



# Güsto<sup>TM</sup>

**WASTE LESS. SNACK MORE. DO GOOD**

October 2023

PRIVATE & CONFIDENTIAL

# WHO ARE WE?

We are an ethical focused brand with a **purpose** to do good through healthy and innovative snacking.

We are on a mission to make **healthy** and **impactful** snacking available to all by serving over **1m UK consumers** by 2026, whilst **reducing food waste**.

Our vision is to create **innovative** products that act as a vehicle for **good** by changing consumers' **health** and the **environment** for the better.

# LITTLE SNACKS BIGGER IMPACT



## AIR-DRIED APPLE CRISPS WITH A COCONUT TWIST

Imagine eating an apple with a coconut kick that makes you question your whole existence.... ok that's a bit of an exaggeration but you get the point.



## AIR-DRIED APPLE CRISPS WITH A MANGO TWIST

Apples are delicious, mangoes are delicious, so the choice was easy - immerse these two worlds together and see what happens - it's incredibly tasty!



## AIR-DRIED APPLE CRISPS WITH A DARK CHOCOLATE & SALTED CARAMEL TWIST

Our customers wanted to push the boundaries of innovation so they asked us to create this fantastic product full of flavour explosion and we did it.



## AIR-DRIED APPLE CRISPS WITH A MANGO & PASSION FRUIT TWIST

Well well well... who said that apples, mangoes and passion fruits can't come together? These fruits found love for each other and trust me they're a bang!



**LAUNCHING  
SOON**

# BE THE FIRST

Continuously advancing innovation

**APPLE CRISPS WITH A CHILLI TWIST**



Great taste review

No added sugar

Vegan

HFSS Compliant

Air- dried

High in fibre

Low calories





# SUSTAINABILITY AT THE CORE OF OUR BUSINESS



Through sustainable manufacturing processes, we use 100% of our fruits including skin, core, and pips without wasting any of it.





A unique crunchy fruit crisps created using a patented technology that merges **quality, health, sustainability,** and **innovation** into one product.



"I am still impressed by how crispy it is!"

**Dany - amazon customer**

# WHAT EXACTLY ARE WE OFFERING?



## Wonky Fruit

**Sustainability** is the goal. Our primary **input source** is **wonky fruits**.



## 20g pack

**Smaller pack sizes,** means **lower calories per bag** and are easier to finish -- **eliminating waste.**

**SUSTAINABILITY**



## Air dried

We don't **fry**, we **dry** to maintain a low calorie snack and preserve all the **nutrients** in our products.



## High in fibre

**High in fiber, feeds** the **good bacteria** in your gut.

**HEALTH**



## More flavours

**"Unboring"** the snack industry with **Unique flavours** and snacking **prepositions.**



## Vegan

We use only **natural** and **plant** based ingredients.

**TWIST & FUN**



## A GREAT RESPONSE FROM CONSUMERS

What are they saying about our products?

Gusto snacks is rated excellent on Trustpilot



Invited

6 Sept 2021

### Super tasty healthy snacks

Super tasty healthy snacks. The mango flavoured ones are our favourite! They're also perfect for lunch boxes and for snacking on the go! I also love the fact that wonky fruit is being used! 10/10 from me!



22 Feb 2021

Really enjoyed my Gusto wonkey crisps...

Really enjoyed my Gusto wonkey crisps snacks. My favourite flavour was the mango! Will definitely purchase these as perfect bag snack and my five year old also enjoyed. Arrived quickly and friendly service Thankyou



4 Mar 2021

### Great family snack

Great family snack

We've been really enjoying these as d they have great nutritional value. Also helps that they're super tasty so the kids love them  
Really recommend



22 Feb 2021

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Invited

23 Feb 2021

### Lovely product

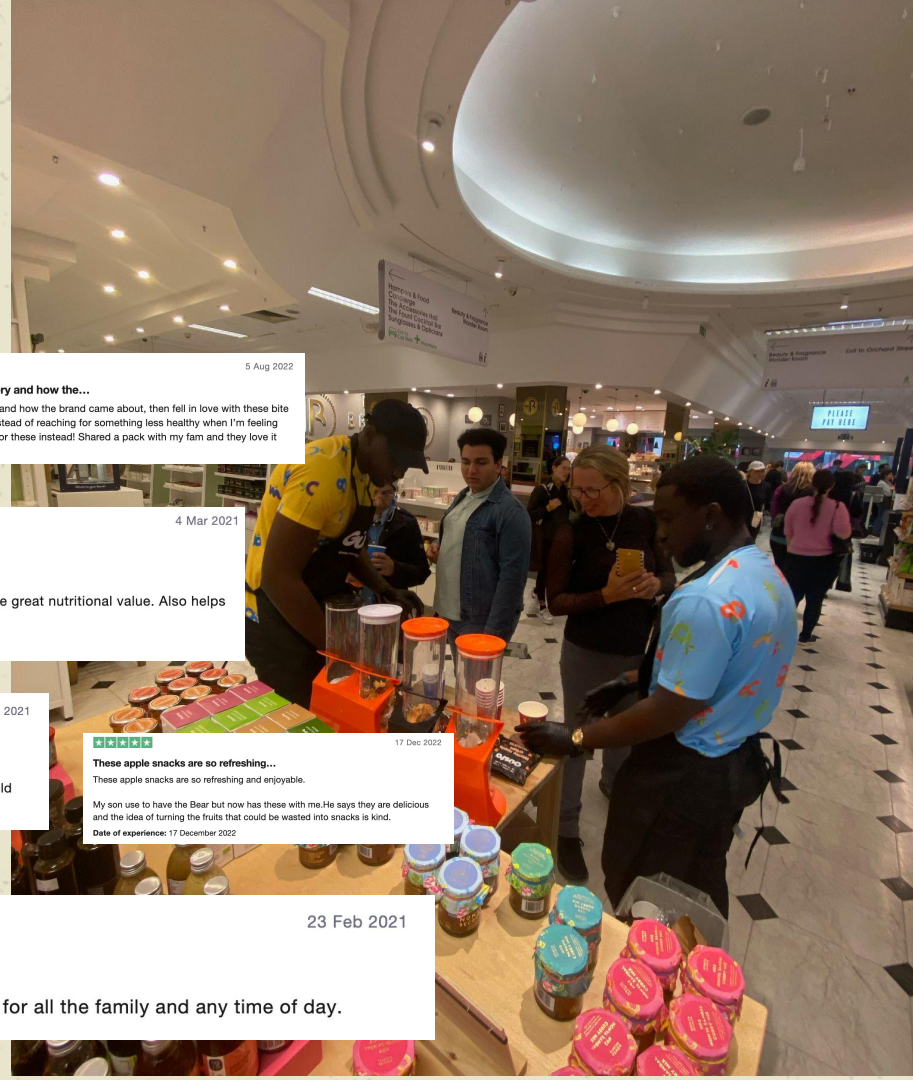
Lovely product, good quality. Suitable for all the family and any time of day.



5 Aug 2022

### Firstly loved the story and how the...


Firstly loved the story and how the brand came about, then fell in love with these bite sized tasty snacks. Instead of reaching for something less healthy when I'm feeling peckish I'll reach out for these instead! Shared a pack with my fam and they love it too



"A HEALTHY PRODUCT THAT FEELS LIKE A TREAT,  
BUT WITHOUT ANY OF THE DOWNSIDES."  
Amazon customer



# Why stock us.

- Let's support your sales with marketing activities.
- Stock the most innovative snack product in the air-dried fruit category. 
- Educate customers to become more conscious consumers and improve their wellbeing through our snacks.
- Choose a brand that complies with the new HSFF regulations and position your business for the future of retail





# RETAIL CASE STUDY

Consumers are clearly taken steps to be healthier by being selective in their food choices.

Recognition of a healthy diet as more holistic has significantly increased and are ready to pay attention to new challenger brand such as Gusto Snacks that brings something unique to the market.

We launched our product in **Selfridge** and their customers loved our snacks resulting in selling **8 packs a day** per store



# THE AMAZING PARTNERS THAT WE WORK WITH

amazon

SOCIAL  
SUPER  
MARKET

WHSmith  
EST • 1792

D DIVERSE  
FINE FOOD

SELFRIDGES & CO

FODABOX

CLF  
in it together





## Specification

Product	Unit/Pack	Format	Packs per Case	Pallets
Wonky apple crisps with a mango & passion fruit twist (20g)	20g	Case	12	216 cases
Wonky apple crisps with a mango twist (20g)	20g	Case	12	216 cases
Wonky apple crisps with a dark chocolate & salted caramel twist (20g)	20g	Case	12	216 cases
Wonky apple crisps with a coconut twist (20g)	20g	Case	12	216 cases





THANK Ü

