



# Introducing Happy Planet Extreme Gold with Ethically Sourced Turmeric

## Turmeric Key Facts

### #1 Benefit – Acts as an Anti-Inflammatory

- Acts as an Anti-Oxidant (fights free radicals)
- Regulates Blood Sugar Levels
- Relieves Arthritis
- Relieves Digestive Issues
- The Bio-Availability of Curcumin within Turmeric increases with added Fats & Black Pepper – our Extreme Gold contains Coconut Cream & Black Pepper.
- Ideal dosages of powdered Turmeric form is 2-4g per day. Our Extreme Gold contains 750mg per 250ml serving which equates 1/3 of a consumer's recommended Daily Dosage.

- ✓ Newly Refreshed Extreme Packaging with Call out to our Ethical Sourcing on front of pack
- ✓ No Sugar Added – Just Real Fruits
- ✓ Fair trade Certified Turmeric, Organic Turmeric, Non-GMO, Vegan

#### Launch Date:

April 15<sup>th</sup> 2019

Sizing: 900mL

SRP: \$5.99 (line priced)





## → HUGE OPPORTUNITY IN FRESH SMOOTHIE CATEGORY

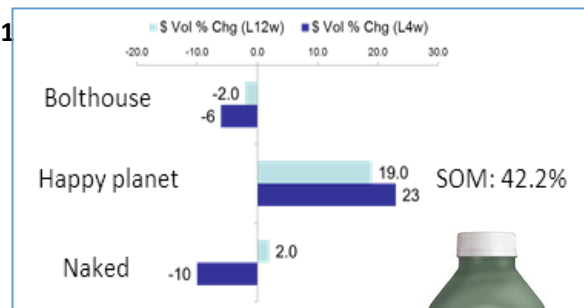
- \* The number of products using turmeric across conventional & natural channels nearly doubled in the U.S. in the period 2016-2017 <sup>3</sup>
- \* According to Harvard Medical School publication, “Many major diseases that plague us including cancer, heart disease, diabetes, arthritis, depression, Alzheimers have been linked to chronic inflammation”.
- \* 580 published human studies on its benefits (with inflammation the single-largest area of research) <sup>4</sup>
- \* 800% increase in Google searches on turmeric in the period 2014-2016 <sup>4</sup>

## → CONSUMERS WANT MORE FROM SNACKS

- \* Consumers want health & indulgence (beyond energy, hunger, and junk food)<sup>2</sup>
- \* 52% said they would pay more for food and beverage products that were sourced under ethical and sustainable means <sup>6</sup>
- \* Consumers want to buy local and two thirds of Canadians have bought local in the past 6 months

## → HAPPY PLANET IS PERFECTLY POSITIONED TO DRIVE HEALTHY SNACK CATEGORY GROWTH

- \* **Fastest growing** smoothie brand in L52Wks<sup>1</sup>
- \* **Trusted brand:** 42% brand loyalty & 70% awareness to purchase conversion <sup>6</sup>
- \* **Loved brand:** aspirational, recognized as healthy, natural, local & socially responsible <sup>6</sup>
- \* **Pioneer** in all natural food & beverages
- \* **Independent Canadian company** started in 1994 in Vancouver



WWW.HAPPYPLANET.COM  
1-800-811-3213

Sources: 1. Source: Nielsen MarketTrack - National GB+DR+MM - L52w ending October 13, 2018 2. Mintel Snacking Eating Habits Canada Sept 2016 3. SPINScan Conventional Multi-Outlet, powered by IRI Worldwide, 52 weeks ending November 5, 2017 4. Nutraceuticals trend report - [https://www.nutraceuticalsworld.com/issues/2016-11/view\\_features/key-trends-in-functional-foods-beverages-for-2017/](https://www.nutraceuticalsworld.com/issues/2016-11/view_features/key-trends-in-functional-foods-beverages-for-2017/) 5. Mintel: Global New Products Database 6. HP Smoothies mini U&A Dec. 2016