



treffBar

The “New Normal” & Digital Strategy

May 13, 2020

A photograph of a market stall filled with various agricultural products. In the foreground, there are several large sacks: one containing light-colored grains, another with dark brown seeds, and a green sack with light-colored beans. In the background, a person is seen handling a sack of yellowish grains. The scene is brightly lit, suggesting an outdoor market setting.

Agenda

1. Industry Overview & Situation Analysis
2. Market Segmentation & Consumer Journey
3. Digital Strategy & Channels Evaluation
4. Brand Communication Recommendations

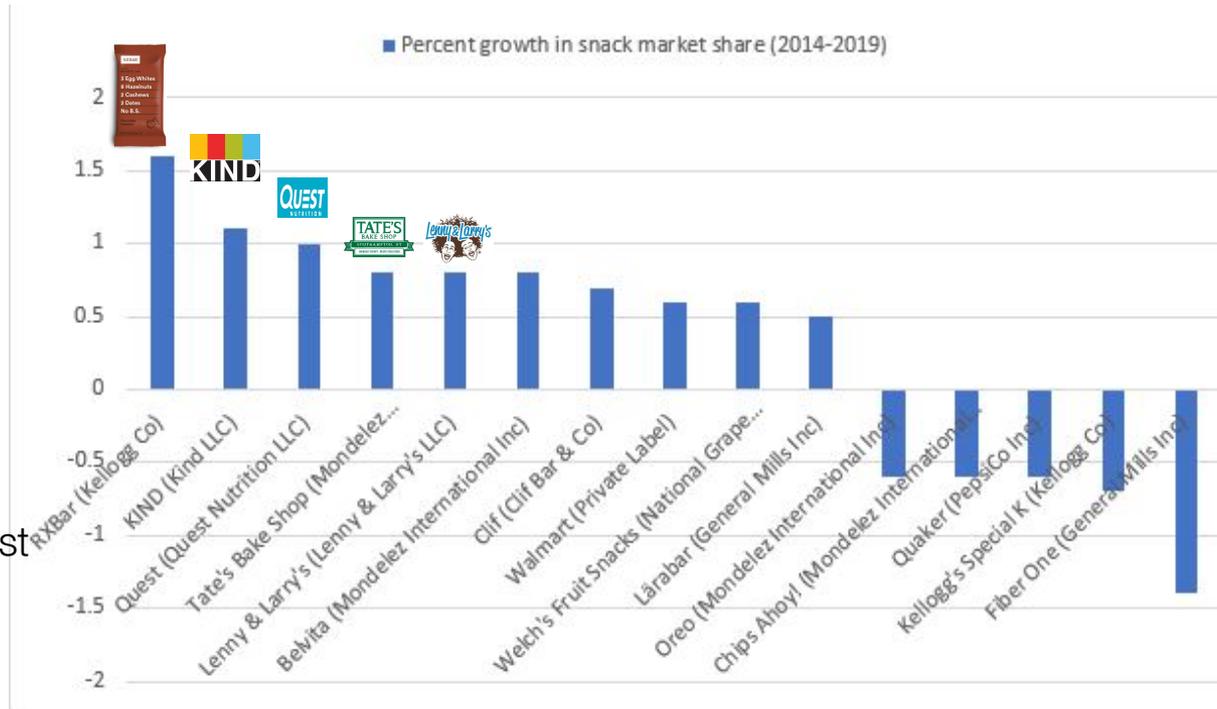


1 | Industry & Situation

Current industry f

Premium & Healthy Snacks are driving the market

The Biggest Losers (-) and Winners (+) in past 5 yrs



Premium Snacks are driving the market

Categories Are Blurring: Protein Cookies



1. Consumers are elevating their snacking.
2. Premium brands are growing the fastest.
3. Low quality, mass market brands are losing fast
4. Biggest losers are mass market cookies and breakfast cereal bars

The Situation: Consumers are Elevating their Snacking

Premium products are winning,
healthy positionings, all natural

- Obsession with protein
- Trends toward sustainability
- Consumers want to taste the globe
- Tapping into general health/wellness
- Growing interest in veganism & plant-based diets



The Situation:

Consumers are Elevating their Snacking

Key Takeaways

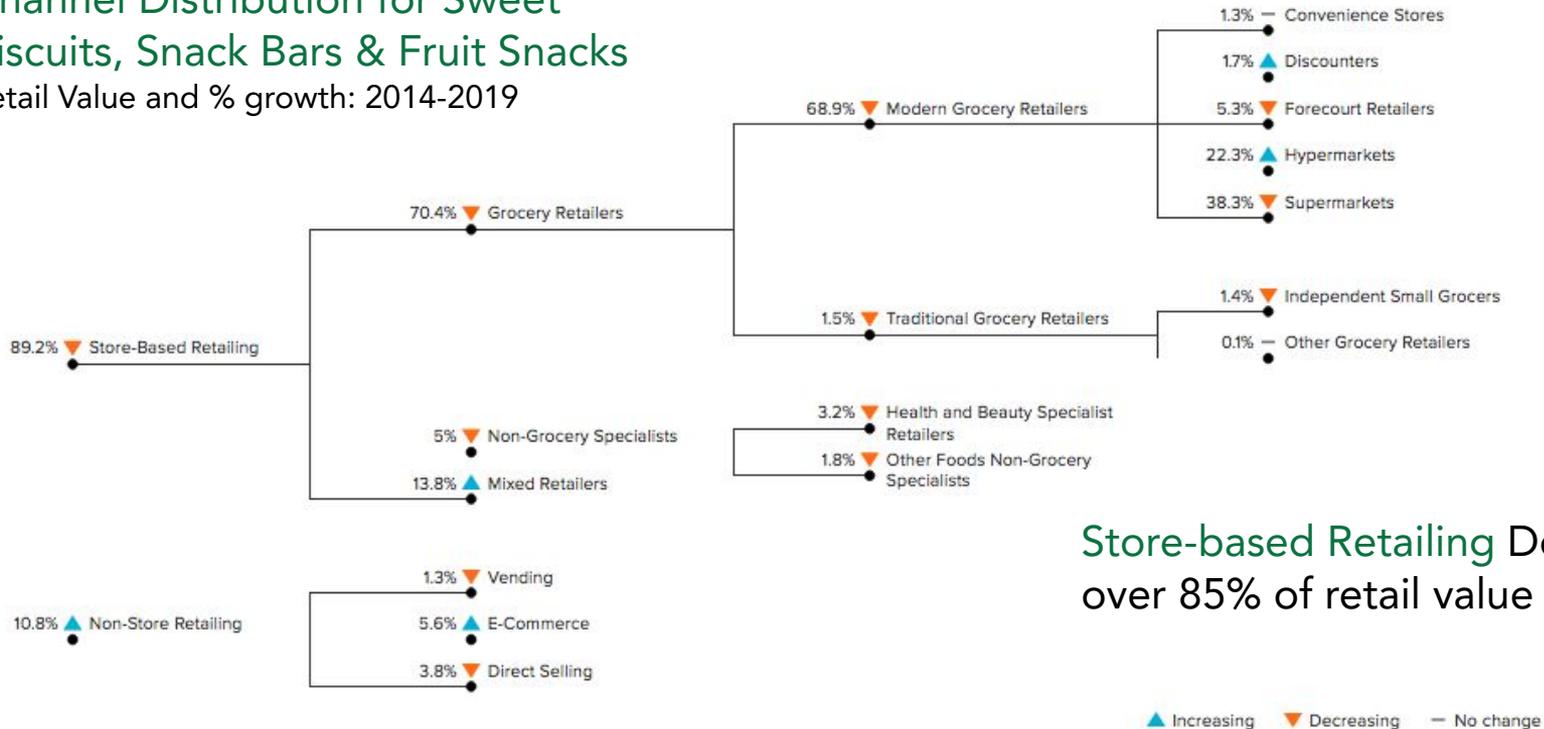
1. Snack bars and cookies market is already saturated, but products need to be elevated to meet consumer demand.
2. People are looking for alternatives to unhealthy “healthy” bars.
3. There is a growing interest in global foods from new cultures.



Non-Store Retailing Growing

Channel Distribution for Sweet Biscuits, Snack Bars & Fruit Snacks

Retail Value and % growth: 2014-2019



Store-based Retailing Dominates over 85% of retail value

A photograph of a market stall with several large sacks of goods. In the foreground, there are sacks of light-colored powder, dark granules, and green dried herbs. In the background, a person is sorting through a sack of light-colored granules. The scene is dimly lit, suggesting an indoor or shaded market environment.

2 | Segmentation & Journey

Market segmentation, key customers and consumer journey

Market Segmentation: Two Key Customers

1

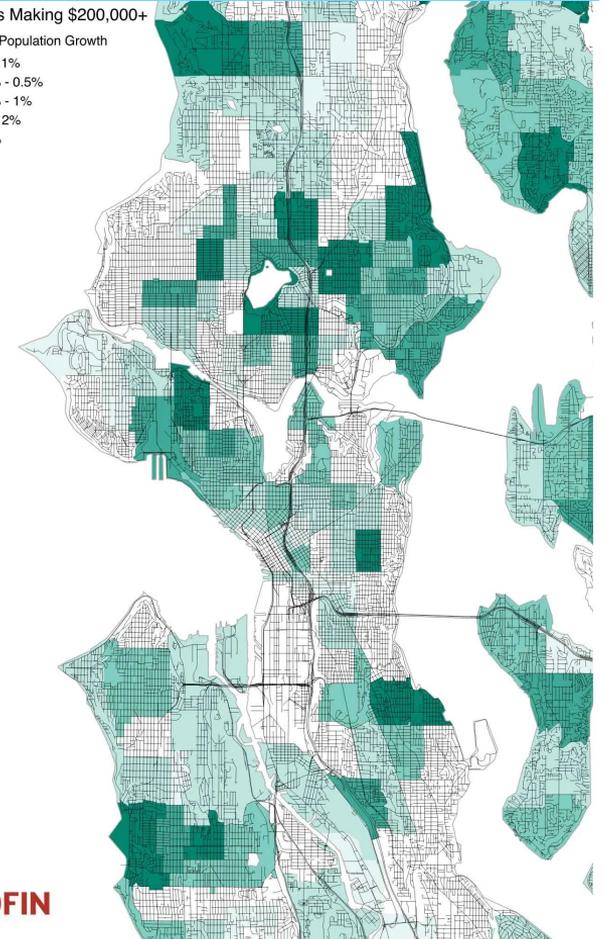
B2B Customers
(In-Store Retailers)

2

Individual Buyers of Bars
(E-Commerce)

Families Making \$200,000+

% Above Population Growth



REDFIN

1. B2B Customer

Business to business wholesale allows TeffBar to enter in-store retail and tap into existing customer bases quickly

Grocery and in-store retailing for snack bars accounts for 85% of total sales.

Who is Our Customer?

- Wholesale customers purchasing for specialty ethnic food stores
- Coffee shops, healthy fast-casual restaurants
- Independent grocery stores
- Regional grocery chains (higher barrier to entry)

Needs

- **Reputable, novel health food products**
- Sell health foods to elevate store offerings and rebrand image to cater to consumer trends

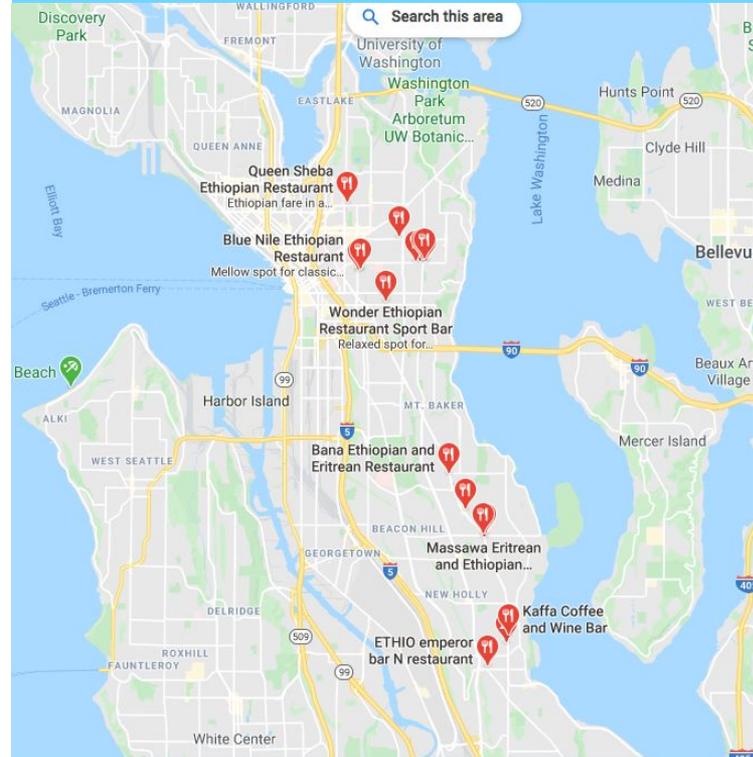
Seattle B2B Customers

- Large number of Ethiopian ethnic food stores within a small radius
- Higher disposable income
- Large population of immigrants and higher propensity to demand authentic foods from different cultures



Seattle B2B Customers

- Large number of Ethiopian ethnic food stores within a small radius
- Higher disposable income
- Large population of immigrants and higher propensity to demand authentic foods from different cultures



Our D2C Customer:



Name: Rebecca

- **Age:** 38
- **Occupation:** Lawyer and Yoga Instructor
- **Location:** Lives in Seattle
- **Status:** Married, 3 year-old son
- Enjoys feeling connected with her environment
- Health enthusiast, eats local & organic

Who is Our Customer?

- Healthy, active, and food conscious consumers.
- More conscious of what they are consuming, deliberate in snacking habits
- Active or healthy lifestyle, interested in elevating or sustaining their currently level of fitness

Needs

- **Organic, quality, sustainability, convenience**
- Nutrient-dense and free from over processed ingredients

Customer Journey: Two Different Routes

- 1 Desktop-first B2B Customers:
Website, Social Media
- 2 Mobile-first Individual Buyers:
Social Media, Amazon



Web-First Journey: “I-want-to-know” Moment

teff

All Shopping Images News Videos More Settings Tools

About 3,820,000 results (0.66 seconds)



Eragrostis tef, also known as **teff**, Williams lovegrass or annual bunch grass, is an annual grass, a species of lovegrass native to the Horn of Africa, notably what is today modern-day Ethiopia and Eritrea. It is cultivated for its edible seeds, also known as **teff**.

en.wikipedia.org › wiki › Teff
[Teff - Wikipedia](#)

About Featured Snippets Feedback

People also ask

- What does teff taste like? ▾
- Is Teff a wheat? ▾
- Why is teff good for you? ▾
- Is Teff a seed or a grain? ▾

Feedback

teffco.com › what-is-teff ▾

[What Is Teff? | The Teff Company](#)

Teff is a fine grain—about the size of a poppy seed—that comes in a variety of colors, from white and red to dark brown. It is an ancient grain from Ethiopia and ...

www.bobsredmill.com › whole-grain-teff ▾

[Whole Grain Teff :: Bob's Red Mill Natural Foods](#)

Teff is an ancient East African cereal grass that is a nutritional powerhouse full of calcium, protein, and fiber. Free shipping on orders over \$59!

★★★★★ Rating: 95% - 16 reviews - \$7.89 - Out of stock

well.blogs.nytimes.com › 2016/08/16 › is-teff-the-new-... ▾

[Is Teff the New Super Grain? - The New York Times](#)

Aug 16, 2016 - Teff, an ancient grain that has long been a dietary staple for Ethiopia's legendary distance runners because of its high iron content, is gaining ...

wholegrainscouncil.org › grain-month-calendar › teff-a... ▾

[Teff and Millet – November Grains of the Month | The Whole ...](#)

Teff [Eragrostis tef] is the only fully-domesticated member of the genus Eragrostis (lovegrass). Its name is often assumed to be related to the word "lost" in Amharic ...

www.thespruceeats.com › ... › Ingredient Information ▾

[What Is Teff and How Is It Used? - The Spruce Eats](#)

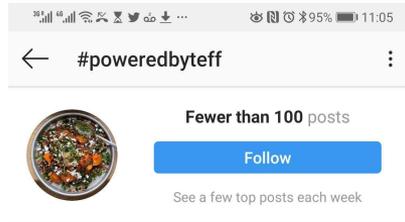
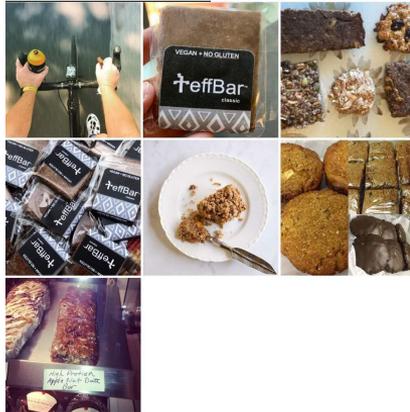
Dec 5, 2019 - Teff, a nutritious seed cultivated in eastern Africa for millennia, has been making its way into modern kitchens as a versatile, gluten-free grain.

Mobile-First Journey: “I-want-to-do” moment



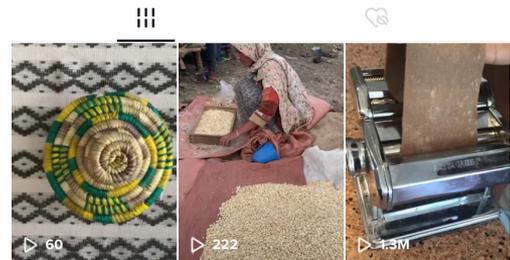
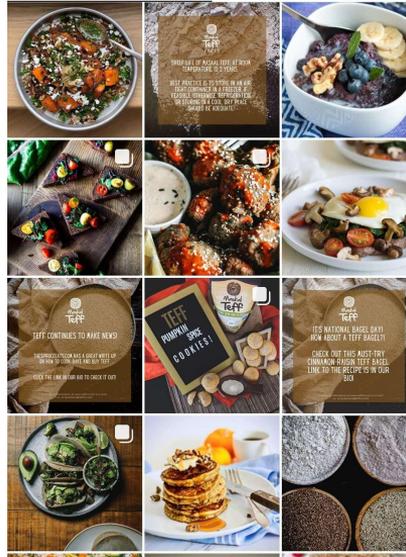
TOP

RECENT



TOP

RECENT



Conversion to Web Sale

Price and other details may vary based on size and color



Sponsored ⓘ
Assortit Yolele Premium
Prewashed Fonio Ancient
African Grain Alkaline Diet
★★★★☆ ~ 53
\$22.99 (\$0.64/Ounce)
Save more with Subscribe & Save
✓prime FREE Delivery Sun, May 17



Sponsored ⓘ
Gerbs Brown Teff Grain - 2 LBS
- Top 14 Food Allergen
Friendly & NON GMO – Vegan,
★★★★☆ ~ 335
\$14.99 (\$0.47/Ounce)
\$7.99 shipping
Only 10 left in stock - order soon.
02 Pound



Sponsored ⓘ
Gerbs Teff Flour 1 LB, Top 14
Food Allergen Free & NON
GMO
★★★★☆ ~ 241
\$9.99 (\$0.62/Ounce)
FREE Delivery for Prime
members
1 Pound

Amazon's C...



Anthony's Brown Teff Flour,
5lbs, Batch Tested Gluten Free
★★★★☆ ~ 185
\$19.99 (\$0.25/Ounce)
Save more with Subscribe & Save
✓prime FREE Delivery Sun, May 17
5 Pound



Bob's Red Mill Whole Grain
Teff, 24-ounce
★★★★☆ ~ 138
\$14.95 (\$0.62/Ounce)
FREE Delivery for Prime
members
More Buying Choices
\$14.50 (6 new offers)



Bob's Red Mill Teff Flour, 20
Ounce (Pack of 4)
★★★★☆ ~ 2
\$27.02 (\$0.34/Ounce)
✓prime FREE Delivery Sun, May 17
20 Ounce (Pack of 4)



3 | Digital Strategy

Digital Strategy: Overview

1 Website is not where it can be.

Potential to redesign elements of the site so that it is more engaging to the user

2 Instagram is not very active.

Potential to add more content and posts that link to website

3 Collecting email addresses for email list.

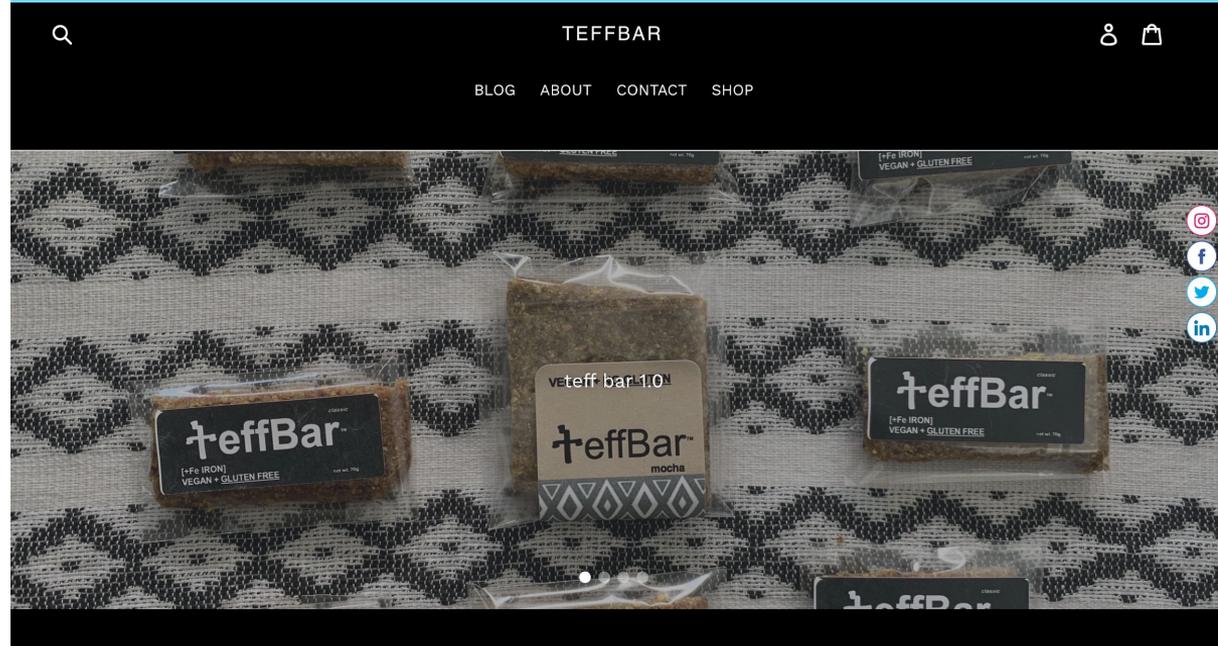
Potential to leverage email list to draw in interested customers in the future

4 Collecting information through Square.

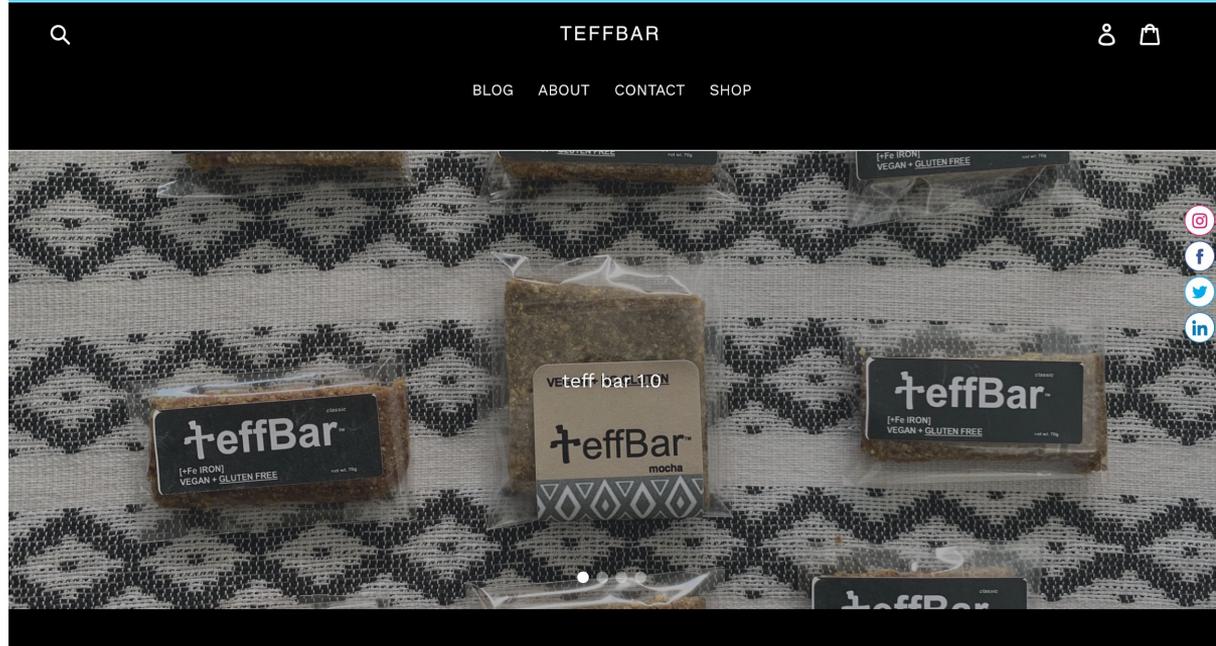
Potential to leverage database by engaging with previous customers

Website

Goal of website: to raise awareness of Teff and communicate story of where the products come from



- Highlight the product and its benefits at the top of the front page
- More color and better product photos to draw attention
- Powerful message about the product before scrolling



- Emphasize goal of website to raise awareness about Teff
- More discussion of donations, highlight that 10% of profits are being donated
- Utilize images to tell a more engaging story

Our Story

We are the first purpose driven Ethiopian-American snack foods company powered by teff. Our belief is that teff grain is the future of food.

We directly support the Armania School - Powered by the Ethiopian Schools Project.

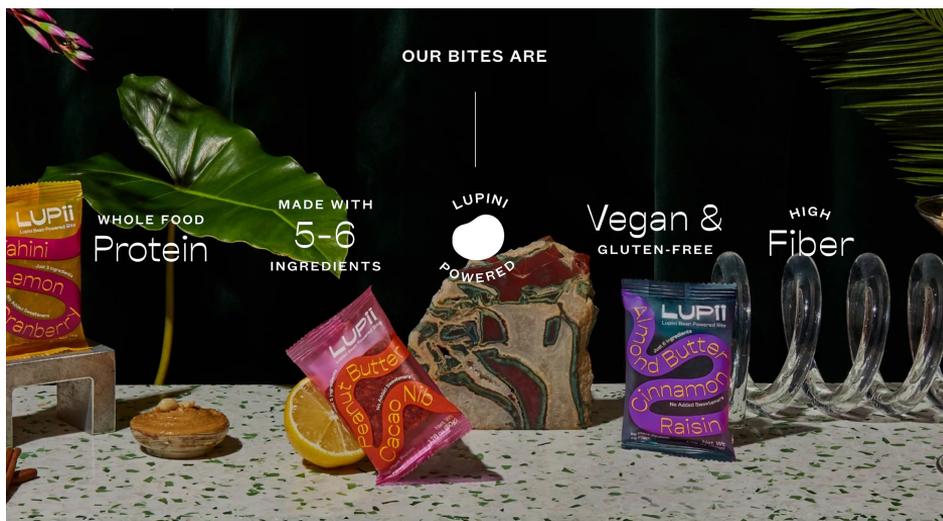


LUPii

Plant-based protein for planet based people.

Lupii is unleashing the power of the small-but-mighty lupini bean.

SHOP BITES



Whole food ingredients and a whole lotta flavor too.

Our lupini powered bites are a tasty, healthy, on-the-go addition to your busy day. Zip to your morning meeting with the zest of Tahini Lemon Cranberry. Give your lunch some power and crunch with Peanut Butter Cacao. Sail through the afternoon with a wave of Almond Butter Cinnamon Raisin. You got this.



WE'VE GOT GROUPIIS

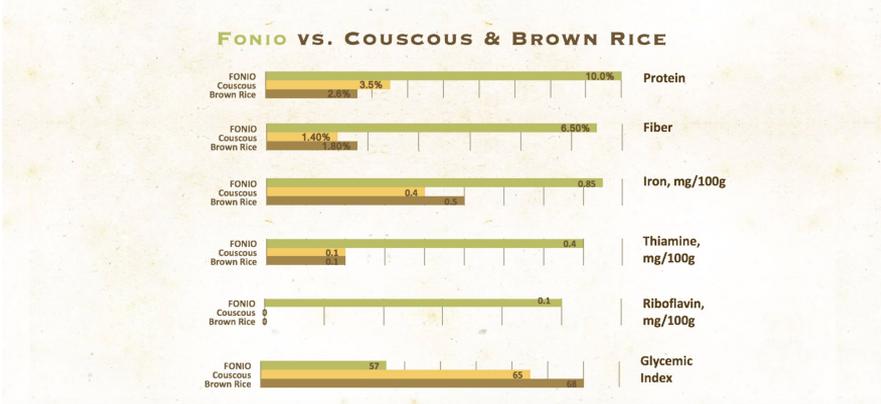
“Lupii provides the perfect portable protein snack when trying to eat well between training sessions.”

John,
pro Top 10 ironman finisher
& Ultra Beast Masters World Champ



FONIO

Fonio is a gluten-free ancient African supergrain that's great for you, others.



IMPACT

Our purpose-driven model invests in thousands of rural West African families and hundreds of communities. Right now, we're just a tiny start-up, but our whole business model is geared towards significant impact:

- Increase **income** for smallholders
- Increase **food security**
- Promote the growth of a **climate change resistant crop**
- Decrease the reliance on **imported food**

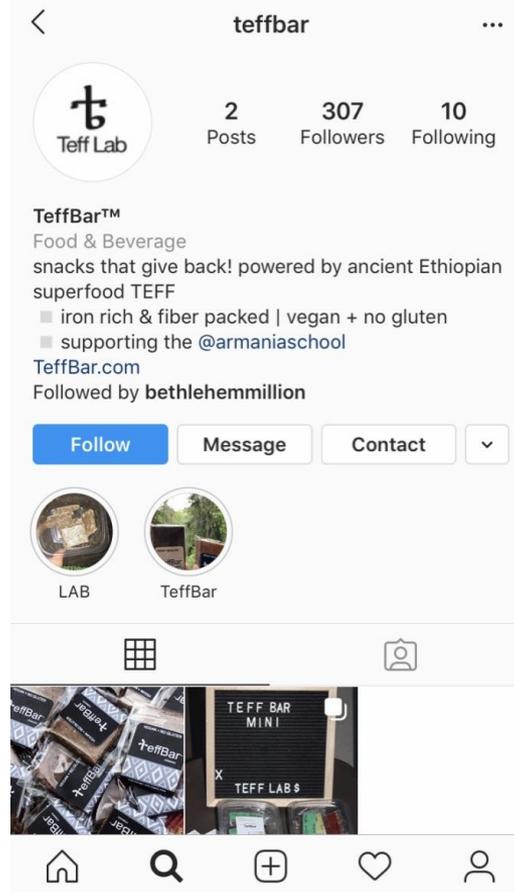
PURPOSE

"As a chef, writer, and activist I have been bringing West Africa's culinary traditions to the developed world for over twenty years. First by cooking in restaurants and then through cookbooks, my business has been about spreading the word." — Pierre Thiam

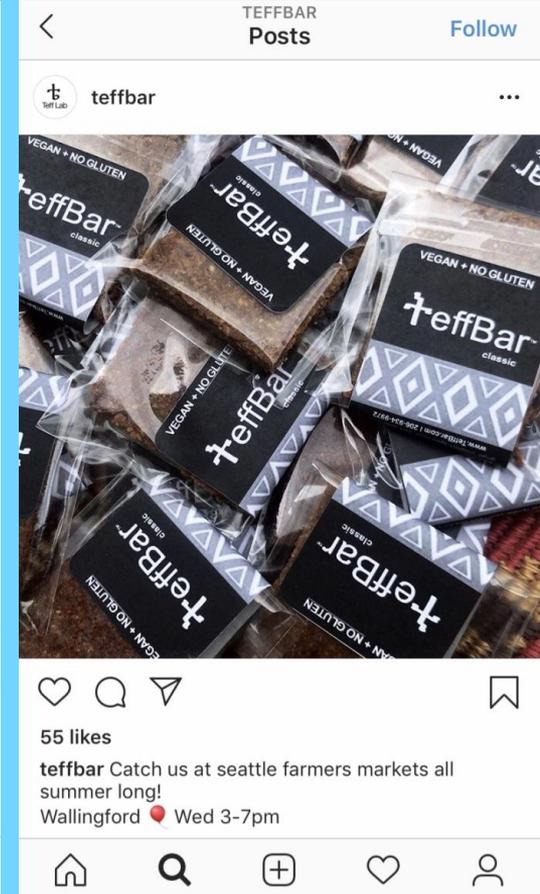
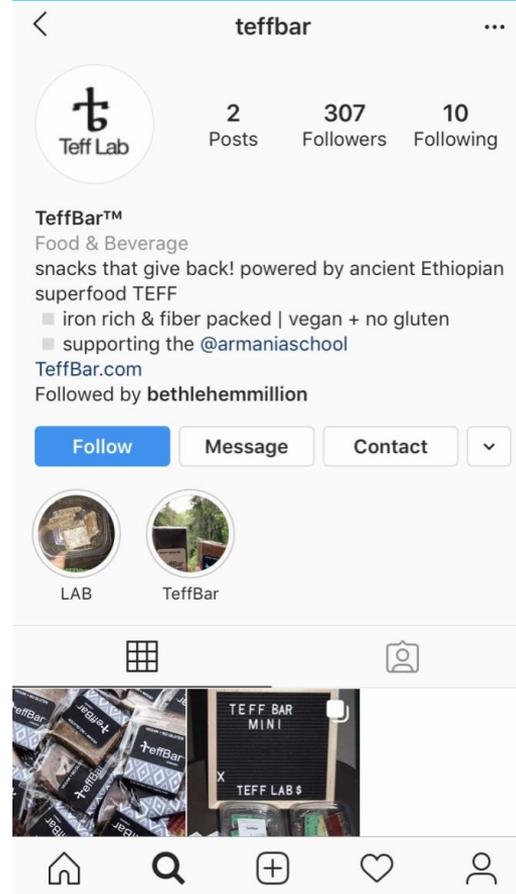
We believe we all need to pay it back – to our ancestors, to our roots, to all of those who produced us.

Instagram

Account currently a sizeable amount of followers to begin a new digital strategy.



- Need more posts about the story to educate consumers about the product
- Need to keep consistent message with the website
- In the future, need to provide link for followers to buy product from the page

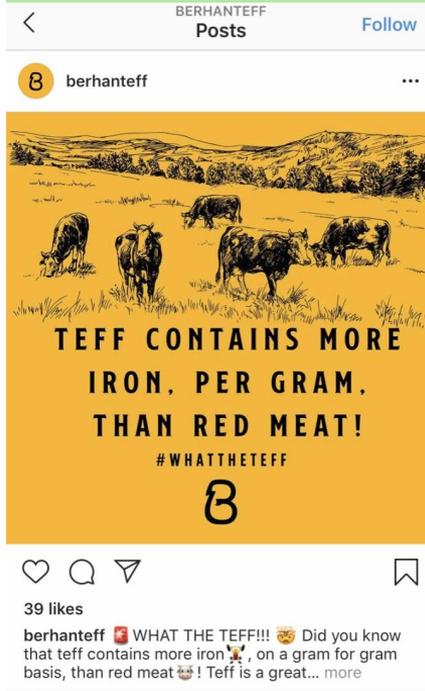




Lupii



Yoléé



Berhan Teff



Berhan Teff

Mobile-First Strategy

1 Mobile is important.

85% of adults think that a company's mobile site should be as good, if not better than, their desktop version

2 Instagram and other channels.

Using Instagram and other social channels to draw consumers to the brand and website

3 Be there for micro-moments.

It is critical that micro-moments are met through a strong mobile presence

4 Educate consumers.

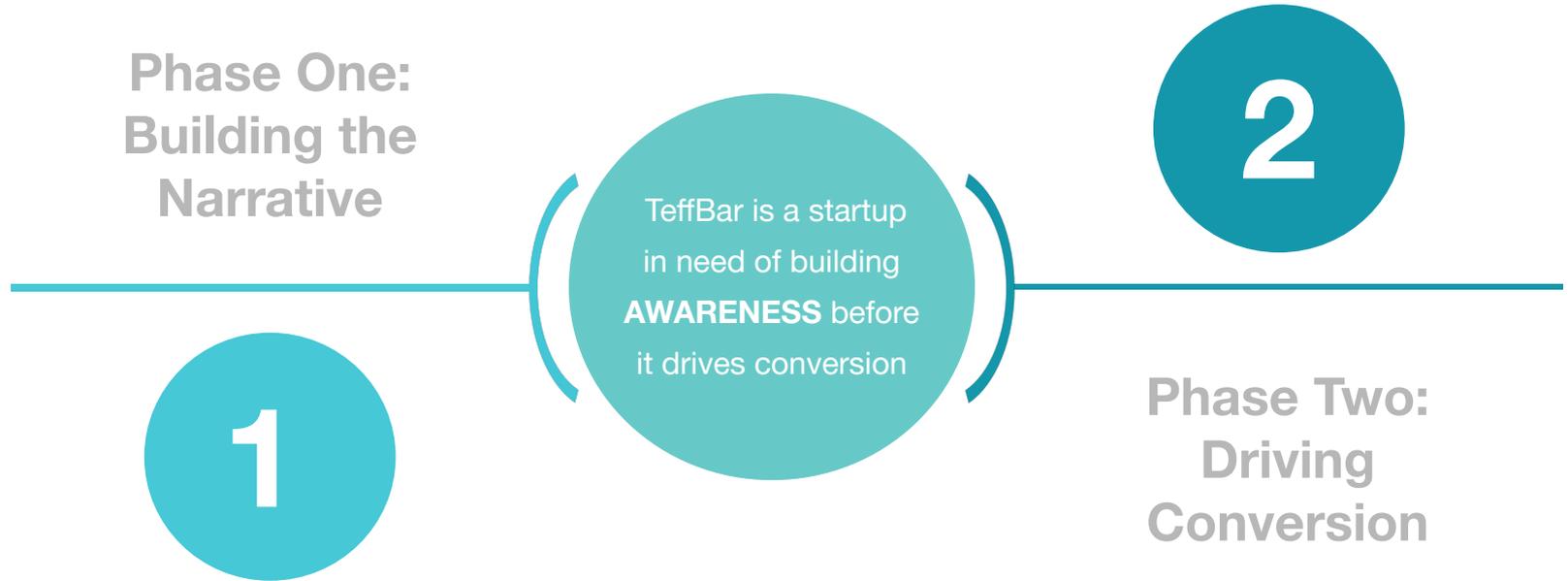
Focus on educating consumers on the product and the brand through engaging social posts



4 Recommendation

SEO & SEM

Brand Communication Recommendation

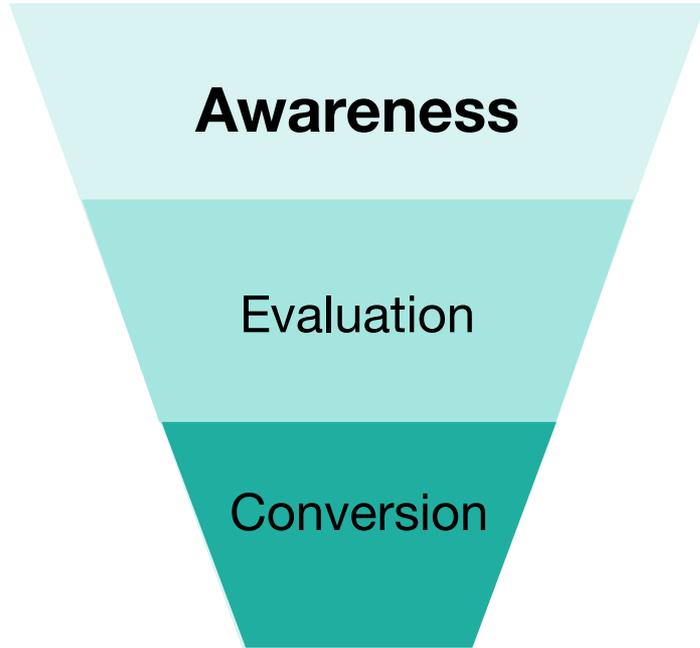


Phase One: Search Strategy

Organic search results have higher CTR where no purchase intent is shown

For TeffBar, consumers are still at the top of the funnel, no purchase intent

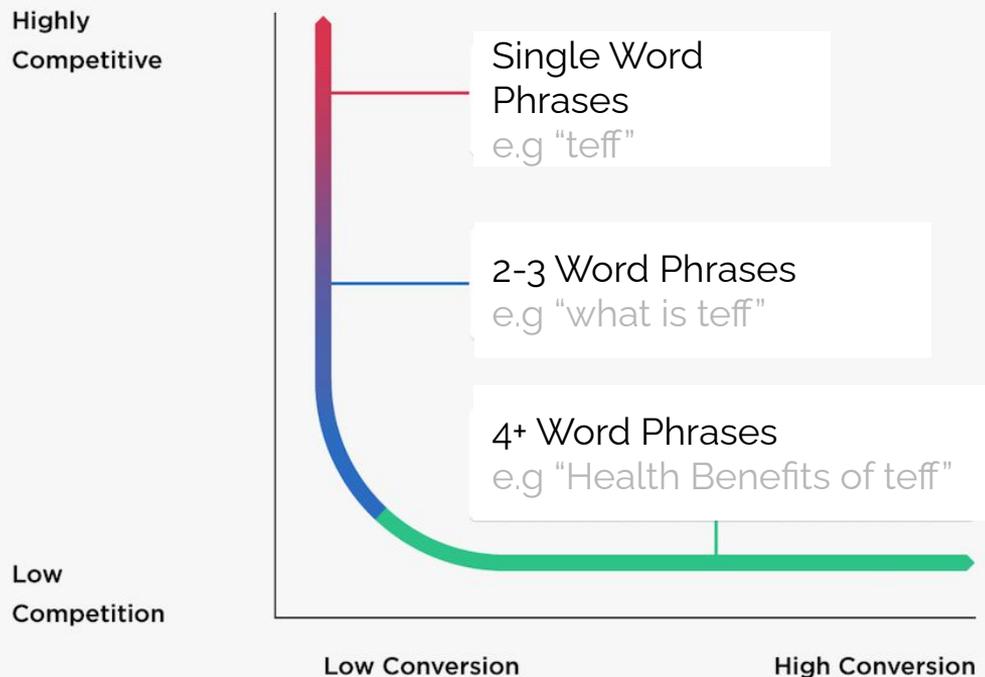
Phase One: Search Strategy



Building the narrative at the top of the funnel requires an appropriate SEO strategy

SEO Strategy: Content Development

Number of Keywords: Competition vs. Conversion



Organic content development should focus on low competition keywords, unique to TeffBar

SEO Strategy: Content Development

THE GOOD STUFF IN TEFF



IRON

PROMOTES RED BLOOD
CELL PRODUCTION

FIBER

GOOD FOR DIGESTION



PROTEIN

THE BUILDING BLOCK OF
BONES AND MUSCLES

MANGANESE

NECESSARY FOR NORMAL
BRAIN FUNCTION



CALCIUM

ESSENTIAL FOR BONE
HEALTH

B VITAMINS

BOOST METABOLISM



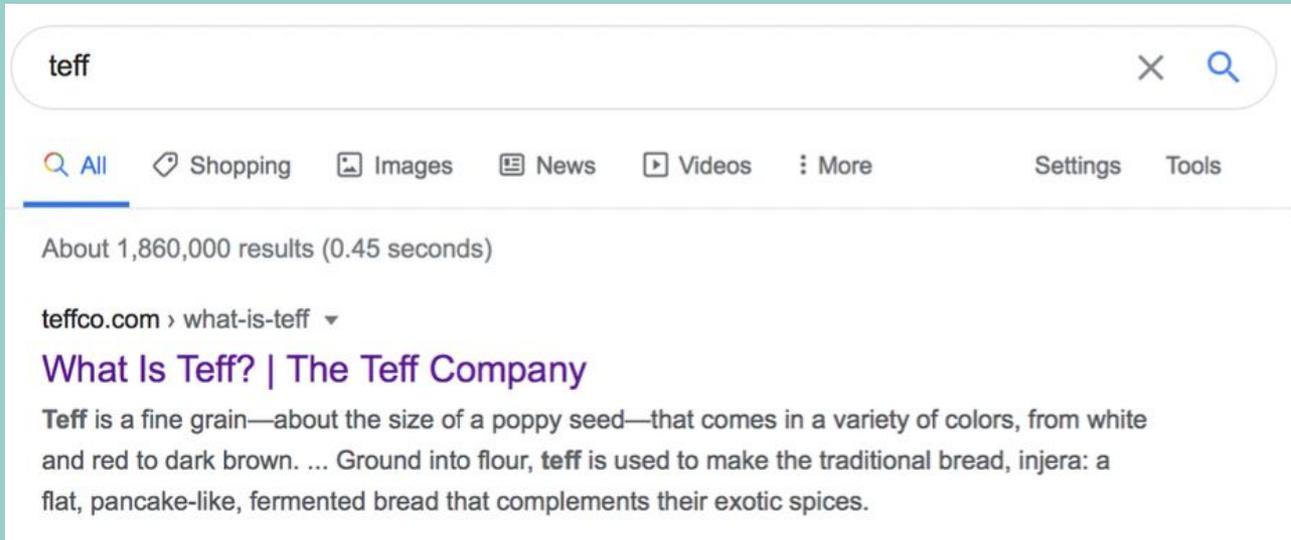
TEFFBAR.COM

Long Tail Keywords

“Iron in teff” and
“health benefits of
teff” are examples of
phrases popular with
other super grains
and ancient grains

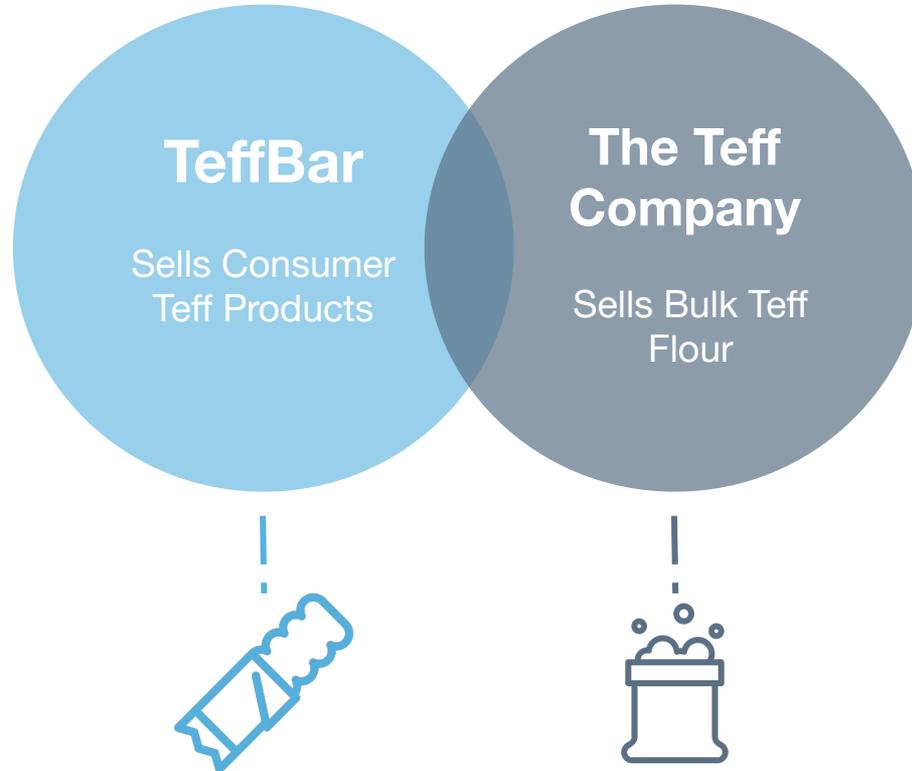
SEO Strategy: High Competition Keywords

Current incumbent
The Teff Company



An Opportunity

TeffBar's products are not rivalrous with those of the The Teff Company, making collaboration a possible option between the brands.



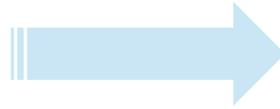
As holder of the top SERP position for catch-all keywords, earning a mention on their site would improve TeffBar's own rankings

Phase Two: Conversion



B2B Conversion

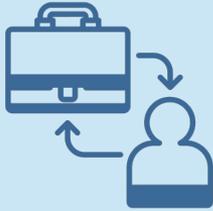
60% of B2B marketers report SEO has the largest impact on lead generation



High Involvement

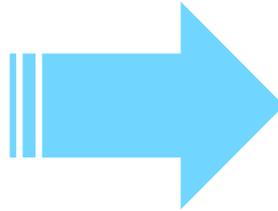
B2B purchases are high in volume, leading to increased interaction with organic content as a means of research

Phase Two: The New Normal



D2C Sales

2020 forecasts indicate a 24.3% increase in D2C sales

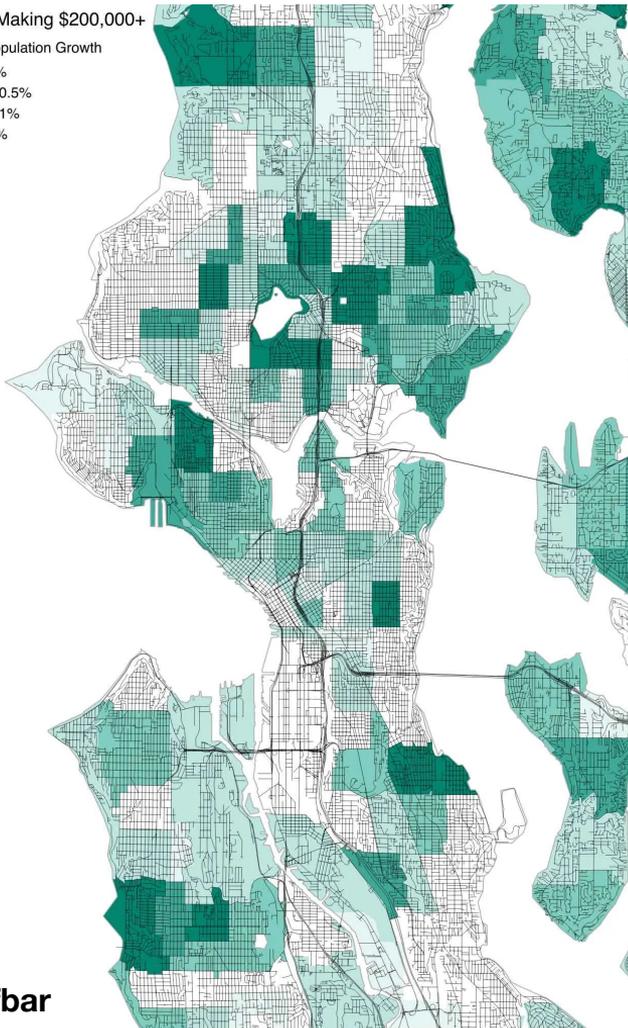
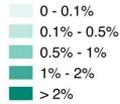


SEM Introduction

On Amazon, 40% of CPG's originated from paid search results

Families Making \$200,000+

% Above Population Growth



teffbar

Local Launch Strategy: Timeline

**1. 2019: Completed
Wallingford, Madrona &
Ballard Farmers Markets**



**2. Summer 2020: Local
Coffee Shops & Seattle
Distribution Strategy**



**3. Fall 2020:
Independent Grocery
Stores**



**4. Winter 2021: Regional
Chains/Natural &
Organic Stores &
Co-Ops**





Local Launch Strategy: Marketing Budget

1. Summer 2020: Local Coffee Shops & Ethnic Stores

Free box of product for local sellers of Teff Injera and Ethiopian spices/imports

30 Stores x \$5 boxes = (\$150)

KPI: Number of subsequent orders, and units sold

Potential ROI: \$1080+ in MRR

Priceless = network effects, building brand awareness within our Ethiopian community

2. Fall 2020: Independent Grocery Stores & D2C Launch

Free PR box of product for select lifestyle and food IG influencers

Influencer PR Packages x 10 Influencers = \$100

Potential ROI

KPIs to track: Instagram Followers, Orders on TeffBar.com

Fixed Startup Costs: Shopify site hosting, thermal printer for shipping labels

Variable: Spend on paid ads/SEM via Google & FB to drive future sales

The New Normal:

DTC focus, innovative business models that can adapt to a sterile grocery environment that will resume normal activity in mid-August

The next wave of companies will be sustainable & plant-forward



5 Appendix

Detailed analysis on
industry, digital channels
and future strategy

The New Normal: DTC focus innovative business models adapting to a sterile grocery environment that will resume normal activity in mid-August

'Those of you with DTC (direct-to-consumer) operations right now have a massive advantage'

As for which CPG brands are going to win in these circumstances, he said, "It's established CPG brands because they have high awareness; however, there's a subset of early stage eight-figure (\$10m+) brands that could catch the surge if they are not very premium priced. Prior habituated healthy choices are also not going to collapse if they have become part of a long-term solution for chronic health issues."

Similarly, while third, fourth, and fifth tier brands may struggle as more shoppers switch to private label and familiar brands, there is a subset of affluent shoppers that used to spend a significant sum on eating at restaurants and will still have the money – at least in the short term – to switch that spend towards premium packaged foods and beverages, if you can find the right way to reach them, he added.

He added: "Use census data to locate the zip codes where these people live and target them. Those of you with DTC (direct-to-consumer) operations right now have a massive advantage... and [if you haven't] I'd seriously consider setting up DTC operations right now... if your category is amenable..."

Our Mission: Supporting the Armania School



Listening to customers: Tagged posts



Liked by monyboseattle and 46 others

kalelove_seattle Need more delightful vegan and gluten free foods to fall in love with? Who doesn't?! Here a just a few of our faves we found last week from local Seattle makers and friends from Cali. We



Add a comment as teffbar...

jtrupin
Wallingford Farmers Market



19 likes

jtrupin I ate all of them, twice.

TeffBars are DELICIOUS and they're made of TEFF by a delightful YOUNG PERSON who hopefully took my advice to double the price and yes you should go buy them at the farmer's market.

#vegan #glutenfree #snacks #seattle #farmersmarket

June 19, 2019



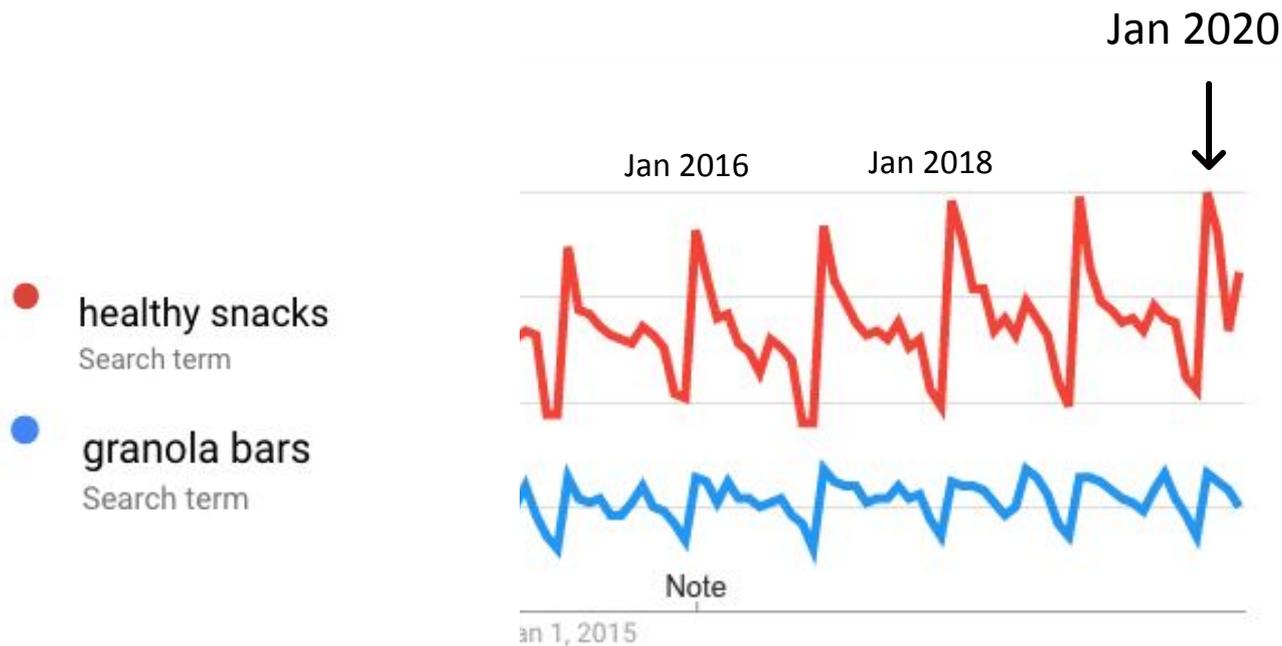
32 likes

kimtaylor.co I met an amazing young man today at the Ballard Farmer's market. He is in an NYU student home for the summer and has a company that makes power bars with Teff - @teffbar. Teff is the tiniest grain in the world but-according to their website, is a great source of all eight essential amino acids, fiber, and many minerals like iron and calcium. They also have a mix of nuts, coconut, honey, and spices.

I stopped to talk because I once brought Teff to Uganda to see if we can grow it. I love that the founder of the company's grandparents-and possibly parents are from Ethiopia. They have connections there and a percentage of every Teff Bar sold goes to support schools where his family is from-with his auntie overseeing that the money is used appropriately. I kind of love that! I should also mention that they are delicious! I bought a couple of the originals and of the mocha flavor and love them both. I will be keeping them in my bag for emergency snacks when I'm out and about and can't find anything gluten-free to eat. Check them out-they are available online I believe, as well as at some of our local farmers markets.

View all 7 comments

Online searches for “healthy snacks” peak in mid January

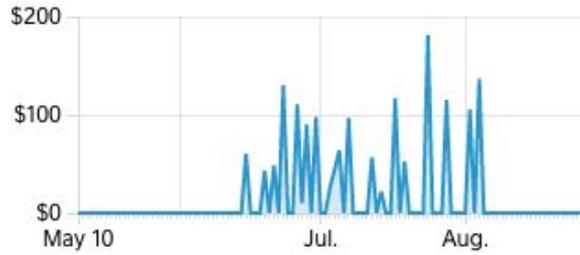


Detailed Market Share Distribution

Company (% Share)	2014	2015	2016	2017	2018	2019
Mondelez International Inc	19.3	19.3	18.9	18.4	19.4	19.7
General Mills Inc	10.1	9.5	8.8	8.5	7.9	7.7
Clif Bar & Co	4.7	4.9	5.3	5.5	5.4	5.3
Girl Scouts of the USA	4.1	4	4	4	3.9	3.9
Kind LLC	2.8	3.3	3.5	3.6	3.8	3.9
McKee Foods Corp	3.9	3.9	3.8	3.7	3.7	3.7
Kellogg Co	5.6	5.1	4.6	4	3.9	3.7
Keebler Foods Co	4.6	4.4	4.2	3.9	3.7	3.5
Walmart Inc	2.5	2.4	2.6	2.9	3	3.1
Campbell Soup Co	2.3	2.2	2.3	2.2	2.9	2.9
Quest Nutrition LLC	1.2	1.8	2.1	2.1	2.1	2.2
Quaker Oats Co, The	2.5	2.3	2.2	2.2	2	1.9
Chicago Bar Company LLC	0	0	0.2	0.9	1.6	1.6
Promotion in Motion	1	1.1	1.2	1.4	1.5	1.6
Small Planet Foods Inc	0.9	1	1.1	1.3	1.4	1.3
Sun-Maid Growers of California	1.3	1.2	1.2	1.1	1.1	1.1
Lenny & Larry's LLC	0.1	0.2	0.5	0.7	0.8	0.9
thinkThin products LLC	0.4	0.6	0.7	0.8	0.7	0.8
Frito-Lay Co	0.8	0.8	0.8	0.8	0.8	0.7
Abbott Nutrition Inc	0.9	0.9	0.8	0.7	0.6	0.6
United States Nutrition Inc	0.6	0.7	0.7	0.7	0.6	0.6
Lofthouse Foods Inc	1	1	0.8	0.7	0.6	0.6
BioNutritional Research Group	0.3	0.4	0.5	0.6	0.6	0.6
Voortman Cookies Ltd	0.6	0.6	0.6	0.6	0.5	0.5
DF Stauffer Biscuit Co Inc	0.6	0.6	0.6	0.6	0.5	0.5
Rexall Sundown Inc	0.7	0.6	0.6	0.5	0.5	0.5
Ocean Spray Cranberries Inc	0.7	0.7	0.7	0.7	0.5	0.5
1-800-Flowers.Com Inc	0.5	0.5	0.5	0.5	0.5	0.5
Sunsweet Growers Inc	0.5	0.6	0.6	0.6	0.5	0.5

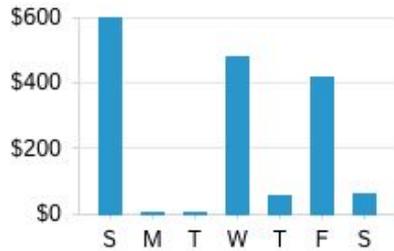
Seattle Farmers Market Test

05/10/2019–04/18/2020

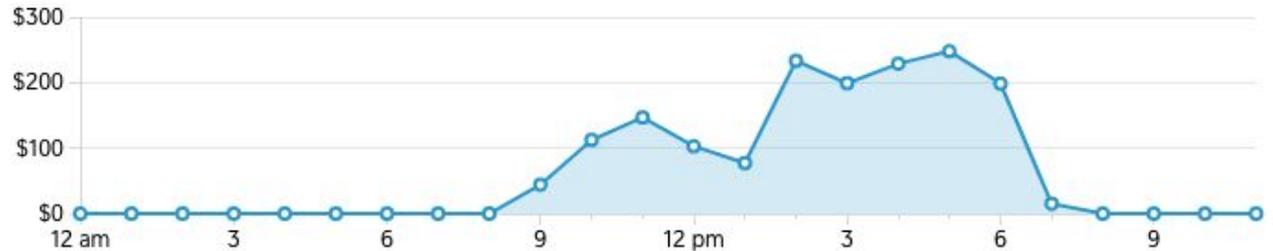


Apr. 18

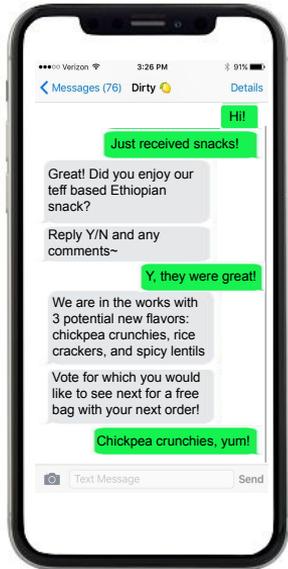
DAY OF WEEK



TIME OF DAY



Direct Customer Feedback: Case Studies



SMS integration
ex: Dirtylemon



AR/ Engaging packaging
ex: 19 Crimes

Contact Us:

Phone: 206-934-9972

Email: TeffBar@gmail.com

Website: TeffBar.com

Plant based + powered by TEFF the healthiest ancient grain on the planet

**We're tapping into teff: Future of food & most nutritious grain*.
Gluten-Free & Low glycemic index SuperGrain + complete protein
containing all 9 essential amino acids. High in fiber, iron + minerals
like calcium** * Source: [International Food Policy Research Institute](#)

Healthy snacking doesn't have to be boring.

Simple ingredients. Extraordinary Flavors. Ethiopian spices and all natural ingredients delivered in easily snackable bars made with whole grain teff. Good food that's good for you.

**Real whole food ingredients + truly
Ethiopian inspired flavors you can
enjoy anywhere.**

**TeffBar is reinventing an ancient food culture. Experience one
of the most exciting cuisines in the world. Ethiopian food
isn't spicy in heat but is rich in flavor and history. Spice
blends like Berberé give our snacks a deliciously
satisfying sweet & savory kick.**

Support rural education in Ethiopia with a delicious snack that gives back

Our purpose is to invest in rural communities because for many education - the pathway out of extreme poverty - is difficult. We provide essential school supplies to rural boys and girls in farming communities in rural Ethiopia.*

***Sales support the Ethiopian Schools Project 501c3, a foundation created by graduates of the Armania School**

Creating opportunities for rural farmers in Ethiopia

We want to bridge the gap between smallholder farmers in Ethiopia and an American market that is excited for new sources of nutrition. Simply buying more and paying farmers a fair price for teff will help alleviate extreme poverty.

Our vision is to increase farmer incomes and access to agricultural technology to modernize the supply chain of this nutritious staple crop

teffbar

**We are the first Purpose driven
Ethiopian-American snack foods company
powered by teff**

**We come from a family of farmers that
want to build schools to empower the next
generation of students.**