

THE CONCEPT IS REVOLUTIONARY...



WE MAKE EDIBLE COFFEE.

- Incredible taste profile
- Uses 100% of the coffee bean
- Eco-friendly
- Proprietary technology



U.S. COFFEE A \$74B MARKET

U.S. COFFEE
STRONG AND
GROWING

U.S. COFFEE SALES:

74

\$ BILLION

AVG U.S.
CONSUMPTION:

3.1

CUPS PER DAY

2011-2016
READY TO DRINK
COFFEE:

16

% CAGR



*Source: Tierra Nueva research

U.S. CONFECTIONARY A \$34B MARKET

U.S. CONFECTIONARY
STRONG AND
GROWING PREMIUM

RETAIL SALES
MARKET:

34

\$ BILLION

CHOCOLATE RETAIL
SALES MARKET:

21

\$ BILLION

PREMIUM CHOCOLATE
SALES 2016:

13

% GROWTH

*Source: Tierra Nueva research

TESTED CONSUMER RESPONSE AND DEMAND

65-87 Million Potential U.S. Buyers:

- 144 million “coffee enthusiasts” in the U.S. drinking multiple times per week.
- **60% of “coffee enthusiasts”** are “Very Likely” to purchase Edible Coffee products.
- **28% of individuals** stated that Coffee Thins® would be an incremental and not a replacement purchase.

| EDIBLE COFFEE | EFFICACY | CONVENIENCE | TASTE & QUALITY |
|-------------------------|----------|-------------|-----------------|
| Very Interested in | 67% | 65% | 64% |
| Very Likely to Purchase | 60% | 55% | 55% |



* SOURCE: STRATEGY FIRST PARTNERS 10/17

DUNKIN' DONUTS BRAND IS UBIQUITOUS

BRAND ASSETS



Dunkin' helps the everyday people who keep America running keep themselves running every day.

WIDE DEMOGRAPHIC APPEAL

- Ages 18 – 65+
- Broad brand appeal across entire ethnic spectrum
- Brand Awareness in the US – 96%
- 8 million perk loyalty reward members
- Dunkin' Donuts restaurant customers – 3 million customers per day
- Distribution across 48 states
- \$440M ad spend annually

SEIZE THE FIRST MOVER ADVANTAGE...

HOW YOU CAN WIN...

Blends:

- Dunkin original

- Caramel

Packages:

- 50 count box
- 12 count bags

Placement:

- Checkout
- Deli/Coffee service
- Confection

50 COUNT THINS



SRP: \$.79 OR 3/\$2

\$.79 OR 3/\$2

COST: \$46 PER CASE (2 COUNT)

12 COUNT THINS



\$6.99

\$6.99

\$32.24 PER CASE (8 COUNT)

