



ANA Brand Activation – *Stories of Growth and Recovery*

**“HOW TO CATCH UP TO A TREND;
When you actually helped start it”**

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Coconut Bliss[®]

Darcey Howard

Global Director of Marketing



Coconut Bliss®

We make
plant-based frozen
desserts that taste
incredible with
NO COMPROMISES.



WE ARE INNOVATORS

The only plant-based, frozen dessert brand who delivers the top three needs:

1. Amazing Taste

- Unparalleled taste and texture
- Innovative flavors
- Unique & convenient forms

2. Sustainability Pioneers

-  FSC certified
- Sustainably sourced ingredients
- 1st to market: sugar cane biopolymer lined cups
- Working to transform to 100% compostable packaging

3. Clean Label





Coconut Bliss®

Portfolio



Pints



Bars



Cookie Sandwiches





Golden Banana Brownie Swirl

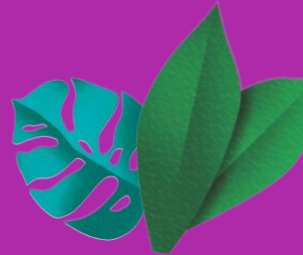
Banana & Chocolate
Indulgence with a Hint of
Turmeric

A top-down photograph of two ice cream cones on a white marble surface. The cones are topped with a light-colored ice cream and dark chocolate shavings. Two gold-colored spoons are scattered around the cones, one at the top and one at the bottom, also containing chocolate shavings.

A Story of Growth & Recovery

In Five Chapters

- **A Brief History**
- **When 2016 Happened**
- **The Rebrand Story**
- **Growth**
- **And Recovery**





Chapter 1

A Brief History

Chapter 1: A Brief History



2005

Born in Eugene. Luna & Larry are the face and force behind the brand hand packed and self distributed via truck up and down the West coast until 2008.



2008

Expanded from regional co-ops & natural grocery stores, nationally in Whole Foods Markets and Canada.



2015

Highest sales and gross profit in the history of the company



2017

Every major ice cream brand gets into the non-dairy category. Darcey joins the Coconut Bliss team as their first Global Director of Marketing.



2019

Private label brands continue to expand plant-based offerings. Coconut Bliss launches first rebrand in 10 years, expands aggressively into Food Service. Onboards first PR firm.



2007

Partnership with UNFI

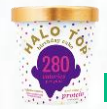


2009

Sold to local dairy & non-dairy co-packer Lochmead.



Expanded into conventional with Kroger.



2016

Halo Top happened. Coconut Bliss sees its first year of decline.


2018

Whole Foods Market drops Coconut Bliss from its global distribution for being "substitutable". Coconut bliss launches **#BringBacktheBliss** campaign and expands into E-comm



2020

Ice Cream proves to be a strong pacifier during COVID-19; E-comm sales up 35%

A top-down photograph of ice cream treats on a white marble surface. In the center is a waffle cone with a scoop of white ice cream, topped with dark chocolate shavings and orange zest. To its left is another similar cone. In the bottom left corner is a small white square dish containing a swirl of caramel sauce with a small ice cream scoop on top. Scattered around are more chocolate shavings and a few pieces of dark chocolate. The text "Chapter 2" is overlaid in the center of the image.


Chapter 2

When 2016 Happened

Chapter 2: When 2016 Happened

2008 – 2015 YOY Avg 20% Company Sales Growth

Non-Dairy ice cream surged 43.7% in 2016



	DOLLAR SALES 52 WEEKS ENDED 05/28/16	DOLLAR PERCENT CHANGE 52 WEEKS ENDED 05/28/16
ICE CREAM	\$6,446,759,400	2.5
FROZEN CUSTARD	\$17,932,167	134
FROZEN YOGURT	\$239,162,163	-10.7
ICE CREAM	\$5,841,890,690	2.8
ICE CREAM NON-DAIRY	\$75,218,109	43.7
ICE CREAM OTHER	\$62,605,951	10.3
ICE MILK	\$1,309,182	-3.9
SHERBET	\$140,114,884	-7.6
SORBET	\$68,526,254	6

Source: Nielsen Total U.S. – All outlets combined, plus convenience store, 52 weeks ending May 28, 2016.

So why did Coconut Bliss see a **40%**



Don't forget to check
the rearview mirror



Chapter 2: When 2016 Happened


Halo Top

Plant-Based trend

“Healthier” Ice Cream

Category Explosion



A top-down photograph of a dessert spread on a white marble surface. In the bottom left, a waffle cone holds a scoop of chocolate ice cream with swirls of white cream and chocolate chips. To its right is a small white square plate. In the top left, a white cup contains dark coffee. In the top right, several brownies are stacked, with some crumbs scattered on the marble surface below them.

Chapter 3

The Rebrand Story

Chapter 3: The Rebrand Story



Previous Pint Packaging



Redesigned Pint Packaging

Packaging Attributes:

- **Color Band:** Shelf pop color palette that coordinates as flavor indicators.
- **Flavor Name:** Updated flavor names that reflect culinary direction or exotic sourcing.
- **Logo:** Updated logo reflects super premium positioning, with same identifiable placement.
- **Graphics:** Indicates the plant-based nature of product.
- **Organic Badge:** Our Organic point of differentiation clearly called out for consumers.
- **Attributes:** Addition of "Plant Based" at top of messaging hierarchy, with Dairy-Free.

Chapter 3: The Rebrand Story

Survey served via targeted digital free completion gift to 30 selected combinations of the following:

3 Generational Segments

- Millennials
- Gen x
- Boomers

3 Psychographic Segments

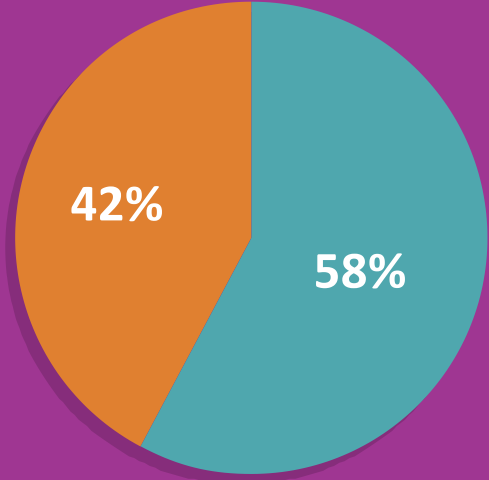
- Fence Sitters
- Influencers
- Well Beings

6 Geo-Cultural Regions

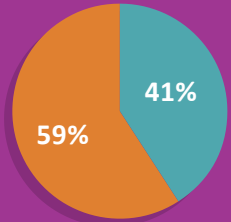
- Blue Collar
- New South
- Urban East Coast
- Urban South West
- West Coast
- Progressive Markets
- Secondary Markets

- **600,000** impressions
- **25,000** responses
- Data compiled and parsed for any of **4,032** possible consumer segment combinations

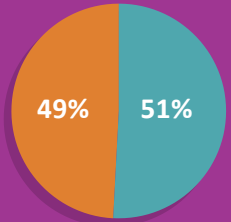
Most Likely to Purchase



Appears to be more premium



Appears to be more flavorful



Cut Paper

Water Color

The Shopper: HEALTH CONSCIOUS FEMALES

Women

Younger (18-34), affluent, urban professionals and students. She regularly shops premium products.

Health Conscious

Taste is a top purchase driver for dairy-free ice desserts but health is also important to her; she reads nutrition labels regularly. She is trying to eat more plant-based foods but craves an indulgent taste adventure.

77%

are willing to pay a premium for ORGANIC foods and beverages.

61%

of plant-based shoppers spend more than average shopper & desire an array of great tasting plant-based products across the set





MOTHER EARTH NEWS
ONLINE Summit
Practical Skills for Modern Homesteading

♥ 7 Days ♥ 35+ Speakers

Day 2
Tuesday November 1st

Joel Salatin -- Pastured Poultry Tips

Woniya Thibeault -- Make Your Own Buckskin Clothing

Deborah Niemann -- Livestock Fencing Bloopers

Don Tipping -- Intermediate Seed Saving Tips

Win a selection of footwear from Nomadic State of Mind!

Enter for your chance to win a selection of footwear from Nomadic State of Mind. Prizes include:

- Handmade, adjustable, lightweight, vegan sandals
- A pair of handmade boots made with upcycled vintage Guatemalan fabrics and recycled auto tire
- Hemp loafers
- Organic cotton and RPET blend T-shirt

Prize Package \$500!

Who we were talking to...

MOTHER EARTH NEWS

Men and women that either are living or aspire to a self sustainable lifestyle.

Care deeply for the environment.

Typically have a high expendable income.

The age demographics range from 25-75

50/50 male-female.


...and what it got us

DIY coconut milk demos

Event sponsorships at farming and livestock fairs

Co-promo opptys with brands like Nomadic State of Mind





Chapter 4

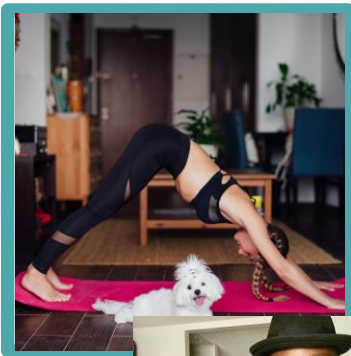
Growth

Chapter 4: Growth - tactics

- *Share Your Bliss* guerilla marketing tour
- Expand in-store demos by 30%
- First rebrand in 10 years
- Hire a PR agency and get aggressive;
 - 442% increase in earned media impressions
- CSR: women & environmental impacts
- Created an E-comm platform
- Social Media personas
- Tone & Voice; from humble to authoritative
- Digital ad strategy
- Channel expansion



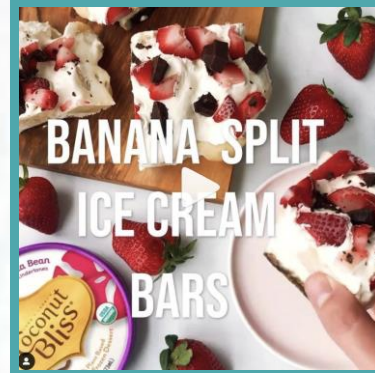
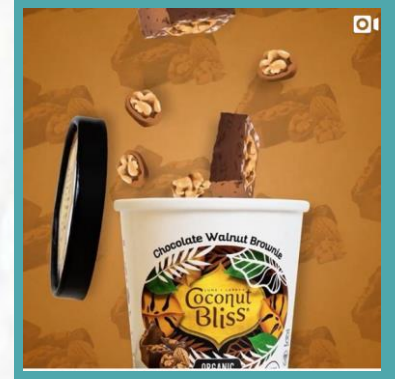
Chapter 4: Growth – social media



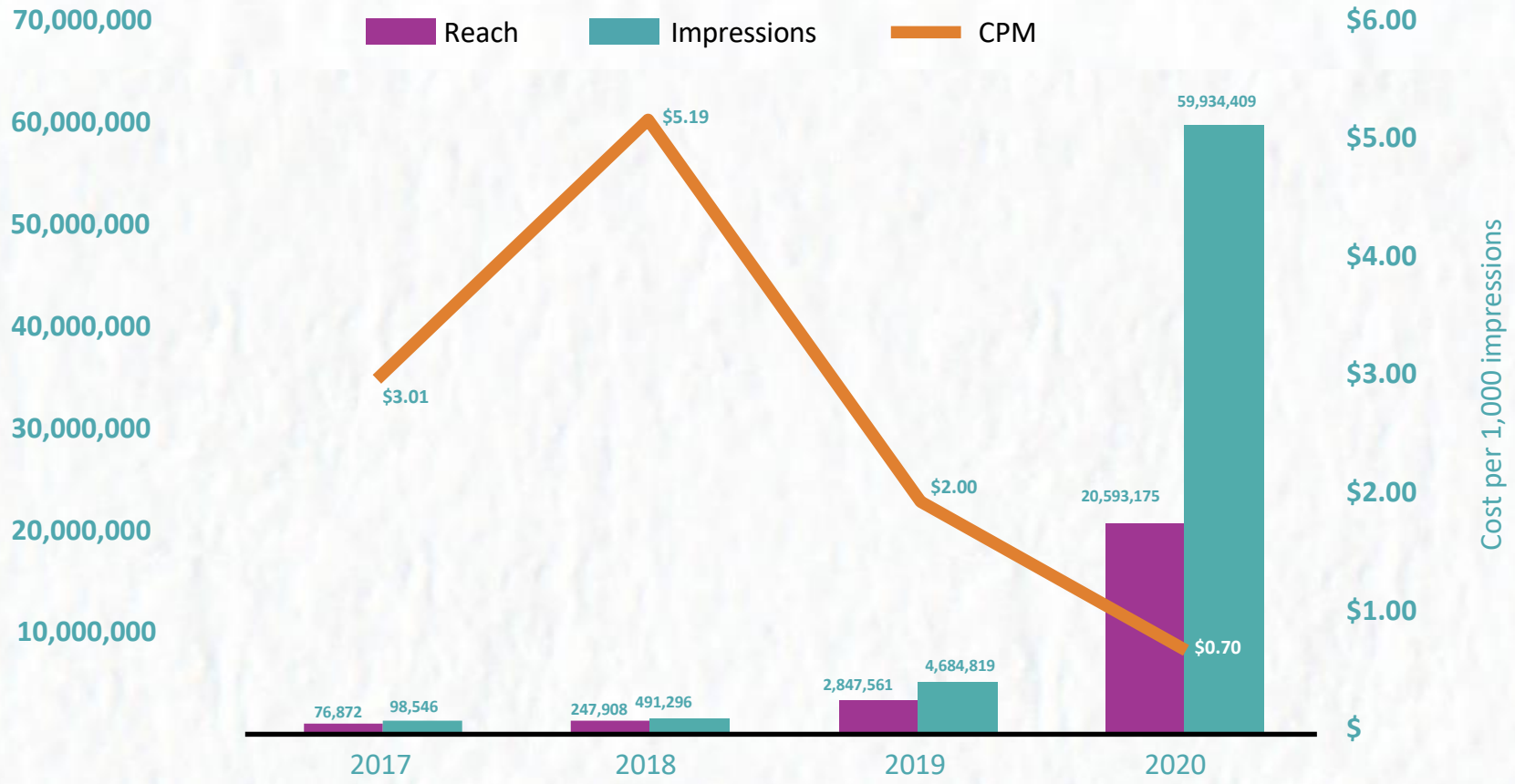
Current Digital Strategy

Hyper targeted social media spend

Social media personas;
Allergy Free Ashley,
Healthy Glow Heather &
Millennial Mateo



Chapter 4: Growth – digital performance



Chapter : Growth – channel expansion

Expanded product offerings + new channels of distribution

= FOODSERVICE



- Co-branded product launch with Burgerville fast casual PNW chain
- 167% over projections
- "...one of the first plant-based shakes to be offered year-round at a restaurant chain."
- "Make It A Bliss" Trademarked

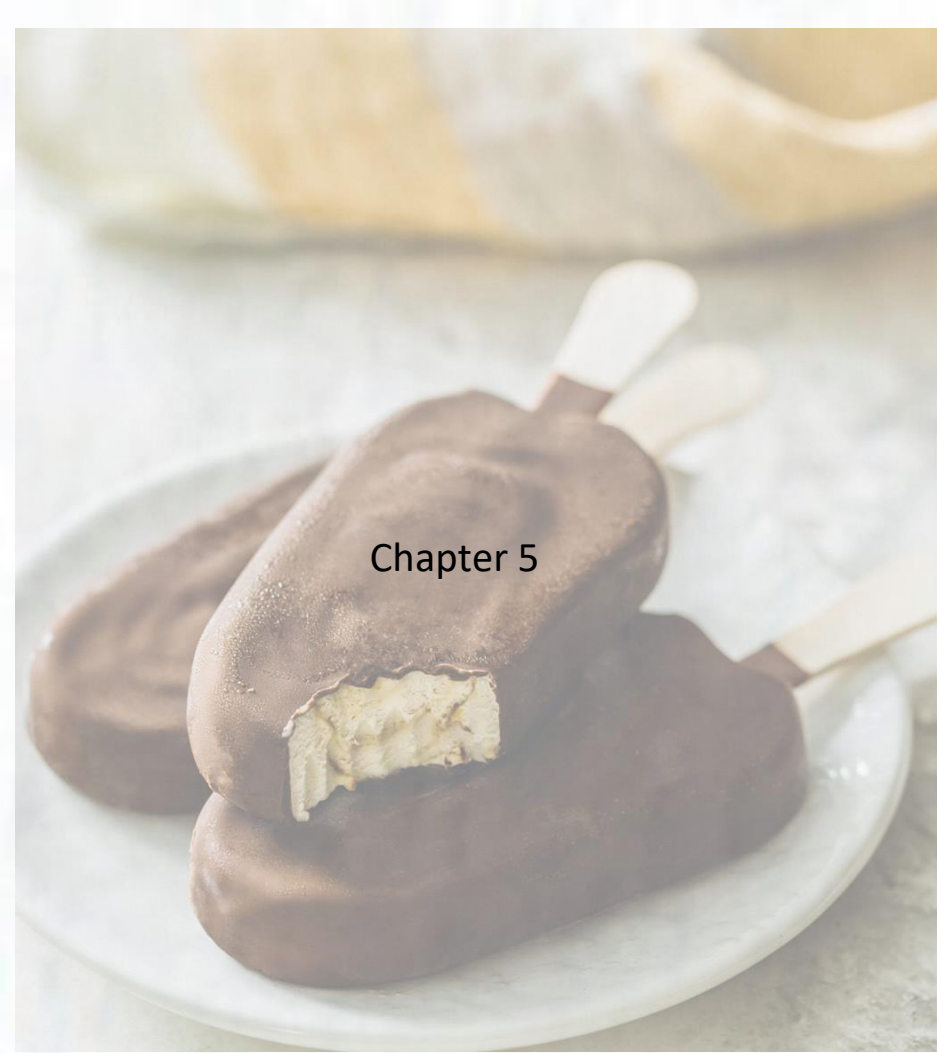
QSR

Burgerville Teams Up with Coconut Bliss to Create Plant-Based Vegan Shake

INDUSTRY NEWS | MAY 24, 2019



It's one of the first plant-based shakes to be offered year-round at a restaurant chain.

A photograph of three chocolate-covered ice cream sandwiches on a white plate. The sandwiches are arranged with one in the foreground, one behind it, and one to the left. The foreground sandwich has a bite taken out of it, revealing a light-colored, creamy filling. The background is slightly blurred, showing a wooden bowl and a light-colored surface.

Chapter 5

And Recovery

Chapter 5: And Recovery

Our pivot strategy:

Alternatives to sampling

Insider and advocacy platform

WOM rewards programs

IGTV

Retailer Influencer Campaigns

DTC / E-Comm

Next level branding update

Additional sizes for sampling, foodservice, mass/club & convenience

Investor partnership with like minded holding company

...and then 2020 happened

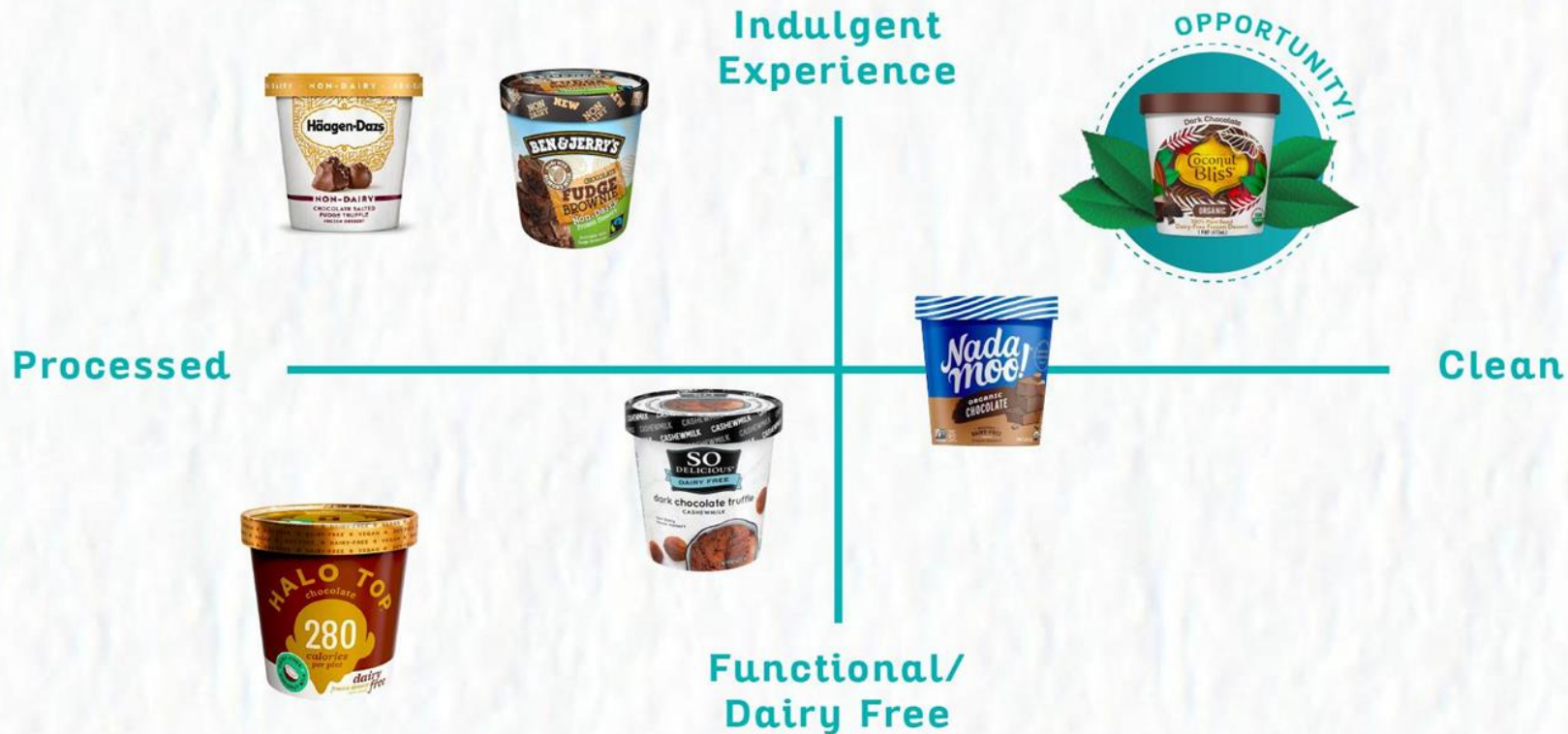
Good News: people eat ice cream when they are stressed (a.k.a. quarantined)

Bad News: no sampling, no events



OPPORTUNITY

Indulgent experience with a clean, worry-free label



A photograph of a light-colored bowl filled with several scoops of ice cream, likely vanilla with chocolate chips. The bowl is placed on a light-colored wooden surface. The background is softly blurred, showing a white and blue patterned cloth. The text "Thank you!" is overlaid in a bold, black, sans-serif font in the center of the image.

Thank you!

“Eat [good] food,
Not too much,
Mostly plants”

- Michael Pollan