



— 1987 —

Healthy joy of life!

FIN'SNACK
05.2024

AGENDA

MARKET TRENDS AND DATA

OUR OFFER

LOGISTICS DATA





— 1987 —

MARKET TRENDS AND DATA



MARKET TRENDS



**nurturing nutritional
needs**



clean label

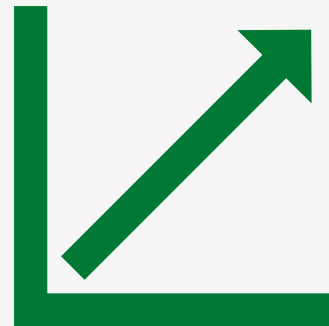


snacking

VALUE OF THE SNACKS MARKET WORLDWIDE

1,48
billion USD

value of the snacks market worldwide



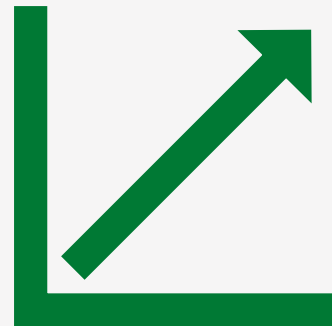
global **snacks market size** was estimated at **USD 1,483.14 billion in 2022** and is expected to grow at a compound annual growth rate (CAGR) of **2.8% from 2023 to 2030**.

2,8%

VALUE OF THE SNACKS MARKET IN POLAND

17,6
mld PLN

**annual value of the snacks market
in Poland**



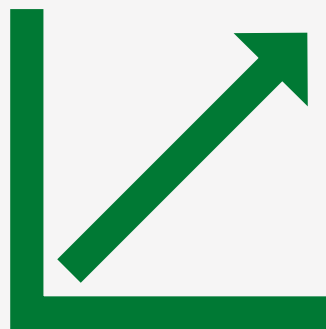
**According to Nielsen data, salty categories
recorded an increase in sales**

6,7%

VALUE OF THE CHIPS MARKET WORLDWIDE

35,8
billion USD

global chips market

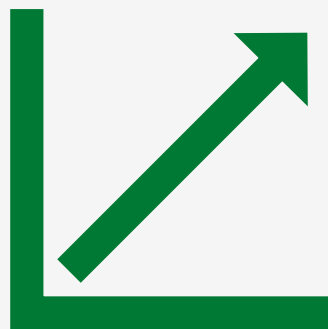


The **global chips market size** was **USD 35.8 billion in 2023** and is projected to reach **USD 51.2 Billion by 2032**, expanding at a **CAGR of 3.92% during 2024–2032**.

VALUE OF THE CHIPS MARKET IN POLAND

2,6
mld PLN

annual sales value of chips



according to Nielsen data, this is a category that is growing in value and quantity despite inflation



— 1987 —

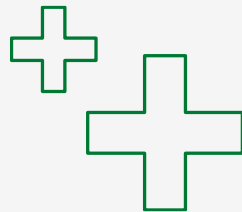
OUR OFFER



SNACK PORTFOLIO - EXTENSION OF THE OFFER



POPCORN 80g 3 SKU
FOR MICROWAVE



Novelty!

RYE SNACKS 100g
3 SKU



SNACK PORTFOLIO - EXTENSION OF THE OFFER



— 1987 —

FIN'SNACK 100 g rye snacks 3 SKU

- ✓ SWEET CHILLI
- ✓ MOZZARELLA & ONION
- ✓ SOUR CREAM

Novelty!



AVAILABILITY:
JULY 2024



**CHOOSE
WHAT YOU
LIKE**

FIN'SNACK 2 IN 1



FIN'SNACK

FINE TASTE



FINGER FOOD



FIBER SNACK



FIN'SNACK rye snacks



SOUR CREAM



MOZZARELLI & ONION



SWEET CHILI

MADE WITH:



**WHOLEGRAIN
RYE FLOUR**



WHEAT FLOUR



RAPESEED OIL



SPICE MIX

GRAPHIC LAYOUT

Novelty!

Strong color coding

Clear SUBBRAND
marking

Bilingual packaging
(EN / PL)

Apetizers with serving
suggestions



Reinforced and clear identification
KUPIEC brand

Dual functionality
communication

The most important
distinguishing features on the
packaging

Project that fits into
packaging trends



SHAPE AND APPLICATION



**CHOOSE
WHAT YOU
LIKE**



SNACK



**FAVORITE
ADDITION**



FINGERFOODS

MAIN PRODUCT DIFFERENTIATIONS

Novelty!



**SNACK
FINGER FOOD**



- ✓ tasty and crunchy snack
- ✓ base for cheese, hummus, dips and sauces

**WHOLEGRAIN
RYE FLOUR**



- ✓ based on rye sourdough
- ✓ baked twice

NO PALM OIL



- ✓ clean label
- ✓ low salt content

**SOURCE
OF FIBER**



- ✓ source of beta-glucan
- ✓ positive effect on the intestinal microbiota

PRACTICAL INFORMATION

Novelty!



**CHOOSE
WHAT YOU
LIKE**

- ✓ convenient, handy 100g packaging
- ✓ alternative to traditional crispbread and chips
- ✓ perfect snack or base for your own compositions
- ✓ less salt
- ✓ clean label



BEST FOR WHOM?



- ✓ young women/youth
- ✓ 15-35 years old
- ✓ medium, large cities
- ✓ health-conscious people
- ✓ people who read labels and look for valuable products
- ✓ looking for alternatives to unhealthy chips, appreciating the taste of snacks
- ✓ looking for healthy snacks, as well as ideas for homemade finger foods
- ✓ people who like to party

**CHOOSE
WHAT YOU
LIKE**



WILL BE TESTED WHEN AND WHERE?



— 1987 —

SNACKS

Outside home

for dishes



for parties with friends



HEALTHY SNACK



for school



FOR TRIP



ALTERNATIVE TO TRADITIONAL CHIPS



— 1987 —

LOGISTICS DATA



LOGISTICS DATA

FIN'SNACK sour cream

Product code: 6040

EAN pcs 5906747179250

EAN box 5906747179281



FIN'SNACK mozzarella & onion

Product code: 6041

EAN pcs 5906747179243

EAN box 5906747179274

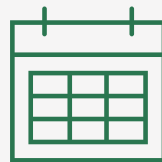


FIN'SNACK sweet chilli

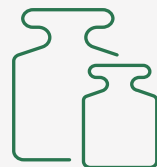
Product code: 6042

EAN pcs 5906747179267

EAN box 5906747179298



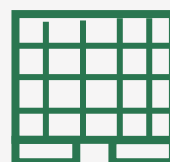
**330 days
(11 months)**



100 g



10 pcs in the outer box



**80 outer boxes on the pallet
800 pcs on the pallet**



FIN'SNACK 2 IN 1



WEIGHT
100 g



SHELF LIFE
11 months



AVAILABILITY
07.2024

CONTACT US



— 1987 —

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