30%, concentrated black carrot juice 0.3%



Apple-Black Currant

Ingredients: apple puree 86%, black currant puree 14%



Pear-Blueberry

Ingredients: pear puree 80%, blueberry puree 20%



Persimmon-Guava

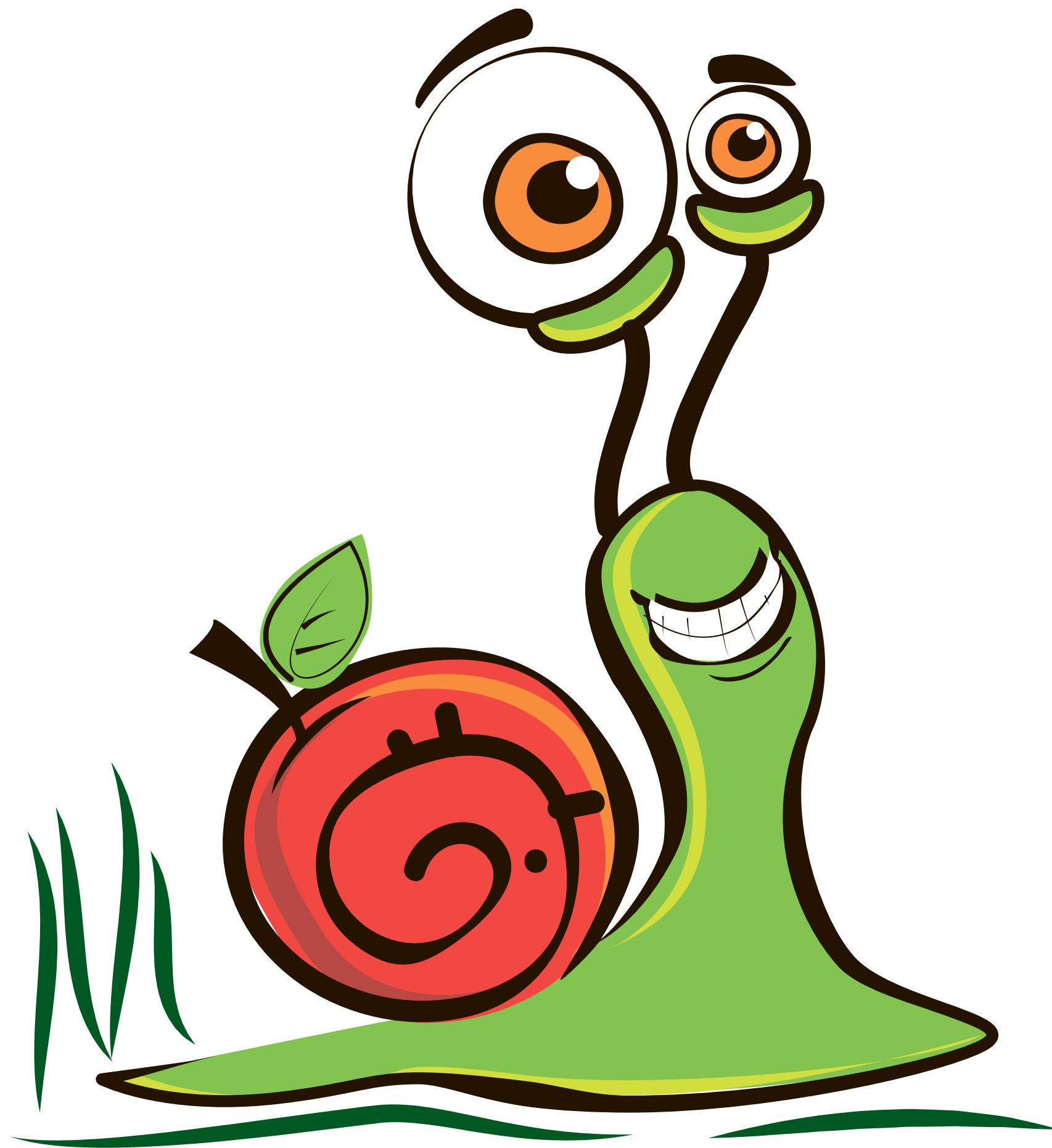
Ingredients: persimmon puree 84%, guava puree 16%









Pineapple-Pear

Ingredients: pineapple puree 55%, pear puree 45%

So, catch the HOT novelty - Coconut desserts from Bob Snail:



-  Five breathtaking fruit tastes
-  Only plant components
-  Lactose and, OF COURSE, sugar FREE!
-  Fruit slices barely fitting into the cup
-  Well known brand and hero beloved by numerous people
-  Cool, trendy packaging that could be easily transformed into paper and polypropylene after usage. You need only 5 seconds to care on the planet and environment

WOW, you will definitely crush on it!



DESSERT STRAWBERRY

with coconut cream

Ingredients: coconut cream (coconut, water) 52,1%, strawberry 30%, concentrated pear juice, concentrated strawberry juice 2%, rice meal, concentrated black carrot juice, concentrated black currant juice, thickener: carob bean gum*; salt.



DESSERT BLUEBERRY

with coconut cream

Ingredients: coconut cream (coconut, water) 68,1%, blueberry 15%, concentrated pear juice, rice meal, thickener: carob bean gum*; salt.



DESSERT MANGO-PASSION FRUIT

with coconut cream

Ingredients: coconut cream (coconut, water) 54,8%, mango 15%, concentrated pear juice, mango puree 11,5%, concentrated passion fruit juice 3%, rice meal, thickener: carob bean gum*; salt.



DESSERT PEAR-KIWI

with coconut cream

Ingredients: coconut cream (coconut, water) 50,7%, kiwi 15%, pear puree 10%, concentrated pear juice 10%, kiwi puree 5%, pear 5%, rice meal, thickener: carob bean gum*; spirulina, safflower, salt.



DESSERT CHERRY

with coconut cream

Ingredients: cocout cream (coconut, water) 57.2%, cherry 22%, concentrated pear juice, rice meal, concentrated cherry juice 2%, concentrated black carrot juice, concentrated hibiscus juice, thickener: carob bean gum*; salt.

* Natural thickeners

* Best before date: 60 days from issue date

* Keep in a sealed package at temperature from +2°C to +8°C and humidity not higher than 75%. Refrigerate at (4±2)°C after opening and serve within 24 hours.



WHY DID WE CHOOSE COCONUT CREAM?

WHY DID WE CHOOSE COCONUT CREAM?

Coconut cream contains:



Natural source of polyunsaturated fatty acids: Omega-3, Omega-6, Omega-9



Source of vitamins B, A and C groups and minerals: potassium, calcium, magnesium, phosphorus, ferrum, manganese, zinc and copper



What is more the coconut dessert from Bob Snail is amazingly low-caloric!

