

Investor materials

2021



OUR ORIGIN STORY

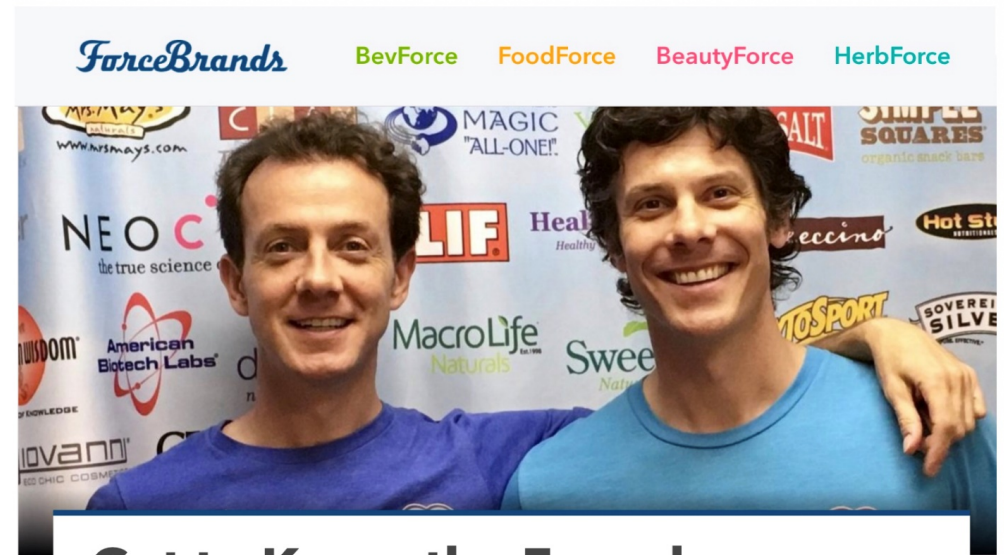
We solved a real-world problem using nutrition

We're a team of brothers.

Our company was born when we came across an energy bar being used by our Armed Forces in the field. It was full of unhealthy trans-fat and tasted like cardboard. Trans fat causes coronary heart disease. Military feeding officials said that trans fat was required in order to have 3 years of shelf life. But we knew that was false.

So we campaigned hard and managed to sign a Cooperative R&D Agreement with the Army, and we fixed the problem within a year. We created the **Soldier Fuel energy bar**, which has no trans fat, great taste, high performance, and proven 3 years of shelf life.

Now Soldier Fuel is the premier energy bar used by elite U.S. Special Operations Forces units. It's also being picked up by other top units in militaries around the world.

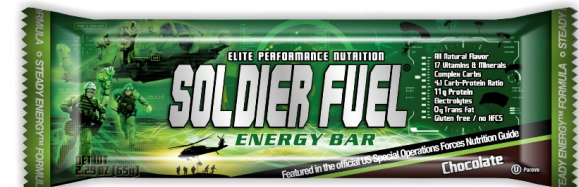


Get to Know the Founders

Christian, Mark, and Paul D'Andrea

ForceBrands: Tell us a bit about your background and what led you to create this product.

Christian D'Andrea: My route is a little unusual. I'm a documentary filmmaker. While making my first film for Discovery, I found myself on a base in Arizona, where I happened to see troops eating an Army-made energy bar that was basically garbage. This upset me. Troops were being force-fed trans fat, which causes coronary heart disease? Unacceptable. So my brothers and I created a company, became the Army's R&D partners in performance nutrition, and created a healthier energy bar for troops called SOLDIER FUEL.



DIFFERENTIATOR #1

Featured in the US Special Operations Forces Nutrition Guide

This makes civilians want it. “If Navy SEALs use Soldier Fuel, I want it, too.”
It serves as certification / vetting / endorsement, at the highest level.

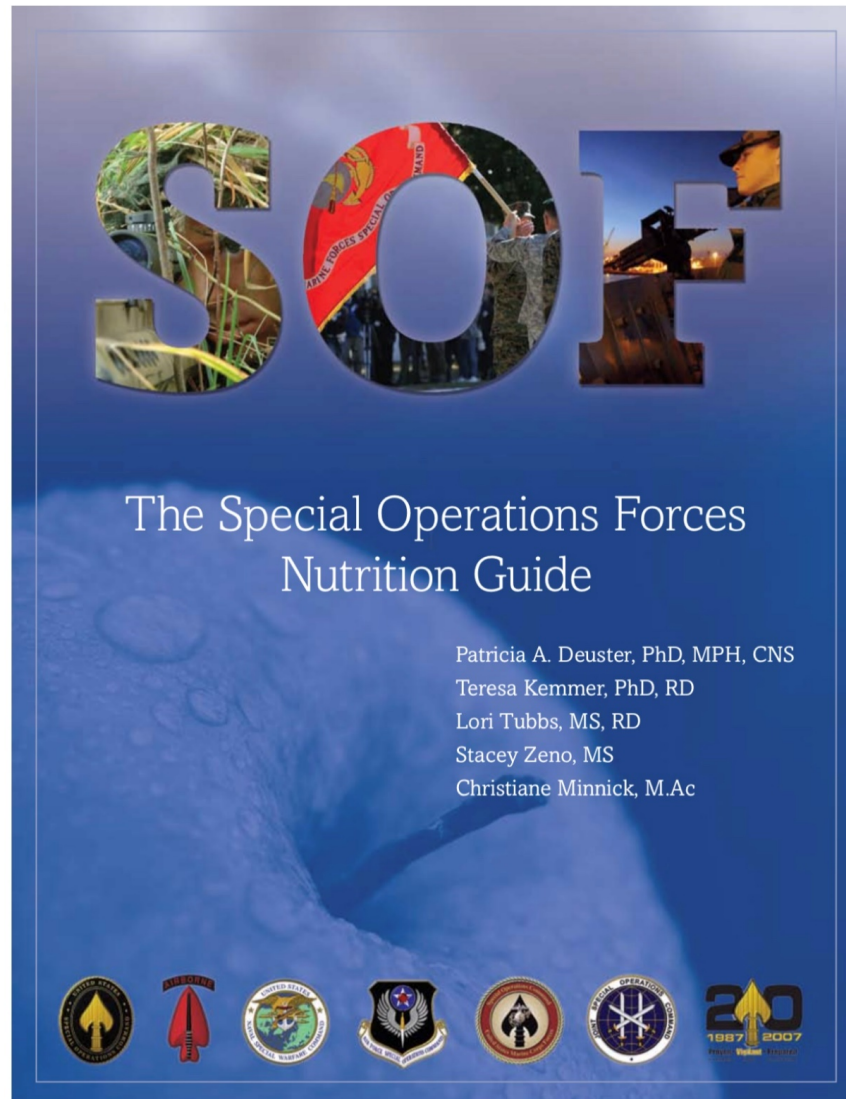


Table 15–10. SDV Operation

SDV (SEAL Delivery Vehicle) Operation

OPORDER:	Long range insertion.
Duration:	12–14 hours at night.
Chow Availability:	COTS/Rations.
Terrain:	Nautical Environment—Surface water temperature 55–60°.

Food Suggestions (CHO, protein, fat in grams):

- Soldier Fuel Bar, 1—(40, 10, 9).



DIFFERENTIATOR #2

Best-tasting bar on the market

Yes, we said "best."

We use real cocoa nibs and 100% unsweetened chocolate. No powders or cheap stuff.

People are surprised at how good it tastes. Like the Men's Health editor...



"Soldier Fuel energy bars, an all-natural, zero trans-fat performance bar featured in the official U.S. Special Operations Forces Nutrition Guide, **tasted 1,000 times better than I expected.**"

- Bob Drury, **Men'sHealth**

DIFFERENTIATOR #3

The only all-natural bar with **3 years of shelf life**

3-year shelf-life test by
Canadian Defense Ministry

This is our **sustainable competitive advantage**.

Soldier Fuel is unique in that it's an all natural bar, with no trans fat, that has three years of shelf life confirmed by military labs.

This makes it the ultimate bar for military and preppers, who need shelf-stable products.

Competitors would only be able to compete in three years, after they've proven real shelf life.

First, I would like to thank you for your interest in the DND Combat Rations Programme. I am pleased to provide you the following requested information:

(1.) Test Outcomes: The Soldier's Fuel Bar (3 flavours) was incubated for three months at 37 degree Celsius in order to predict the shelf-life. All items included in the Combat Rations must have a 3-year shelf-life. The bar passed this test which is a good indicator that the bar meets our 3-year shelf-life requirement;

*(2.) Menu Planning Timelines: We plan our menu for the upcoming year during the month of July/August;

*(3.) Potential Applications: Potential inclusion in LMC (Light Meal Combat Pack) and/or IMP (Individual Meal Pack).

NB: *(4.) Potential Procurement: At this stage, the item has been placed in the Combat Rations Program Database only. As I explained to you over the phone, Procurement will not be for the upcoming year since the menu has been decided in August.

(5). Preferred flavours: We think the three flavours are good.

Thank you again and have a good weekend.

Programme national des rations de combat | National Combat Rations
Programme Directeur - Services d'alimentation | Director Food Services
Directeur général - Systèmes de matériel et chaîne d'approvisionnement |
Director General Materiel Systems and Supply Chain

Sous-ministre adjoint (Matériels) | Assistant Deputy Minister Materiel Défense
nationale | National Defence Ottawa, Canada K1A 0K2

Télécopieur | Facsimile 819-997-0251 Gouvernement du Canada |
Government of Canada



Soldier Fuel in custom wrapper for the Canadian military

OPPORTUNITIES:

The Prepper, Military, and First Responder markets

1. We have a loyal core base of **preppers** and survivalists who repeatedly buy through Amazon. We experienced a surge of interest from this group in 2020, and we want to expand and capitalize on this.
2. After years of work to secure large foreign **military customers** and facilitate government evaluation, we are now poised to potentially land substantial contracts with foreign militaries.
3. We currently sell about 32,000 bars a year to one fire department, LA County Fire. There are 1.8 million **police officers and firefighters** across 48,000 police and fire departments in the U.S.

OPPORTUNITY #1

A surge of interest from preppers and survivalists in 2020

At the height of COVID, in April/May 2020, Soldier Fuel became **Amazon's Choice** for *emergency food bars*.

Amazon's **Choice** for "emergency food bars"

Amazon's **Choice** for "rations bars"

✓prime ★★★★★



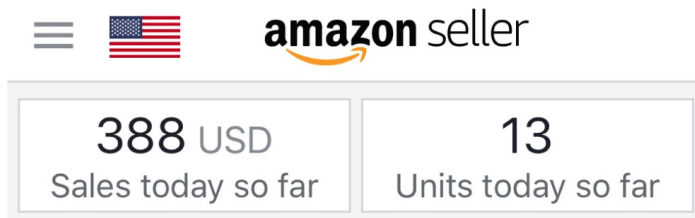
Made with 100%
real chocolate
+
Three years of shelf-life

OPPORTUNITY #1

A surge of interest from preppers and survivalists in 2020

On Amazon, in January-April 2020, we had...

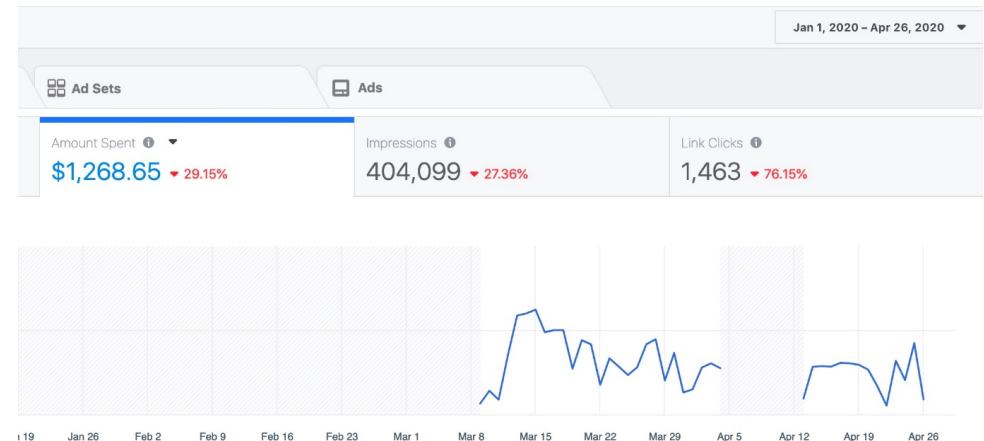
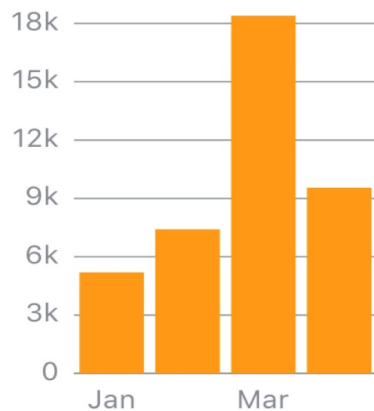
\$42,710 in gross sales → from just **\$1,268** in marketing spend.



Product sales ▼ Year to date

42.71K USD Year to date

↑ **127 %** Last year



These are facebook ads, pointing to Amazon

OPPORTUNITY #1

A surge of interest from preppers and survivalists in 2020

In recent months we've generated EARNED MEDIA and positive BUZZ in the prepper space, ranging from influencer blogs to a popular prepper/survival magazine.

The June 2020 issue



3 MAKE & MODEL D'Andrea Brothers LLC Soldier Fuel

WEIGHT
2.29 ounces per bar

MSRP
\$30 for a box of 15 bars

URL
soldierfuel.com

NOTES
This isn't just another nutrition company trying to cash in on the tacticool fad. Christian D'Andrea is a documentary filmmaker who was filming on an Army base when he saw troops being fed bars full of trans fat (a contributing culprit in heart disease). So, he created a company with his brother to team up with the Army and create healthier performance nutrition. The result: Soldier Fuel. Each bar is made with 100-percent chocolate and packs 270 calories, 10 grams of protein, 17 vitamins and minerals, and 40 grams of complex carbs to provide a steady stream of energy. Plus, it has a three-year shelf life, making it ideal for preppers, survivalists, and outdoor enthusiasts. As a snack, it'll never replace your mom's brownies. But as a protein bar, it's legit tasty.

OPPORTUNITY #2

Potential foreign military contracts - Israel

The Israel Defense Forces (IDF) is one of the most respected militaries in the world. They've recently selected Soldier Fuel to be their ration bar, after 6 years of evaluations.

nrgr מעריב ראשי חדשות כלכלה ספורט תרבות סגנון ופנאי

IDF Soldiers try to fight fatigue

בצה"ל מנסים להיחלם בעייפות החיילים

To counteract the cumulative fatigue of combat, elite IDF pilot units have adopted the Soldier Fuel energy bar

בנוסף לכך, כדי לתמוך בעייפות המצטברת של הלוחמים, מאמץ צה"ל את הלהיט של יחידות העלית וטייסי הקרב האמריקאים - חטיף האנרגיה Soldier Fuel.



ARUTZ SHEVA israelnationalnews.com

HAMODIA THE DAILY NEWSPAPER OF TORAH JEWRY

ISRAEL

New IDF Energy Bar to Provide Field Nutrition

By Dov Benovadia | Friday, July 5, 2019 at 5:37 am | ב' תמוז תשע"ט

The "Soldier Fuel" bar is the result of years of research by the IDF's Food Technology Research Unit, each 60-gram bar contains 10 grams of protein.

בצה"ל פיתחו חטיף מבצעי ששורד אפילו את החום המאתגר של הקיץ ומכיל מספיק וחלבונים ערכים תזונתיים כדי לספק לכם אנרגיה ליממה שלמה.

ליאור מוישטיין, אתר צה"ל, י"ח בסיון תשע"ט 00:15 21/06/19



צילום: דני צה"ל

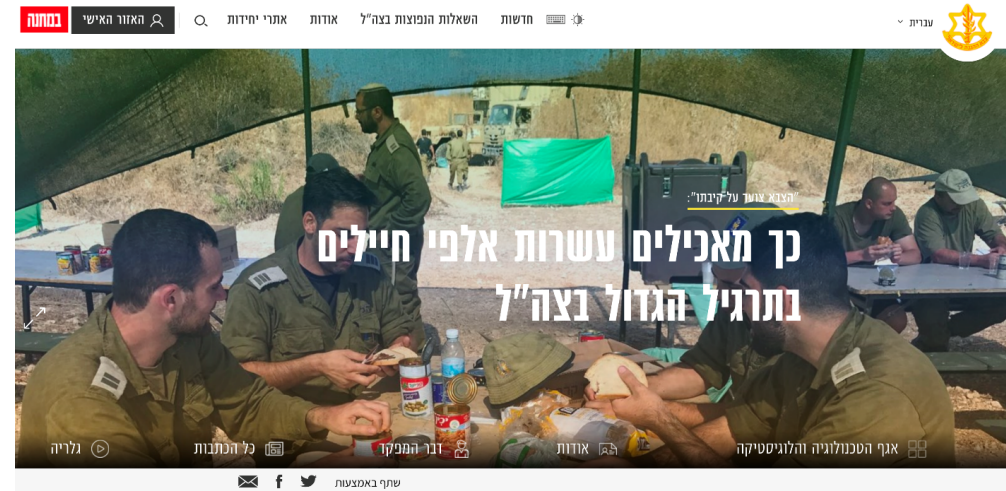
לוחם עם החטיף

OPPORTUNITY #2

Potential foreign military contracts - Israel

The official Israel Defense Forces government website now features SOLDIER FUEL.

We expect the first rations orders from the IDF in early 2021.



עשרות אלפי מנות כבר עלו צפונה, ואפילו חוספת חרשה, שניתנה עד כה ליחידות מיוחדות בלבד, הוכנסה לראשונה

למנות הקרב תהיה הפעם תוספת מפתיעה: לראשונה, יחולק ללוחמים חטיף מבצעי משמש צבא ארצות הברית וניתן בעבר אך ורק ליחידות המיוחדות בצה"ל. החטיף, Soldier Fuel Energy Bar, ייוחדי במענה הקלורי שהוא יכול לספק - 270 קלוריות, ועל כן, מסבירים באגף הטכנולוגיה והלוגיסטיקה, הוא אידיאלי עבור לוחמים שעוסקים בפעילויות ארוכות בשטח. החטיף כשר, מועשר בסיבים תזונתיים וויטמינים ונטול שומן טראנס, והוא מגיע בשני טעמים: שוקולד ובוטנים.



אולי יעניין אתכם גם:

OPPORTUNITY #2

Potential foreign military contracts - Indonesia



Michael THOUVENOT <contact@titvs.com>

Wed, Mar 25, 7:14 AM (1 day ago)



to christian ▾

Dear Christian,

My name is **Michael** THOUVENOT, MD of Titvs and Sitvs group of companies based in HK, Singapore and UAE. We are a Police and military equipment contractor and with very strong sales in Indonesia.

I would like to inquire about providing the Soldier Fuel Bars to Indonesian Police and Army as I've been requested about it by the chief of police himself. Quantities will be relevant, but I need to know if we can find an agreement and partnership to work together on this opportunity.

Best regards,

Michael THOUVENOT

Managing Director

Direct Line Hong Kong : +852 5303 3945

Direct Line Singapore : +65 8458 2052

Email : contact@titvs.com

The Chief of Police commands the Indonesian National Police, which is a force with 380,000 members. This is a current active lead.



OPPORTUNITY #3

Expanding Fire and Police department sales



LA County Fire buys ~32,000 bars per year.

There are 1.8 million police officers and firefighters across 48,000 police and fire departments in the U.S.

LOS ANGELES COUNTY FIRE DEPARTMENT PURCHASE ORDER		ORDER NUMBER PO-FR-19005302-2		AWARD DATE 07/09/2019	
FOR VENDOR PAYMENT INQUIRIES PLEASE REFER TO https://lacovss.lacounty.gov/LoginExternal/Pages/lacovss-dept-contacts.pdf			ALL ITEMS AND CONDITIONS IN THE SOLICITATION ARE PART OF THIS ORDER AS IF FULLY REPRODUCED HEREIN.		
BILL TO: FIRE DEPARTMENT FIRE-INVOICESUBMISSION@FIRE.LACOUNTY.GOV Financial Management PO Box 910901 Commerce CA 90091			ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Contact : Christina Elias Phone : 323-267-2216 Email : celias@isd.lacounty.gov		
VENDOR NAME, STREET, CITY, STATE, ZIP CODE: DANDREA BROTHERS LLC 332 S GLENROY AVE LOS ANGELES CA 90049-3114			SHIP FOB DESTINATION TO: (UNLESS SPECIFIED ELSEWHERE) PACOIMA WHSE-STOCK ORDERS 12605 OSBOURNE ST - 448 ADMIN BUREAU PACOIMA CA 91331 PROCUREMENT FOLDER : 1571414		
CONTACT FOR DELIVERY INSTRUCTIONS (NAME, TELEPHONE) (818) 890-5702 FUND#40103					
DELIVERY DATE	FOB POINT		AGENCY REQ. NUMBER	CONTRACT NUMBER	TOTAL AMOUNT OF ORDER
08/10/18	FOB Destination, Freight Prepaid and Allowed		RQN1900		\$35,640.00
DATE PRINTED	VENDOR NO.	PROMPT PAYMENT TERM	TERM 1 DISCOUNT: 0.00 DAYS: 30	TERM 2 DISCOUNT: 0.00 DAYS: 0	TERM 3 DISCOUNT: 0.00 DAYS: 0
07/09/2019	176600				
LINE NO.	COMMODITY/SERVICE DESCRIPTION		QUANTITY	UOM	UNIT PRICE
1	NOTICE TO VENDORS: ALL ITEMS LISTED ON VENDOR PACKING SLIPS AND INVOICES MUST REFLECT THE CORRESPONDING PURCHASE ORDER COMMODITY LINE NUMBER. ALSO, THE ORDER NUMBER MUST BE REFERENCED ON ALL PACKING SLIPS AND INVOICES. COMMODITY CODE: 393-70-00-000001 SUPPLIER PART NO: SALES TAX AMOUNT: STOCK ITEM DESCRIPTION: ENERGY BAR CHOCOLATE DESCRIPTION: ENERGY BAR CHOCOLATE MFG:SOLDIER FUEL MFG #:SFA-CHB 90 BARS PER CASE		360.00000	CASE	\$99.000000
					\$35,640.00
					\$0.00

PROOF POINTS

Discovery Channel has highlighted our appeal to both military and preppers



"The food science behind this is absolutely fantastic... Soldier Fuel is perfect for the military, outdoorsmen, and survivalists."



PROOF POINTS

With ~\$1,200 in ad spend in early 2020, we hit the #27 spot on Amazon

April 23, 2020

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Sports Nutrition Endurance & Energy Bars

#26



Clif Bar Chocolate Chip Crunch

★★★★★ 4

\$25.50

#27



Soldier Fuel Energy Bars, Real Chocolate, 2.29 Ounce (Pack of 15)

★★★★☆ 236

\$29.85 ✓prime

#28



CLIF BAR - Mini Energy Bars - Crunchy Peanut Butter - (0.99 Ounce Snack Bars, 20 Count)...

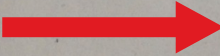

★★★★☆ 1,515


1 offer from \$19.95

PROOF POINTS

Scientific and expert validation

This recommendation is from Lt. Col. Dan Johnston, M.D., who was director of the Department of Defense Human Performance Lab.



 CONSORTIUM FOR HEALTH AND MILITARY PERFORMANCE
HUMAN PERFORMANCE LABORATORY
DEPARTMENT OF MILITARY AND EMERGENCY MEDICINE
UNIFORMED SERVICES UNIVERSITY OF THE HEALTH SCIENCES
4301 JONES BRIDGE ROAD, ROOM G188
BETHESDA, MARYLAND 20814-4712

MEMORANDUM FOR: AUSTRALIAN DEFENCE FORCE
FOR DIRECTOR OF LOGISTICS/PROCUREMENT

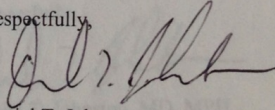
SUBJECT: Recommendation Supporting Use of Hooah **Soldier Fuel**™ Energy Bar

1. This memorandum is in response to a request from D'Andrea Brothers, LLC for an official statement from the Department of Defense (DoD) Dietary Supplement Committee regarding approval of the use of the Hooah Soldier Fuel™ energy bar within the US military.

2. We recognize that the special operation forces (SOF) community within the US has exceptional requirements and that scientifically based data for SOF mission sustainment do not always exist. We therefore hold scientifically known safety and performance data of product ingredients as the standard. Our recommendations seek to provide the best nutritional support for heavy mission performance requirements, by paying close attention to product purity and contents.

3. We recommend the Hooah **Soldier Fuel**™ Energy Bar, co-developed by the US military and D'Andrea Brothers LLC, because it has superior nutritional content and quality. The Energy bar meets important criteria we developed including carbohydrate and protein ratios that help replace fuel stores and maintain/support lean body mass. These criteria also include total fat and saturated fat energy composition within the bar, and the exclusion of the ingredients such as high fructose corn syrup, hydrogenated or partially hydrogenated vegetable oils ("trans" fats) and sugar alcohols.

4. I am most willing to help answer any questions regarding the nutritional and performance benefits of this supplement for the Australian Defence Force. I can be reached at 301- 0529 or via email at djohnston@ s.mil.

Respectfully,

Daniel T. Johnston, MD, MPH
Medical Director
Human Performance Laboratory
Consortium for Health and Military Performance
DoD Dietary Supplement Committee

The Plan:

Raise \$1M in investment to fund our efforts in...

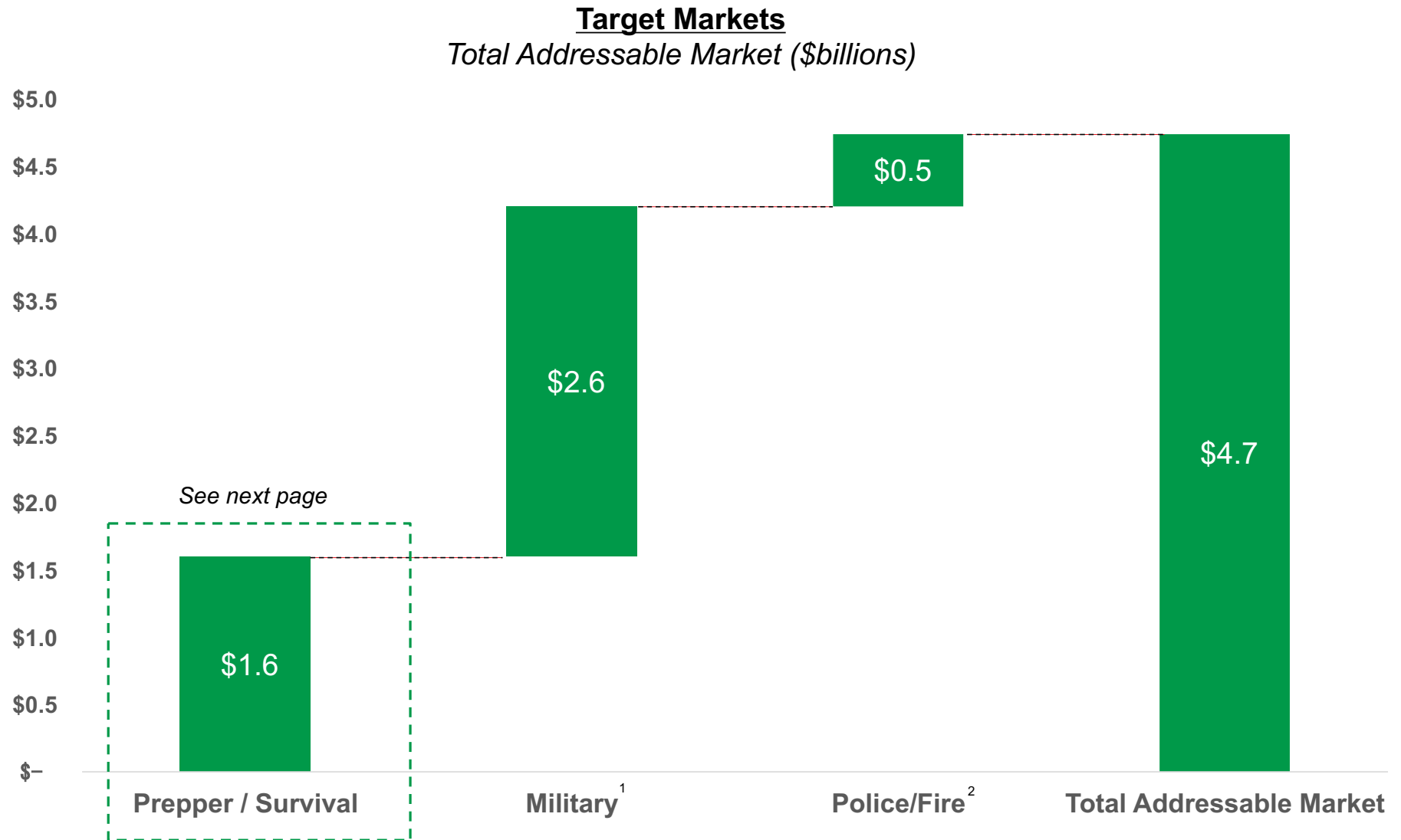
- **The PREPPER / SURVIVAL market.** Focus on and develop this tight-knit target demo that already has proven high affinity for Soldier Fuel, buys repeatedly, and shops based on word-of-mouth.
 - Launch a 1-year DTC campaign that grows sales and **achieves a meaningful revenue base** in this hyper-focused target demo and allows us to...
 - Become the dominant energy bar in this Prepper / Survival demo within 2 years – online first, and then at B&M retail (into which we will eventually expand).
- **The MILITARY + FIRE / POLICE markets.** Nurture the existing potential customers, and pursue new ones, at trade shows and using key broker networks.

Allocation of
money and
effort

75%

25%

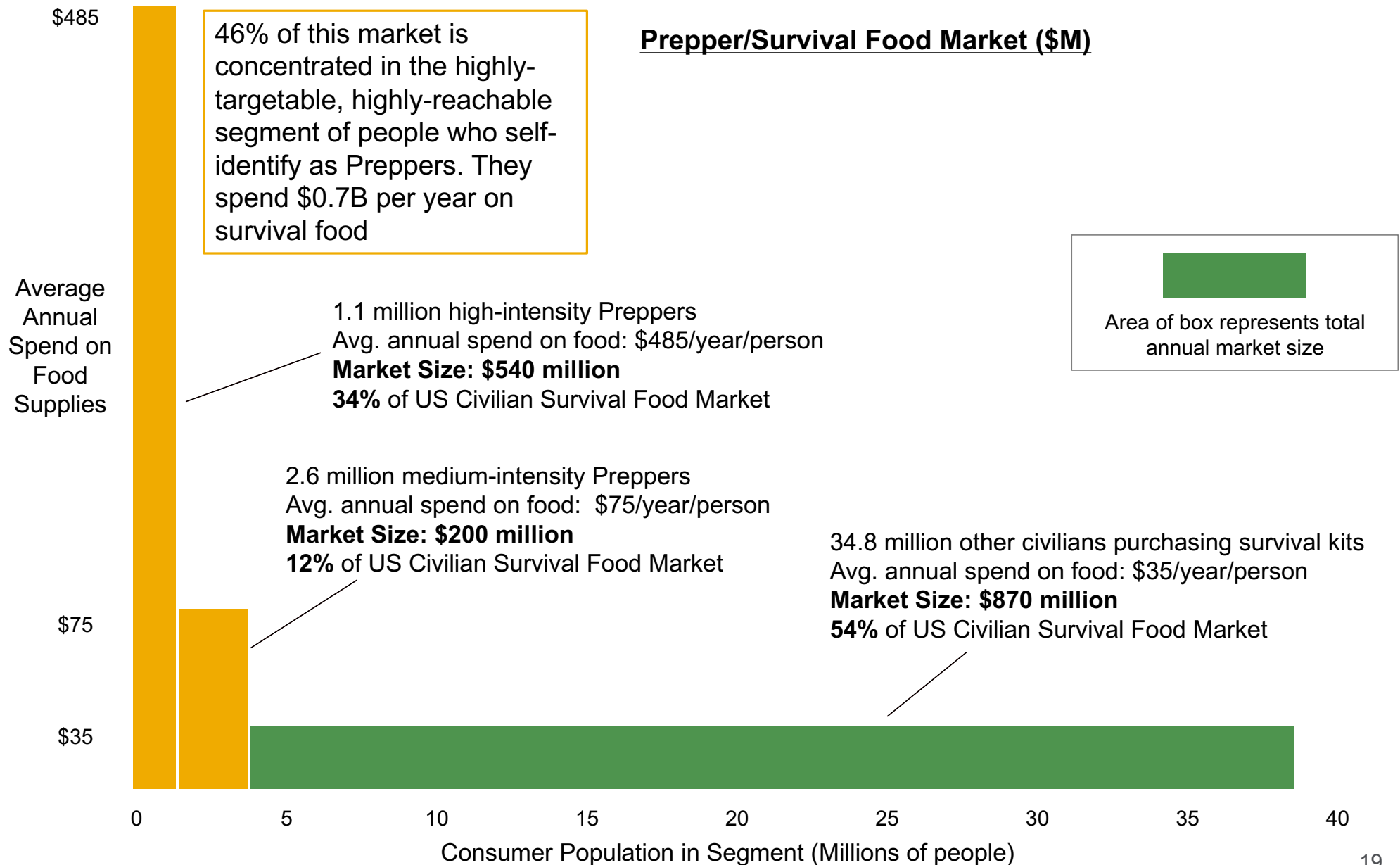
The Total Addressable Market of our target markets is \$4.7B, and Soldier Fuel has achieved traction in all of them



¹ Allied Military Energy/Forward Operating' Rations Market

² US Police/Fire Departments Energy/Forward Operating' Rations Market

The Prepper/Survival food market is \$1.6 billion



The Prepper / Survival Target Market

Conservative revenue and gross margin estimates with sensitivity analysis

Five Year Revenue Modeling						
		Year 1	Year 2	Year 3	Year 4	Year 5
Preppers		3,700,000	3,722,200	3,744,533	3,767,000	3,789,602
Percent who buy		0.5%	1.0%	2.0%	3.5%	5.0%
Number who buy		18,500	37,222	74,891	131,845	189,480
Units purchased/year	1.5	27,750	55,833	112,336	197,768	284,220
US Population		256,000,000	257,536,000	259,081,216	260,635,703	262,199,518
Percent that buys survival kits	11.24%	28,774,400	28,947,046	29,120,729	29,295,453	29,471,226
'Survival kit only' (non-Preppers)		25,074,400	25,224,846	25,376,195	25,528,453	25,681,623
Percent who buy		0.1%	0.5%	2.0%	3.5%	5.0%
Number who buy		25,074	126,124	507,524	893,496	1,284,081
Units purchased/year	1.2	30,089	151,349	609,029	1,072,195	1,540,897
Total units sold		57,839	207,182	721,365	1,269,963	1,825,118
Revenue	\$ 29.99	\$ 1,734,600	\$ 6,213,391	\$ 21,633,727	\$ 38,086,176	\$ 54,735,276
COGS	\$ 8.00	\$ 462,714	\$ 1,657,457	\$ 5,770,917	\$ 10,159,700	\$ 14,600,941
Fulfillment costs	\$ 6.00	\$ 347,036	\$ 1,243,092	\$ 4,328,188	\$ 7,619,775	\$ 10,950,705
Gross Margin		\$ 924,850	\$ 3,312,841	\$ 11,534,621	\$ 20,306,701	\$ 29,183,630

Sensitivity Analysis on Key Assumptions						
	High case					Low case
% of Preppers who purchase	5.0%	5.0%	3.5%	3.0%	1.0%	1.0%
Units purchased/year	2.0	1.6	1.8	1.2	1.4	1.0
% of 'Survival Kit only' buyers who purchase	5.0%	5.0%	2.0%	2.0%	0.5%	0.5%
Units purchased/year	1.5	1.0	1.3	1.0	1.3	1.0
Total Customers/year	1,438,720	1,438,720	630,988	612,488	162,372	162,372
Annual Revenues (\$M)	\$ 67	\$ 46	\$ 27	\$ 19	\$ 6	\$ 5
Annual Gross Margin (\$M)	\$ 36	\$ 25	\$ 14	\$ 10	\$ 3	\$ 3

Preppers are a loyal audience of repeat buyers

Will Preppers buy only one box and then store it for three years? No. Preppers buy for long-term readiness, and also for daily use.

- These are all genuine Amazon reviews of Soldier Fuel –
Not from paid promotions

 Brian Williams

★★★★★ **Best tasting energy bar I've ever had**

Reviewed in the United States on June 17, 2020

Verified Purchase

Just finished my first bar, thought it was freaking delicious for an energy bar, reminded me of a healthy version of a Nestle Crunch bar, already ordered another 15 pack


 Tom H.

★★★★★ **Taste great!**

Reviewed in the United States on May 17, 2020

Verified Purchase

A bit pricey compared to similar energy bars, the Soldier Fuel bar taste great and provide the energy I expected. I'll buy them again.

 68JamesDean

★★★★★ **Excellent Product**

Reviewed in the United States on April 4, 2013

Verified Purchase

Excellent energy bar. I feel better shortly after eating one. Fairly unusual to feel such an immediate effect. Tastes good, too, imo. I have some stored as "prepper" food, besides eating one occasionally otherwise as a snack/meal-dietary supplement.

 Norma Carpenter

★★★★★ **Love these. Have been eating them for years**

Reviewed in the United States on August 25, 2016

Verified Purchase

Flavor: Chocolate

Love these. Have been eating them for years.

 Gearhead

★★★★★ **Energy for hours with great taste**

Reviewed in the United States on March 9, 2018

Verified Purchase

Flavor: Chocolate

These bars are great tasting and are amazing in a bind. I work long, random hours and food isn't always easy to come by. I keep these in my truck. I find myself satisfied after having a bar. I have energy and I'm not starving after. I can eat one on my way into work and even have the energy to work out after. I love them. I was definitely surprised by them. Will buy more in the future

Most recent ▼

 John in Calif

★★★★★ **My favorite energy bar.**

Reviewed in the United States on January 15, 2020

Flavor: Chocolate | Verified Purchase

Great balance of nutrition, flavor & value. Not too sweet. Sustains you for a while.

 G. Chock

★★★★★ **My grandkids love them!!**

Reviewed in the United States on December 19, 2014

Verified Purchase

Flavor: Chocolate

I'm not a big chocolate eater but I wanted some energy bars for my emergency kits. I found out however that my grandkids love them and so I keep them handy for a reward for them when the help me out around the house and then they can have one. Lots of energy in them. I haven't tried peanut butter yet.

 Whg


★★★★★ **Treat for a shake!**

Reviewed in the United States on July 17, 2015

Verified Purchase

Flavor: Chocolate

2nd purchase. I packed these in small backpacks for earthquake supplies in all our vehicles. I bought this second box to use for supplies in our home. Actually don't taste too bad. Everyone needs a little chocolate in an emergency. They have held up well in our hot California cars.

 W. Isenberg

★★★★★ **Good filling source of energy without junk calories**

Reviewed in the United States on May 27, 2015

Verified Purchase

Flavor: Chocolate

I really like the product. When I'm out hiking or paddling, it has just the right balance of carbs, fat and protein to suit my needs without a bunch of junk calories. The taste and texture is good and it doesn't melt in my pack. I've ordered from them several times and plan to continue.



✓prime

Soldier Fuel Energy Bars, Real Chocolate, 2.29 Ounce (Pack of 15)

by Soldier Fuel

★★★★★

284 ratings | 25 answered questions

Unit economics / margins - for DTC

Box of 15 bars

\$30 Retail price

- \$8.00 COGS

- \$6.00 Fulfillment

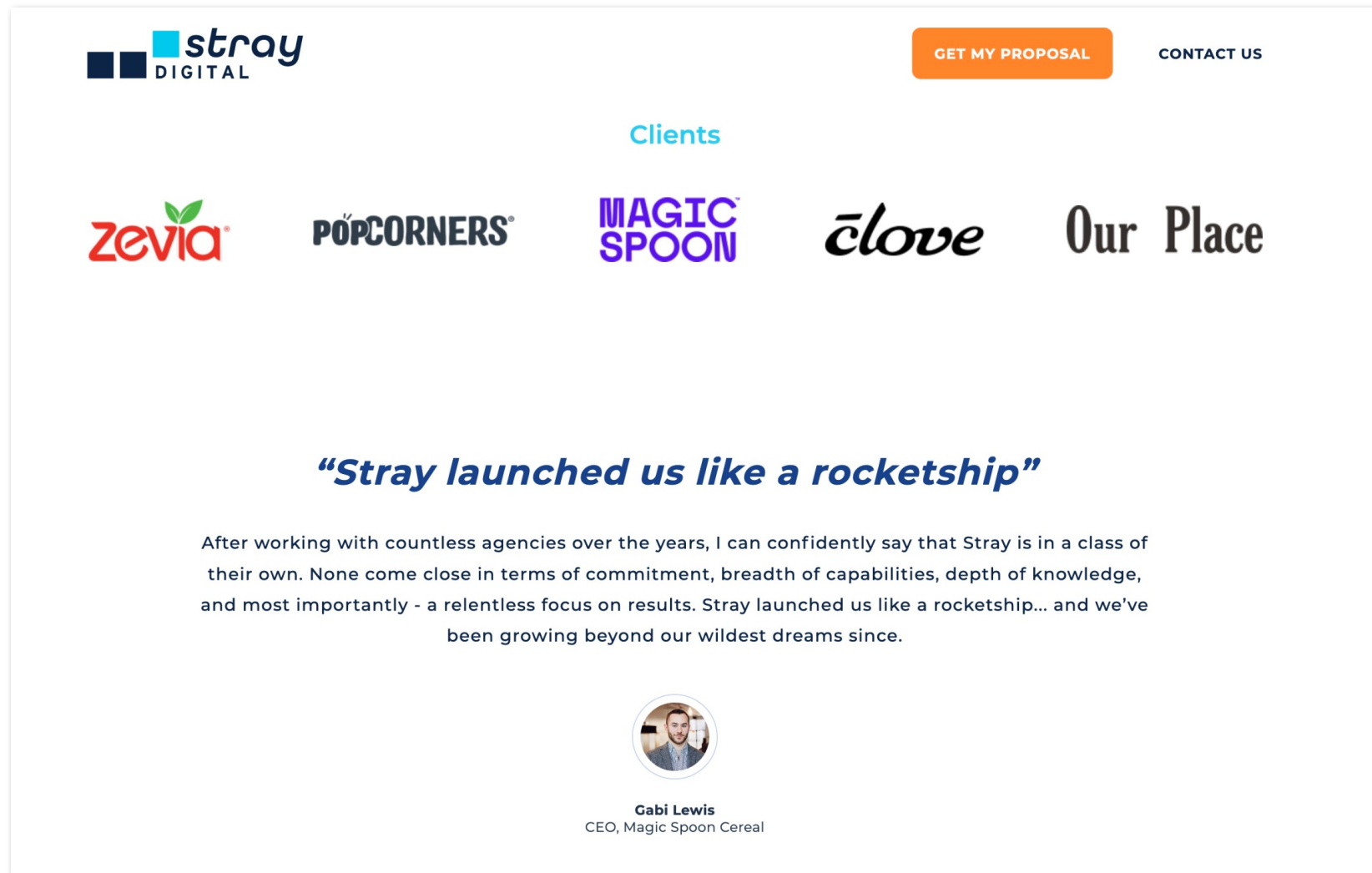
(incl. shipping + 1 month of warehousing)

= \$16 gross margin per box (53%)



ENSURING DTC EXPERTISE ON OUR TEAM

Our DTC launch partner will be Stray Digital.



The screenshot shows the Stray Digital website. At the top left is the Stray Digital logo, consisting of three blue squares followed by the text "stray DIGITAL". To the right of the logo is an orange button that says "GET MY PROPOSAL" and a link that says "CONTACT US". Below the navigation bar is a section titled "Clients" in blue. Under "Clients" are five logos: Zevia (red text with a green leaf), POPCORNERS (black text), MAGIC SPOON (purple text), clove (black script text), and Our Place (black serif text). Below the client logos is a quote in blue italicized text: "Stray launched us like a rocketship". Under the quote is a paragraph of text: "After working with countless agencies over the years, I can confidently say that Stray is in a class of their own. None come close in terms of commitment, breadth of capabilities, depth of knowledge, and most importantly - a relentless focus on results. Stray launched us like a rocketship... and we've been growing beyond our wildest dreams since." Below the text is a circular profile picture of Gabi Lewis, a man with short brown hair and a beard, wearing a blue shirt. Below the profile picture is the name "Gabi Lewis" and the title "CEO, Magic Spoon Cereal".

stray
DIGITAL


GET MY PROPOSAL CONTACT US

Clients

zevia POPCORNERS MAGIC SPOON clove Our Place

"Stray launched us like a rocketship"

After working with countless agencies over the years, I can confidently say that Stray is in a class of their own. None come close in terms of commitment, breadth of capabilities, depth of knowledge, and most importantly - a relentless focus on results. Stray launched us like a rocketship... and we've been growing beyond our wildest dreams since.


Gabi Lewis
CEO, Magic Spoon Cereal

THE TEAM



Christian D'Andrea

- Graduate of Harvard and Oxford
- Director/producer/creator of cable TV series (incl. Weather Channel's hit series *Hurricane Hunters*)
- Author (TOUCHING THE DRAGON, Knopf and Vintage, 2019)

Mark D'Andrea

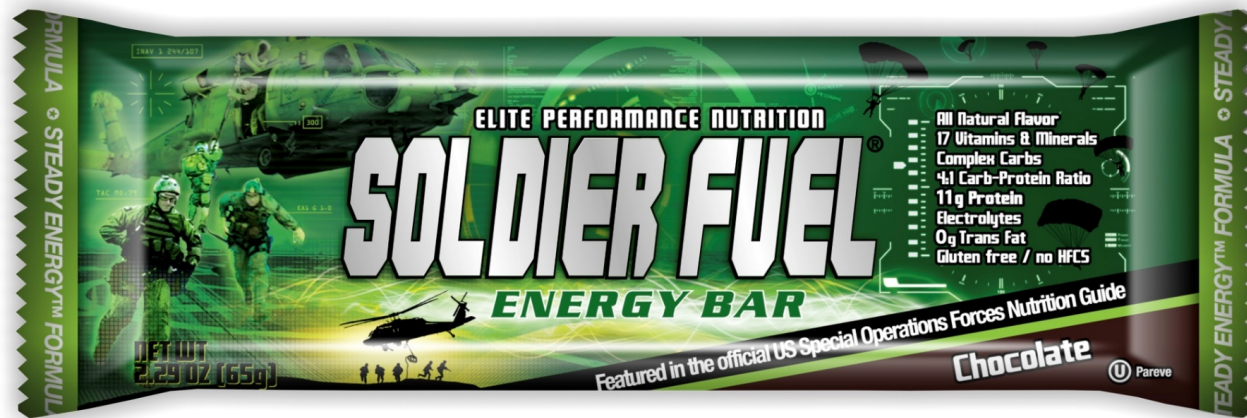
- Harvard graduate
- Created boutique management consulting firm focused on increasing efficiency and reducing costs.

Nidhi Chadda

- Harvard MBA
- Strategic advisor/investor
- I-banking, consulting and corporate finance at RBC Global Asset Management, McKinsey, etc.
- Co-host / Women in Tech series (Harvard Business School Women's Association)

General Trent Edwards (ret.)

- Commanded air base and training wings
- Deployed to Iraq and Afghanistan
- As Director, Budget Operations and Personnel, Office of the Assistant Secretary of the Air Force, he was responsible for planning and directing execution of Air Force budgets totaling more than \$68.4 billion.



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Appendix A - More surprising details on the Prepper demo:

Prepper Demographics (Emergent Market Research).^[7]^[8]

Married	67%
Home owners	67%
Earn over \$100,000 per year	43%
Hold a college, or advanced graduate degree	45%

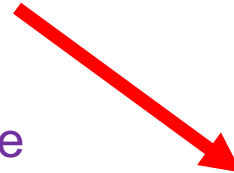
Food is their #1 concern

The most commonly mentioned practice identified in Sims's study, was the collection and storage of an emergency ration of food and water. "There were variations throughout the sample related to the importance of various other practices, but ensuring that you have enough food and water for all of the people in your household was the foundation upon which all other prepping practices were built" (Sims, 2017:28). The second most important activity of prepping

The prepping journey consumed every aspect of preppers' life: From the moment they embarked on the prepping journey, they were continuously stockpiling food, learning new survival skills, and sacrificing much of life's pleasures in order to be ready for the impending disaster. This lifestyle caused anxiety and stress that many researchers have shown to influence consumption behaviour.

Appendix B – Understanding target customer psychographics

- Preppers are skeptical of new companies exploiting the *tacticool* fad. We don't. And that matters to them.
- They care about a company's
 - Authenticity - we have the military pedigree
 - Story – we developed it for the military, improved it, brought it to market
 - Time in marketplace – A new competitor that pitches its “tacticool” product will not be accepted, because what you need is a 13-year track record, which only we have.



3 MAKE & MODEL
D'Andrea Brothers LLC
Soldier Fuel

WEIGHT
2.29 ounces per bar

MSRP
\$30 for a box of 15 bars

URL
soldierfuel.com

NOTES
This isn't just another nutrition company trying to cash in on the tacticool fad. Christian D'Andrea is a documentary filmmaker who was filming on an Army base when he saw troops being fed bars full of trans fat (a contributing culprit in heart disease). So, he created a company with his brother to team up with the Army and create healthier performance nutrition. The result: Soldier Fuel. Each bar is made with 100-percent chocolate and packs 270 calories, 10 grams of protein, 17 vitamins and minerals, and 40 grams of complex carbs to provide a steady stream of energy. Plus, it has a three-year shelf life, making it ideal for preppers, survivalists, and outdoor enthusiasts. As a snack, it'll never replace your mom's brownies. But as a protein bar, it's legit tasty.







Appendix C – our Corporate Social Responsibility is aligned with the Prepper, Military, and First Responder communities


We've donated bars to the military and first responder communities during COVID.





Appendix D – more Prepper influencers praising Soldier Fuel

**BUG OUT BAG
BUILDER**

BLOG | ABOUT US | CONTACT US | [amazonassociates](#)   

 **CUSTOM BAG
BUILDER TOOL**


 **LEARNING +
TUTORIALS**

 **PRODUCT
REVIEWS**


REVIEW CATEGORIES

- ▶ Accessories
- ▶ Backpacks
- ▶ Books
- ▶ Communications
- ▶ Fire
- ▶ Food
- ▶ Medical
- ▶ Miscellaneous
- ▶ Shelter
- ▶ Tools
- ▶ Water

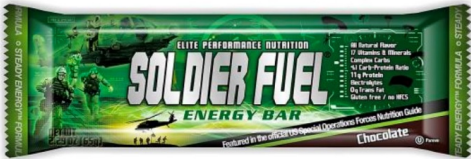
RECENT REVIEWS




MIRA Safety CM-6M
Tactical Gas Mask
[view review...](#)



Fenix CL30R
Camping Lantern
[view review...](#)





ARE THEY ANY GOOD?

Let's start with the most important part in my mind. Do they taste good and will you actually want to eat one?

Heck yeah!

CONCLUSION

So as of this writing i have personally eaten over 30 of these bars, and they hold up. Kinda like a snack, kinda like a meal, they taste great and are really satisfying and give you a boost for a few hours, enough to get over the hump before your next meal when being physically active.

Try some! I think you'll agree.

A July 2020 review

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Appendix E – effectiveness of Soldier Fuel nutrition



The SteadyEnergy® Advantage

No spike, No crash

Carbs are the secret to human performance. Period. Even the brain needs a dosage of glucose every day for optimum function. Soldier Fuel™ provides a burst of fruit-based simple carbs to give an initial energy boost, and then supplies a protein-modulated stream of longer-burning complex carbs for Steady Energy®. Throw in 17 vitamins and minerals, electrolytes, and the optimal 4:1 carb-to-protein ratio for performance, and you've got everything you need to soldier on.

"The ideal ratio of carbohydrate to protein is 4:1."

- Edmund R. Burke, PhD, *Optimal Muscle Performance and Recovery*

Note: we own the registered SteadyEnergy® trademark