



Sales Presentation



drinktally.com

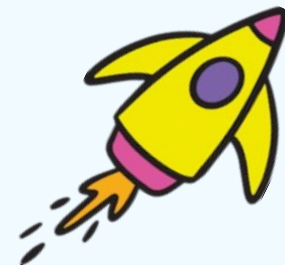


[@drink_tally](https://www.instagram.com/drink_tally)



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Organic Oatmilk Toddler Formula





ORIGINAL



Nutrition Facts	
About 17 servings per container	
Serving Size:	4 scoops (36g)
Amount per serving	
Calories	150
<hr/>	
	%DV*
Total Fat 6g	15%
Sat. Fat 0.5g	5%
Trans Fat 0g	0%
Polyunsaturated Fat 1g	
Monounsaturated Fat 3.5g	
Cholesterol 0mg	0%
Sodium 70mg	4.5%
Total Carb. 19g	13%
Dietary Fiber 3g	21%
Total Sugars 2g	
Includes 1g Added Sugars	4%
Protein 9g	69%
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Vit A 150mcg 50%	Choline 60mg 30%
Vit C 3.0mg 15%	Calcium 140mg 20%
Vit D 6.0mcg 40%	Iron 3.5mg 50%
Vit E 6.8mg 110%	Phosphorus 150mg 30%
Vit K 6.0mcg 20%	Iodine 15mcg 15%
Thiamin (B1) 0.10mg 20%	Magnesium 15mg 20%
Riboflavin (B2) 0.44mg 90%	Zinc 1.2mg 40%
Niacin (B3) 1.2mg 20%	Selenium 7mcg 35%
Pyridoxine (B6) 0.10mg 20%	Copper 0.10mg 30%
Folate (B9) 30mcg DFE 20%	Manganese 0.40mg 30%
Vitamin B12 1.10mcg 120%	Molybdenum 18.1mcg 140%
Biotin (B7) 1.6mcg 20%	Potassium 170mg 6%
Pantothenic acid (B5) 0.4mg 20%	
<hr/>	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 1,000 calories a day is used for general nutrition advice.	

PROBIOTIC



Opportunity: Serve Next Generation of Mothers



**Average Age of
United States Mother**

27.3

Gen Z turns 27 in 2024

**They want more
plant-based nutrition**

55%

**55% of new parents want
their child consuming
more plant proteins**

They LOVE Oat Milk!

+50%

**Oatmilk sales grew
50% in 2022**



Sources: [CDC Department of Health and Human Services, Births: Final Data, 2021.](#)

Sources: [Gerber Survey, One Poll, 2,000 New Parents, 2022.](#)

Sources: [Plant Based Foods Association, 2022 Retail Sales Data](#)

Consumer is looking for Oatmilk toddler formula

% Sales Specialty Infant Formula

40%

40% of Infant milk formula sales is specialty cow's milk for allergies/intolerances



% Sales Plant-Based Milk

15%

15% of all milk sold is plant-based, driven by Oatmilk's 50% growth.



Oatmilk Formula solves for allergy need and is plant-based favorite

DAIRY FORMULA 	SOY PROTEIN FORMULA 
~95% Market Share	~5% Market Share (decreased ~30% to 5% over last ~20 years)
Problems <ul style="list-style-type: none">• Strong allergen• Antibiotics, Hormones, Pesticides• Animal welfare• Major environmental issues• Can not stay in its whole form – must use highly processed derivatives	Problems <ul style="list-style-type: none">• Strong allergen• Controversial and declining• High levels of phytoestrogens (phytic hormones)• GMO (99%)• Chemically extracted Protein• Can not stay in its whole form Protein must be chemically isolated/processed.

Sources: [US Market Data, Euromonitor, 2020](#)

Sources: [Else Nutritional Holdings, May 2023 Investor Presentation](#)



SPINS Data for Leading Branded Item

Else Nutrition Plant-Based Toddler Formula



Store Count: 11,000 Stores

Units/Store/Week: 1

Increase in Units Per Store Per Week (UPSPW)

ITEM	L52 weeks	L24 weeks	L12 weeks	L4 weeks
Organic	0.66	0.85	0.98	1.13
Vanilla	0.10	0.14	0.20	0.30
Chocolate	0.07	0.10	0.15	0.30
Original	0.09	0.17	0.25	0.63
Vanilla	0.07	0.14	0.27	0.47
Banana	0.07	0.15	0.27	0.43
Mango	0.05	0.11	0.21	0.41

SPINS *week ending 3.26.23

Stores

12,000

10,000

8,000

6,000

4,000

2,000

**Mar 2023
11,00 Stores**

**Nov 2022
3,500 Stores**

**Jan 2022
1,200 Stores**

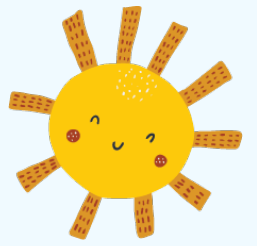
**Oct 2020
Zero Stores**





ORGANIC OATMILK TODDLER FORMULA

Innovate and Increase Category Revenue



9g
Protein
For Growing
Bodies

Choline
For Growing
Minds

1 Year +

**Prebiotic
Fiber**
For Happy
Tummies



Organic Oats



HEAVY
METALS
TESTED

NON-
GMO



Organic Oatmilk Formula Ingredients

Oatmilk taste cue will be a home run

ORIGINAL



Organic Oat Milk Powder, Organic Pea Protein Isolate, Organic Pea Starch, Organic Guar Fiber, Organic High Oleic Sunflower Oil, Organic High Oleic Safflower Oil

Vitamins and Minerals: Potassium Chloride, Dicalcium Phosphate, Choline Bitartrate, L – Methionine, Vitamin E (mixed tocopherols), L – Carnitine, L – Tryptophan, Monk fruit, Sodium Ascorbate, Niacinamide, Riboflavin, Calcium D-Pantothenate, Ferrous Bisglycinate, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Vitamin A Palmitate, Folic Acid, Potassium Iodide, Ergocalciferol, Phytonadione, dl-Alpha Tocopheryl Acetate, Biotin, Cyanocobalamin

PROBIOTIC



Organic Oat Milk Powder, Organic Pea Protein Isolate, Organic Pea Starch, Organic Guar Fiber, Organic High Oleic Sunflower Oil, Organic High Oleic Safflower Oil

Vitamins and Minerals: Potassium Chloride, Dicalcium Phosphate, Choline Bitartrate, L – Methionine, Vitamin E (mixed tocopherols), Bacillus Coagulans GBI-30 6086 (Vegan Probiotic), L – Carnitine, L – Tryptophan, Monk fruit, Sodium Ascorbate, Niacinamide, Riboflavin, Calcium D-Pantothenate, Ferrous Bisglycinate, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Vitamin A Palmitate, Folic Acid, Potassium Iodide, Ergocalciferol, Phytonadione, dl-Alpha Tocopheryl Acetate, Biotin, Cyanocobalamin

Oatmilk Formula Beats Current Offerings



Dairy Formula (Gerber)

INGREDIENTS: NONFAT DRY MILK, **CORN MALTODEXTRIN**, VEGETABLE OILS (HIGH-OLEIC SAFFLOWER, SOY, **PALM OLEIN**, AND COCONUT), **SUGAR**, AND LESS THAN 2% OF: POTASSIUM PHOSPHATE, CALCIUM PHOSPHATE, SOY LECITHIN, CALCIUM CITRATE, POTASSIUM CITRATE, CALCIUM CHLORIDE, MAGNESIUM PHOSPHATE, CHOLINE BITARTRATE, *M. ALPINA* OIL*, *C. COHNII* OIL**, SODIUM ASCORBATE, FERROUS SULFATE, **B. LACTIS CULTURES**, MIXED TOCOPHEROLS, ASCORBYL PALMITATE, ALPHA-TOCOPHERYL ACETATE, ZINC SULFATE, NIACINAMIDE, CALCIUM PANTOTHENATE, RIBOFLAVIN, PYRIDOXINE HYDROCHLORIDE, VITAMIN A ACETATE, THIAMINE MONONITRATE, MANGANESE SULFATE, FOLIC ACID, BIOTIN, VITAMIN D₃.



Pea Formula (Baby's Only)

INGREDIENTS: **Organic brown rice syrup**, organic pea protein concentrate, **organic canola oil**, organic high oleic oil (organic high oleic sunflower and/or organic high oleic safflower oils), organic linoleic sunflower oil, **organic coconut oil**, less than 2% of: organic sunflower lecithin, potassium gluconate, calcium carbonate, calcium phosphate, potassium chloride, potassium citrate, potassium phosphate, calcium ascorbate, L-methionine, magnesium sulfate, sodium chloride, L-leucine, L-threonine, choline bitartrate, inositol, ferrous sulfate, L-carnitine, niacinamide, zinc sulfate, calcium pantothenate, d-alpha-tocopheryl acetate, thiamine hydrochloride, riboflavin, pyridoxine hydrochloride, copper sulfate, vitamin A, sodium selenate, folic acid, potassium iodide, phylloquinone, biotin, vitamin D₃, vitamin B12.

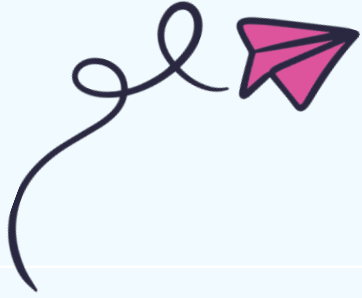


Almond Formula (else)

INGREDIENTS: Organic **Almond** Butter, Organic **Buckwheat** Flour, **Organic Tapioca Maltodextrin**. Less than 2%: Calcium Carbonate, Sodium Citrate Dihydrate, Potassium Chloride, Organic Sunflower Lecithin, Tricalcium Phosphate, Vitamin A Acetate, Vitamin D₃, Vitamin E Acetate, Phylloquinone (K1), Thiamine Mononitrate (B1), Riboflavin (B2), Niacinamide (B3), Pantothenic Acid (B5), Pyridoxine Hydrochloride (B6), Biotin (B8), Folic Acid (B9), Cyanocobalamin (B12), Sodium Ascorbate (C), Ferric Pyrophosphate, Zinc Sulfate, Organic Cane Sugar, Choline Bitartrate, Inositol, Sodium Selenate, Potassium Iodide.

Allergen Information: Contains Tree Nuts (Almonds)

Nutritional Comparison



Protein

9g

5g

2g

3g

Sugar

2g

3g

5g

11g

Vitamins & Minerals

25

22

24

19

Allergens

–

Tree Nuts, Almond

Tree Nuts, Coconut

Dairy, Soy

Protein Source

Oat, Pea

Almond, Buckwheat

Pea

Dairy, Soy

Big 9 Allergen-Free



X

X

X



These Items Win.

- ✓ Oat milk is loved by mothers
- ✓ Organic, Clean Label Ingredients
- ✓ Resonates w/ Gen Z and Millennials
- ✓ No Major Allergens
- ✓ Halo from Tally Kids Milk

item	MSRP	Movement UPSPW	Per Store Weekly \$
Original	\$34.99	2	\$69.98
Probiotic	\$35.99	1.5	\$53.99





KYLE WATTS

CEO

tally
THE PLANT-BASED
BRAND FOR KIDS

THANK YOU



drinktally.com



@drink_tally



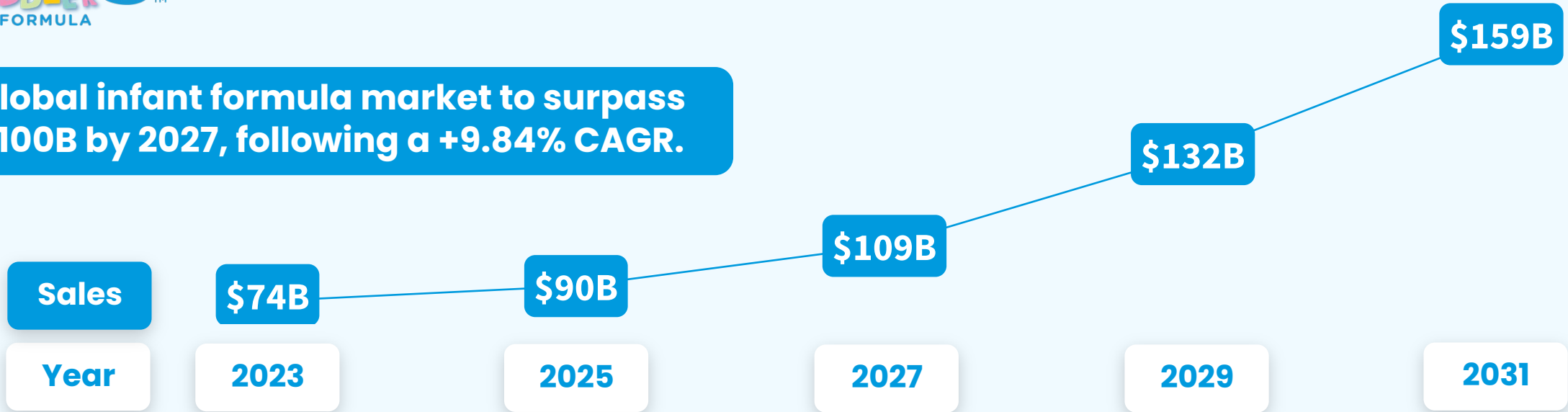
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Formula Market Forecast



Global infant formula market to surpass \$100B by 2027, following a +9.84% CAGR.



Store Level Unit ASSUMPTIONS

UNITS/STORE/WEEK		MSRP		\$SPW	
ORIGINAL	2	ORIGINAL	\$34.99	ORIGINAL	\$69.98
PROBIOTIC	1.5	PROBIOTIC	\$35.99	PROBIOTIC	\$53.99

