

CONSUMER SCIENCE COMPANY



ONE Bite is a leading healthy snack brand in Europe



Nº1 brand in non-chocolate bars* that covers 10+ other categories of healthy products for adults and children



140+ innovative SKUs, including gluten- and sugar-free snacks **suitable for diabetics**



Own R&D Center with 10-years of experience, 30+ innovative SKU per year



ONE Bite is the **first fashion & lifestyle healthy brand**, operating in 17 countries

Forbes

«Start-up of the Year»
by Forbes Magazine



“Entrepreneur of the Year”
in food category



ONE Bite Is A Consumer Science Company In Food-Tech



Founded by Elena Shifrin, a serial entrepreneur who was recently named "Food Innovator of the Year" in the UAE



“Entrepreneur of the Year”
in food category by EY



MBA at the Massachusetts
Institute of Technology



Regent’s University London
Graduate



Graduated from the Executive
Program for Growing
Companies at Stanford

2011

The brand was
founded by **Elena
Shifrin**



2013

“**Start-up of the Year**”
by Forbes magazine



2017

Best snack “Your
Fitness” magazine and
partnership with London
Marathon



2018

**Best organic healthy
food brand** by Live
Organic Awards



2019

**Nº1 brand of
Healthy Products**
(bars) by Nielsen and
Euromonitor



2020

Exclusive partnership
with **Disney, tennis
associations ATP
and WTA**



2021

«**Food-Tech
Innovation of the
Year**» by Era of
Innovation Award



2022

**Headquarters of the
company** was launched
in Dubai



ONE Bite successfully operates in 17 countries



More than 38.000 points of sales all over the world

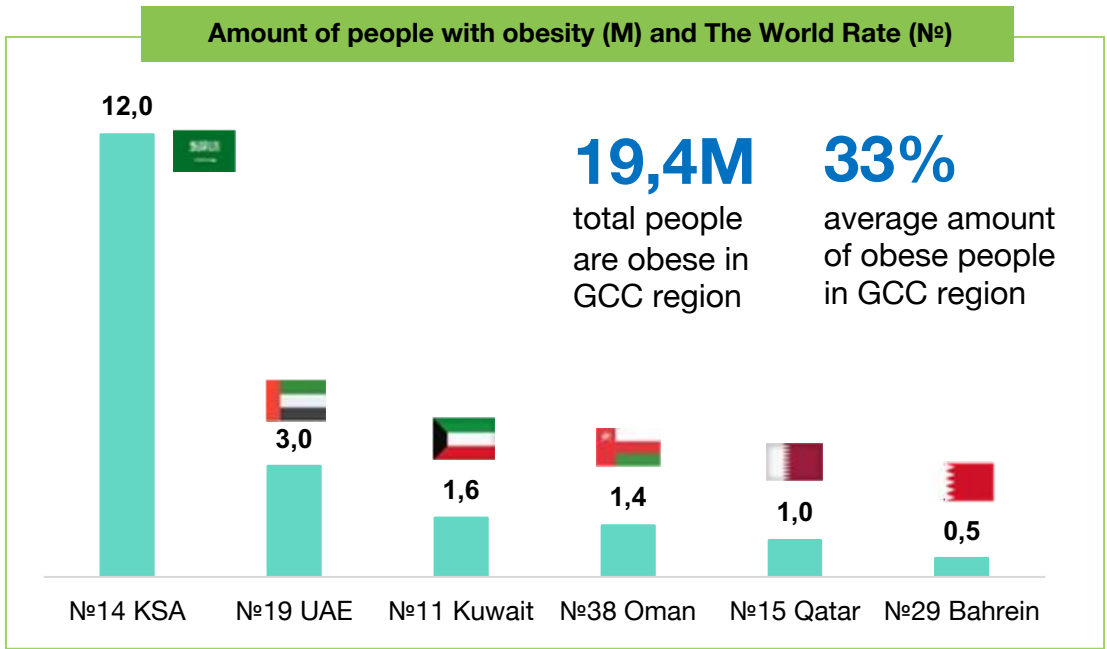
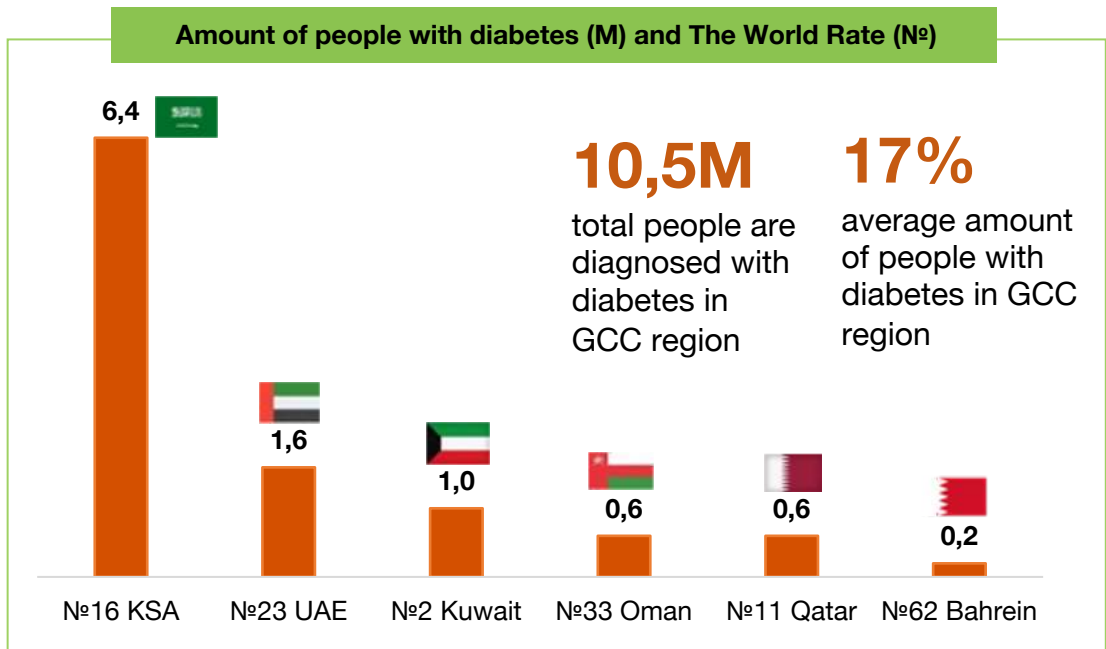


The mission of ONE Bite is to help adults and children take simple steps to a healthy lifestyle every day. As we say: It takes only ONE Bite to get healthier!

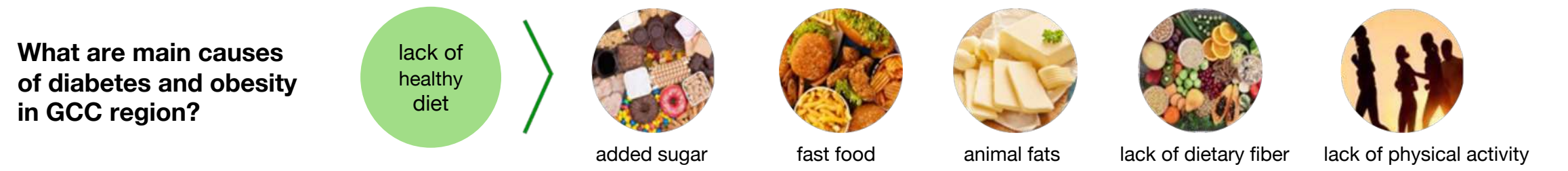
Elena Shifrin, CEO and Founder

Diabetes and obesity — still №1 health problem of GCC *Bite*

More than 10,5M people are diabetic and nearly 20M are obese. Both diseases cause early death



Total population of GCC: 57,6M. Population by country: KSA — 34M; UAE — 9,8M; Oman — 5,1M; Kuwait — 4,2M; Qatar — 2,8M; Bahrain — 1,7M.



ONE Bite is a healthy alternative to traditional snacks



Snacks



Sweet Biscuits



Jelly gummies



Developed by ONE Bite R&D Center



ONE Bite has its own low-cost and extremely efficient R&D Center based in Russia with 10-years of experience

ONE Bite R&D Center



scientists and longevity experts from MSU and Skolkovo universities.
20+ own patents



high speed of NPD,
30+ new SKUs per year



develops the products on the edge of tech and science. Held award as the «**Food-Tech Innovation of the Year**» by Era of Innovation Award 2021



In 2021 we launched the products for diabetics and obese people and received approval from the Diabetic Community and institutions.



**ONE
Bite
helps**

- strengthen the immune system
- absorb calcium and magnesium
- lower cholesterol and blood triglycerides
- reduce the risk of bowel cancer

Own production facilities of international level



ISO 22000, FSSC 22000 and HACCP certified manufacturing with 24/7 quality control system

ONE Bite production



up to 90 quality checks daily
and patented manufacturing
processes



**implemented gentle
processing technology,**
saving the maximum of
vitamins and microelements
without preservatives



**isolated line of gluten-free
products' production**



**certified Halal and
Vegan production**



We produce healthy snacks for adults and children



ONE Bite and ONE Bitey are umbrella brands united by a common DNA

ONE Bite

For adults
20-45 y.o.

Key audience characteristics:

women 25-35 y.o. with average+ and high incomes, residents of megacities, digitalized and trusting the opinion of experts. Want to look and feel better.



ONE Bitey

For children
over 1,5 y.o.

Key audience characteristics:

parents 25+ y.o. with children 1,5–7 y.o., average+ and high incomes, residents of megacities, progressive and digitalized, follow health and lifestyle trends.



ONE Bite prevents diabetes and obesity



Products are approved by the Diabetic Society and are certified by the British Vegan Society and Coeliac UK

Portfolio for adults – 18 SKU

Protein snacks



Protein and Collagen Bars 50g



Protein and Collagen Cookies 30g

Healthy snacks



Fruit&Oat Bars 45g



Fruit&Nut Bars 30g

Healthy crackers



Gluten-Free Oat Crackers 125g

Portfolio for children over 1,5 y.o. – 12 SKU

Gluten-free cookies



Gluten-Free Cookies 125g



Gluten-Free Cookies with Chocolate 125g

Sugar-free wafers



Sugar-Free Wafers 35g

Healthy snacks



Fruit&Oat bars 30g



Jelly Gummies 20g



ONE Bite Protein & Collagen Bars 50g

oneBite



Special recipe 0-20-50 suitable for diabetic and obese people



0% of added sugar, substituted with oligofructose with zero glycemic index



20% of protein (10g per bar) to maintain excellent performance



50% of daily fiber (10g per bar) to improve digestion and microbiota



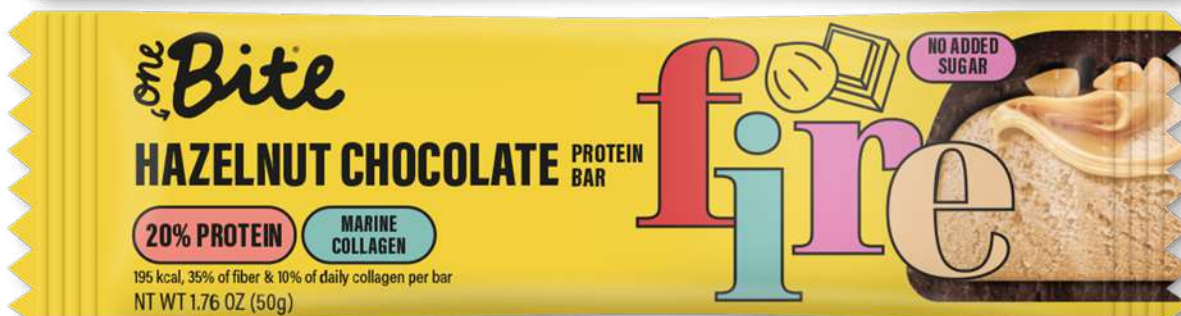
Enriched with Japanese marine collagen for the health of joints, bones, ligaments and skin beauty

Retail price: 12 AED
Quantity: 16 pcs in showbox
Shelf life: 8 months



BARRY CALLEBAUT

Covered with **real sugar free dark chocolate** developed by Barry Callebaut's chief-chocolatier



ONE Bite Protein & Collagen Cookies 30g



100% natural ingredients, free from artificial colors and flavors



0% of added sugar, substituted with oligofructose with zero glycemic index



20% of protein (6g per cookie) for the perfect diet and reduced hunger



Japanese marine collagen for the health of joints, bones, ligaments and skin beauty



45% daily value of fiber (9,5g per cookie) to improve digestion and microbiota



Only 99 kcal in a cookie!

Retail price: 8,5 AED
Quantity: 12 pcs in showbox
Shelf life: 12 months



ONE Bite Gluten-Free Oat Crackers 125g

oneBite



The secret of an active day has been discovered! ONE Bite oat crackers for healthy snacking



Nutritious mix of 100% natural ingredients: oatmeal, oat bran and superfoods.



Gluten-free, made with Finnish oats and certified by Gluten-Free Society



No added sugar, sweetened with 100% natural date syrup



Rich in fiber and helps the digestive system and microbiota



Dairy free and 100% vegan

Retail price: 17,5 AED
Quantity: 12 pcs in box
Shelf life: 12 months



Crackers can be used as cookies or topped with healthy berry, fruit or nut butter toppings. The secret of a successful morning revealed!



ONE Bite Oat & Fruit Bars 45g

oneBite



Oatmeal that's always with you!

100% natural snack with fruits, berries and whole oatmeal



No added sugar, artificial preservatives and colors



Rich in fiber and helps the digestive system and microbiota



Dairy free and 100% vegan



Perfect for breakfast or to snack before and after workout

Retail price: 6 AED
Quantity: 20 pcs in showbox
Shelf life: 10 months



If there is no time for a full breakfast, this bar is perfect for a snack on the go!

ONE Bite Protein & Fruit Bars 35g



100% natural fruit & nut bar
enriched with plant-based protein



No added sugar, artificial
preservatives and colors



Gluten-free, certified by Gluten-
Free Society



1/3 of ingredients are **nuts**
of big fraction



Dairy free and 100% vegan

Retail price: 7 AED
Quantity: 20 pcs in showbox
Shelf life: 12 months

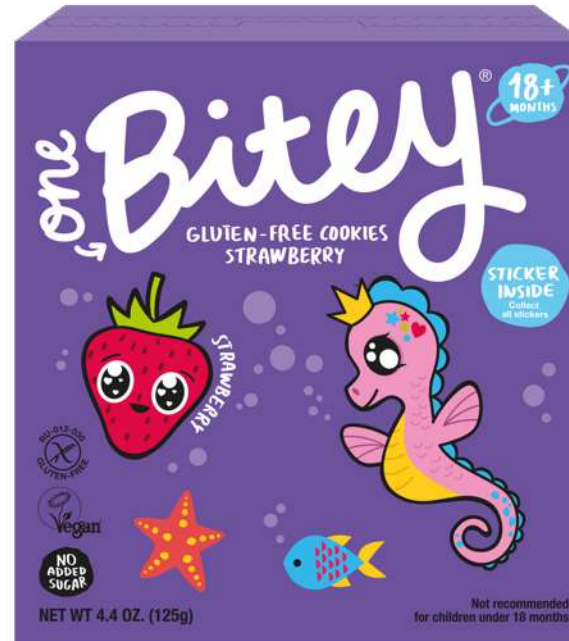


ONE Bitey Gluten-Free Cookies 125g



-  **Special gluten-free recipe**, based on rice flour, fruits, berries and vegetables
-  **No added sugar**, free from artificial preservatives and colors
-  **Enriched with calcium** for the proper development of bones, teeth, muscles and the nervous system
-  **Dairy free and 100% vegan**
-  **Shapes of favourite characters**, interactive packaging and the collection of stickers inside!
-  **Suitable for children over 1,5 years**

Retail price: 16 AED
Quantity: 8 pcs in showbox
Shelf life: 12 months



Interactive packaging
and stickers inside!



ONE Bitey Gluten-Free Cookies with Chocolate 125g

one Bite



Coated from one side with the real **sugar-free milk chocolate**



Special gluten-free recipe, based on rice flour, fruits, berries and vegetables



No added sugar, free from artificial preservatives and colors



Enriched with calcium for the proper development of bones, teeth, muscles and the nervous system



Shapes of funny monsters, interactive packaging and the collection of stickers inside!



Suitable for children over 3 years

Retail price: 17 AED
Quantity: 8 pcs in showbox
Shelf life: 12 months



Interactive packaging and stickers of monsters inside!



ONE Bitey Sugar-Free Wafers 35g



The first healthy wafers for kids that parents could only dream of



100% natural, containing rice flour, coconut oil, natural fruits and vegetables



No added sugar or palm oil



Free from artificial preservatives and **colors**



Dairy free and **100% vegan**



A great **snack at home, on the go** or **in class!**



Suitable for children over 3 years

Retail price: 9 AED
Quantity: 20 pcs in showbox
Shelf life: 8 months



Special recipe based on rice, chickpeas and wheat flours, coconut oil and natural fruit powders

ONE Bitey Fruit & Oat Bars 30g



-  **100% natural** nutritious oat & fruit bars for children
-  Balanced composition of **oatmeal, fruits and berries**
-  **No added sugar** or palm oil
-  **Free from artificial** preservatives and colors
-  **Dairy free and 100% vegan**
-  **Suitable for children over 3 years**

Retail price: 5 AED
Quantity: 20 pcs in showbox
Shelf life: 10 months



Tip for moms!
Well-balanced snack for
kid's lunch box, but with a
nice oatmeal texture



ONE Bitey Jelly Chewies (gummies) 20g



100% natural jelly gummies
made from fruit & berry juices
and puree



No added sugar, artificial
preservatives or colors



Based on 100% natural pectin
from apples, no gelatin



Dairy free and 100% vegan



Suitable for children over 3 years

Retail price: 5 AED
Quantity: 20 pcs in showbox
Shelf life: 12 months



100% natural
chewie gummies in
form of cosmic stars



Contact information

ONE Bite Trading Co LLC

The One Tower, office 2301,
Sheikh Zayed Road, Dubai,
UAE

M: +971 58 526 1846

E: hi@onebite.global

