



Ready, steady, TUTTI!

Where hydration meets nutrition

Superfood powder made from wholefood, made for superheroes



Dive into Hydration, Swim in Nutrition

Welcome to Tutti Kids - where making kids love water and nutritious treats becomes a breeze! We tackle the tough balance of nutrition and taste head-on with our superfood powders. Perfect for everything from smoothies to snacks, they dissolve effortlessly in water, adding a fun twist to hydration without skimping on health benefits.

Join the Tutti Kids family today and turn hydration into your child's favourite daily habit!



Do any of these problems relate to you?

Parenting today? It's tough. Between telling them to quit TikTok and everything else, we're flat out...

Parents



No time to prepare nutrient meals

You simply don't have the time (or energy) to come up with and prepare nutrient rich meals for your youngster.



Table side arguments

You're tired of asking your kids to eat veggies and drink water

Kids



Not drinking enough water

It's challenging when your child finds water unappealing, especially if they prefer flavored sugary.



Picky

Your kiddo won't eat (or even try) fruits and veggies.



Tutti Kids is your ideal solution. Designed for picky eaters, our superfood powder makes fruits and vegetables appealing. It cuts through the market clutter, offering a standout choice in quality and effectiveness. For your hectic schedule, Tutti Kids is a quick, nutritious option, easing mealtime preparations. Plus, our carefully selected blend of ingredients takes the guesswork out of your child's dietary needs, giving you confidence and peace of mind.

Tutti Kids is all about simple, effective wellness for your little ones.



**Personalised
Wellbeing**



**Pure
Superfoods**



**Wholesome
Ingredients**



**Quick &
Convenient**



Interactive



**Science
Driven**

Give your child a pure start with essential nutrients.

Introducing our SKUS, Also available in pouches.



Tutti Brain Fuel Strawberry Flavour

- ✓ Cognitive Function
- ✓ Memory & Focus

16 Fruits, Veggies,
Mushrooms & Herbs

5 Added Minerals &
Vitamins

DHA Added Omega-3
Derived from fish



Tutti Gentle Relief Banana Flavour

- ✓ Anti-inflammatory
- ✓ Calm Sensitivities

15 Fruits, Veggies,
Mushrooms & Herbs

4 Added Minerals &
Vitamins

3.6 Billion CFU
Probiotics Per Serve



Tutti Gut Flow Berry Flavour

- ✓ Gut Health
- ✓ Metabolism Boost

15 Fruits, Veggies,
Mushrooms & Herbs

6 Added Minerals &
Vitamins

10 Billion CFU
Probiotics Per Serve



Tutti Immune Boost Tropical Flavour

- ✓ Immune Support
- ✓ Antioxidant Rich

20 Fruits, Veggies,
Mushrooms & Herbs

4 Added Minerals &
Vitamins

2 Billion CFU
Probiotics Per Serve



Tutti Mood Uplift Blueberry Flavour

- ✓ Mood Uplift
- ✓ Lowered Anxiety

15 Fruits, Veggies,
Mushrooms & Herbs

6 Added Minerals &
Vitamins

2 Billion CFU
Probiotics Per Serve



FSANZ standard



No added gluten



No added lactose



No added sugar



Gut Friendly

Standard Sachet Box: 25 sachets, net 4g per sachet - \$45

Rainbow Box: 25 sachets, 5 flavours, net 4g per sachet - \$47

Pouch: Net 150g per pouch - \$41



Brain Fuel



Gentle Relief



Gut Flow



Immune Boost



Mood Uplift



Rainbow Box



Pure ingredients for a pure start

Introducing our premium blend of **hero ingredients**, carefully selected for optimal health benefits.

These natural ingredients are added into EVERY SKU



Kakadu Plum

High in vitamin C, offers antioxidants for cell protection, supports overall health and vitality



Elderberry

Rich in vitamin C and fibre, promotes overall health and digestion



Probiotics

L. acidophilus, B. lactis, B. bifidum, B. longum, contributing to a healthy gut system

Tutti Immune Boost



Echinacea

Known for its immune-boosting properties, Echinacea is often used to prevent or treat colds



Goji

High in antioxidants, which can help protect the body against oxidative stress



Turmeric

Contains curcumin, which has anti-inflammatory and immune-boosting properties



Broccoli Sprout

Rich in antioxidants, supporting natural defence mechanisms.



Spinach

Contains iron, necessary for normal immune system function

Tutti Gut Flow



Hibiscus

Antioxidants in the hibiscus plant have anti-inflammatory and anti-cancer properties



Beetroot

Beets are high in fibre and promote the growth of good bacteria in your gut



Raspberry

Rich in fibre, Vitamin C and Manganese. Good source of antioxidants



Shiitake Mushroom

High in antioxidant, fibre and protein, contributes to a normal immune system



Blueberry

Often called a superfood, enriched in Vitamin C. K and Manganese

Tutti Gentle Relief



Fish Oil (DHA)

Increases learning, memory, cognitive well-being, and blood flow in the brain



Hawthorn

Hawthorn has antioxidant, anti-inflammatory, anticancer, anti-cardiovascular disease



Pear

Rich source of flavonoid antioxidants, which help ease inflammation



Orange

High in naringin, have anti-inflammatory & antioxidant properties



Kale

contain natural antioxidants and polyphenols, high in Vitamin K

Tutti Mood Uplift



Blue Spirulina

Rich in a range of vitamins & minerals essential for maintaining a healthy immune system, like vitamins E, C, and B6



Passionflower

Known for alleviating anxiety and promoting sleep



Monk Fruit

Native to Southeast Asia, it is believed to have soothing properties



Lemon

found to reduce stress and anxiety, and help us feel calmer overall



Schizandra

shown to reduce stress and improve mood

Tutti Brain Fuel



Fish Oil

Increases learning, memory, cognitive well-being, and blood flow in the brain



Strawberry

Delightful and nutritious choice for kids, packed with manganese and potassium, and often loved by children



Turmeric

Contains curcumin, which has anti-inflammatory and immune-boosting properties



Mango

packed with vitamin B6, which is essential for maintaining brain function



Carrot

high in luteolin, help support brain health & boost cognitive clarity

Why Tutti?



Proudly
Australian Made



Manufactured in
an Australian



HACCP and GMP
approved facility.

Multifunctional use. Simply sneak it in



15 seconds a day,
whenever,
wherever



Aqua, Juice & Milk

Kids not drinking enough
water? Well, now they will



Yoghurt

Fruity & nutritious
yoghurt? Yum!



Meals

Make brussels sprout the
next Michelin dish!



Baking

A 'dough-lightful' burst
of nature's best

Formulated by nutritionists, praised by parents.



Rachel Benight

MS, RD/LD

"I love how these products are not filled with artificial ingredients, and I can feel good about recommending them to parents! I do not like The products are naturally sweetened with monk fruit and do not have artificial flavors or colorings compared to other products on the market."



Chelsea Newbrough

RDN

"Kids are picky and they do not drink enough water per day! Nearly every child has dietary gaps in essential nutrients, and this is where Tutti products can really come in handy. The powders taste great, are super versatile, and can easily be incorporated into favorite drinks and foods. This convenience is invaluable for busy parents seeking reassurance that their kids are getting those vital nutrients necessary for healthy growth."

2024 Marketing Strategy

1

Engage in two major offline expos across Sydney and Melbourne

Naturally Good Expo

June 3 & 4

PBC Expo Melbourn

July 6 & 7

2

Influencer Collaboration Strategy



Instagram



Facebook



Tiktok

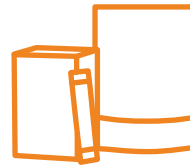


Youtube

leveraging influential platforms with parenting influencers to enhance our visibility and drive engagement.

3

Online Customer Engagement Activities



“Creative Product Use Contest”



“Children's Smile Collection Contest”

4

Retail Store Check-in Interaction Campaign – WIN-WIN

To drive traffic to both online and offline retail stores carrying Tutti Kids products, encouraging purchases and enhancing retailer profitability and brand exposure.

“Check-In and Purchase Incentive Program”

- Customers are invited to visit any retail store (physical or online) that stocks Tutti Kids products.
- Upon purchasing Tutti Kids products, customers can check in via website portal, uploading their purchase receipt as proof

What You Will Gain by Partnering with Tutti Kids

Partnering with Tutti Kids opens a gateway to a multitude of benefits for retail stores, positioning you at the forefront of the dynamic and ever-evolving children's products market.



Diversity in Product Offerings

Access to Tutti Kids' extensive and diverse range of eco-friendly, innovative products



Targeted Advertising Support

Tutti Kids pledges to fund advertising campaigns focused on highlighting our retail partners, like your store, using targeted local ads within a 10-kilometer radius to inform the community about nearby Tutti Kids product availability.



Co-Branded Marketing:

Leveraging our brand's strong online presence and customer base to co-create advertising content.



Rich and Timely Marketing Content

Tutti Kids produces a steady stream of marketing content that highlights our retail partners



KOL Store Visits

Arrangement of Key Opinion Leaders (KOLs) and influencers to visit your retail store or feature your online store

NPD Timeline

2024

**Research and
Development of Core
Product Ingredients**

**Development New Powder
Functions to 10 SKUs**

2025

Global Strategy

Expanding Product Types:



Yogurt



Puree

Target Markets:

China, Southeast Asia

2026

Global Strategy

Enriching Product Types:



Yogurt



Puree

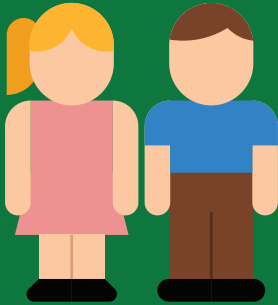


Oatmeal

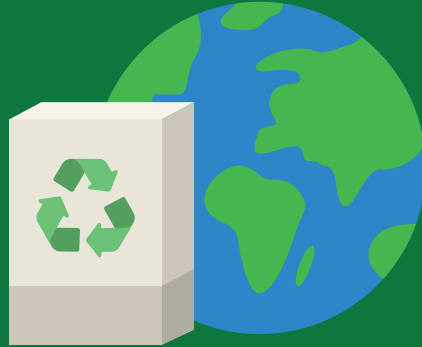
Target Markets:

United States

Sustainability



**Partnerships with
Child Welfare
Organizations**



**Eco-friendly
Products**



**Community
Engagement and
Education on Healthy
Childhood Development**



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