

Chief.



**CLEAN SNACKS THAT CUT THE CRAP.
BETTER FOR YOU AND THE PLANET.**

Key category trends

- * Clean ingredients
- * Low carb, low sugar
- * Sustainability

Key product features

- * All natural, nothing artificial
- * Low carbs/sugar, no added sugar
- * Gluten free, dairy free
- * Supporting regenerative farming



COLLAGEN BARS

YOUR PRICE
\$3.12 + GST



"Best ever bars!"

- Based on nut butter
- 11,000 mg of collagen
- A unique, biscuity taste



BEEF BARS

YOUR PRICE
\$3.75 (no GST)



"Game changer!"

- Like jerky, but better
- Australia's first meat bar
- Extra tender, east to eat



ORGANIC BILTONG

YOUR PRICE
\$4.05 (no GST)



"Gold standard"

- Healthier than jerky
- Organic, grass fed beef
- Preservative free

Product Name	Size	Units per case	Shelf Life	RRP
Collagen Range Hazelnut Brownie Cashew Shortbread Lemon Tart Peanut Butter	45g bar Box of 12	24 boxes (288 bars)	12 months	\$4.99
Beef Bars Beef & Chilli Bar Traditional Beef Bar	40g bar Box of 12	30 boxes (360 bars)	6 months	\$5.99
Biltong Beef & Chilli Biltong Traditional Biltong	30g bag Box of 12	12 boxes (144 bags)	6 months	\$6.50

Contact

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WHY WORK WITH US

PROUDLY
SUPPORTING



thankful®
for farmers

Why we started

In 2014, we couldn't find bars and snacks that weren't either full of artificial crap, or loads of dried fruit (sugar). So, we created our own health food company.

We quickly realised, you can't have healthy people without a healthy planet and if we want to make healthy food we need to source healthy ingredients. Today, Chief is a proud supporter of regenerative farming.

Our mission



To accelerate the transition to regenerative farming practices by creating products that drive consumer education and demand for healthy, regeneratively farmed foods.

What is regenerative farming?



Farming practices that actively improve soil health and the land. It's better for the planet and creates healthier food too.

OUR NUMBERS

\$500K

Annual ad spend

6M

Annual brand impressions

1.5M

Aussies view our ads p.a.

250K

Unique website visitors p.a.

1,000

Retail partners (via distributors)

700K

Annual products sold

WHY ARE WE DIFFERENT?

It's hard to make snacks without both high sugar **AND** artificial ingredients.



	LOW SUGAR *	CLEAN INGREDIENTS + ALLERGEN FREE
OUR PRODUCTS	✓ <2g	✓ Yes
BLUE DINOSAUR	✗ 16g	✓ Yes
CLIF BAR	✗ 21g	✗ Vegetable Oils, Emulsifiers, Thickeners
EPIC BAR	✓ <2g	✓ Yes
JACK LINKS	✗ 10g	✗ Vegetable Oils, Emulsifiers, Thickeners
KIND BAR	✗ 8g	✓ Yes
KRAVE JERKY	✗ 11g	✗ Vegetable Oils
QUEST BAR	✓ <2g	✗ Sugar Alcohols, Emulsifiers, Thickeners
RX BAR	✗ 13g	✓ Yes

* Per serve, varies per SKU. WHO recommends a maximum total of 40g of free sugars per day including all meals and snacks.