

OPPORTUNITIES FOR NEW ZEALAND FOOD
& BEVERAGE IN THE UNITED STATES

THE KURA NUTRITION CASE STUDY

THE KURA STORY

new zealand born

FAMILY FOUNDED

Experience operated

SUSTAINABILITY IS IN OUR BLOOD

Kaitiakitanga: Guard & protect Mother Earth

BREATH OF FRESH AIR

New Zealand's unique values and beliefs to the world



The Kura 101: Kura takes its name from the heirloom variety of clover the cows once grazed on, in New Zealand

WHY SMOOTHIES & SHAKES?

\$5B
INDUSTRY

the smoothie industry is growing rapidly & expected to reach \$7B by 2020.

Source:Technavio, 6/2016



88%

consume to maintain a healthy lifestyle.

69%

consume because they are a more effective source of nutrients than whole foods

Source:Mintel



2 IN 5

U.S. consumers are replacing their breakfast with nutritional performance drinks.

Source:Mintel



ENJOY

format innovation from pills to enjoyable and tasteful ways to maintain health

GRASS FED DAIRY PROTEIN SMOOTHIE POWDER

18G NEW ZEALAND
GRASS FED DAIRY

Our cows are pasture raised
365 days of the year!

25 VITAMINS
& MINERALS

BENEFITS

build muscle
boost immunity
support brain, eye,
heart & skin health
improve digestion
nourishment

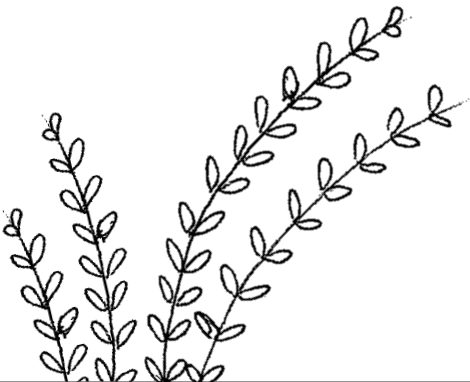
5G PREBIOTIC
FIBER



500 MG
OMEGA 3S

4B
PROBIOTICS

5G WHOLE
MILK FAT



The Kura 101: New Zealand law recognizes what nature lovers already know: animals are sentient beings and have feelings, positive and negative, just the way we do.

PLANT BASED VEGAN PROTEIN SMOOTHIE POWDER

BENEFITS

build muscle
boost immunity
weight maintenance
support heart health
improve digestion
nourishment

15G PLANT PROTEIN
Organic pea, sunflower & oat
complete protein.

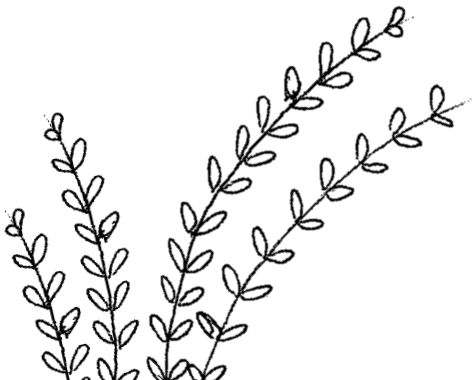
**NEW ZEALAND
SUPERFRUIT**

**5G PREBIOTIC
FIBER**

ANTIOXIDANTS

VEGAN CERTIFIED

**2B
PROBIOTICS**



The Kura 101: The New Zealand super fruits are exposed to naturally high levels of UV radiation and are extracted using only water resulting in high nutrient value.

INTEGRATED MARKETING

WINNING TACTICS

RETAIL ACCOUNTS

circular ad, in-store experiences,
display competitions, coupons, TPR

PARTNERSHIPS

brands & communities with
common demographics

GRASS-ROOTS

partnering with relevant
organizations

INFLUENCERS & CELEBRITIES

organic & sponsored posts

DIGITAL

social media, email, website,
advertising, content marketing

TRIBE

building & celebrating Kura
community through real stories



REVIEWS

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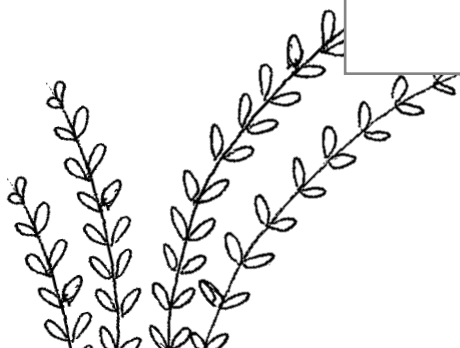
I LOVE this New Zealand protein powder! It tastes great. It is not gritty whatsoever and mixes very well. I drink a green smoothie every day and it took me a while to find a protein powder that had the purity and flavor I was looking for. Wonderful product and customer service.

I leave every morning knowing my husband and daughter had great nutrition to start their day, and it's the one thing I can do for myself each day to feel healthy.

After using it for a month and a half, I feel like I have more energy, I get better sleep, and my skin, hair, and nails look awesome due to the biotin and vitamin E. I love that it comes from the beautiful and clean land of New Zealand, which happens to be on my bucket list. This is not just a protein shake, it is a supplement that has transformed my life.

Sent this protein to my daughter in the Navy. She's still in school and rarely has time for breakfast. She throws this and a banana into her blender for a breakfast smoothie. She loves the tastes of it.

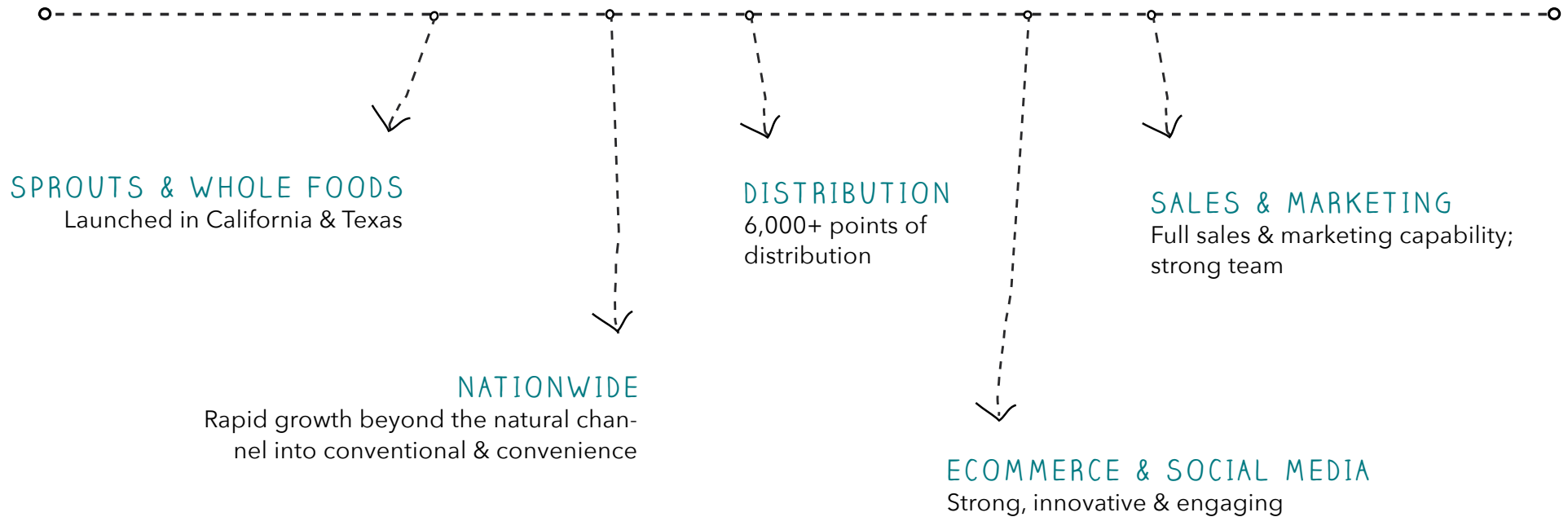
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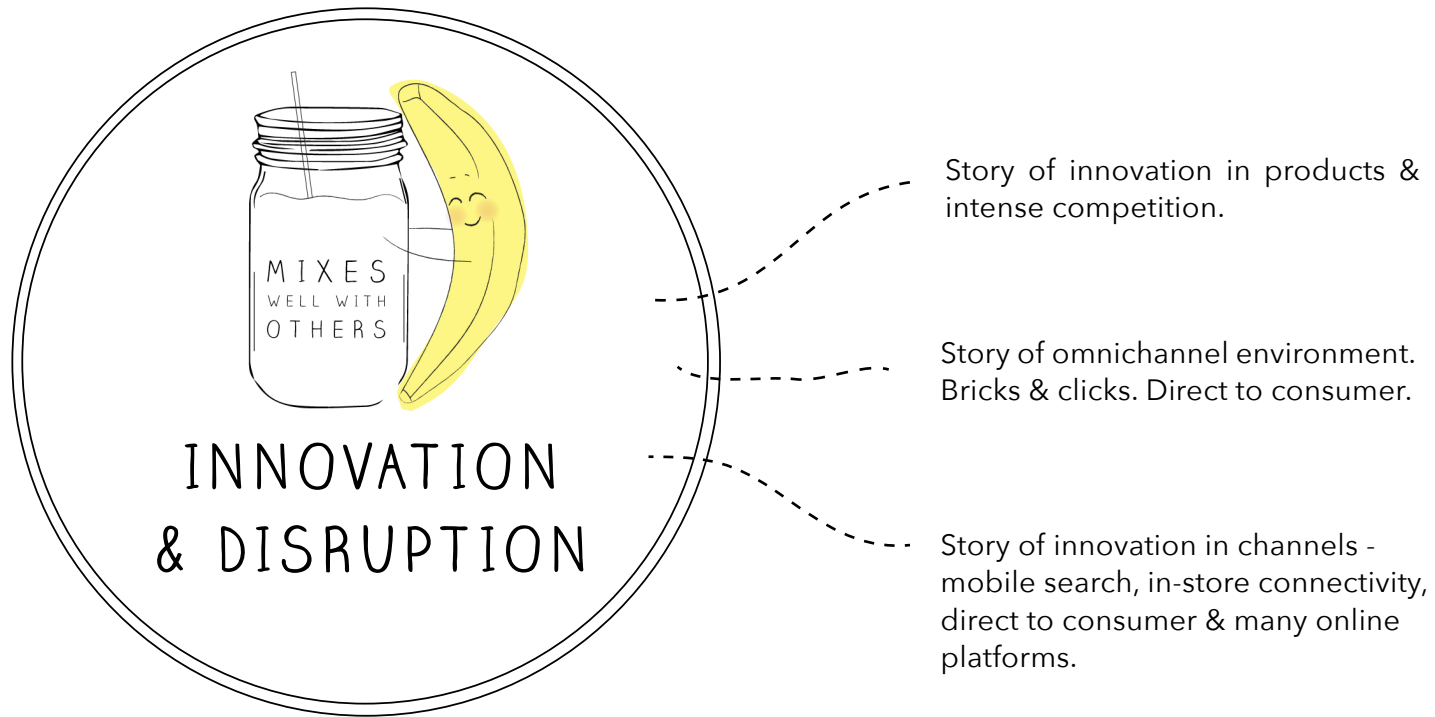
KURA: OUR GROWTH TRACK

LAUNCHED
JANUARY 2015

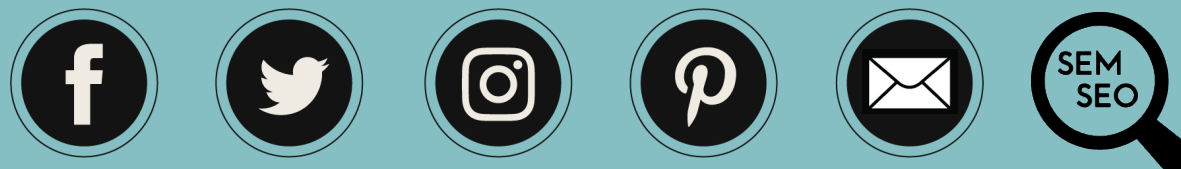
PRESENT
SEPTEMBER 2017



THE U.S. MARKET: INNOVATION & DISRUPTION



OVER 30K FANS ACROSS SOCIAL PLATFORMS



NEW PRODUCTS: EXPO WEST 2017

Trends: functional beverages, dietary supplements, plant-based meat alternatives, ready-to-drink tea & coffee, protein supplements, wellness bars



Drinkable Veggies, the new line of vegetable juice and bone broth blends from Bonafide Provisions.



Oatly, a Swedish-based brand of oat-based, dairy-alternative beverages, made its U.S. debut at Expo West.



Vitox introduced a line of apple cider vinegar shots.



Matchabar showcased new "billboard" labels and a new mint SKU.



New BRU heat-and-drink bottled bone broths.



Health-Ade Kombucha's newest flavor, Reishi Chocolate, was showcased at the brand's booth.



Bizzy Coffee exhibited its line of coffee shots, which come in three varieties.



Organic, cold-pressed juice shot brand Kor Shots launched three new varieties.



Dreaming Cow's new LUSH Grass-fed Yogurt Drinks.



New 8 oz. drinkable yogurts debuted at the Siggis' booth.



Evolution Fresh showcased its Organic Superfoods line of drinks.



Cactus water brand Cali Water launched a new flavor: Cactus + Lime, which is made with fresh ginger.

GRASS FED PRESENCE:APPLEGATE



U.S. CONSUMER: CONSTANT SEARCH FOR AUTHENTIC NUTRITION

NERVOUSNESS

Nervousness about food quality

LACK OF CONFIDENCE

Lack of confidence by consumers on nutrition

SEEKING QUALITY

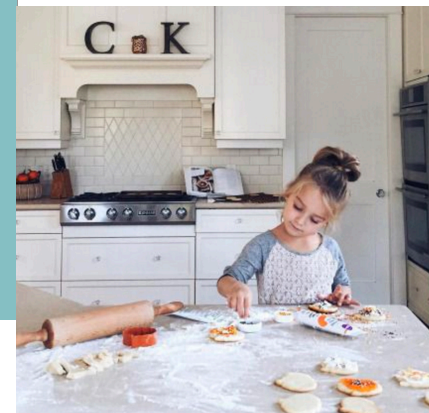
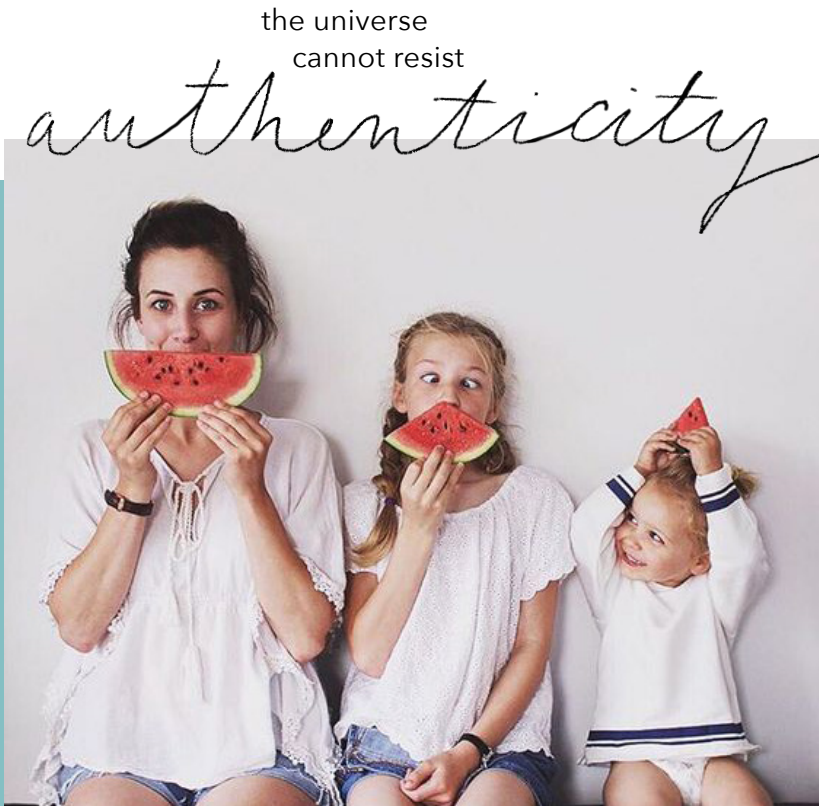
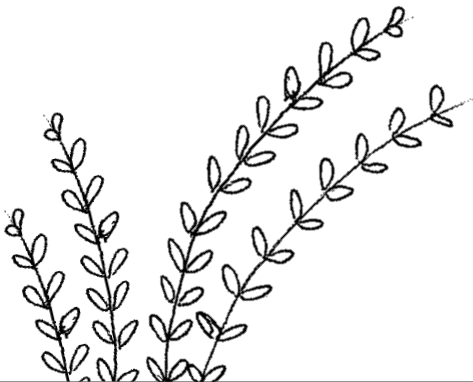
Seeking quality ingredients; natural & authentic

PROVENANCE

Provenance is critical; heritage & transparency

CERTIFICATIONS

Non GMO, animal welfare, grass fed, etc.



KEY LEARNINGS FOR KIWI FOOD & BEVERAGE COMPANIES

PRICING

We must manage our pricing to the top end which reflects our uniqueness

PROVENANCE

We must ensure our provenance is genuine - manage our practices & our image to confirm our cleanliness & pristine qualities

DIFFERENTIATION

We must differentiate in product & positioning



The Kura 101: Kura is sold in over 5000 stores around the country including Whole Foods, CVS and Meijer.

EXPLOITING OUR POSITION: STRATEGIES TO WIN

PRICING STRATEGY

Premium pricing strategies reflect New Zealand provenance & nutritional advantages

PRESENCE & MARKETING

Innovative, creative presentation & marketing

PASSION & COMMITMENT

Seek out leaders with passion & commitment



