



Bodacious Artisan Foods Inc.

Brand Strategy

Stuart Rosove

November 02, 2022

Table of Contents

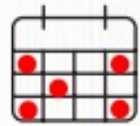


- Target Market
- Purchase Decision Drivers
- Brand Objectives & Strategy
- Market Positioning
 - Riding the “Health Halo” of Seeds
- Proposed Position / Brand Statement
- Brand Characteristics
- What We Are & What We’re Not

Target Market



40% of Shoppers Buy Plant-Based Products



60%

purchase several times each month – citing health as the key driver



4-in-10

shoppers purchased plant-based meat and/or dairy in the past six months



Staying Power

64%

of plant-based shoppers buy at least several times per month

57%

of plant-based shoppers intend to consume alternative proteins throughout their lives

10%

of plant-based shoppers claim to follow a fully plant-based lifestyle



Who are the 40% of Shoppers?

- Dabblers: 71%
- Flexitarians: 47%
 - 24 to 39 > 50%
 - Slightly more men than women
- Vegans: 6%
- Vegetarians: 5%

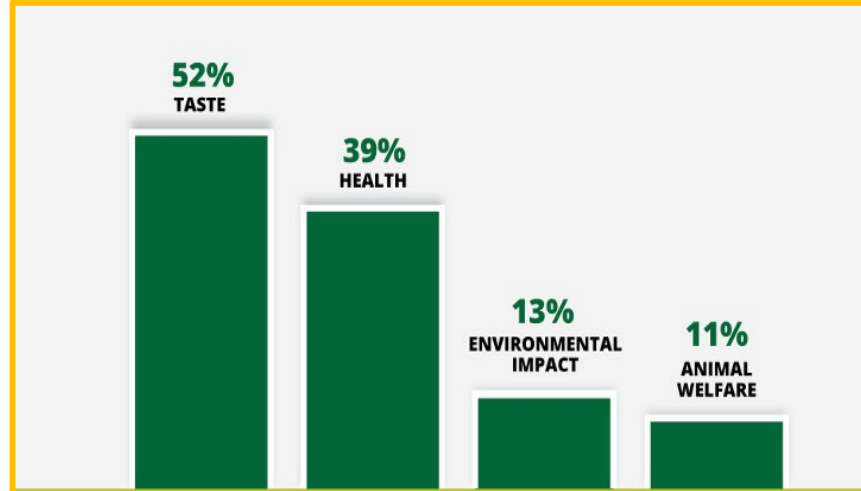
Sprouts Research 2021

BABz Target Customer: Flexitarian Male & Female Consumers between 24 & 39

Purchase Decision Drivers



Taste is the Single Largest Driver



MDPI Comprehensive Peer-Reviewed Research (2022) Findings:

- 70% of Consumers choose protein based on taste
- 41% are motivated to try “new” foods
 - Texture is the highest complaint

BABz is Mouth-Watering and Delightfully Delicious. We Need to Sell That First.

Brand Objectives & Strategy



- Objectives
 - Differentiate from the market (because BABz *is different*)
 - Establish market leadership in our category
 - Define and dominate that category!
 - Express the key tenets of our product strategy
 - Taste, Texture, Nutrition, Convenience
- Strategy
 - Embrace a different approach by migrating away from “meat alternative” or “alt protein”
 - Create and claim leadership in the Seed-Based Protein category
 - Drive the nutritional benefits of Seeds vs. Meat where ever possible
 - Market to the Mass Market, not the Niche Market
 - Don’t be a Vegan-Only product, don’t lean too far “Vegan-Right” (if someone wants to add BABz to meat—encourage it!)

Market Positioning



- Plant-Based Meat Alternative or New (Natural), Quality Seed Protein Option
 - Meat Alternative:
 - ‘Me too’ positioning that immediately compares BABz to manufactured plant-based burgers, bean burgers and veggie burgers
 - Potentially overshadows the BABz brand with preconceived negative Consumer perceptions about taste and flavor
 - Limits the application of BABz
 - Hybrid products are on the rise; BABz can be a meat extender or complement

BABz is NOT Beyond Meat, Impossible Burger or (generic) Veggie, Bean or Seitan Burger

Market Positioning



- Plant-Based Meat Alternative or New (Natural), Quality Seed Protein Option
 - New (Natural) Quality Seed Protein Option
 - Differentiates and carves out a brand-new category that BABz can own: “Savory, Seed-Based Protein Mix” to create plant-based burgers, crumbles and more OR to add to complementary plant-based ingredients to meat-based dishes
 - Rides the Health Halo of Seeds (they are extremely nutritious) and allows BABz to benefit from positive press and social media about the health benefits of seeds
 - Expands our market to Flexitarian and Carnivores (looking to enhance the taste and texture of their meat products and wanting to reduce some meat consumption)
 - Appeals to Consumers that wants to try something completely new

BABz is a New, High-Quality, Seed-Based and Versatile Protein Mix Unlike Anything Else on the Market

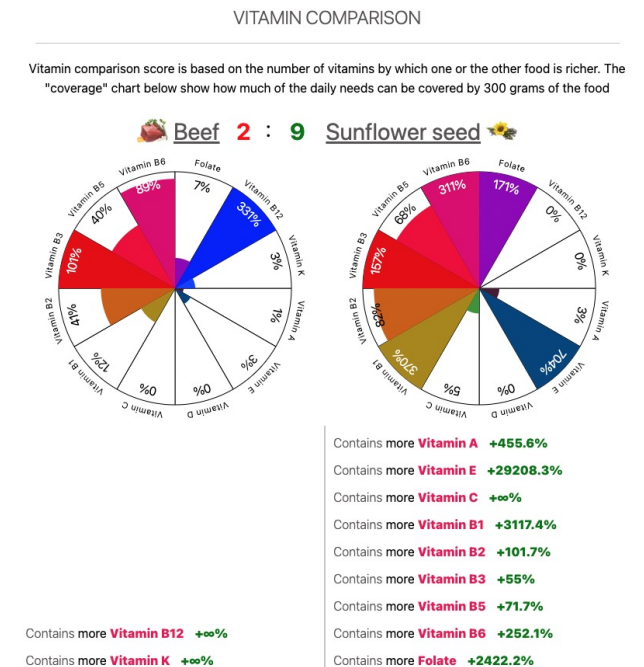
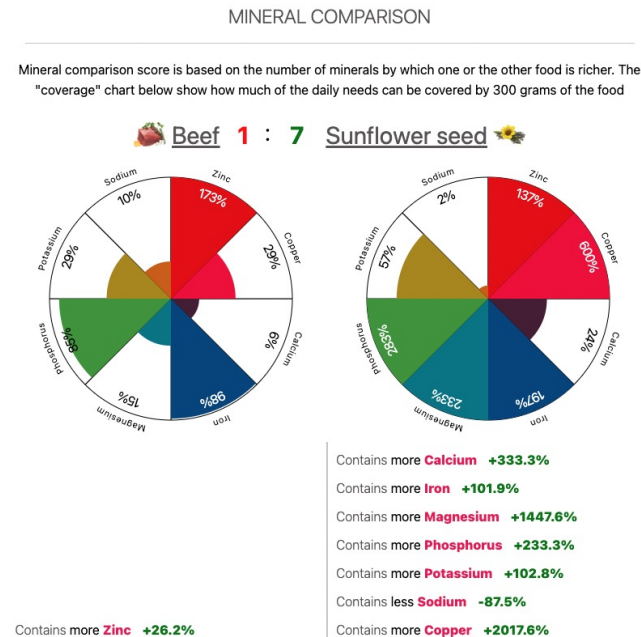
Market Positioning



- BABz can ride the "Health Halo" of seeds. Infographics and text should be incorporated into all aspects of our marketing push

BEEF		SUNFLOWER SEED
82.4 mg	Choline	55.1 mg
5.895 g	Saturated Fat	4.455 g
6.31 mg	Zinc	5 mg
5.378 mg	Vitamin B3	8.335 mg
2.6 mg	Iron	5.25 mg
318 mg	Potassium	645 mg
21.5 µg	Selenium	53 µg
6.668 g	Monounsaturated Fat	18.528 g
198 mg	Phosphorus	660 mg
0.382 mg	Vitamin B6	1.345 mg

The nutrient name is displayed in the color of the food we considered as "winner".
The amounts are specified per 100 gram of the product.
The infographic aims to display only the significant differences, ignoring minor ones.
The main source of information is USDA Food Composition Database.



Proposed Position/Statement



Brand Position: Let's Differentiate, Ride Health Halos and Align Directly with Our Target Customer

BABz is a unique, Seed-Based and convenient option for anyone looking for a different high-quality and versatile protein with nutritionally-rich known and trusted ingredients.

(This is not a marketing statement per se; but our "elevator pitch.")

Brand Statement: Let's Give Our Target Customer Exactly What They Want

Long Form: *A Delicious, Healthy, Satisfying, Convenient & Versatile Seed-Based Option for Absolutely Everyone.*

Option 1: *The Most Delicious, Satisfying & Healthy Seed-Based Option for Everyone.*

Option 2: *The Most Tasty, Satisfying & Healthy Seed-Based Option for Everyone.*

Option 3: *Delicious, Healthy, Satisfying, Seed-Based Goodness for Everyone.*

2ndary Message: *Easily create any dish you would with ground meat.*

Note: *We should consider playing with "Seed-to-Table Goodness."*

Brand Position/Statement



Mockup for context / illustration purposes only.

Our Target Customers Read Front of Package (FOP) and Back of Package (BOP)!

Reading food labels by sex.

Reading Labels (%)	Women	Men	t	p
FOP shop	56.72	53.77	1.726	0.085
BOP shop	52.59	47.69	2.888	0.004
FOP home	51.49	46.29	2.763	0.006
BOP home	52.86	50.04	1.502	0.133

Reading food labels by age.

Reading Labels (%)	Age Intervals					
	15-24	25-34	35-44	45-54	55-64	≥65
FOP shop	59.75	55.15	53.17	53.87	54.50	55.81
BOP shop	51.94	50.57	50.34	47.75	50.70	50.24
FOP home	48.80	49.17	47.55	47.26	51.84	49.57
BOP home	53.63	51.99	51.38	48.10	53.68	50.46

Brand Characteristics



Characteristic	Description	Do	Don't
Original	Different, but not for the sake of being different but for the sake of being better.	<ul style="list-style-type: none"> Be transparent Be confident Be fun 	<ul style="list-style-type: none"> Be conceited Be judgmental Be arrogant
Seed-Based Protein	Our differentiator. A new protein option.	<ul style="list-style-type: none"> Ride the health halo of our seeds Show fact-based comparisons to other proteins 	<ul style="list-style-type: none"> Say we're "better" (let facts speak for themselves)
Honestly Delicious	Taste first, always. Our food is honestly delicious and not just reminiscent of another product or 'taste familiar.' We don't need / want to be compared to others. We stand on our own.	<ul style="list-style-type: none"> Focus on taste and the importance of making delicious tasting foods Speak to or trigger "food memories" Say "approved by Chefs" 	<ul style="list-style-type: none"> Compare to other alt proteins taste (e.g., "they're bland") Oversell the promise Own the taste—we want others to develop their own signature flavors / dishes
Healthy	Nutritionally dense in all aspects.	<ul style="list-style-type: none"> Present scientifically proven facts on seed-based nutrition Present safe claims about health benefits 	<ul style="list-style-type: none"> Make claims that cannot be substantiated
High Quality	In all we do, starting with our ingredients and inclusive of our business practices.	<ul style="list-style-type: none"> Explain the quality and quality controls in place for ingredients Put integrity at the forefront 	<ul style="list-style-type: none"> Overstate or overpromise Make claims that cannot be substantiate
Natural	A label you can read, with ingredients you know and already trust.	<ul style="list-style-type: none"> Play up natural ingredients Play up well-known ingredients Play up "trusted" ingredients 	<ul style="list-style-type: none"> Overstate or overpromise Make claims that cannot be substantiate
Versatile	A stand-on its own protein or an ingredient to enhance another protein. Customizable to become someone else's signature dish.	<ul style="list-style-type: none"> Illustrate the different uses / applications of our products Educate on how to use Say easy to use by home cooks and Chefs 	<ul style="list-style-type: none"> Overstate or overpromise Make claims that cannot be substantiated
For Everyone	We're not diet or dietary lifestyle specific. We are, though, Allergen free.	<ul style="list-style-type: none"> Emphasize this is a product for everyone, every age, every diet lifestyle and restriction 	<ul style="list-style-type: none"> Call "Vegan" only

What We Are and What We're Not



What we are	What we're not
Canadian born, but globally focused	Purely "Canadian"
A healthy new protein option	A meat alternative
Artisanal, with healthy market appeal	An ingredient only for professional Chefs
Differentiated by our seed protein and trusted ingredients	Food snobs that are closed minded to other food innovations
Quality Brand	Discount Brand
Environmentally conscious business	Eco-warriors