



Traditional Swedish Butter Cookies From My Grandma's Recipes.



Since Unna was founded in 2015 we have doubled our revenue each year. Starting with just a few local tastemaker accounts to working with retail chains like **WHOLE FOODS, THE FRESH MARKET, FRESH DIRECT** and many more. We are based in New York and work with a trusted co-packer that we can scale with. Entering the \$8B shelf stable cookie market as the only Non-GMO certified

BUTTER cookie in this space. We are also Kosher certified and only use all-natural ingredients. Claims that strongly resonates with consumers growing awareness about food and health. We are easily scalable, have a strong strategic plan and an experienced management team. Our cookies has won 5 awards in Great Taste, the "Oscars of the food world".

PROBLEM

Cookies in the conventional market are often made with GMOs, palm oil instead of butter, artificial ingredients and trans fats.

SOLUTION

Unna Bakery brings a Non-GMO certified BUTTER cookie to the conventional market.

Our cookies are all-natural and Kosher certified. Made without palm oil, soy and preservatives from my Swedish Grandma's recipes passed down through generations. The 2 most popular claims that resonates with consumers are "all-natural" (68%) and "non-gmo" (45%).*

MARKET

The shelf stable cookie market is **\$8B and growth rate was 7.2%** the last 52 weeks. We have focused on the densely populated NY Tri-State and now we growing throughout the East Coast and we just started in California with 2 new distributors and stores like Gelson's, Lunardi's and Mollie Stone's. **While the cookie segment in The Fresh Market has a baseline growth of 4.5%, our growth is 75%. Additionally, the growth rate in the natural food space is 1.7%, while Unna Bakery's growth rate is 69.1%.****

BUSINESS MODEL

Our approach is to stay lean and build our team through as much outsourcing as possible. This includes creating a network of national sales brokers, utilizing a third party CFO and accounting team, co-manufacturer, merchandising and demo teams. Our management team will focus on top line revenue, store acquisitions and ACV%.

SALES/MARKETING STRATEGY

Increase same store sales and close distribution gaps. We will create trial by developing targeted social media campaigns, creating google shopping ads and amazon sponsored products, promotions at key retail partners, and coordinating product demos and a sample-at-check-out program.

COMPETITORS

Our competitors include: Tate's, Pierre Biscuiterie, Anna's, Walker's and St. Michel.

COMPETITIVE ADVANTAGE

We bring Non-GMO certified butter cookies to the conventional market. We do not use preservatives, soy or palm oil that are commonly found in conventional cookies. A sizable local co-manufacturer enables us to scale production quickly. Award-winning.

MANAGEMENT TEAM

ULRIKA PETTERSSON, FOUNDER/CEO

Has a deep rooted love of baking and the specialty food industry and is a passionate, hands on brand owner.

STEFAN YTTERBORN, CO-FOUNDER

Founder of POC, one of Europe's leading sports equipment co. Founded CAKE, electrical motorbikes. Developed more than 2000 consumer products.

MATTHEW REICH, BRAND ADVISOR

30 years in the food business as former President Tom Cat Bakery and founder of Amsterdam Brewing Co.

ROB LEICHMAN, BRAND MANAGER

Over 20 years in the specialty food trade. Works in brand management in the specialty food space and has worked with Sir Kensington, Grady's Coldbrew etc.

CONSUMER

Quality ingredients and fair production, interesting flavors—is a requirement rather than luxury with today's consumers. This mindset will continue to be the norm and our core consumer base will continue to grow.

SEED RAISE

\$500,000 for 24 months of runway to \$4.5M in revenue 2022. Allocation of funds:

- Sales and Marketing – 49%
- Operations and Overhead – 41%
- Capital Expenditure and R&D – 10%

	2018	2019	2020P	2021P	2022P
Revenue \$	148,000	288,000	420,000	2,163,000	4,514,254
Expenditure \$	229,000	407,000	411,344	2,129,660	4,230,419
Profit (Loss)	(81,000)	(119,000)	8656	33,340	283,835