



ORGANIC
MANŪKO
LOVING LIFE

Product Concept & Commercialisation

Product Innovation Charter



Production should be scalable yet maintain its artisanal features and innovative flavours.



Appeal to Manuko's core customers who are health conscious, environmentally conscious and upper middle class.



The new product must use certified organic and vegan ingredients, be gluten free, utilise sustainable packaging. Products are required to be 12-months shelf stable.

Consumer Insights



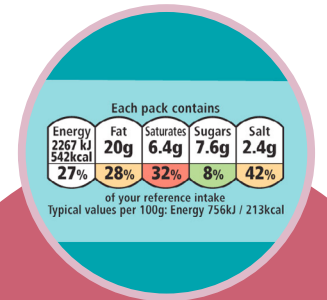
Snacks are mostly purchased by females in the household.



Snacks are replacing meals for time-poor Australians.



Australians are preferring healthier snacks.



Consumers are demanding more transparency and information about their products.

Target Market

Career & Kids Segment



Willing to pay more for premium products.



Concerned about household wellbeing; choosing healthier organic snacks.



Are more willing to try novel products.



Environmental concerns are a secondary factor in purchasing.

Introducing Manuko Indulgence

There seems to be this misperception that healthy meant boring, and we're here to change that. Healthy and delicious are not polar opposites, and we are here to

Manuko Indulgence. Indulgence in a bite.



Raspberry

Matcha

Banana

Introducing Manuko Indulgence

**MANŪKO
INDULGENCE**

- Indulgence in a bite -

PREMIUM
CHOCOLATE

- ✓ VEGAN
- ✓ ORGANIC
- ✓ DAIRY-FREE
- ✓ GLUTEN-FREE
- ✓ GMO FREE
- ✓ HAND CRAFTED
- ✓ AUSTRALIAN MADE



250g

Perfect for those who want to have just one bite of indulgence every so often.

Convenience for people on the go; seal up and take off.

Packaging that is attractive and appealing to the eye, showcasing Manuko's brand elements.

The packaging will be made out of NatureFlex, a certified (ADA) home-biodegradable material.



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Dark Chocolate



Peanut



Raspberry



Matcha

Flavours:

Peanut
Almond
Banana
Matcha
Orange
Raspberry

Business Case

Pricing Strategy



Business Case



Manuko Indulgence is expected to have an RRP of \$8.00 with an initial price point of between \$6-\$7 to push market penetration.

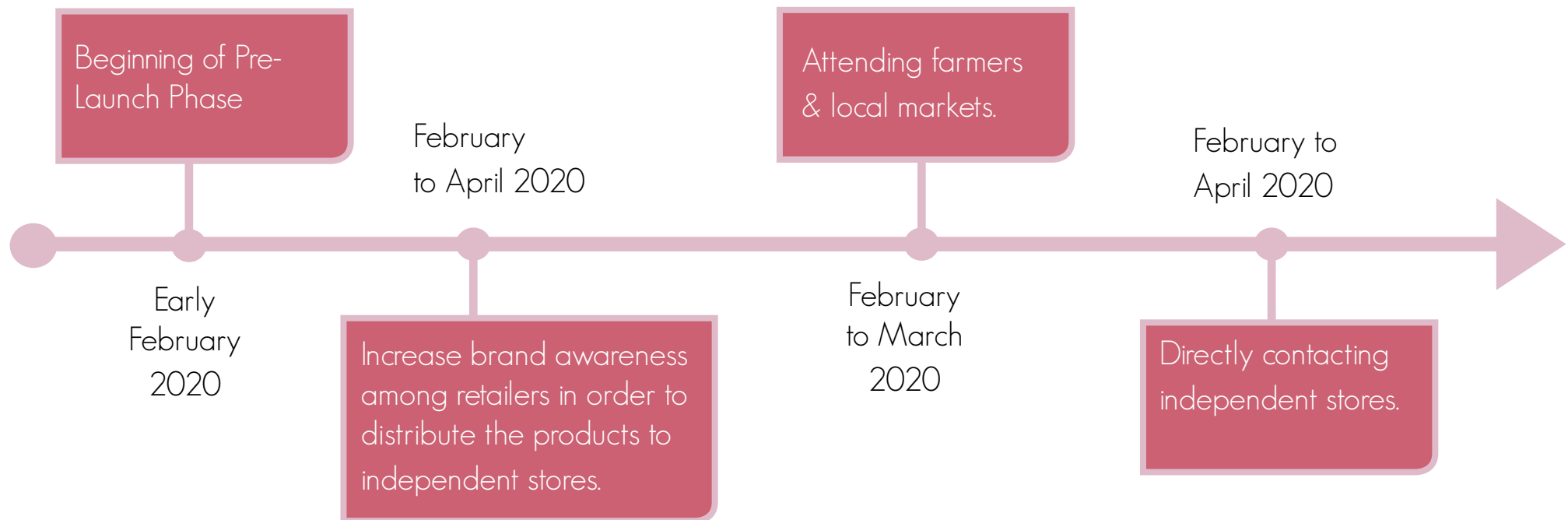


Manuko Indulgence are expected to sell 50,000 units in Y1.

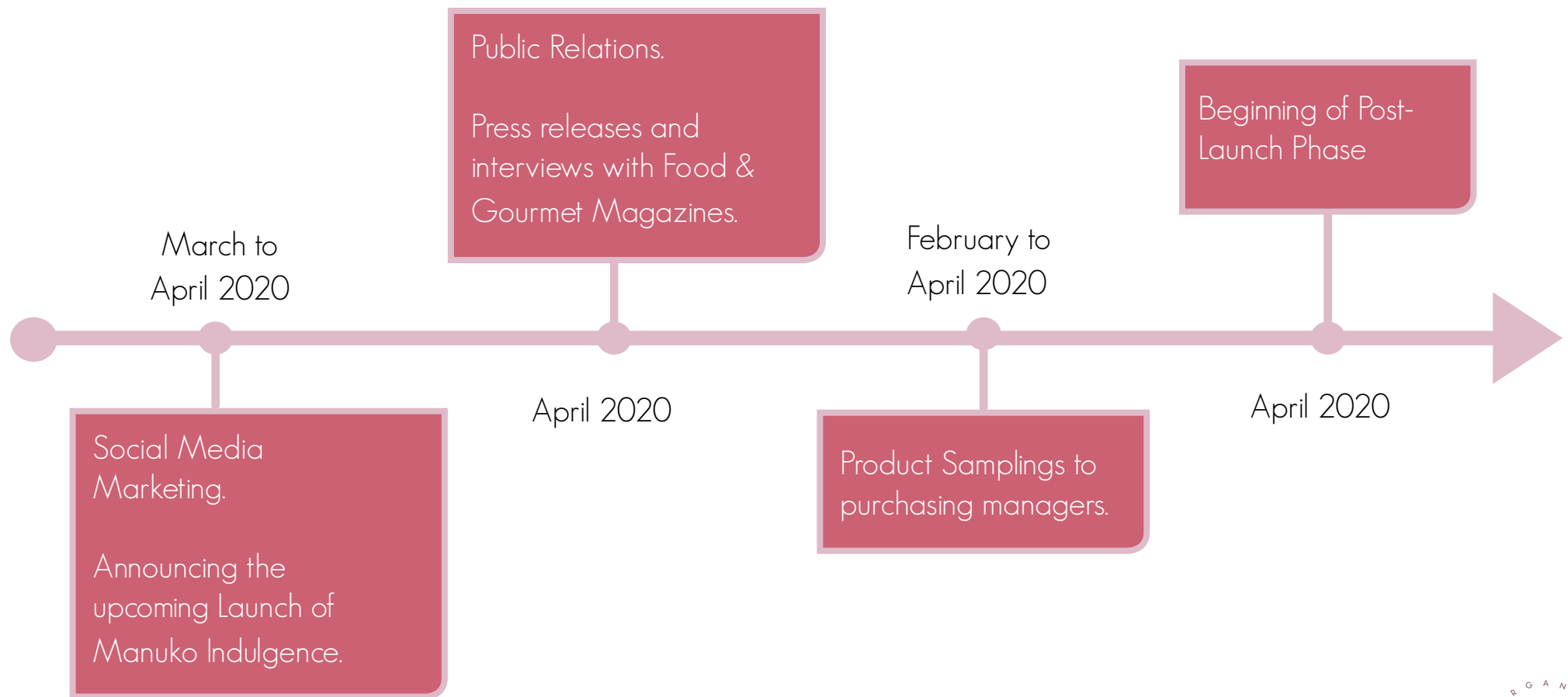


Initial sales push during holiday periods; Christmas, Easter, and Mother's Day, leading into winter months.

Launch Timeline



Launch Timeline



Thank you for your time.

