

sweet[®]
freedom
always sweet, always natural

we make
healthy taste great



hello you



Hi

We thought it was about time we introduced the wonderful world of Sweet Freedom® to you. We have been in the market for a while, but we feel we are about to hit the sweet spot of macro trends coming together.

- ✓ **Vegan** – All our range is vegan
- ✓ **Allergen Free** – All our range is free from all 14 allergens
- ✓ **Healthy** – We are low in calories and no refined sugar nor any sweeteners
- ✓ **Tasty** – We have numerous great taste awards across our entire range
- ✓ **Non HFSS** – All our Choc Shots and Syrups are non HFSS
- ✓ **Non-GMO** – All our range is GMO free
- ✓ **Palm Oil Free** – All our range is free from palm oil

We believe that this product would be perfect for this market and would love to speak to any distributors, agents and/or retailers

Firstly, let us tell you a little bit more about us.



About us

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sweet[®] freedom

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A highly engaging and better-for-you brand focused on making healthy taste great

All-natural sweet syrups and spreads range that is entirely vegan and plant-based and significantly lower in sugar, fat and calories than the traditional alternatives

A better choice for health-conscious consumers seeking to add sweetness and indulgent taste to their diets



Sweet Freedom Overview

Multi award winning range... 13 Great Taste Awards!



Consumer groups to bring NEW customers to your shelf

- ✓ Plant based & vegan
- ✓ Palm oil free
- ✓ Sustainable
- ✓ Cruelty free
- ✓ All natural
- ✓ Foodies



- ✓ Made in UK

- ✓ Dieters (Slimming World & WW etc)
- ✓ Diabetics
- ✓ High or source of fibre

- ✓ Allergen free
- ✓ GMO free
- ✓ Refined sugar free
- ✓ Maltitol free
- ✓ Sucralose free
- ✓ Low in fructose

Fast growing challenger brand, highly engaged fans



81.9k followers (top 1%)



100k opt-in e-mail email subscribers



122k followers, 4.9/5 rating



1m members



11.9k followers (only just launched), already viral with over 400k views



5m members

Wellness and sustainability at its heart



Deborah Pyner & Tina Larcombe co-wrote four low Glycaemic Load diet and health books published by Harper Collins (5-page serialisation in The Times), and printed in Europe, US and Russia



Searching for healthy sweetness for their recipe books inspired them to create their innovative, first to market Sweet Freedom range. They continue at the helm of the business with wellness and sustainability the ethos of their fast growing brand which meets SO many consumer needs



Free From Palm Oil



Charity Profit Share
10% of profits PETA



Cruelty-free brand.



100% Recyclable

Why our products?

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The CHOC SHOT range



Salted Caramel, Orange Spice, Mint, Brownie



Coconut, Coffee, Fudge, Raspberry

- The first liquid hot chocolate to market
- Vegan – no dairy – most chocolate powders have dairy
- Only 13 calories per teaspoon
- 95% fat free
- High in fibre
- Multiuse – for drinks AND drizzling (powdered hot choc only has one use and is seasonal) and baking

HOT CHOCOLATE: no powdery lumps...

DRIZZLE: porridge, pancakes, waffles, yoghurt, desserts, fresh fruit

BAKE: replace sugar and cocoa in recipes

Size: 350g

Cases: 1 x 6 cases

Clean label products

- ✓ **No preservatives**
- ✓ **Free-from:** None of the ingredients used contain any of the 14 major food allergens including dairy, gluten or nuts
- ✓ **No GMOs:** Genetically modified organisms
- ✓ **Fibre:** All products are high in or a source of fibre
- ✓ **No refined or artificial sugars:** Sweetened only with fruit
- ✓ **Safe for children under one:** Unlike honey, Sweet Freedom is safe to be consumed by children of all ages
- ✓ **No maltitol:** Maltitol can cause gastrointestinal upset in children and IBS sufferers
- ✓ **No xylitol:** Xylitol can be fatal if consumed by dogs
- ✓ **Sucralose (Splenda):** Kills good bacteria in the gut, increases appetite, linked to cancer, not bake stable at high temperatures, not metabolized by the body, and not broken down by sewage treatment with long term environmental effects unknown!



Ingredients:

Sweet Freedom® natural fruit extracts (carob & apple), cocoa, water, rapeseed oil, natural flavour

Clean label products



Ingredients:

Sweet Freedom® natural fruit extracts (carob & apple), natural flavour 7 colour

CARAMEL SYRUP v. Vedrenne



Ingredients:

Sweet Freedom® natural fruit extracts (carob & apple), cocoa, water, rapeseed oil, natural flavour

CHOC SHOT v. Skinny



Ingredients:

Sweet Freedom® natural fruit extracts (carob & apple), cocoa, water, rapeseed oil, natural flavour

CHOC SHOT v. Options



Ingredients:

Sugar Syrup, Flavourings and Colouring E150b (Sulphites), Water, Acidifying Agent: Citric Acid, Preservative Agent: E202
Contains Sulphur Dioxide/Sulphites



Ingredients:

Water, Thickeners (Sodium carboxy methyl cellulose, Xanthan gum), Flavouring, Cocoa Powder, Colour (Caramel E150d), Salt, Acid (Lactic Acid), Sweetener (Sucralose), Preservatives (Potassium sorbate, Sodium benzoate)



Ingredients:

MILK permeate powder, fat-reduced cocoa powder (21%), sugar, thickeners (acacia gum, xanthan gum), Belgian chocolate (7%), (sugar, cocoa mass, fat-reduced cocoa powder, flavouring), dried glucose syrup, skimmed MILK powder, coconut oil, whole MILK powder, salt, emulsifier (SOY lecithin), sweetener (aspartame), anti-caking agent (E551), flavouring, stabiliser (E340)

CHOC POT chocolate spread



- The first vegan (no dairy), healthy and palm oil free chocolate spread to market
- Tastes GREAT
- Only 14 Calories per teaspoon
- The lower fat and calorie alternative to Nutella & Jim Jams
- High in fibre
- 10% of profits to PETA animal charity – People for the Ethical Treatment of Animals

SPREAD: toast, pancakes, rice cakes, oatcakes, crumpets...

ICE: cakes, muffins and all better for you bakes...

Size: 250g

Cases: 1 x 6 cases



CHOC POT vs Leading chocolate spread

CHOC POT is far lower in fat, sugar and calories than Nutella



Nutritional Breakdown	Choc Pot (per 100g)	Leading Chocolate Spread (per 100g)
Energy (Kcal)	270g	541g
Total Fat	8.0g	30g
Saturated Fat	2.6g	11g
Total Carbohydrates	44g	59g
Sugar	37g	57g
Fibre	7.8g	3g
Protein	3.2g	5g
Salt	0.4g	0.1g

Leading Chocolate spread product composition



Source: Image from Consumer Centre in Hamburg, Jan 2017

Half the calories

74% less fat

34% less sugar

Palm oil free

Vegan

LOW CALORIE

Sweet Freedom CHOC POT truly delivers on 'Better for you' + Taste



LOW FAT

Per 100g	Calories	Fat Grams
CHOC POT	274	7.9
Jim Jams Hazelnut	497	36.7
Nutella	539	30.9
Natures Store	539	31.0
Vego Spread	561	36
Cadbury's Choc Spread	573	38
Meridian Choc Hazelnut	617	50.2
GU Choc Hazelnut	622	48

HIGH CALORIE

HIGH FAT



FLAVOURED SYRUPS



- The first 100% natural syrups with no refined sugar to market
- Only 13 calories per teaspoon
- Source of fibre
- Great Flavours – 2 x Great Taste Awards
- Multiuse unlike other watery coffee syrups

SWEETEN & FLAVOUR: coffee, frappes, milkshakes, smoothies...

DRIZZLE: porridge, pancakes, yoghurt...

BAKE: cakes, brownies, flapjacks...

Size: 350g

Cases: 1 x 6 cases

Sweet Freedom's SYRUPS range... lower in calories AND natural ingredients

LOW CALORIE



Natural Fruit Extracts (Carob & Apple), Natural Flavour & Colour

LOW SUGAR

HIGH SUGAR



Invert sugar syrup



Sugar, Water, Natural Flavouring, Acid: Citric Acid, Colour: E150a

Sugar Syrup, Flavourings and Colouring E150b (Sulphites), Water, Acidifying Agent: Citric Acid, Preservative Agent: E202 Contains Sulphur Dioxide/Sulphites














HIGH CALORIE

Per 100g	Calories	Sugars Grams
CAMEL SYRUP	278	61
Monin Caramel	309	76.4
Lyle's Golden Syrup	325	80.5
Vedrenne Caramel	360	60

Health & Wellness trends

Sweet Freedom products compare favourably to competitors

	Syrups				Chocolate Spreads				Hot Chocolate			
												
Vegan	✓	✓	✗	✓	✓	✗	✗	✗	✓	✗	✗	✗
No refined sugars	✓	✓	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗
No palm oil	✓	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✗
No GMOs	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✗	✗
No artificial sweeteners	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✓	✗
Free from all 14 food allergens	✓	✓	✓	✓	✓	✗	✗	✗	✓	✗	✗	✗
High in / source of fibre	✓	✗	✗	✗	✓	✓	✗	✓	✓	✗	✓	✓
No maltitol	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
No xylitol	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Price per 100g	£0.85	£1.00	£0.66	£1.20	£1.20	£0.90	£0.74	£1.25	£1.09	£0.95	£1.20	£0.63
Calories per 100g	277	298	329	309	267	539	494	622	268	387	394	413

Need a bit of inspiration?

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Summary

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Summary

- ✓ Hits key macro trends (vegan, health, natural)
- ✓ Non HFSS syrups and sauces
- ✓ Multi Use products
- ✓ 40+% margin
- ✓ Known brand
- ✓ Loyal consumer base
- ✓ New investment programme





THANK YOU!