

ABOUT

Lola Snacks are game-changing energy bars, helping you unlock good gut health with enhanced functional ingredients like probiotics and prebiotics to help rebalance your gut for a better you. It's not just about gut health, it's the people who eat them.

Mary Molina, mom of 5 created Lola Snacks in her kitchen during a time when she was receiving food assistance to help feed and nourish her family because when it comes to being your best, there should be no obstacles – least of all an unhappy gut. So, everything about LOLA SNACKS has your health and the best results for your gut in mind. We want you to have the most convenient healthy snacks, the most gut supportive snacks and the most innovative snacks that are made to nourish and heal your gut.



PRODUCT

LOLA SANCKS Probiotic + Prebiotic Energy Bars replenish lost probiotics and nourish your gut’s microbiome to support good gut health, protein absorption, aids digestion and boosts immunity.

Product Type:
Probiotic Prebiotic Energy Bar
Shelf Stable
SRP 2.49-2.99

Benefits

- Aids Digestion
- Boosts Immunity
- Maximize Protein
- Sustain Energy
- Supports Good Gut Health
- Vegan



| | |
|---|--|
| GLUTEN FREE OATS, TAPIOCA SYRUP, SUNFLOWER SEEDS, COCONUT, FLAX SEED, PROBIOTIC CULTURES, COCONUT OIL, CINNAMON, VANILLA, CANE SUGAR WITH CHERRIES AND DARK CHOCOLATE | SINGLE SERVE ITEM # 79683 Unit UPC 689466908701 Inner UPC 689466908725 Case UPC 689466796834 |
| GLUTEN FREE OATS, TAPIOCA SYRUP, SUNFLOWER SEEDS, COCONUT, FLAX SEED, PROBIOTIC CULTURES, COCONUT OIL, CINNAMON, VANILLA, CANE SUGAR WITH ALMONDS AND DARK CHOCOLATE | ITEM # 90871 Unit UPC 689466796810 Inner UPC 689466796872 Case UPC 689466908718 |
| GLUTEN FREE OATS, TAPIOCA SYRUP, SUNFLOWER SEEDS, COCONUT, FLAX SEED, PROBIOTIC CULTURES, COCONUT OIL, CINNAMON, VANILLA, CANE SUGAR WITH ALMONDS AND CRANBERRIES | ITEM # 79697 Unit UPC 689466796865 Inner UPC 689466796841 Case UPC 689466796971 |
| GLUTEN FREE OATS, TAPIOCA SYRUP, SUNFLOWER SEEDS, COCONUT, FLAX SEED, PROBIOTIC CULTURES, COCONUT OIL, CINNAMON, VANILLA, CANE SUGAR WITH ALMONDS AND BLUEBERRIES | ITEM # 90874 Unit UPC 689466796759 Inner UPC 689466908732 Case UPC 689466908749 |
| GLUTEN FREE OATS, TAPIOCA SYRUP, SUNFLOWER SEEDS, COCONUT, FLAX SEED, PROBIOTIC CULTURES, COCONUT OIL, CINNAMON, VANILLA, CANE SUGAR WITH DARK CHOCOLATE AND PEANUTS | ITEM # 979693 Unit UPC 689466796803 Inner UPC 689466796940 Case UPC 689466796933 |

SOLVING THE PROBLEM

Taking the B.S. out of IBS - On average 60 to 70 million people are affected by a digestive issue in the United States. Our fast-paced lives and a newfound focus on gut health and immunity created a new need for fast, functional food that support gut health.

LOLA SNACKS has a clean nutritional profile with 1 Billion probiotic cfus (colony forming units) and are rated by Ganedan Manufacturing as having 95% efficacy because we utilized ingredients and food technology to get the probiotics to your gut where they are needed the most.

Let's be real, it's hard to eat clean - sugar, fried foods, alcohol, antibiotics, stress and countless other reason can change your gut microbiome, killing your good gut bacteria. LOLA SNACKS replace and encourage those probiotics back into your gut helping you rebalance your gut microbiome to take the B.S. out of IBS.



COMPETITON AND DIFFERENCE



LOLA SNACKS



THE OTHERS



1.6oz
200 calories
10g sugar



2oz
330 calories
6g sugar



2oz
230 calories
10g sugar



12oz
70 calories
12g sugar



5.3oz
110 calories
14g sugar

| | | 1.6oz 200 calories 10g sugar | 2oz 330 calories 6g sugar | 2oz 230 calories 10g sugar | 12oz 70 calories 12g sugar | 5.3oz 110 calories 14g sugar |
|---|-------------------------------------|------------------------------------|---------------------------------|----------------------------------|----------------------------------|------------------------------------|
| 1 | 1 Billion Probiotic CFUs | YES | YES | YES | NO | NO |
| 2 | Whole Grain Prebiotic | YES | NO | YES | NO | NO |
| 3 | Shelf Stable | YES | NO | NO | NO | NO |
| 4 | Plant Based, V, GF, DF, SF, NON-GMO | YES | YES | YES | YES | NO |

MARKET DATA



BAR SUBCATEGORIES

Granola & Snack

| Brand | Share |
|----------------|-------|
| Kind | 4.33% |
| Kashi | 2.49% |
| Natures Bakery | 1.97% |
| Cascadian Farm | 1.10% |
| Annies | 0.70% |
| Clif Crunch | 0.28% |
| Natures Path | 0.27% |
| Earths Best | 0.27% |
| Enjoy Life | 0.23% |
| Bear Naked | 0.23% |
| Pamelas | 0.21% |
| Tastykake | 0.12% |
| Goodness Knows | 0.09% |
| Plum Kids | 5.00% |
| Field Day | 0.03% |
| 18 Rabbits | 0.03% |
| Nothin But | 0.03% |
| Nourish | 2.00% |

Wellness

| Brand | Share |
|---------------------|--------|
| Kind (all Brands) | 16.45% |
| Larabar | 10.43% |
| ZONE | 4.90% |
| Rxbar | 3.83% |
| Premier Protein | 1.53% |
| Pure Protein | 1.35% |
| Oatmega | 1.01% |
| Balance Bar | 0.99% |
| Nugo (All Brands) | 0.81% |
| Bobos | 0.68% |
| Pro Bar | 0.61% |
| That's It | 0.54% |
| LOLA SNACKS | 0.42% |
| Health Warrior | 0.40% |
| The Gluten Free Bar | 0.23% |
| 22 Days | 0.10% |
| Good Greens | 0.08% |
| Powerbar | 0.05% |

Performance

| Brand | Share |
|-----------------------|--------|
| Clif Builders | 23.55% |
| Power Crunch | 17.51% |
| Pure Protein | 15.60% |
| Gatorade | 9.44% |
| Powerbar (all brands) | 7.35% |
| Met-rx | 6.55% |
| One Bar | 2.78% |
| Muscle Milk | 1.15% |
| Promax (Nugo) | 1.00% |
| Muscle Tech | 0.68% |
| Detour | 0.53% |
| Muscle Sandwich | 0.43% |
| Muscle Pharm | 0.43% |
| Optimum Nutrition | 0.34% |
| Atkins Lift | 0.32% |
| Vega Sport | 0.25% |
| Supreme Protein | 0.18% |
| EAS | 0.08% |

Weight Management

| Brand | Share |
|----------------|--------|
| Atkins | 64.36% |
| Think Thin | 32.80% |
| Nugo Slim | 0.84% |
| Kashi | 0.64% |
| Skinnygirl | 0.12% |
| Garden of Life | 0.09% |
| Slim Fast | 0.07% |

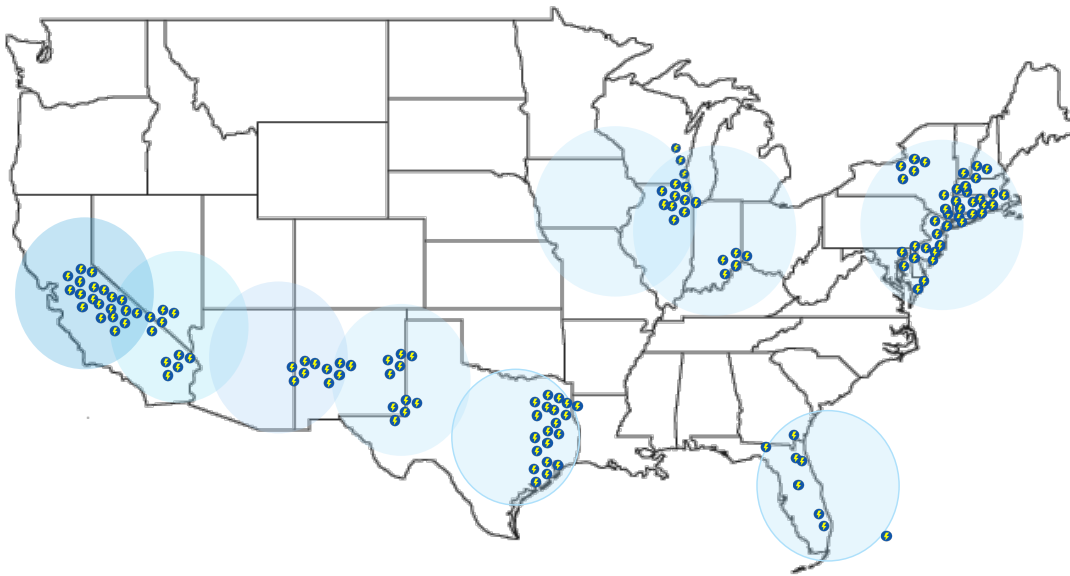
Source: Spins/Nielson Multi-Channel
(Conventional, Natural, Specialty)
data 52wks ending 1-22-22

70 Million Americans suffer with gut health issues from bloating to IBS

#guthealth garnering over 2.8 billion views on social media

Google Searches UP:
"PROBIOTICS" 700%
"IMMUNITY BOOSTING FOODS" 670%
-According to Mintel

DISTRIBUTION



Corporate Dining

- Bloomberg
- Goldman Sachs
- Bank of America
- CitiBank
- Nike
- Colleges
- Corporate Essentials

RETAIL

- AMAZON
- WALMART
- SHOPRITE
- Deli/Cafes
- Natural Markets
- Convenience
- Meijer

DISTRIBUTORS

- UNFI
- KEHE
- NCD
- POD FOODS



MISSION AND VISION

WE ❤️ UR GUTS, our mission is to improve gut health through simple delicious grab and go snacks.

WE ❤️ PEOPLE and treasure community, Lola Snacks support local organizations fighting hunger and mentor inner-city youth in marketing and entrepreneurship.

WE ❤️ EARTH, we use 100% PCR boxes and shippers, sustainably and responsibly source as many local ingredients as possible and pledge to have a compostable wrapper by 2025.

