

cravingly good™





NICE TO TREAT YOU!

Introducing Cravingly Good - your new go-to mini muffins. Packed with super ingredients, these clean, vegan snacks will be your new favourite craving to satisfy. Added bonus: they're cute to boot!





MUFFIN COMPARES

Top 7 allergen free. Kosher certified.
Made in Canada.



BRCS

Food Safety

CERTIFICATED



CURRENT SKU BASE



SUPER BERRY FUSION



PUMPKIN SPICE



CRANBERRY ORANGE



BANANA CHOCOLATE
MEDLEY



HOT COCOA
NEW





SUPER BERRY FUSION

Blueberries and Acai Berries

Ingredients: Water, Sugars (cane sugar, banana puree [bananas, citric acid, ascorbic acid]), Enriched wheat flour, Blueberries, Canola and/or soy oil, Cultured wheat starch, Oat fibre, Baking powder, Soy pulp, Matpe bean flour, Organic acai powder (organic acai pulp, organic maltodextrin), Palm and palm kernel and canola oil shortening, Modified corn starch, Rolled oats, Citrus fibre, Sea salt, Natural flavours, Fava bean powder, Monoglycerides, Xanthan gum, Enzymes, Ground turmeric.

Contains: Wheat, Soy.

Nutrition Facts	
Valeur nutritive	
Per 4 Muffins (112 g)	
pour 4 Muffins (112 g)	
Calories 310	% Daily Value*
% valeur quotidienne*	
Fat / Lipides 12 g	16 %
Saturated / saturés 1.5 g	8 %
+ Trans / trans 0 g	
Polyunsaturated / polyinsaturés 3 g	
Omega-6 / oméga-6 2 g	
Omega-3 / oméga-3 0.8 g	
Monounsaturated / monoinsaturés 6 g	
Carbohydrate / Glucides 49 g	
Fibre / Fibres 4 g	14 %
Sugars / Sucres 22 g	22 %
Protein / Protéines 4 g	
Cholesterol / Cholestérol 0 mg	
Sodium 460 mg	20 %
Potassium 75 mg	2 %
Calcium 200 mg	15 %
Iron / Fer 1.5 mg	8 %
* 5% or less is a little, 15% or more is a lot	
* 5% ou moins c'est peu, 15% ou plus c'est beaucoup	





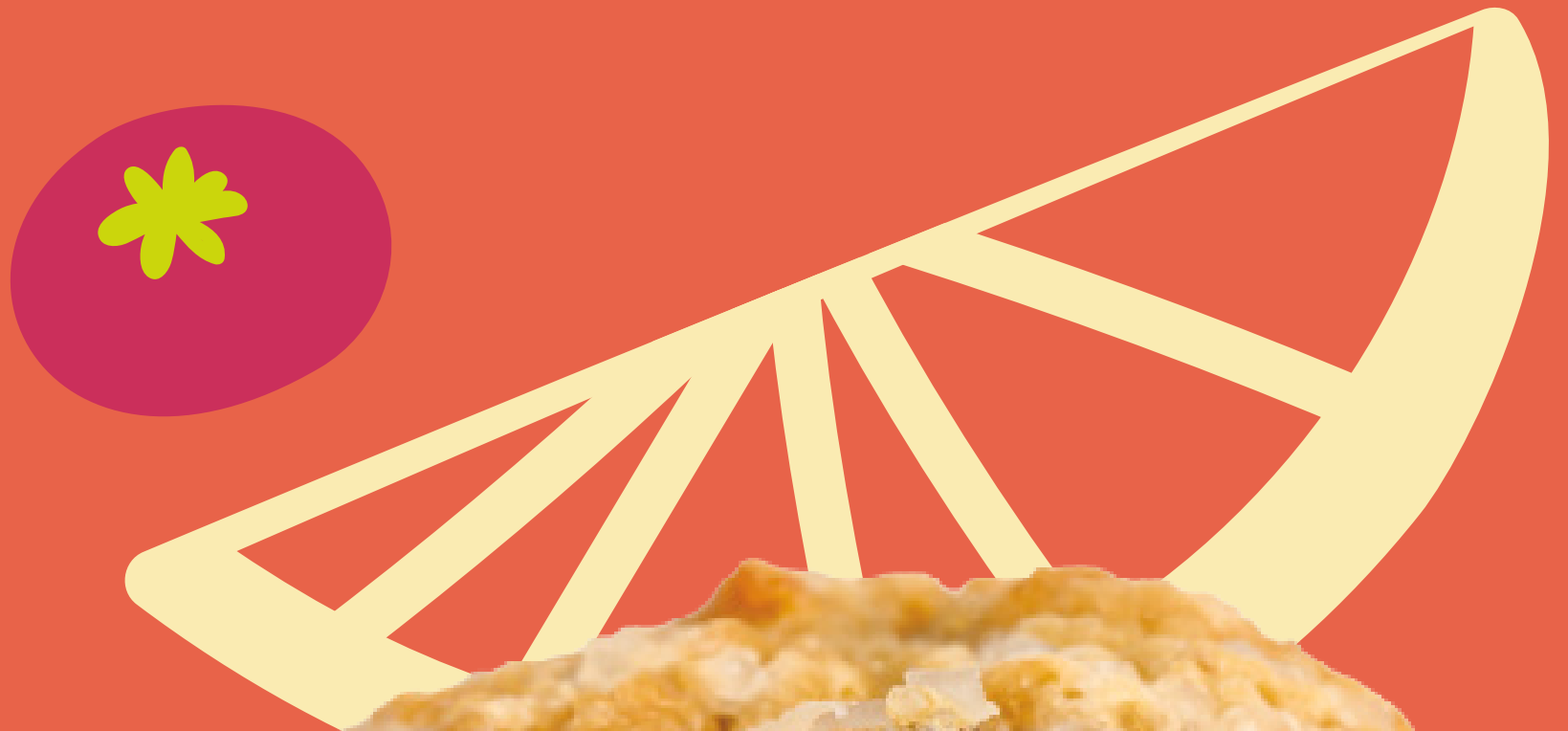
BANANA CHOCOLATE MEDLEY

Ingredients: Sugars (cane sugar, banana puree [bananas, citric acid, ascorbic acid]), Water, Enriched wheat flour, Cocoa powder, Canola and/or soy oil, Chocolate chips (sugar, unsweetened chocolate, cocoa butter), Soy pulp, Oat fibre, Cultured wheat starch, Baking powder, Natural flavours, Matpe bean flour, Modified corn starch, Citrus fibre, Rolled oats, Sea salt, Monoglycerides, Fava bean powder, Xanthan gum, Enzymes, Ground turmeric.

Contains: Wheat, Soy.

Nutrition Facts	
Valeur nutritive	
Per 4 Muffins (112 g) pour 4 Muffins (112 g)	
Calories 310	% Daily Value*
% valeur quotidienne*	
Fat / Lipides 10 g	13 %
Saturated / saturés 2.5 g	13 %
+ Trans / trans 0.1 g	
Polyunsaturated / polyinsaturés 2 g	
Omega-6 / oméga-6 1.5 g	
Omega-3 / oméga-3 0.5 g	
Monounsaturated / monoinsaturés 4.5 g	
Carbohydrate / Glucides 50 g	
Fibre / Fibres 4 g	14 %
Sugars / Sucres 24 g	24 %
Protein / Protéines 6 g	
Cholesterol / Cholestérol 0 mg	
Sodium 280 mg	12 %
Potassium 400 mg	9 %
Calcium 100 mg	8 %
Iron / Fer 7 mg	39 %
* 5% or less is a little , 15% or more is a lot	
* 5% ou moins c'est peu , 15% ou plus c'est beaucoup	





CRANBERRY ORANGE

Ingredients: Water, Sugars (cane sugar, banana puree [bananas, citric acid, ascorbic acid]), Enriched wheat flour, Sweetened dried cranberries (cranberries, sugar, sunflower oil), Canola and/or soy oil, Rolled oats, Orange pulp, Oat fibre, Cultured wheat starch, Soy pulp, Matpe bean flour, Baking powder, Palm and palm kernel and canola oil shortening, Modified corn starch, Sea salt, Citrus fibre, Monoglycerides, Natural flavour, Fava bean powder, Xanthan gum, Ground turmeric.

Contains: Wheat, Soy.

Nutrition Facts	
Valeur nutritive	
Per 4 Muffins (112 g) pour 4 Muffins (112 g)	
Calories 340	% Daily Value*
% valeur quotidienne*	
Fat / Lipides 12 g	16 %
Saturated / saturés 1.5 g	8 %
+ Trans / trans 0 g	
Polyunsaturated / polyinsaturés 3 g	
Omega-6 / oméga-6 2 g	
Omega-3 / oméga-3 0.8 g	
Monounsaturated / monoinsaturés 6 g	
Carbohydrate / Glucides 57 g	
Fibre / Fibres 4 g	14 %
Sugars / Sucres 29 g	29 %
Protein / Protéines 4 g	
Cholesterol / Cholestérol 0 mg	
Sodium 330 mg	14 %
Potassium 75 mg	2 %
Calcium 100 mg	8 %
Iron / Fer 1.5 mg	8 %
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PUMPKIN SPICE

Ingredients: Ingredients: Sugars (cane sugar, Banana puree (bananas, citric acid, ascorbic acid)), Enriched wheat flour, Water, Canola and/or soy oil, Pumpkin puree, Pumpkin seeds, Oat fibre, Cultured wheat starch, Baking powder, Matpe bean flour, Soy pulp, Rolled oats, Sea salt, Citrus fibre, Monoglycerides, Modified corn starch, Fava bean powder, Ground cinnamon, Natural flavour, Ground allspice, Ground ginger, Xanthan gum, Enzymes, Ground turmeric.
Contains: Wheat, Soy.

Nutrition Facts Valeur nutritive

Per 4 Muffins (112 g)
pour 4 Muffins (112 g)

Calories 340	% Daily Value*
	% valeur quotidienne*
Fat / Lipides 14 g	19 %
Saturated / saturés 1.5 g	8 %
+ Trans / trans 0 g	
Polyunsaturated / polyinsaturés 4 g	
Omega-6 / oméga-6 3 g	
Omega-3 / oméga-3 0.9 g	
Monounsaturated / monoinsaturés 7 g	
Carbohydrate / Glucides 50 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 23 g	23 %
Protein / Protéines 5 g	
Cholesterol / Cholestérol 0 mg	
Sodium 430 mg	19 %
Potassium 125 mg	3 %
Calcium 150 mg	12 %
Iron / Fer 1.75 mg	10 %

* 5% or less is **a little**, 15% or more is **a lot**
* 5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**





HOT COCOA

Ingredients: Sugars (cane sugar, banana puree (bananas, citric acid, ascorbic acid)), Water, Enriched wheat flour, Canola and/or soy oil, Chocolate chips (sugar, unsweetened chocolate, cocoa butter), Oat fibre, Baking powder, Rolled oats, Flavouring (natural flavour, tapioca flour), Modified corn starch, Monoglycerides, Citrus fibre, Sea salt, Enzymes, Cocoa powder, Fava bean powder, Natural flavour, Xanthan gum, Ground turmeric.

Contains: Wheat.

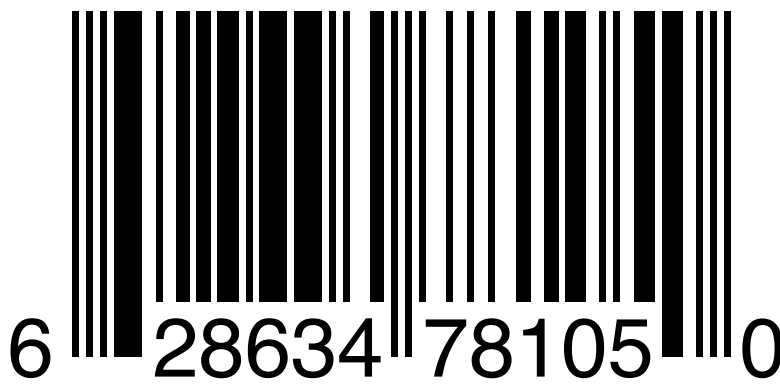
Nutrition Facts Valeur nutritive

Per 4 Muffins (112 g)
pour 4 Muffins (112 g)

Calories 380	% Daily Value*
	% valeur quotidienne*
Fat / Lipides 13 g	17 %
Saturated / saturés 2.5 g	12 %
+ Trans / trans 0 g	
Polyunsaturated / polyinsaturés 3 g	
Omega-6 / oméga-6 2 g	
Omega-3 / oméga-3 0.8 g	
Monounsaturated / monoinsaturés 6 g	
Carbohydrate / Glucides 63 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 32 g	32 %
Protein / Protéines 5 g	
Cholesterol / Cholestérol 0 mg	
Sodium 370 mg	16 %
Potassium 125 mg	4 %
Calcium 50 mg	5 %
Iron / Fer 4 mg	22 %

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MEET THE CRAVINGLY GOOD CUSTOMER

GEN Z WOMEN AGES: 15-20

YOUNGER FAMILIES

Obsessed with plant-based goodness
Flexin' on flavors - savvy, conscious,
tasty, and a total mood boster!

Targeting those that embrace plant-based choices for a sustainable future, promoting eco-friendly lifestyles, taste, and well-being.

MILLENIAL MOM WOMEN AGES: 22-35

YOUNGER FAMILIES

Consumer: All Family (women, men,
school age children)
Added to food or drink (coffee) /
As an ingredient (cooking, smoothies)/
Drink by itself

Targeting those in "parent mode"
who are establishing preferences
that define self and parenting style
in a lifestyle of enjoyment, nutrition
and well-being.

XENNIAL MOM WOMEN AGES: 30-45

FAMILIES

Consumer: All Family (women, men,
school age children)
Added to food or drink (coffee) /
As an ingredient (cooking, smoothies)/
Drink by itself

Target those in "parent mode" who are
establishing preferences that define
self and parenting style in a lifestyle of
enjoyment, nutrition and sustainability.



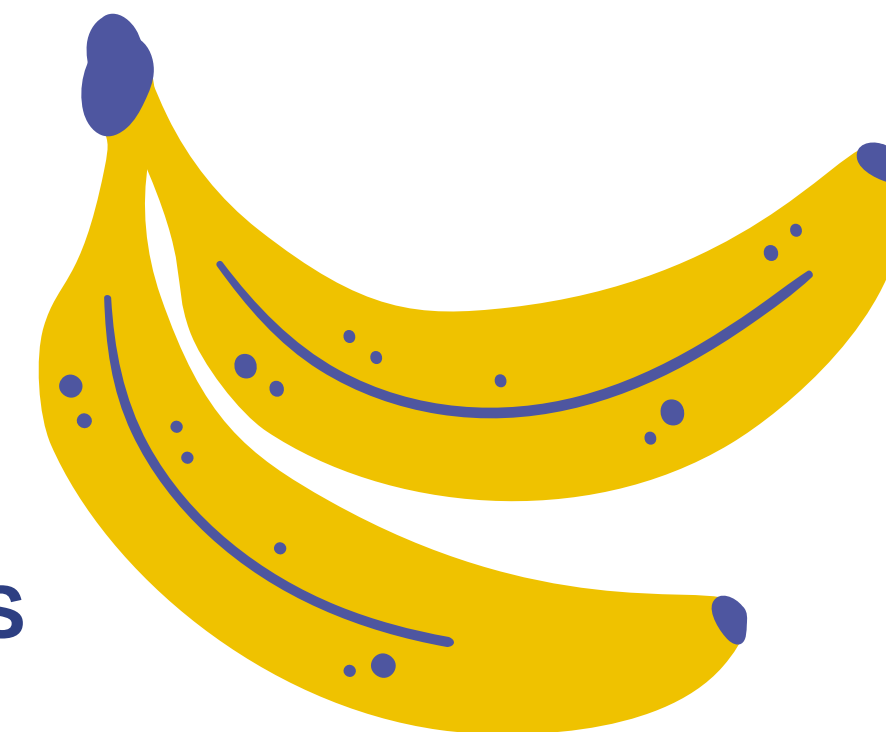
CONSUMER & MARKET TRENDS

PLANT-BASED FOODS
GREW AT **+8%** IN 2021
AND WILL CONTINUE TO
GROW IN THE YEAR AHEAD.

TWO THIRDS OF CONSUMERS
SAY THEY EAT PLANT-BASED
FOODS 'FREQUENTLY'*

Eight-in-ten (80%) Canadians
eat plant-based foods.

Two-thirds (67%) consume
plant-based foods 'frequently'.

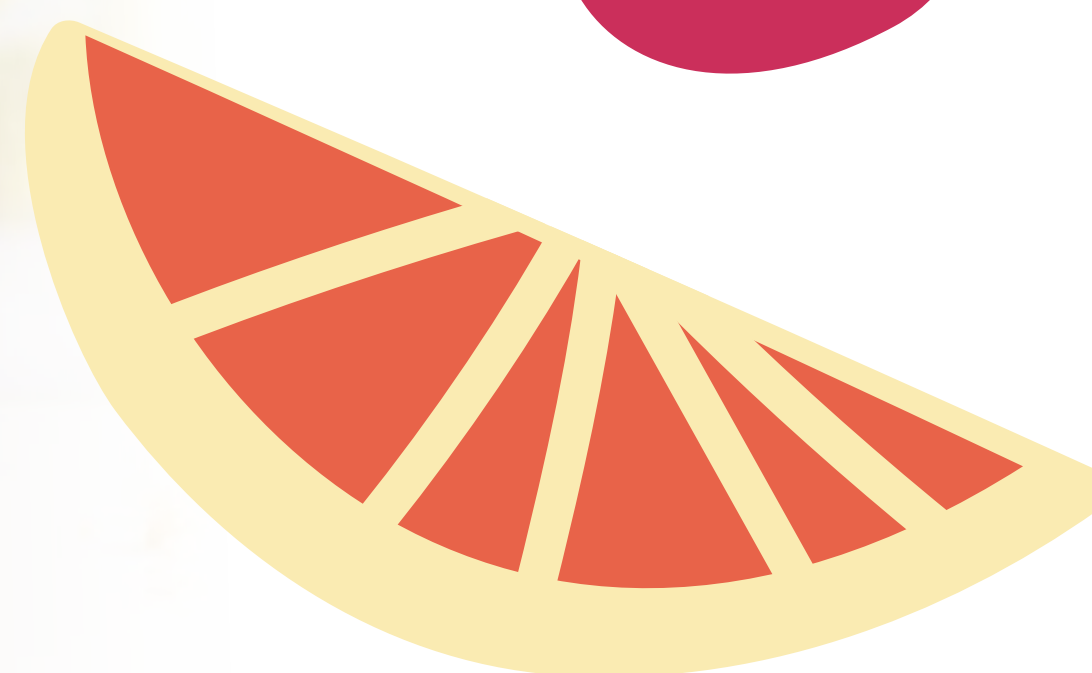
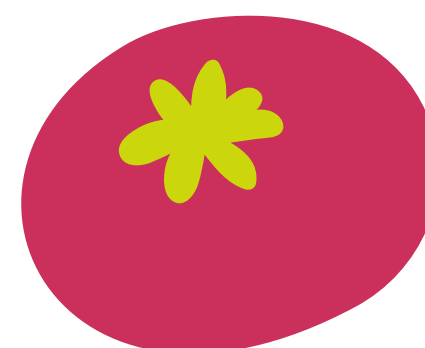
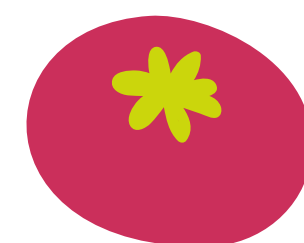


SNACKTIME IS THE
NEW MEALTIME**

63% prefer to eat many small
meals throughout the day
versus a few large ones

89% eat at least one snack daily
for substance and one for
indulgence

51% replace at least one meal
with a snack

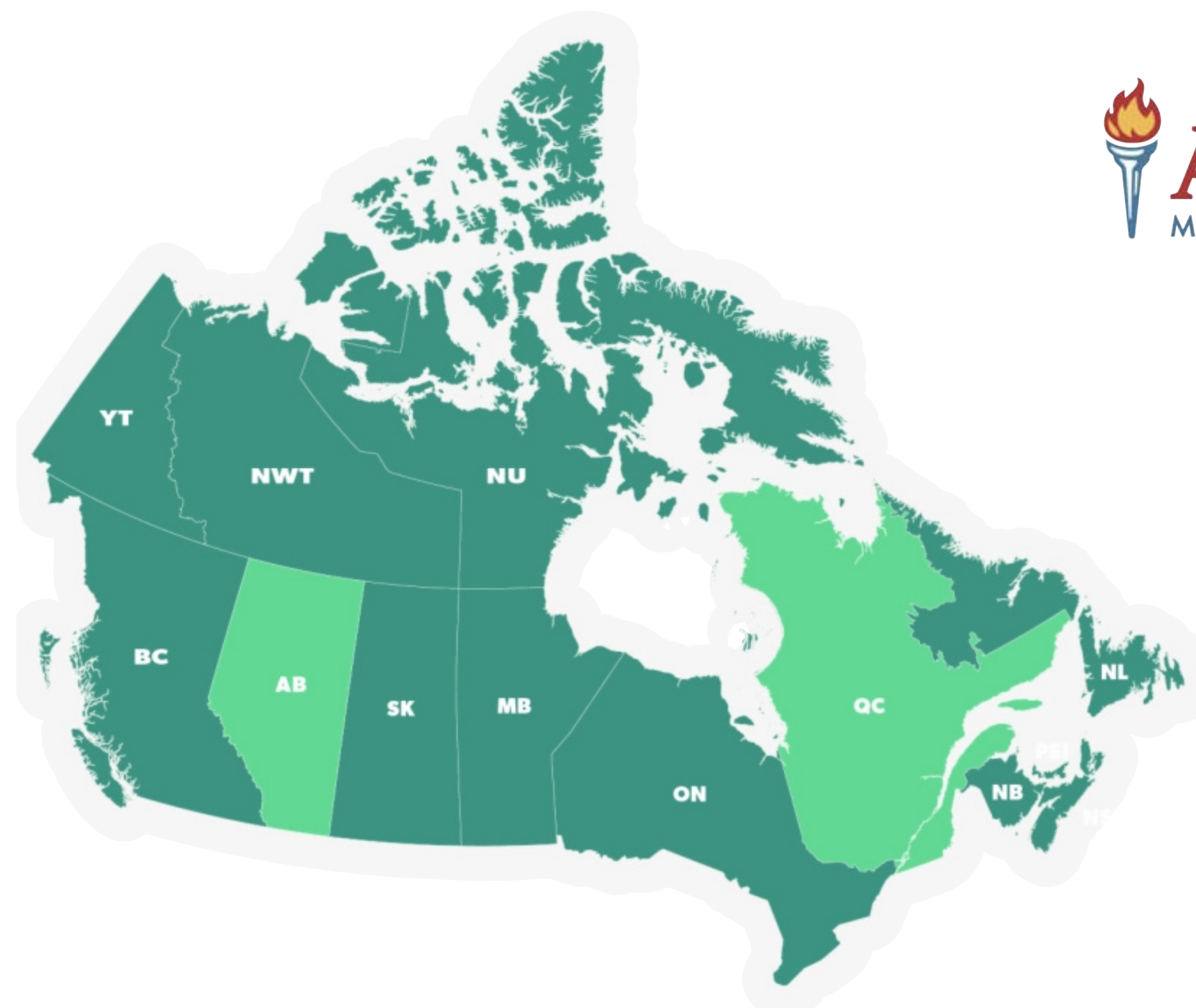


* <https://www.plantbasedfoodscanada.ca/retail-sales-research>

** state of snacking 2021 global consumer snacking trends: canadian insights, mondelez international

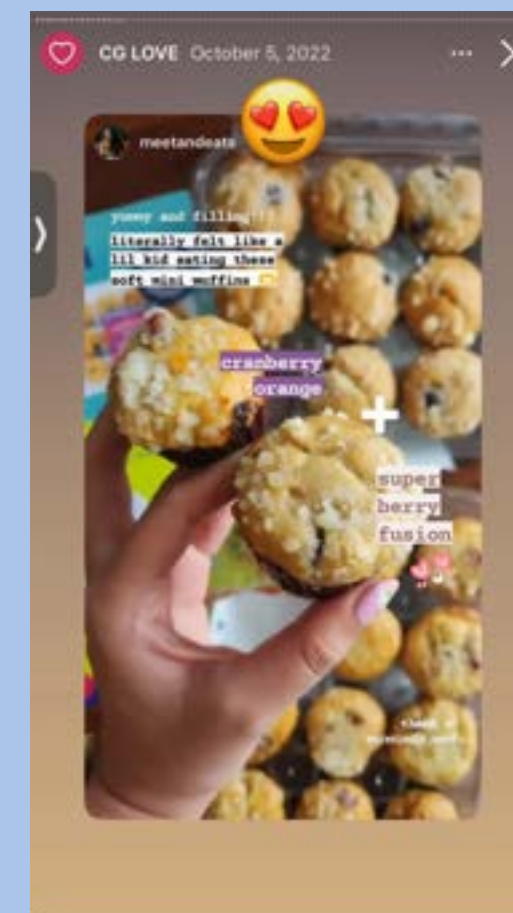
DISTRIBUTION POINTS

We're in over 400 stores!



CG LOVE

Our social media is full of love from
our customers and influencers!
We're all craving something good.
Follow us on : @CRAVINGLY.GOOD



THANK YOU!

WWW.CRAVINGLYGOOD.COM : @CRAVINGLY.GOOD



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