



FOLI Opportunities for Retailers

GATHER WITH LOVE, DRESS WITH STYLE



The Issue...

Consumers are fed up with dressings that contain seed oils, added sugar and additives, with a bland taste and forgettable packaging.

They want BETTER, without any effort!

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Who is the FoLi Customer?

- Design-led, health-conscious, affluent consumers, aged 30-60.
- They value provenance, aesthetics and quality.
- They shop at premium food halls, concept stores and farm shops.
- They cook at home and usually make their own dressings but often prefer the convenience of ready-made.
- They are good hosts and their perceived status matters to them.

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The Solution...

FOLI offers the first ready-made salad dressing with 50% Extra Virgin Olive Oil and with only natural ingredients.

It is now accepted that Extra Virgin Olive Oil has significant health benefits if consumed daily.

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Salad Dressings currently on the market



Brianna real French vinaigrette:
Organic **canola oil**, **water**, organic white vinegar, organic apple cider vinegar, salt, organic black pepper, organic garlic powder, organic ground mustard, **Xanthan gum**.



Mary Berry's Light Dressing:
Water, **rapeseed oil** (17%), **sugar**, white wine vinegar (8%), cider vinegar, yellow **mustard flour** (2%), salt, **Xanthan gum**, yellow **mustard seeds**, parsley, basil, coarse black pepper.



Waitrose French Style Dressing:
Water, **rapeseed oil**, sherry vinegar, lemon juice, French mustard (4%) (water, mustard powder, white wine vinegar, **sugar**, salt, **cornflour**, **colour (caramel)**), onion powder, spices), Dijon mustard (4%) (water, spirit vinegar, mustard powder, salt, mustard flour, mustard husk, allspice, turmeric), **muscovado sugar**, cornflour, salt, black pepper, parsley, tarragon.



Newman's Own Dressing:
Rapeseed oil, water, **sugar**, Extra Virgin Olive Oil (8%), red wine vinegar, white wine vinegar, salt, concentrated lemon juice, garlic puree, chives, parsley, black pepper, **Xanthan gum**, **mustard extract**.



Waitrose Balsamic and Olive Oil Dressing:
Water, balsamic vinegar (20%) (red wine vinegar, concentrated grape must, **sulphur dioxide**), balsamic vinegar (wine vinegar, concentrated grape must, grape must), **rapeseed oil**, **muscovado sugar**, extra virgin olive oil (6%), black pepper.



May and Green Mustard Dressing:
Sunflower oil, **caster sugar**, red wine vinegar, white wine vinegar, **mustard: (water, mustard seed, vinegar, salt, acidity regulator: citric acid, preservatives: potassium metabisulphite)**, salt, coarse ground black pepper, garlic powder.

Salad Dressings currently on the market (continued)...



Lucy's original French Salad Dressing: Rapeseed oil, water, white wine vinegar, Extra Virgin Olive Oil, Dijon mustard (water, mustard seeds, alcohol vinegar, salt), lemon juice, free range whole egg, brown sugar, salt, black pepper, cayenne pepper, Xanthan gum.



Fortnum and Mason Lemon & Caper Dressing: Cold pressed rapeseed oil, 17% lemon juice from concentrate, potassium metabisulphate, white wine vinegar (and water), capers (12%), Dijon style mustard (ground mustard seeds, balsamic vinegar, wine vinegar, sea salt, Xanthan gum, turmeric, honey, salt, dried parsley).



Daylesford French Dressing: Sunflower oil (64%), cider vinegar (11%), water*, Dijon mustard (8%) (water*, mustard seeds, spirit vinegar, salt*), sugar, sea salt*, garlic.



Salad Dressings on the market

- Contain refined oils, mostly rapeseed
- Contain added refined sugar
- Contain too much water
- Contain additives such as thickeners or preservatives
- Little nutritional content or health benefit
- Not recognisable, few brands stand out or have strong brand consumer loyalty

FOLI's Salad Dressing ingredients

- 50% Olive Oil
- 22% Balsamic vinegar of Modena
- Cold pressed rapeseed oil
- Dijon mustard
- Honey
- Minced garlic
- Salt and pepper



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Extra Virgin Olive Oil currently on the market



Natural oil. Cold extraction. Soft & fruity. The choice of discriminating chefs. Pressed in a stone mill. Our Extra Virgin Olive Oil is made by cold extraction of ripe olives from selected olive groves, a method that preserves their exquisitely mellow and buttery flavour. It's been more than a century, **that this subtle Blend of European Community olive oils is identical.** Superior category olive oil obtained from olives by mechanical means.





Extra Virgin Olive Oil on the market

- They are difficult to understand in term of provenance
- Lots of blended products
- Few brands stand out and are memorable to consumers
- Minimal brand loyalty
- Bland, forgettable packaging

FOLI's Extra Virgin Olive Oil

- Olive oil with an incredible taste
- Picuda variety of olive
- Single provenance from Córdoba, Spain
- High in polyphenol content



Balsamic Vinegar currently on the market





Balsamic Vinegar on the market

- High wine vinegar content ratio
- Added caramel to compensate for lack of substance
- Low brand loyalty

FOLI's Balsamic Vinegar

Naturally aged, balanced and authentically crafted.

Produced in Modena (PGI tradition) and aged to perfection.

Made exclusively from cooked grape must and wine vinegar, with no added caramel, colourants or preservatives.





We have created a premium trio of essential kitchen staples for high-end retail stores.

Sold as a set and individually, the range will increase over time with natural product-based condiments, with a colour for each product.



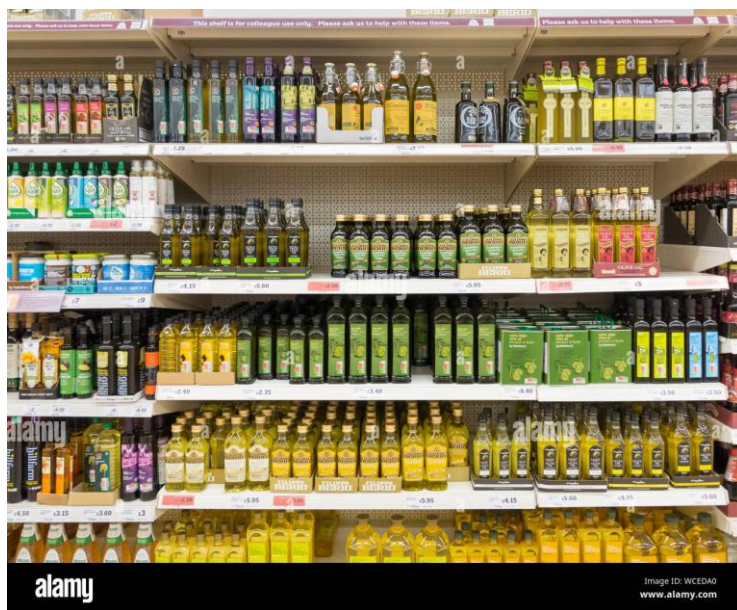


Why FOLI ?

- Visually appealing
- Delicious
- Made with natural ingredients
- Immediately recognisable



FOLI doesn't have to compete with existing range



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Premium Retail Opportunity

- ❑ Distinct from commodity condiments
- ❑ Ideal to improve sales of fresh products
- ❑ Perfect model to increase repeat purchase and brand loyalty

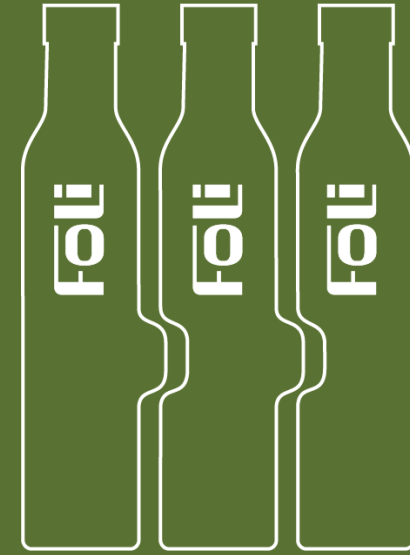
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Why bundles work

- Higher average order value
- Perfect for gifting and hosting
- Strong visual merchandising impact

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Recommended Retail Pricing (RRP)

FOLI Signature Bundle (3 items): £44

- Extra Virgin Olive Oil (250ml): £15
- Classic French Salad Dressing (240ml): £13
- Mature Balsamic Vinegar (230ml): £16

Why it Works:

- Premium but accessible price point
- Strong perceived value vs. ingredients and design
- Bundle drives higher basket value and gifting appeal

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Sustainability Statement

At FOLI, sustainability is designed into every detail. Our bottles are made from glass, which preserves product quality and can be reused endlessly. We use a lightweight, recyclable aluminium cap and a responsibly designed flow reducer which ensures precise pouring and waste reduction.

All outer packaging is made from cardboard, chosen for its recyclability and low environmental impact. We prioritise durable, recyclable materials and avoid unnecessary plastics wherever possible, focusing on ethical, long product life and packaging designed to be recycled within existing UK waste streams..

Pure, simple, and good for you.

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FoLi CLUB
.COM

FoLI is a way of living



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Thank you for your time!

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