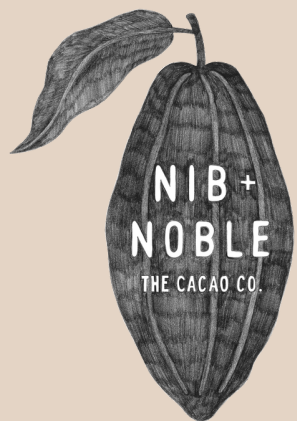
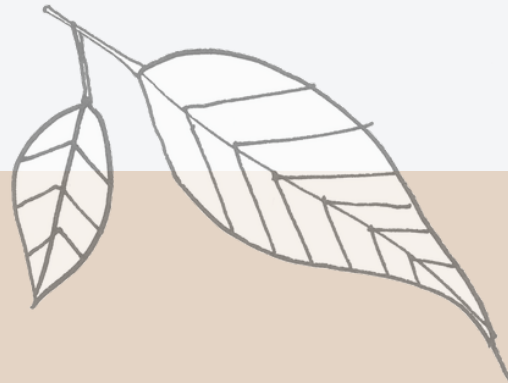




# NIB + NOBLE

THE CACAO CO.



ORGANIC | VEGAN | FAIR





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Brand Awareness  
Customer Feedback

*Cacao*



# OUR STORY - Made in Melbourne



In 2016 we started Nib and Noble as a family run business, inspired by our love for cacao and the variety of products that can be created from it. Our experimentations with cacao and coconut sugar led to us create a balanced and flavoursome chocolate drink, and so the Nib and Noble brand was born.

We aim to share our drinking chocolate with everyone we can, so they too can experience the delights and diversity that our products offer. Nib and Noble's products contain only organic, 100% natural and fairtrade ingredients, and we strive to accommodate a wide range of taste preferences.

We are currently marketing and selling our products to consumers who shop for high quality ingredients and flavour, and are health conscious, with a preference for organic, dairy free, gluten free, refined sugar free and vegan options. We are also noticing growth in demand from mainstream consumers who are aligning to similar preferences, so there is great potential for growth in this area.



# INGREDIENTS & FLAVOUR

Nib and Noble only uses the best possible ingredients to ensure a high quality end product. We use raw cacao powder for a true chocolate taste, coconut sugar for a low GI sweetener with slight caramel notes, and organic spices for 100% natural flavouring.

Customer demand is shifting towards products such as Nib and Noble, as consumers are becoming more mindful and aware of the ingredients they are putting in their bodies. Demand for dairy free, gluten free, organic, refined sugar free, and vegan options are increasing.

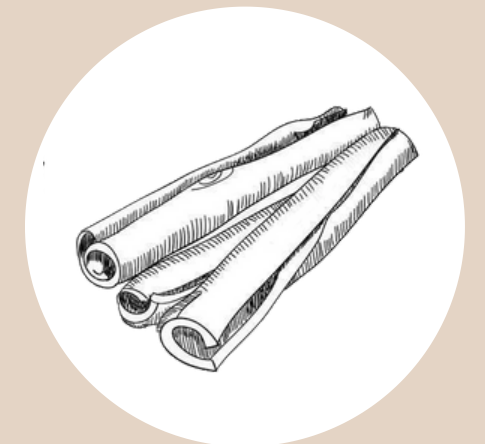
This is why you will never find fillers, highly processed sugars or artificial flavours in Nib and Noble products. We believe it is important to get the balance of flavour right with natural ingredients rather than trying to enhance flavours artificially.



ORGANIC  
RAW CACAO  
POWDER



ORGANIC  
COCONUT  
SUGAR



ORGANIC  
SPICES &  
FLAVOURS



# PRODUCT OFFER

Organic drinking chocolate  
40% Cacao - 200g (RRP: \$9.95)



We are offering Woolworths Nib and Noble's new 40% cacao drinking chocolate which has been specifically created to cater for the mainstream supermarket consumers taste profile.

This variety is aimed towards those who desire a naturally sweeter drink which is still of premium quality. The 40% cacao blend drinking chocolate fills the gap in the market for a high quality chocolate drink which uses pure natural ingredients and is certified organic, dairy free, gluten free and vegan.

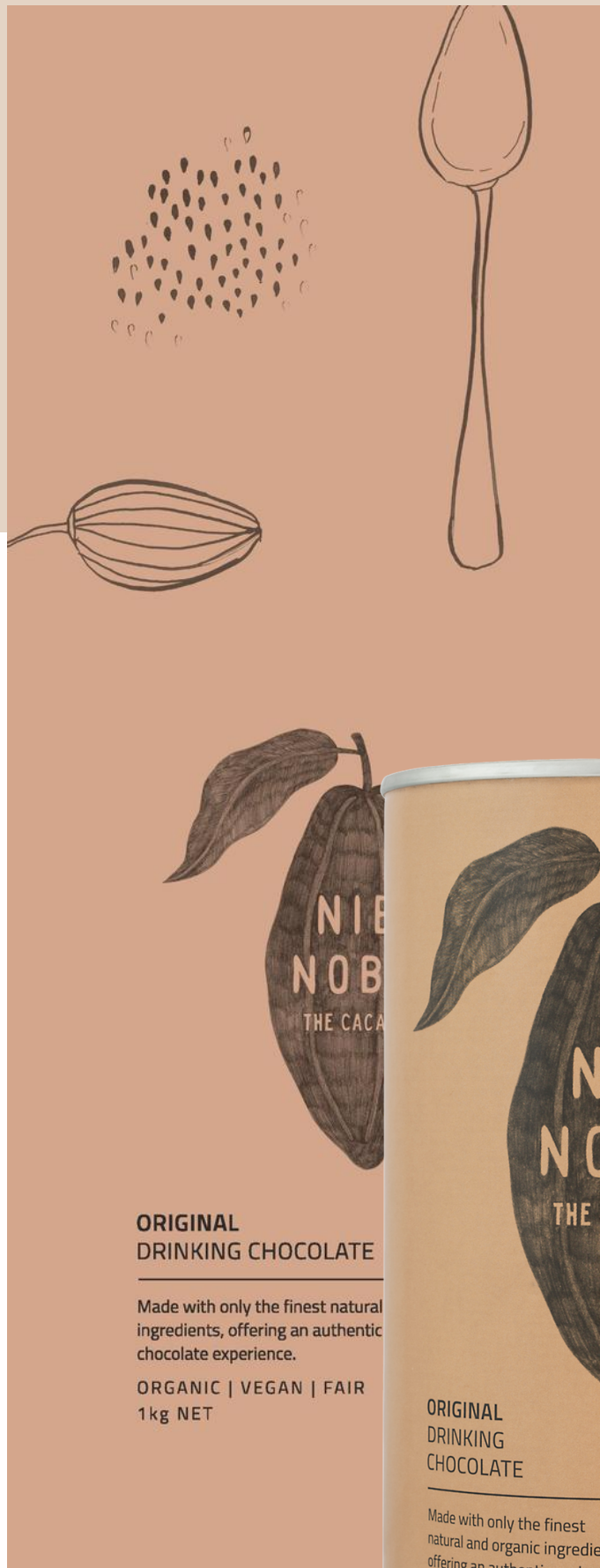
Ingredients: Organic Coconut Sugar, Organic Raw Cacao Powder (40%), Himalayan Salt



# PRODUCT OFFER

Organic drinking chocolate

Original - 250g (RRP: \$11.95)



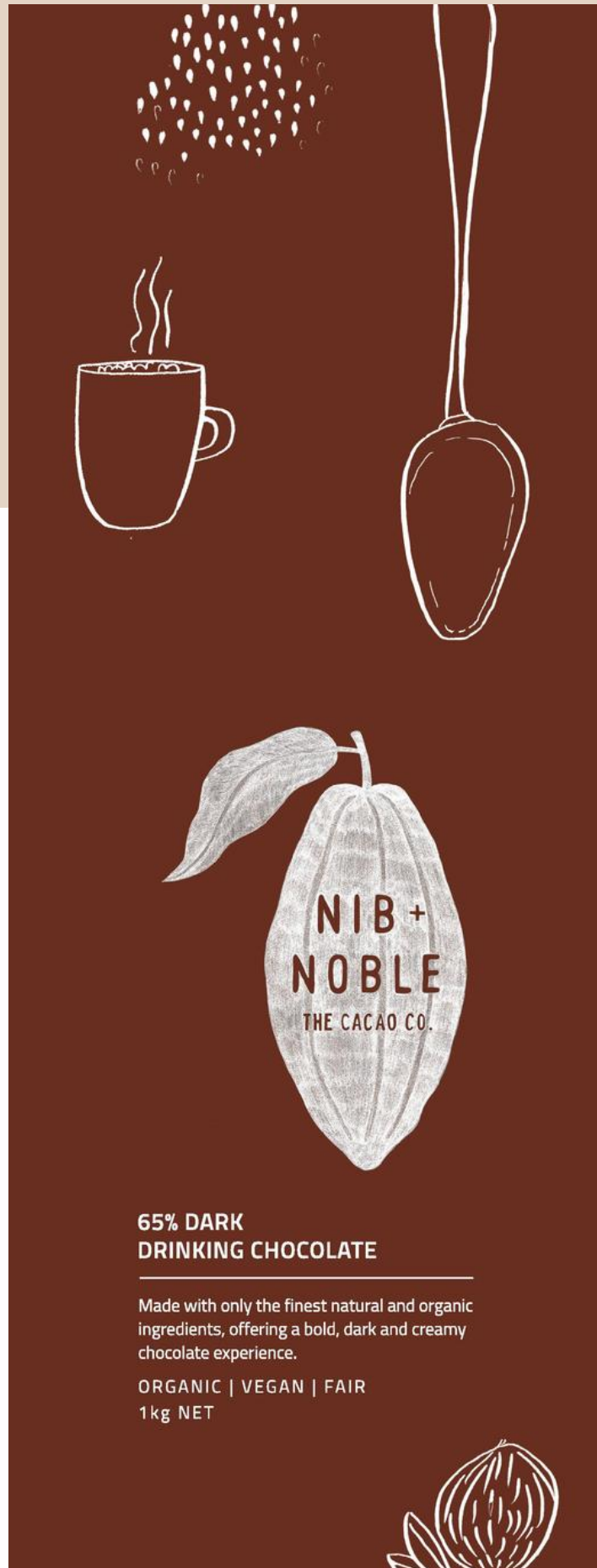
Nib and Noble's Original drinking chocolate offers a classic hot chocolate experience.

It offers a the flavour you expect a traditional hot chocolate to offer using more natural and unprocessed ingredients.

Ingredients: Organic Coconut Sugar\*, Organic Raw Cacao Powder\* (46%), Himalayan Salt. \*Certified Organic







# PRODUCT OFFER

Organic drinking chocolate  
65% Dark – 1kg (RRP: \$47.00)



Nib and Noble's 65% dark drinking chocolate has been specifically created for those who desire a rich and darker hot chocolate. This blend offers a bold, dark and creamy chocolate experience.

This 65% dark drinking chocolate blend is of premium quality and uses pure, natural ingredients. It is certified organic, dairy free, gluten free and vegan.

Ingredients: Raw Cacao Powder\*, Coconut Sugar\*, Raw Cacao Paste\*, Himalayan Salt. (Cacao Solids 65%) \*Certified Organic



# PRODUCT OFFER

Organic drinking chocolate

Sugar Free - 250g (RRP: \$13.95)



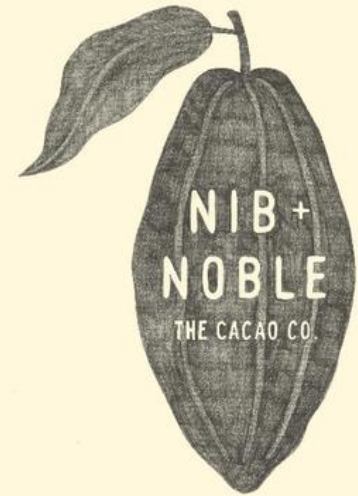
This drinking chocolate blend is for those who want to avoid sugar, but still desire a rich and satisfying chocolate drink which is of premium quality and uses pure, natural ingredients.

It is dairy free, gluten free, vegan and sugar free, perfect for the health conscious chocolate lover.

Ingredients: Organic Raw Cacao Powder\* (50%), Xylitol\*\*, Himalayan Salt.

\*Certified Organic

\*\* Derived from Non GMO corn.



## SUGAR FREE DRINKING CHOCOLATE

Made with only the finest natural and organic ingredients, offering an authentic and noble, sugar free hot chocolate experience.

**TO SERVE HOT:** Add 3-4 heaped teaspoons to a cup (250ml) of warmed milk and mix well until dissolved.

**TO SERVE COLD:** Dissolve 3-4 heaped teaspoons with a small amount of boiled water (250ml) of milk and stir well until dissolved. Pop in a few ice cubes to chill per serving.

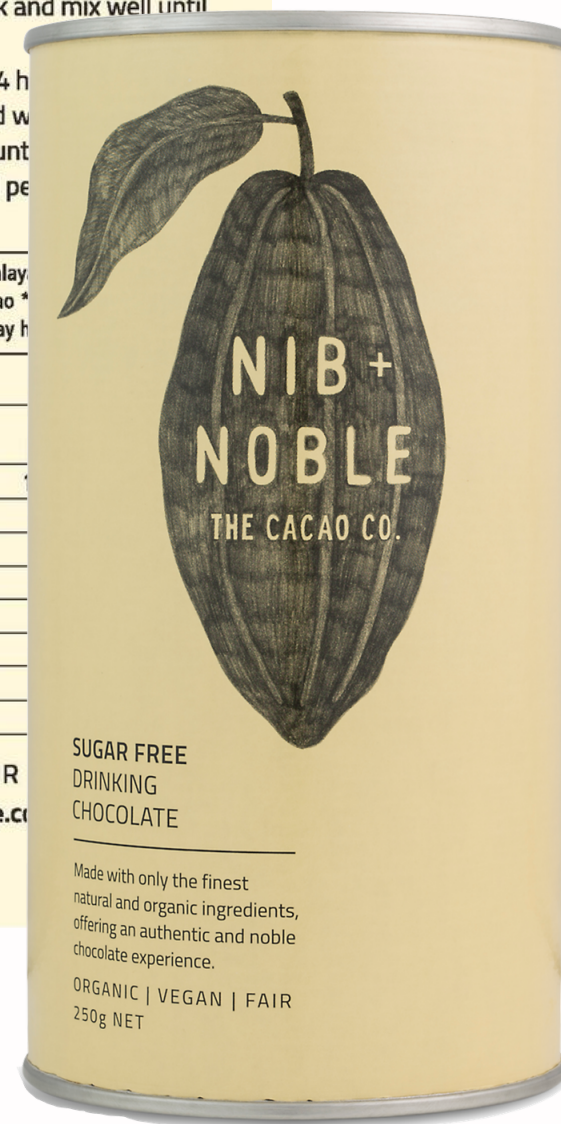
### INGREDIENTS

Cacao Powder\* (50%), Xylitol\*\*, Himalayan Salt  
\*Sugars as naturally occurring in Cacao  
\*\*Derived from Non GMO corn. Excessive consumption may have health consequences.

### NUTRITION INFORMATION

	Average per serve
Servings per package: 46	
Serving size: 21.5g	
Energy	277 kJ
Protein	2.5 g
Total fat	1.1 g
Saturated	0.6 g
Carbohydrate	5.5 g
Sugars	0.01 g
Xylitol	10g
Sodium	8 mg

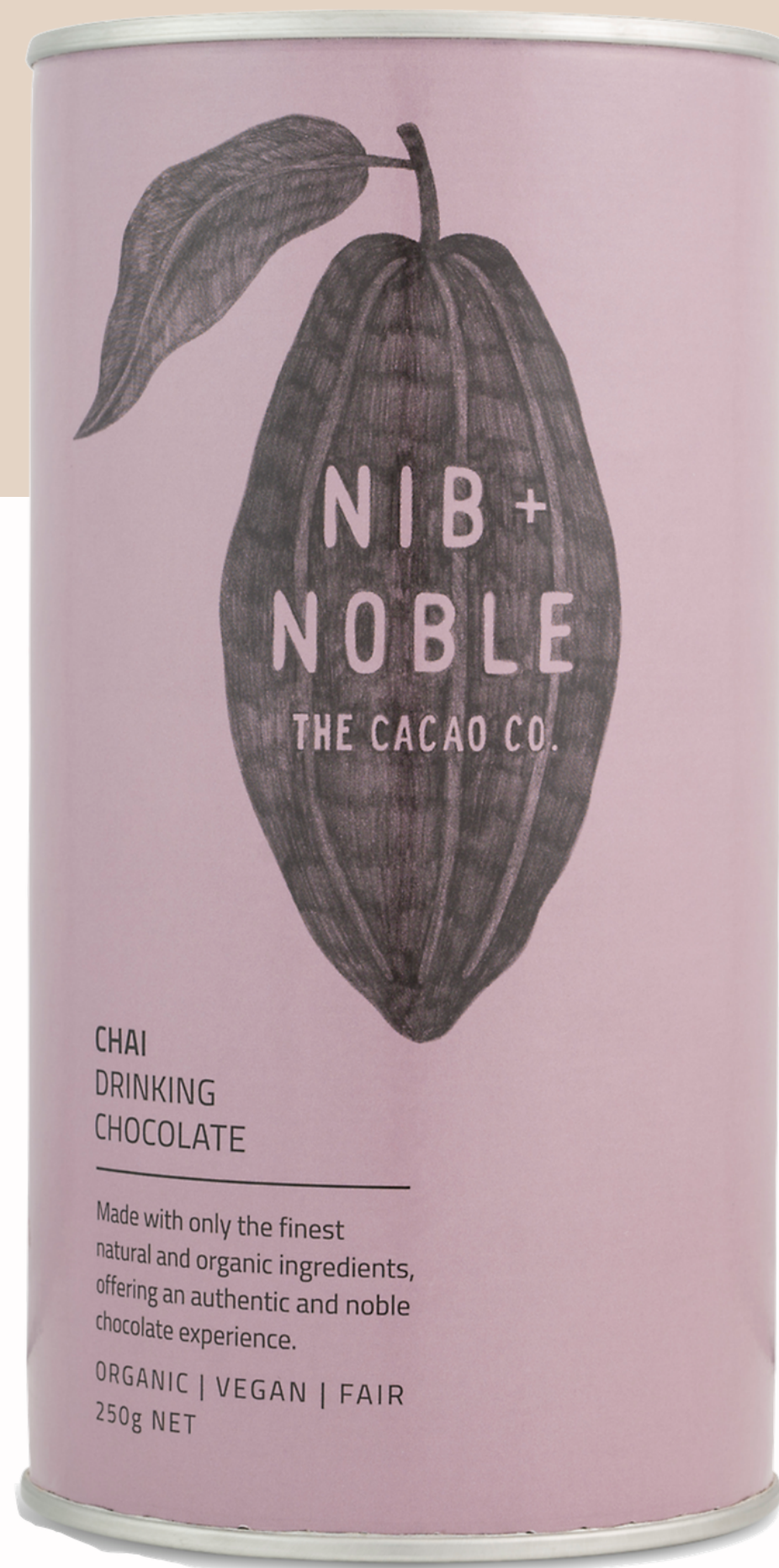
ORGANIC | VEGAN | FAIR  
1kg NET [www.nibandnoble.com](http://www.nibandnoble.com)





# PRODUCT OFFER

Organic drinking chocolate  
Chai - 250g (RRP: \$11.95)



Nib and Noble celebrates the cacao pod with our premium range of chocolate products. We use only organic and fair trade ingredients, blending raw cacao powder with unrefined coconut sugar for the perfect balance of flavour.

For those who desire a rich and satisfying drink and only want the finest, this chai blend hot chocolate spices things up with its perfect balance of exotic flavours.

Ingredients: Organic Coconut Sugar, Organic Raw Cacao Powder (45%), Cinnamon\*, Nutmeg\*, Cardamom\*, Cloves\*, Black Pepper\*, Himalayan Salt. \*Certified Organic





# PRODUCT OFFER

Organic drinking chocolate  
Chilli - 250g (RRP: \$11.95)



This chilli drinking chocolate blend serves up chocolate with a bit of a fiery kick.

Using red chilli powder it offers a gentle heat towards the back of the throat soothing to allow the flavour of the chilli to shine through.

Ingredients: Coconut Sugar\*, Cacao Powder\* (46%), Chilli Powder\*, Himalayan Salt. \*Certified Organic





# PRODUCT OFFER

Toasted Muesli Mix & Topper  
430g (RRP: \$18.95)



Nib and Noble Toasted Muesli Mix is for those who appreciate quality and taste. This delicious mix has the perfect ratio of oats, seeds & nuts, which have been toasted with extra virgin olive oil, sweetened with rice malt syrup, and combined with raw cacao powder for maximum nourishment and flavour.

Use it either as a classic muesli, or sprinkle over fruit and yoghurt for a topper.

Ingredients: Rolled Oats\* (31%), Walnuts\*(15%), Pepitas\* (12%), Sunflower Seeds\* (10%), Extra Virgin Olive Oil, Rice malt Syrup\*, Flaked Almonds (7%), Flaked Coconut\*, Chia Seeds\*, Raw Cacao Powder\* (1.5%), Cinnamon Powder\*, Vanilla Extract\*, Himalayan Salt. \*CERTIFIED ORGANIC

# BRAND AWARENESS

## CURRENT MARKETS AND CONSUMER TYPES

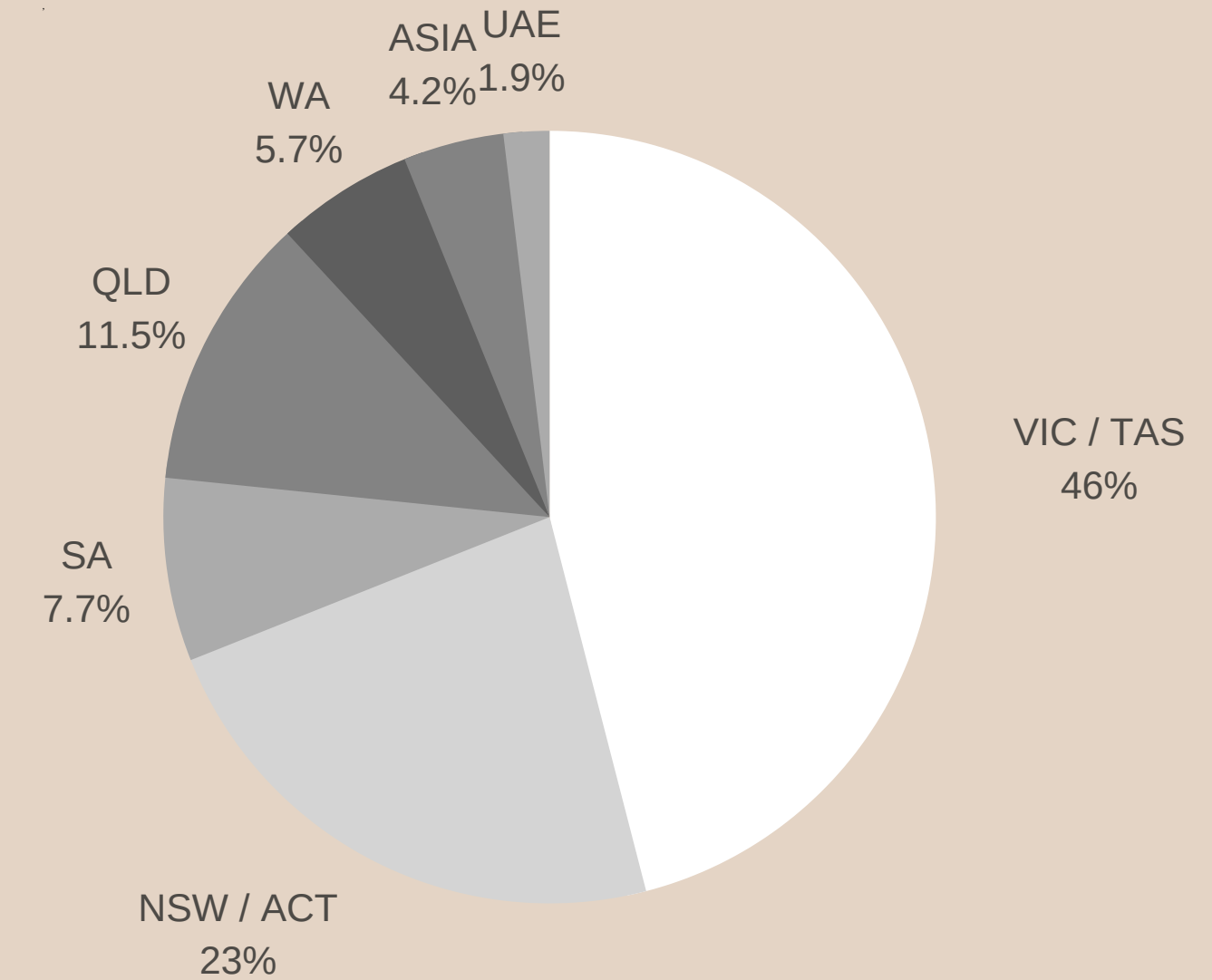
### MARKETS

- INDEPENDENT SUPERMARKETS
- HEALTH FOOD STORES
- CAFES AND RESTAURANTS
- DELI AND SPECIALTY STORES

### CONSUMERS

- ✓ ORGANIC
- ✓ VEGAN
- ✓ GLUTEN FREE
- ✓ DAIRY FREE
- ✓ LOW GI / SUGAR

### CURRENT STOCKISTS



Nib and Noble products are sold across the following locations servicing over 300 retailers & cafes across Australasia.



ASHLEY M

THIS IS MY LIFE NOW

I never even drank hot chocolate before I tried Nib and Noble. Now I have one every evening! Great with all plant based milks. Even my mum, a traditional Cadbury fan, loves this!! Thank you.

SUSANNA D

ORGANIC CACAO DRINK

Love it love it. Am addicted to a daily fix of it now. My coffee addict Hubby is now drinking it and have introduced it successfully to my best friend and my niece.

RUTH J

A LITTLE LUXURY

The sugar-free hot chocolate is a luxurious treat without the sugar (or calories). It's got all the richness of Nib + Noble's regular hot chocolate. I really love it!

CUSTOMER  
FEEDBACK





MAILING ADDRESS

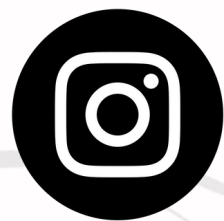
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# LET'S TALK



Joel Siwak

Director