

WELCOME

**BEST
—OF—**

SNIC 2023



1. Please make sure you are muted throughout the presentation and ensure your speakers are on and the volume is up.
2. If you accidentally disconnect, just log back in using the same link you started with.
3. If you have something you would like to say or have a question, please use the chat box to type your comments/questions.
4. This session is being recorded and will be available on the SNA website to rewatch on-demand.

TODAY'S SPEAKER



Joey Ford

**Customer Planning
Manager - C-Store & K-12**





KIND Snacks

K-12 Introduction

April 26, 2023





Agenda

KIND's Mission

Why KIND believes in K-12

Solution for HEALTHY & TASTY

K-12 Portfolio

Q&A





....But first, some Introductions!

K-12 Team



Tiffany Plemmons
Director C-Store & K-12



Joey Ford
Customer Planning
Manager C-Store & K-12



our mission

creating a kinder & healthier
world – one act, one snack at
a time

A man with short grey hair, wearing a dark jacket with a rainbow patch on the left chest and a blue t-shirt, stands in an office. The office has large windows, desks with computers, and a red vase on a desk in the foreground. The word "KIND" is overlaid in white text in the top left corner.

KIND



Our journey to 2025...

LIVE KIND

kinder to our bodies

By 2025, adding more than 2 billion servings of nutrient-dense foods to people's diets

kinder to our communities

By 2025, achieve 15,000 volunteer hours among the KIND team

kinder to our planet

By 2025, 100% bee-friendly almonds and packaging designed for recyclability

not-only-for-profit®

KIND and The KIND Foundation have been committed to giving back since day one.



Overarching Programming

Kinder to Our Bodies

we feel you shouldn't have to compromise between health and taste

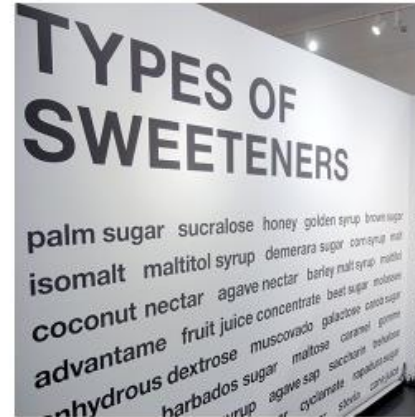
Our promise to you is that our products will always lead with a nutrient-dense first ingredient, such as nuts, whole grains or fruit – a disruptive notion that sparked the creation of a new healthy snacking category. We aim to challenge the status quo within the food industry and empower our community to make better, informed choices about health.



the kind promise



redefining healthy



understanding
sweeteners



exposing misleading
claims & hidden
ingredients



Overarching Programming

Kinder to Our Communities

Snack & Give Back



Serving Local Communities



Live KIND Fridays**

Frontline Support



FRONTLINE IMPACT PROJECT *

Connecting Classrooms



Empatico.*

*An initiative of The KIND Foundation

**Live KIND Fridays is an internal program enabling KIND team members to spend 1 Friday volunteering for a cause they care most about, each quarter. This is in addition to our annual Day of Service as well as other philanthropic opportunities unique to the KIND team (donation matching).



Empatico is a free platform that matches and connects K-8 classrooms across the world through live video

Kinder to Our Communities

Empatico is on a mission to prepare the next generation for an increasingly connected world in which being able to navigate cross-cultural relationships with empathy is vital for success.







Sustainability Journey

Kinder to Our Planet

we believe that whole nutrition and a healthy planet go hand in hand

We are on a journey to collaborate with farmers, suppliers, researchers, and nonprofits to minimize our environmental impact and advocate for long-term solutions.



pollinator advocacy



rethinking packaging



powered by wind

KIND can be your solution for

HEALTHY & TASTY



KIND over-delivers

KIND has Unbeatable Brand Credentials¹



KIND K-12 Portfolio



KIND[®] Healthy Grains Bar

Q1 2023 Launch

KIND MADE WITH **5 SUPER GRAINS**

ingredients you can see & pronounce[®]

Oats & Honey



GLUTEN FREE | 100% WHOLE GRAINS

KIND MADE WITH **5 SUPER GRAINS**

ingredients you can see & pronounce[®]

Dark Chocolate Chunk



GLUTEN FREE | 100% WHOLE GRAINS

250 count bulk pack

- ✓ USDA Smart Snack Compliant
- ✓ Buy American Compliant
- ✓ Grains 1.0 Ounce-Equivalent

Spread KINDness



Agency Partner

- ✓ Only foodservice agency named to the School Nutrition Association Advisory Board
- ✓ Bidding, Sales & Food Shows
- ✓ ★ **Sample Requests** ★



**With a Taste Kids Love
and the Wholesome
Ingredients Parents Want**

**KIND Road Trip '23 – Come say Hi!
Food Shows & Events Nationwide**

Sponsor





KIND® Healthy Grains Bar

Satisfying Breakfast Occasions in K-12 Schools with a KIND Staple



Product Info

- ✓ Healthy Grains Bars are **Chewy with a Crunch®**, with the blend of 5 super grains providing a **differentiated texture** compared to most granola bars
- ✓ 1 Bar = 1 Whole Grain Equivalent
- ✓ Smart Snack Approved

Nutritional Win

- ✓ 150 Calories
 - ✓ 1.5g Saturated Fat
 - ✓ Made with 5 Super Grains*
 - ✓ 100% Whole Grains
 - ✓ Gluten Free
 - ✓ No Genetically Engineered Ingredients
 - ✓ 0g Trans Fat
- *OATS, MILLET, BUCKWHEAT, AMARANTH, QUINOA

Flavors

- Dark Chocolate Chunk
- Oats & Honey

Pack Size

- 250 Bulk Pack

Item Code

- Dark Choc Chunk – 762685
- Oats & Honey - 762686



KIND[®] Healthy Grains Bar

nutrition facts

Serving Size	1 bar (35g)	
	Amount / Serving	% Daily Value
Calories	150	
Total Fat	5g	6%
Saturated Fat	1.5g	8%
Trans Fat	0g	
Polyunsaturated Fat	1g	
Monounsaturated Fat	2.5g	
Cholesterol	0mg	0%
Sodium	95mg	4%
Total Carbohydrate	23g	8%
Dietary Fiber	2g	7%
Total Sugars	6g	
Includes 6g Added Sugars		12%
Sugar Alcohol	0g	
Protein	3g	
Vitamin D		0%
Calcium		0%
Iron		6%
Potassium		2%

Ingredients: Oats, cane sugar, tapioca syrup, canola oil, brown rice, millet, honey, coconut, buckwheat, brown rice flour, amaranth, oat flour, sea salt, quinoa, brown rice syrup, Vitamin E (tocopherols to maintain freshness).

Allergen Information: Contains coconut. May contain peanuts, tree nuts, soy and sesame seeds



nutrition facts

Serving Size	1 bar (35g)	
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Saturated Fat	1.5g	8%
Trans Fat	0g	
Polyunsaturated Fat	1g	
Monounsaturated Fat	2.5g	
Cholesterol	0mg	0%
Sodium	65mg	3%
Total Carbohydrate	23g	8%
Dietary Fiber	2g	7%
Total Sugars	8g	
Includes 8g Added Sugars		16%
Sugar Alcohol	0g	
Protein	2g	
Vitamin D		0%
Calcium		0%
Iron		6%
Potassium		2%

Ingredients: Oats, cane sugar, semi-sweet chocolate (sugar, chocolate liquor, cocoa butter, soy lecithin, vanilla extract), canola oil, tapioca syrup, brown rice, millet, honey, coconut, buckwheat, amaranth, molasses, brown rice flour, quinoa, sea salt, brown rice syrup, natural flavor, Vitamin E (tocopherols to maintain freshness).

Allergen Information: Contains coconut and soy. May contain peanuts, tree nuts and sesame seeds





THANK YOU - for all that you do!!!



BEST OF
SNIC 2023
Fresh Ideas for
School Nutrition
JANUARY 15-17, 2023 | SAN DIEGO, CA



BEST OF #SNIC23: KIND SNACKS
2 p.m. EDT April 26

Consider adding KIND Healthy Grains Bars to current & future school snack & meal plans!



KEYIMPACT
Sales & Systems, Inc.

Sample Requests

KISALES.COM



KIND Team - Tiffany & Savannah at SNIC23

THANK YOU!

