



- NATURALLY DELICIOUS -

WELCOME TO THE REAL GOOD FOOD CO.

The Real Good Food Co's distinctive array of nuts, nibbles, snacks and sweet treats is designed to assist premium independent businesses capitalise upon the burgeoning snacking market.

Eye-catching pack design, delicious flavours, attractive display units and consumer demand combine to deliver an exceptional "impulse" sales opportunity for your business.

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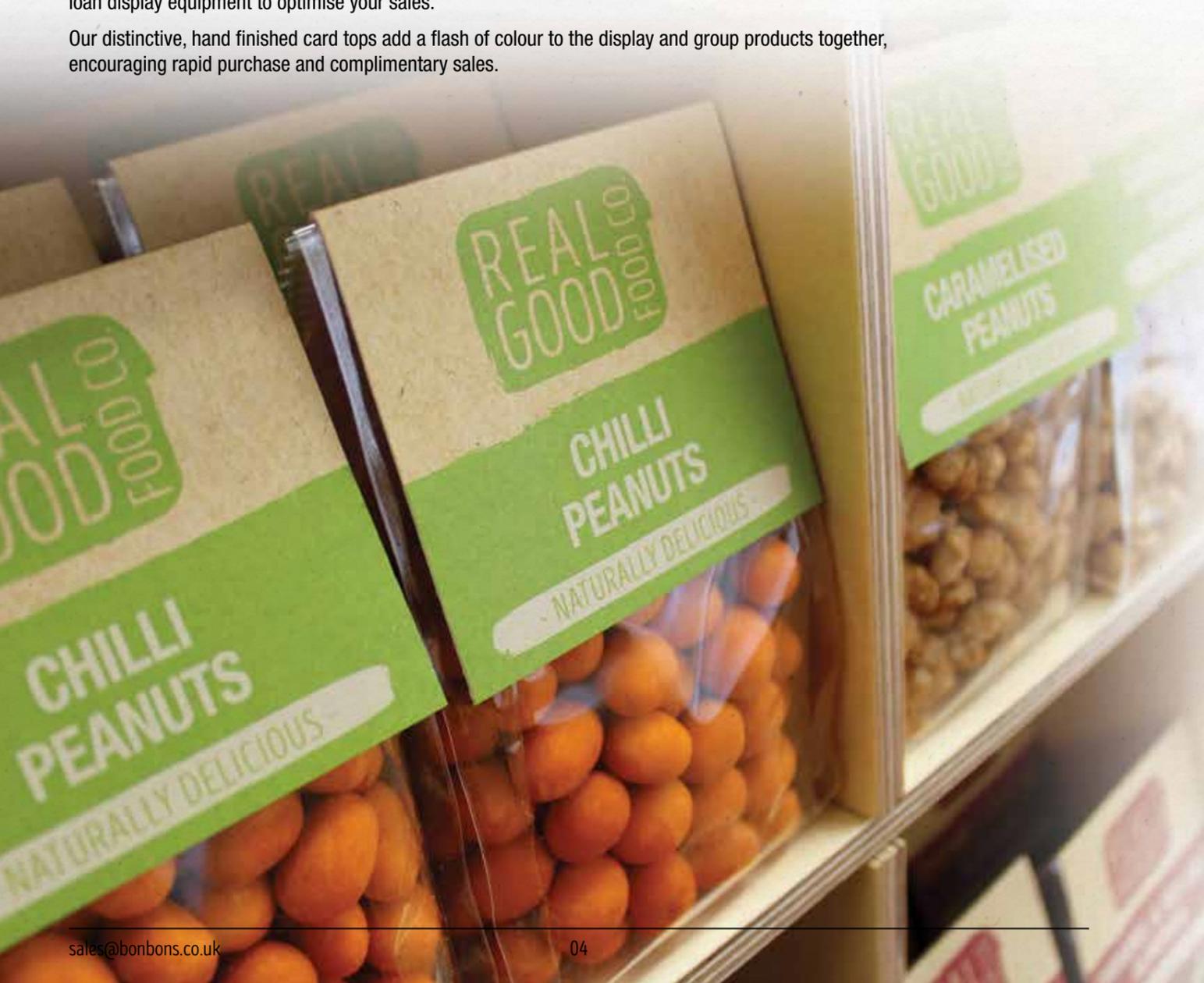
WHY CHOOSE REAL GOOD FOOD CO.

The demand for healthier treats, coupled with demonstrable consumer insights, means that there is a clear opportunity for independent retailers to boost sales and profits, whilst being just a bit different to their high street rivals.

Our striking packaging and displays offer a clear point of difference to the mundane, mass produced ranges available elsewhere.

We work with retail partners to identify the very best “impulse” selling locations and can provide free on loan display equipment to optimise your sales.

Our distinctive, hand finished card tops add a flash of colour to the display and group products together, encouraging rapid purchase and complimentary sales.



CONSUMER INSIGHTS

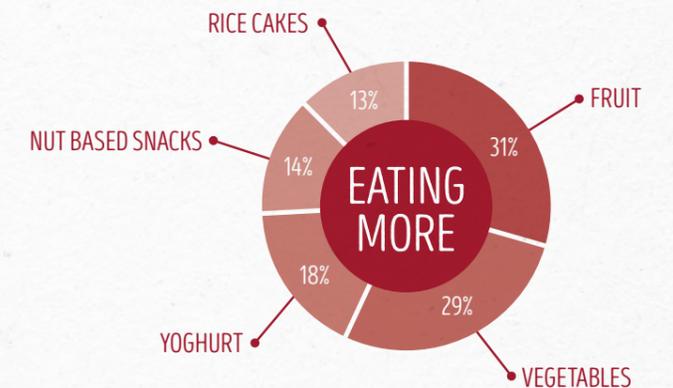
NUTS ARE STEALING SALES FROM CRISPS

- Brits are going nutty for nuts, splashing out an extra **£31.7m** on them.
- They're stealing sales from the likes of potato crisps and tortilla chips.

SNACKING IS A MAJOR OPPORTUNITY

- **.92%** of individuals now snack at least once a day.
- Convenience is also a key factor when picking a snack, with nearly... **80%** of consumers looking for a portable snack, which is ready to eat and involves no preparation.
- “Snacking” therefore offers a distinct and separate opportunity to “treating”.

CONSUMERS ARE EATING MORE FRUIT, VEGETABLES AND NUTS



PERSONALISED BREAKFASTS REPRESENT A SIGNIFICANT OPPORTUNITY

- Fruit and nuts added to breakfasts on extra occasions. **202 million**
- The spike is driven by health and wellness consciousness and campaigns by brands to build own breakfasts, by adding fruit, nuts and seeds.
- Fruit featured in **2.2 billion** breakfasts.
- Nuts appear in **116 million** breakfasts - an increase of 21%.
- Personalisation is the trend!

Source: www.thegrocer.co.uk

GREAT PRODUCTS, ALL IN ONE PLACE!

All our packs are hand finished. The distinctive colour coded tops identify five sub-categories, which in turn simplify the shopping experience and can boost your sales as a result.



NUTS

Natural and full of nutrients. A great choice for a healthy snack.



SNACKING

A range of tempting savoury snacks to enjoy.



GOURMET NUTS

Crunchy, appetising nuts coated in a variety of gorgeous flavours.



SWEET

Best-selling fruit and nuts, all enrobed in a variety of different coatings.



LUXURY

A tempting variety of lavishly coated premium fruit and nuts.



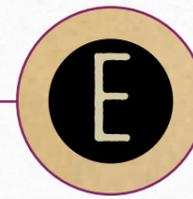
SIMPLE PRICE GUIDE

PRICING MADE EASY

Each product featured within the range has a simple A to F roundel incorporated onto the rear of the pack. Consumers can then check against the price guide displayed on the fixture to see the price of any given product.

This in turn means your business can avoid the time and expense of having to price label each individual product.

- ➔ 6 RETAIL PRICES FOR THE WHOLE RANGE.
- ➔ DENOTED BY AN A-F PRICE POINT.
- ➔ EACH PRODUCT FEATURES THE RELEVANT PRICE POINT, SAVING YOUR BUSINESS THE TIME AND EXPENSE OF PRICE LABELLING.
- ➔ OUR PRICE GUIDE PLACED ON THE DISPLAY STAND SO THAT IT IS OBVIOUS TO CONSUMERS.



RECYCLABLE PACKAGING

In keeping with the spirit of this natural and wholesome range both our bag and the card tops are recyclable.



IMPULSE WALL UNIT

The Real Good Food Co. impulse wall unit is designed to help our customers maximise sales of our range. Products are retailed at the perfect buying height and eye-catching point of sales makes choosing the right snack even easier!

Dimensions (mm) per unit

| Height | Width | Depth |
|--------|-------|-------|
| 1829 | 1189 | 525 |



LOW LEVEL DISPLAY UNIT

In addition to our striking wall display, we offer a low level display option. Low level units can be easily placed in high footfall locations and configured to maximise impulse sales. In addition, their height means that there is improved visibility across your retail area.

Dimensions (mm) per unit

| Height | Width | Depth |
|--------|-------|-------|
| 1248 | 1203 | 505 |

WE RECOMMEND TWO LOW LEVEL UNITS, SO YOU CAN STOCK THE FULL SNACKING RANGE AND MAXIMISE IMPULSE SALES.

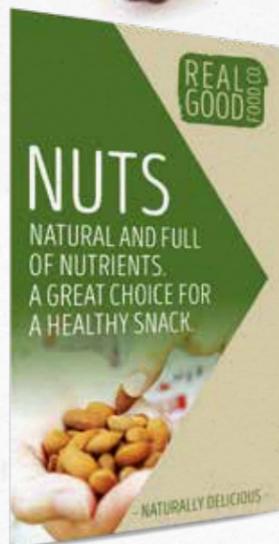


REAL GOOD FOOD CO. PRODUCT LISTINGS

Below is a full Real Good Food Co product listing. Each stand or combination of stands has its own planogram in order to maximise visual appeal and sales.



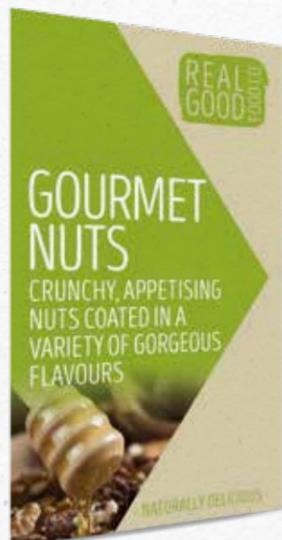
| Code | Product Description | Case & pack size | Barcodes |
|--------|----------------------------|------------------|---------------|
| RGF800 | Bombay Mix | 12 x 100g | 5060247766683 |
| RGF801 | Corn Crackers | 12 x 45g | 5060247766690 |
| RGF802 | Japanese Rice Crackers | 12 x 50g | 5060247766706 |
| RGF803 | Chilli Bites | 12 x 60g | 5060247766713 |
| RGF804 | Mexican Mix | 12 x 125g | 5060247766720 |
| RGF806 | Wasabi Peas | 12 x 125g | 5060247766744 |
| RGF807 | Pretzel Snack Mix | 12 x 100g | 5060247766751 |
| RGF808 | Salted Broad Beans | 12 x 125g | 5060247766768 |
| RGF809 | Trail Mix | 12 x 100g | 5060247766775 |
| RGF810 | Edamame Beans | 12 x 125g | 5060247766805 |
| RGF811 | Fruit & Nut with Chocolate | 12 x 150g | 5060247766799 |
| RGF812 | Wasabi Rounds | 12 x 40g | 5060247767086 |



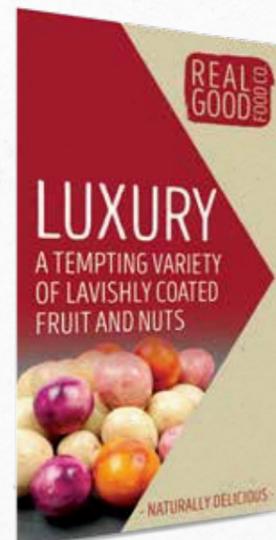
| Code | Product Description | Case & pack size | Barcodes |
|--------|----------------------|------------------|---------------|
| RGF700 | Baked Salted Peanuts | 12 x 150g | 5060247766447 |
| RGF705 | Deluxe Mixed Nuts | 12 x 125g | 5060247766492 |
| RGF706 | Pistachios | 12 x 125g | 5060247766508 |
| RGF709 | Fruit & Nut | 12 x 150g | 5060247766539 |
| RGF710 | Almonds | 12 x 150g | 5060247766546 |
| RGF711 | Salted Cashews | 12 x 150g | 5060247766553 |



| Code | Product Description | Case & pack size | Barcodes |
|--------|----------------------------------|------------------|---------------|
| RGF850 | Milk Chocolate Banana | 12 x 150g | 5060247766812 |
| RGF851 | Yoghurt Cranberries | 12 x 200g | 5060247766829 |
| RGF852 | Yoghurt Peanuts | 12 x 200g | 5060247766836 |
| RGF853 | Dark Chocolate Apricots | 12 x 150g | 5060247766843 |
| RGF854 | Milk Chocolate Covered Honeycomb | 12 x 150g | 5060247766850 |
| RGF855 | Milk Chocolate Almonds | 12 x 200g | 5060247766867 |
| RGF856 | Dark Chocolate Cranberries | 12 x 200g | 5060247766874 |
| RGF857 | Dark Chocolate Peanuts | 12 x 200g | 5060247766881 |
| RGF858 | Milk Chocolate Raisins | 12 x 200g | 5060247766898 |
| RGF859 | Milk Chocolate Peanuts | 12 x 200g | 5060247766904 |
| RGF860 | Dark Chocolate Ginger | 12 x 200g | 5060247766911 |
| RGF861 | Milk Chocolate Toffee Popcorn | 12 x 135g | 5060247766928 |



| Code | Product Description | Case & pack size | Barcodes |
|--------|------------------------------------|------------------|---------------|
| RGF750 | Sweet Paprika Peanuts | 12 x 100g | 5060247766560 |
| RGF751 | Peanut Cracker Mix | 12 x 100g | 5060247766577 |
| RGF752 | Caramelised Honey & Chilli Peanuts | 12 x 110g | 5060247766584 |
| RGF754 | Mixed Chilli Nuts | 12 x 150g | 5060247766607 |
| RGF755 | Caramelised Mixed Nuts | 12 x 150g | 5060247766614 |
| RGF756 | Caramelised Peanuts | 12 x 150g | 5060247766621 |
| RGF757 | Chilli Peanuts | 12 x 110g | 5060247766638 |
| RGF759 | Jalapeno & Kaffir Lime Cashews | 12 x 125g | 5060247766652 |
| RGF760 | Smoked Almonds | 12 x 150g | 5060247766669 |
| RGF762 | Sour Cream & Onion Cashews | 12 x 150g | 5060247767055 |
| RGF763 | Lemon Salted Almonds | 12 x 150g | 5060247767062 |
| RGF764 | Pink Peppercorn Cashews | 12 x 150g | 5060247767079 |



| Code | Product Description | Case & pack size | Barcodes |
|--------|--------------------------------------|------------------|---------------|
| RGF900 | Dark Chocolate Brazils | 12 x 200g | 5060247766935 |
| RGF901 | Milk Chocolate Brazils | 12 x 200g | 5060247766942 |
| RGF902 | Milk Chocolate Orange Raisins | 12 x 200g | 5060247766959 |
| RGF903 | Marbled Cherries | 12 x 150g | 5060247766966 |
| RGF904 | Crystallised Ginger | 12 x x180g | 5060247766973 |
| RGF905 | Cappuccino Coffee Beans | 12 x 150g | 5060247766980 |
| RGF906 | Milk Chocolate Caramelised Hazelnuts | 12 x 150g | 5060247766997 |
| RGF907 | Marbled White Chocolate Strawberries | 12 x 150g | 5060247767000 |
| RGF908 | Caramel & Sea Salt Almonds | 12 x 180g | 5060247767017 |
| RGF911 | White Chocolate Raspberries | 12 x 150g | 5060247767048 |
| RGF912 | Orange Macadamia Clusters | 12 x 150g | 5060247767093 |
| RGF913 | Cocoa Caramel Peanuts | 12 x 150g | 5060247767109 |

OUR PARTNERSHIP APPROACH

Our goal is to achieve exceptional commercial success for our customers. We do this by building a collaborative and effective partnership.

Our approach is somewhat different to the norm. We focus on building a clear understanding of your goals and your specific business model. We then work with you to agree clear steps to deliver your goals.

We believe we best suit businesses who are focused on profit contribution, high merchandising standards and who aspire to be different to mass market retailing.

We are straight forward, passionate and determined to help you succeed! With this in mind, we thought we should outline what you should expect from us and what we ask for in return.

WHAT WE OFFER YOU

- Carefully chosen, individually hand-packed food that will delight your customers and drive repeat sales.
- Attractive merchandising displays designed to maximise impulse purchases and operational efficiency.
- A distinctive product range, selected to stand out from the crowd and optimise sales value.
- Great service! We don't quibble!
- We care about your profit. We will provide you with honest advice based on our understanding of your objectives. We believe your selection should reflect your needs, not those of your suppliers or their staff.
- Rapid delivery and low minimum order quantities that improve sales, cash flow and minimum stock handling.
- A quick, simple re-ordering process. We call you on a day and time of your choosing and despatch within 48 hours.
- Fully barcoded products.

WHAT WE ASK OF YOU

OUR GOAL IS TO MAXIMISE YOUR SALES AND PROFIT. WE BELIEVE THAT THESE SIMPLE STEPS UNDERPIN COMMERCIAL SUCCESS.

- Place our displays in a high footfall location within your business so that you maximise impulse sales.
- Nominate a named individual who is responsible for merchandising and placing repeat orders.
- Work with us to implement and maintain effective displays and in-store product availability.
- Payment to term. We are an independent business, so cash flow is as important to us as it is to you.

NEXT STEPS THE MAGNIFICENT 7!

1

CALL US

Please call our office on 01937 840670 or contact your Account Manager to discuss your requirements.

2

DISCUSS

One of our Account Managers will visit you to;

- Understand your business goals & how we can help you achieve them.
- Identify which ranges and merchandising solutions best meet your needs.

3

AGREE

- Finalise range, display and any administrative requirements.
- Raise initial invoice and confirm a “Go Live” date.

4

GO LIVE

- Receive display and stock.
- Start selling!

5

T.L.C

That’s tender loving care! Site visits and telephone calls by our team will ensure you enjoy great sales and service.

6

RE-ORDER

Most our customers place re-orders within 2 weeks of the “Go Live” date. You will receive your first scheduled re-order call on the agreed day and time.

7

REVIEW

Our goal is to ensure great sales for you, combined with great service from us. So we will;

- Review range and make suggestions to help you further grow sales
- Review service; are we meeting all of your requirements?
- Review merchandising; what can we do to deliver a bigger Wow!

If you are equally passionate about merchandising excellence, commercial success and great service, then please give us a call. We share your values and would love to speak to you!

Contact us on 01937 840670
or via email at sales@bonbons.co.uk
Visit www.realgoodfood.co.uk



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Bon Bon's continuously improve packaging and therefore packing weights can vary from those stated.
Please contact our office should you have any specific queries regarding pack weights.