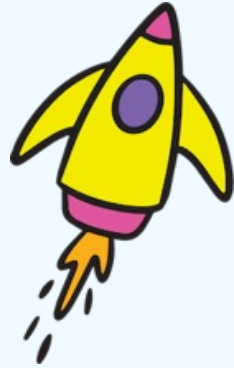




SALES

PRESENTATION

PLANT-BASED NUTRITION FOR KIDS.



Hello
my name is

tally
KIDS

A NUTRITIOUS, ZERO SUGAR PLANT-BASED MILK FOR KIDS

Whole Milk Substitute

8g Chickpea Protein and 8g Fat

Zero Sugar

21 Added Vitamins & Minerals

All B-Vitamins

Happy Tummies

Soluble Fiber



Brain Development

440mg Omega-3 + 60mg Choline



Big 9 Food Allergen Free

Dairy, Nut, Soy and Gluten-Free



Vegan



Powered by Chickpeas

Problem: Plant-Based Milk Misses Kids



Plant-based milk is a **\$3bn** market serving adults...

But kids prefer and need a milk alternative much more!



KIDS ARE BIG MILK DRINKERS



Kids consume 1/3rd of dairy milk, and milk is their **#1 beverage choice**

KIDS NEED ALTERNATIVES



Dairy is a top food allergen.
8% of US kids have a food allergy,
½ of those kids will visit the ER

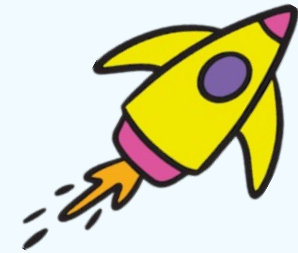
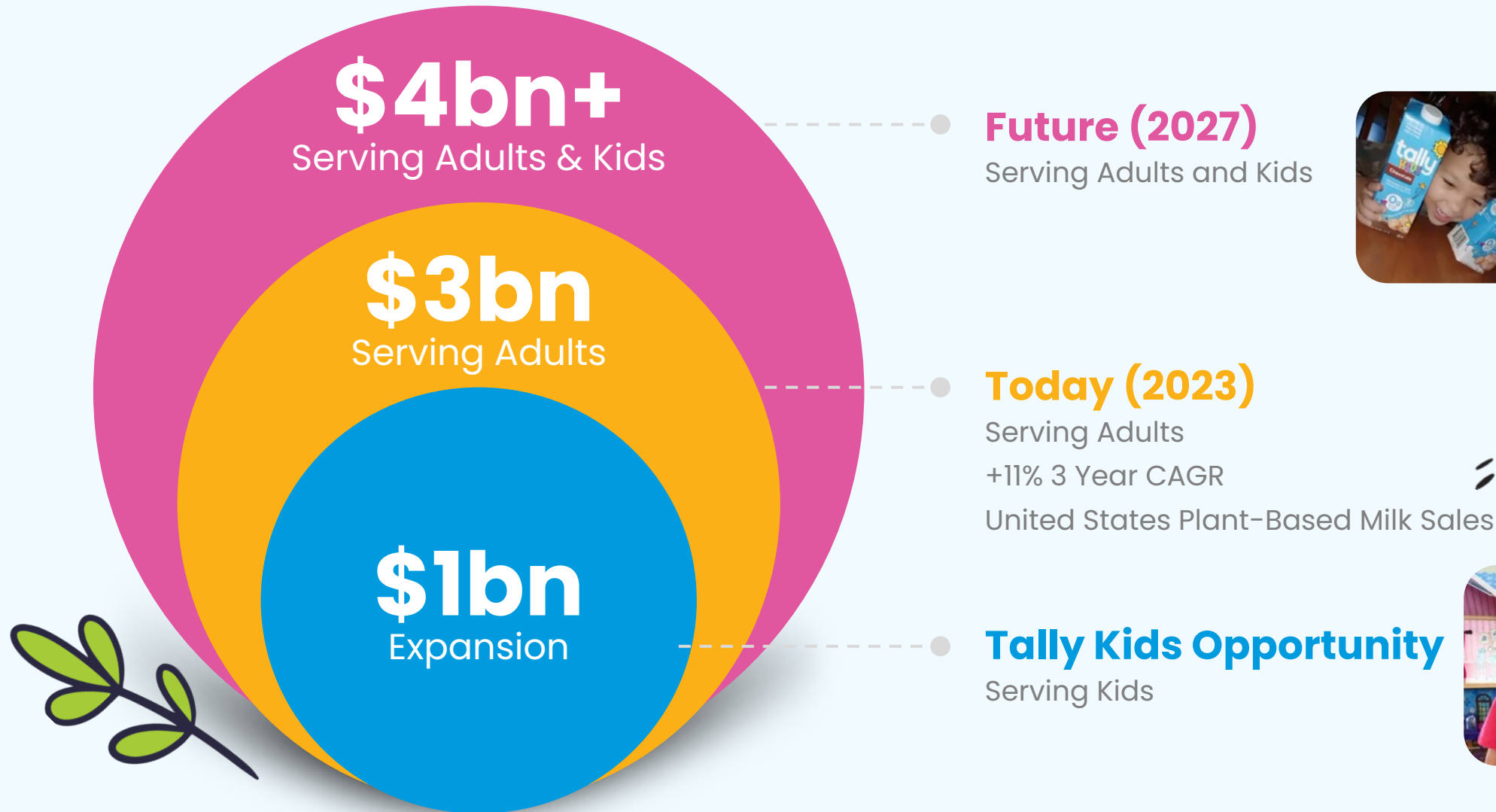
POOR CURRENT CHOICES



Almond and Oat Milk lack nutrition,
and Soy is a top food allergen



Plant-based milk is the future and kids are the obvious growth driver.









WHY NOW





Ripple Kids retail performance is a leading indicator of PB expansion to kids

L52 WEEKS IRI	UNITS/STORE/WEEK	ANNUAL RETAIL SALES	YOY
 TARGET	26	\$16M	+40.5%
 Kroger	5.6	\$5M	+313%
 Walmart+	10	\$13M	NEW
 Publix	10	\$10M	+376%

Benefits Comparison



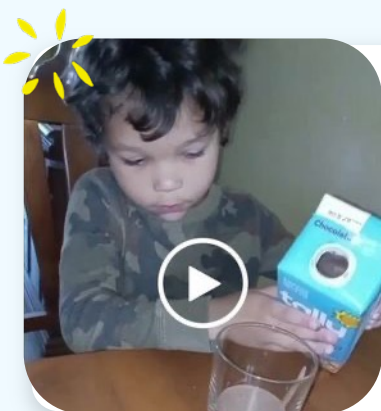
		
Protein	8g	8g
Sugar	0g	5g
Vitamins	21	10
Omega-3	430mg	50mg
Protein Source	Chickpea	Yellow Pea
Big 9 Allergen-Free	✓	✓



- 8g Plant Protein
- 430mg ALA Omega-3
- Complete B-Vitamin Complex
- 60mg Choline
- Good Source of Fiber
- Approved USDA Milk Substitute
- Nut & Soy Free
- Dairy-Free
- Vegan



PRESS AND REVIEWS



★★★★★
COURTNEY P.

Tally kids is one of the best plant-based kids milk out there! It's loaded with vitamins and minerals! Food allergy friendly which is a big thing for us and our food allergies(dairy, eggs, peanuts) plus my extremely picky 4 year old LOVES it!



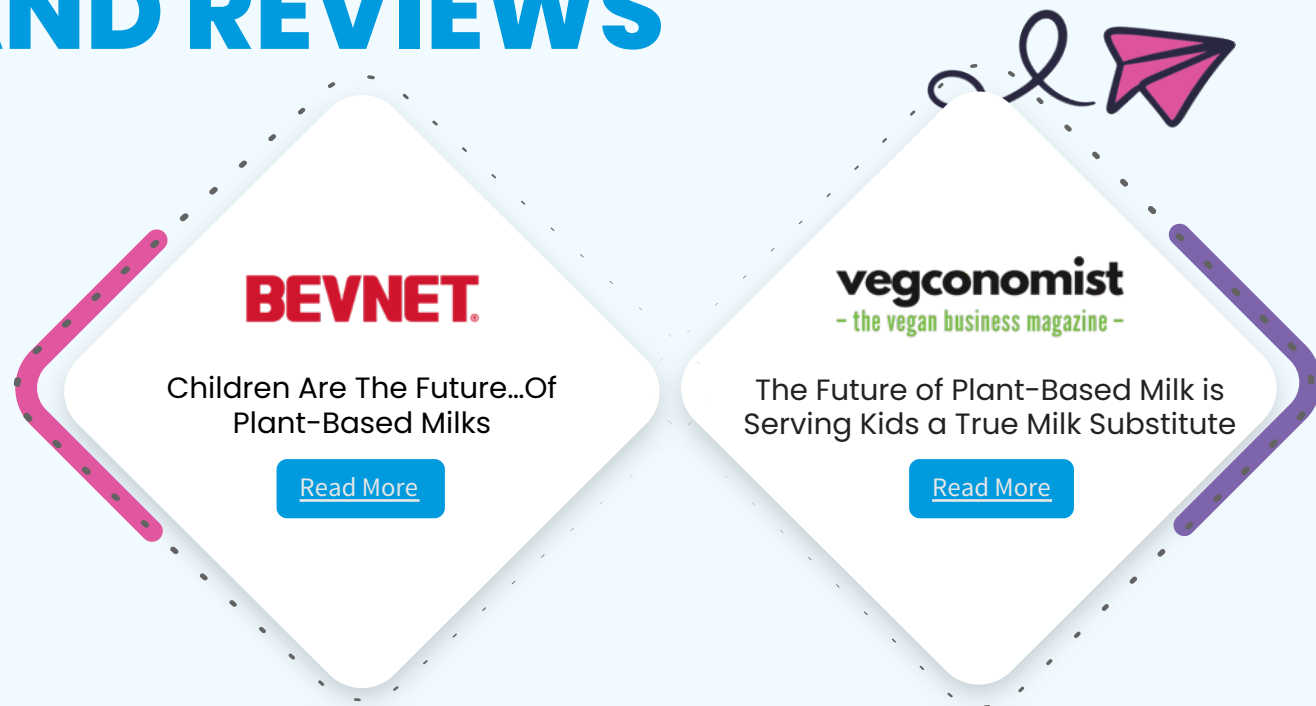
★★★★★
TYLER S.

I've tried many plant based milks, and Tally is the real deal. Great texture and flavor. I actually prefer the original to the chocolate – which is rare for me and more a testament to the quality of Tally Original than a slight against the Chocolate (which is no slouch). It's an incredible dairy substitute for those who need it, and those who just want it. Certified crowd pleaser.



★★★★★
MALLORIE R.

Our little milk monster is now a tally KIDS convert from Ripple Kids. She loves the flavor so much more!!! Mama's heart is happy knowing she is getting 8 grams of protein and 21 essential vitamins and minerals with ZERO ADDED SUGAR!!! I didn't even know this was possible. Mom and Dad are also converts because once the kids go to bed, we enjoy eating their cereal with a healthy dose of tally KIDS in the bowl! LOVE THIS PRODUCT.





Let's expand the category to **KIDS** **And GROW SALES!**

L52 WEEKS IRI	MSRP	Movement UPSPW	Per Store Weekly \$
Tally Original	\$5.99	8	\$47.92
Tally Chocolate	\$5.99	8	\$47.92





**TALLY WILL BE
THE PLANT-
BASED BRAND
FOR KIDS**

THANK YOU



KYLE WATTS

CEO



drinktally.com



@drink_tally



kyle@drinktally.com

