

HANDS MY CHOCOLATE OFF

The next Level



"EVERY CRISIS IS A BREEDING GROUND FOR INNOVATION"

SO WE USED 2020...

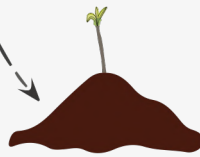
To seed new ideas...



Nurtured them...



Let them grow...



**HANDS
OFF**
MY
CHOCOLATE



Gave them space...



Until finally...



HANDS OFF
THE NEXT LEVEL
STARTING IN...

3



HANDS OFF
THE NEXT LEVEL
STARTING IN...

2



HANDS OFF THE NEXT LEVEL STARTING IN...

1



HANDS OFF THE NEXT LEVEL



**SERIOUSLY
TRENDING**

We looked at global trends

Brands should be good for...



 You



- ✓ Vegan/plant-based
- ✓ Clean label & natural

 The environment



- ✓ Vegan/plant-based
- ✓ Clean label & natural
- ✓ Sustainable

 The People



- ✓ Responsible
- ✓ Support charity



**SERIOUSLY
TRENDING**

And made them Hands Off:



✓ VEGAN

✓ TRACEABLE

✓ ALL NATURAL

✓ 100% RECYCABLE

✓ 25% PLASTIC REDUCTION



- ✓ Introduction of two new vegan flavors
- ✓ Communication of **Vegan label** on current 85%
- ✓ Only making use of **all-natural ingredients**
- ✓ Optimization of recipes and making them **more clean-label**



- ✓ Introduction of two new **vegan flavors**
- ✓ **100% recyclable** plastic, 25% plastic reduction
- ✓ Changing to **traceable cocoa liquor**, thereby giving insight in where our main ingredient comes from.



- ✓ Invest 10% of profit back into society by **starting a Hands Off owned project** to support women in Africa
- ✓ Increasing social responsibility by **standing up for women rights & equality**



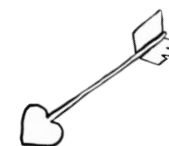
VEGAN VEGAN VEGAN VEGAN

So we proudly present:...



ALL NATURAL
FAIR TRACEABLE
COCOA MASS
& RECYCLABLE PLASTIC

- ✓ VEGAN
- ✓ TRACEABLE COCOA LIQUOR
- ✓ ALL NATURAL
- ✓ 100% RECYCABLE
- ✓ 25% PLASTIC REDUCTION
- ✓ NO MILK



Finger licking delicious



Relaunch current assortment

with lots of added value

New packaging design & New Recipes



Clear claims:

- ✓ Clean Label & All Natural -> New recipes
- ✓ Fair traceable cocoa mass -> New recipes
- ✓ Recyclable plastic (& 25% plastic reduction) -> mono material



Better view what's inside: Bar is shown



New more powerful logo



Fresh innovative design



So we proudly present part 2:...

ALL NATURAL
FAIR TRACEABLE
COCOA MASS
& RECYCLABLE PLASTIC



Available week 8 2021

Current
assortment



VEGAN



VEGAN VEGAN VEGAN VEGAN

Let's start the Vegan chocolate movement

- ✓ Vegan
- ✓ Finger licking delicious
- ✓ Fair

PLANT BASED



Let's grow?

