

KAREN'S

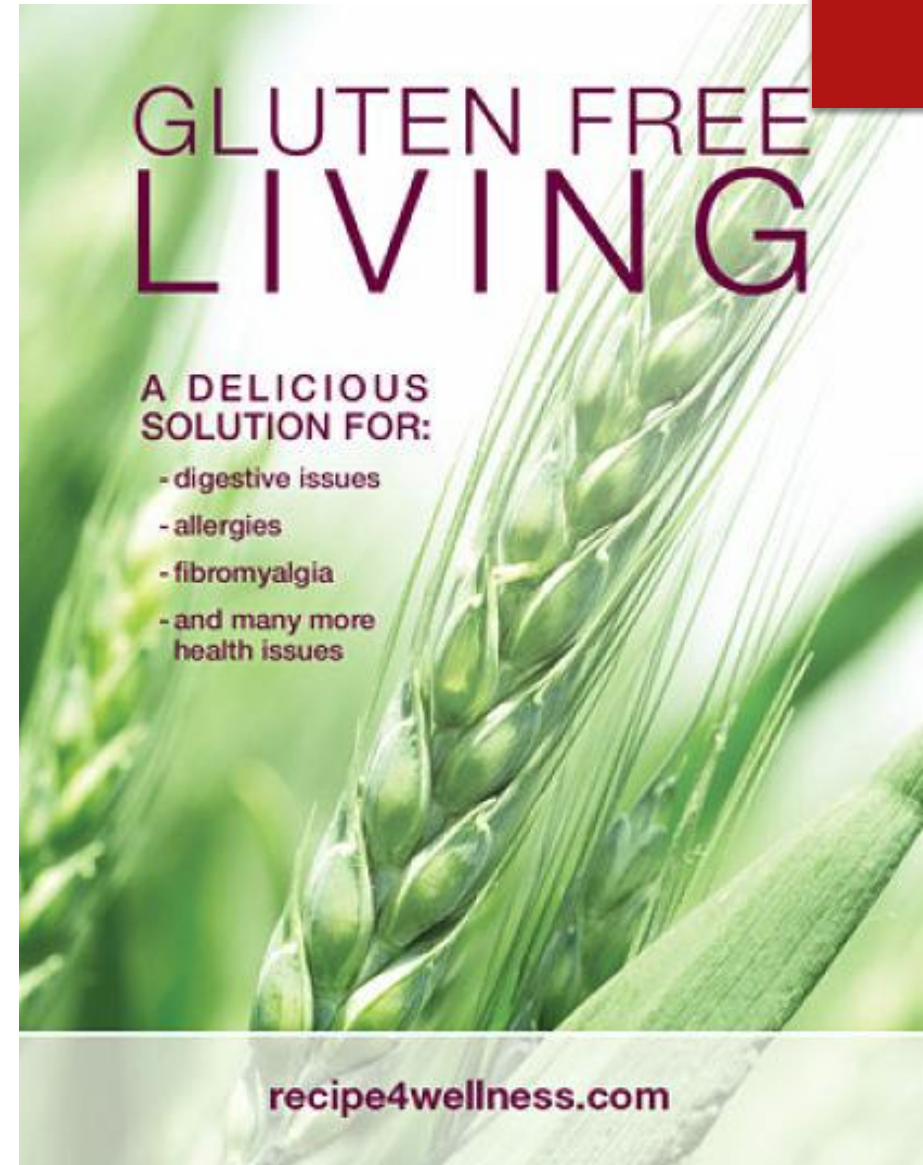
Gluten Free LIVING

Gluten Free never tasted so good!



More & more people are finding out that they have to eat Gluten free

- ▶ I started eating this way 15yrs ago because I was having issues with chronic insomnia and fibromyalgia
- ▶ I started this business with a recipe from my book
- ▶ This issue won't go away anytime soon!
- ▶ As a Nutritionist and Certified Health Coach I have seen this more than ever over time
- ▶ Many find that they feel so much less bloated and get rid of some health issues eating this way.
- ▶ More children have allergies/sensitivities than in the past



Unhealthy gluten free products

- ▶ A LOT OF GLUTEN FREE PRODUCTS OUT THERE ARE MADE WITH UNHEALTHY INGREDIENTS AND ARE FULL OF SUGAR
- ▶ SOME ARE DRY & CRUMBLY
- ▶ THERE IS A NEED FOR HEALTHIER GLUTEN FREE
- ▶ MIXES AREN'T ALL GOOD AND CAN BE FULL OF SUGAR ALSO



HERE ARE SOME EXAMPLES

LOTS OF SUGAR (24 GRAMS!) AND NOT SO TASTY!

BOB'S RED MILL MIXES



Nutrition Facts
About 16 servings per container
Serving size 1 brownie (37g mix)

	Mix	Prepared
Calories	150	210
	% Daily Value*	% Daily Value*
Total Fat	0.5g 1%	7g 9%
Saturated Fat	0g 0%	4g 20%
Trans Fat	0g	0g
Cholesterol	0mg 0%	50mg 17%
Sodium	65mg 3%	80mg 3%
Total Carbohydrate	33g 12%	33g 12%
Dietary Fiber	2g 7%	2g 7%
Total Sugars	24g	24g
Incl. Added Sugars	24g 48%	24g 48%
Protein	2g	3g
Vitamin D	0mcg 0%	0mcg 0%
Calcium	7mg 0%	13mg 2%
Iron	2mg 10%	2mg 10%
Potassium	87mg 2%	102mg 2%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Sugar, Gluten Free Flour Blend (Sweet White Rice Flour, Whole Grain Brown Rice Flour, Potato Starch, Whole Grain Sorghum Flour, Tapioca Flour, Xanthan Gum), Cocoa Powder, Sea Salt, Baking Powder (Sodium Acid Pyrophosphate, Sodium Bicarbonate), Corn Starch, Monocalcium Phosphate, Natural Vanilla Flavor Powder (Sugar, Cornstarch, Vanilla Oleoresin).

Bob's Red Mill Natural Foods, Inc.
13521 SE Pheasant Court
Milwau...

Introducing Karen's Gluten Free Living products

- ▶ A line of products that are delicious, moist and made with quality ingredients so you can enjoy them and feel good too!
- ▶ Cookies, sourdough and paleo bread, donuts, brownies and more.
- ▶ Gluten/Dairy/processed sugar free, SOY FREE and Non-GMO.
- ▶ All made in a CERTIFIED GLUTEN FREE KITCHEN.



SOME OF KAREN'S LOCATIONS

▶ Farmers Market Love

- ▶ INTERDEPENDENCE NATURAL FOODS They carry a variety of my products with larger orders weekly
- ▶ Karen's is an established brand that is carried in stores like: Whole Foods in AZ
- ▶ AZ DISTRIBUTOR NAVIGREAT (IN STORES & PLACES LIKE PHOENIX AIRPORT AND MORE
- ▶ Online Sales
- ▶ EREWON NATURAL FOODS
- ▶ RESTAURANTS LIKE TASTE OF MARAKECH
- ▶ PINK JEEP CAFÉ
- ▶ SOON TO BE IN CLARKS GROCERY STORE AND OTHER LOCATIONS
- ▶ Natural Grocers and more. I get weekly orders from this store and have developed a good rapport with them. Everyone loves the products!





Farmers
market
pics

PRODUCTS IN NATURAL GROCERS

MY PALEO AND
SOURDOUGH BREADS

MY DONUTS, PUMPKIN
BREAD SWEET POTATO
BREAD AND QUINOA
COOKIES



RECOGNIZED PRODUCTS

3 YEARS AGO



NOW



Currently creating mixes that will be easy to scale and easy to make at home for families

▶ New mixes

- ▶ PALEO BREAD MIX
- ▶ PALEO BROWNIE MIX
- ▶ DESSERT BREAD MIX
- ▶ COOKIE MIX



Looking for
help with

Scaling

Packaging

Marketing

Funding

NUMBERS

- ❖ In the last 3 years my business has grown each year and currently doing \$100,000 annually (Net profit last year!)
- ❖ I have increased the prices of my products and continue to save on costs of ingredients
- ❖ I have the opportunity to get into over 100 Natural Grocers stores all over the Country along with giving more products to my distributor to sell all over AZ. This would give me the ability to grow my business to 500,000 and more!
- ❖ I feel that my new mixes will be able to scale easily and will be able to ship easily with a longer shelf life
- ❖ What I need is funding to help get professional packaging, demos in these stores, some marketing help to promote my products and business management help