

# MARLO'S BAKESHOP

## OVERVIEW

[MarlosBakeshop.com](http://MarlosBakeshop.com)

### Low Overhead

- No employees/payroll
- Sales Reps: contracted
- Social Media: contracted
- Manufacturing: contracted

### Key Accounts:

- Corporate Pantry
  - Facebook/Uber/LinkedIn/ Twitter
- Central Market
- Kings/Balducci's Food Stores
- Ralphs Grocery
- Rouses Supermarkets
- Samsclub.com/Amazon.com

### Key Distributors:

- UNFI, West: 2 DCs Open
- KeHE, Regional: 4 DCs Open
- O'Sullivan
- McLane Global
- DPI

### Assets:

- Printing Dies (3)
- Printing Plates (for film; 7 SKUs)
- >3,200 E-Newsletter Mailing List
- >6,400 Collective Social Media Following

### Omni-Channel Sales Approach

- Wholesale to Retail
- MarlosBakeshop.com
- Online: Amazon, SamsClub.com
- Micromarts/OCS/Vending
- Gift Baskets
- Subscription Boxes

### Sales by Channel- 2019 Est.

- Retail Grocery: 30%
- Alternative Channel: 55%
- Online: 15%

## COMPANY DESCRIPTION

Marlo's Bakeshop nurtures customers & promotes women's entrepreneurship through lines of specialty baked goods made from better-for-you ingredients. Marlo's products celebrate unique, global flavors & authentic recipe origins.

Marlo's specializes in soft-baked biscotti & Heirloom cookie lines comprised of fifteen SKUs (two seasonal), all available in gable boxes for retail merchandising as well as individually wrapped, single servings for food service and alternative channel opportunities. We offer the only line of Non-GMO Project verified biscotti on the market.

## CURRENT STATUS & MARKET POSITIONING

Marlo's Bakeshop is positioned for growth in a space that's ripe with opportunity. The cookie category represents an \$8B market in the U.S. alone, with specialty cookies projected to grow at 6% CAGR through 2021. Consumers are snacking more now than ever & research shows that the number one reason is to treat themselves. However, consumers are demanding that their snacks be 'better for you' yet not sacrifice relative healthfulness for taste or flavor.

Marlo's Bakeshop products deliver the ability to treat themselves by providing consumers with wholesomely indulgent snacks that are allergy-friendly, Kosher certified, made with organic & GMO-free ingredients and- most importantly- have 30% less sugar than the leading cookie per serving. Our products appeal to self-proclaimed Keto & Paleo dieters as our carbohydrate & added-sugar levels comply with the lifestyles' ability to "cheat right".

Marlo's is uniquely positioned in the market as the only company that offers products made from crowd-sourced (via Facebook, Instagram, Twitter, etc) family recipes with clean, all-natural ingredients that give consumers the authentic branding they're seeking in their packaged food purchasing decisions.

## GROWTH OPPORTUNITIES

Marlo's takes an omnichannel approach to sales efforts with the focus divided between online/direct-to-consumer sales and specialty/alternative channel pursuits to drive the most profitable revenue streams & brand-building opportunities through data-driven insights.

Marlo's Bakeshop will have an emphasis on private label (both domestic & international) & other "alternative channel" opportunities in 2019 & beyond to support higher margin opportunities. This includes diverse, often overlooked venues such as corporate pantry accounts, military, gift companies, and subscription boxes.

## FINANCIALS (\$000)

	2016	2017	2018	2019 E
Sales	\$197	\$383	\$400	\$690
Gross Margin	37%	45%	43%	45%

\*Additional margin available if self-manufacturing