
PRODUCT, BRAND AND MARKETING STRATEGY

AMERICAN
HAZELNUT
COMPANY™



Overstory
ventures



TEAM



Pam Saunders

- American Hazelnuts Company
- 20 years of Food Industry experience working at Organic Valley
- Early grower and advocate for MW hazelnuts



Emma Dempsey

- Sales and Marketing Manager at American Hazelnut Company
- 5 years of digital marketing experience, 3 with AHC
- Launched AHC's digital marketing



Liz Templin

- Brand Manager
- 9+ years of agency and brand management experience
- IU Kelley MBA in Marketing and Business



Carolina Donoso

- Co-Founder at Overstory Ventures
- 17+ years Food industry leadership in the innovation process
- Food Scientist and Engineer

Who is AHC?

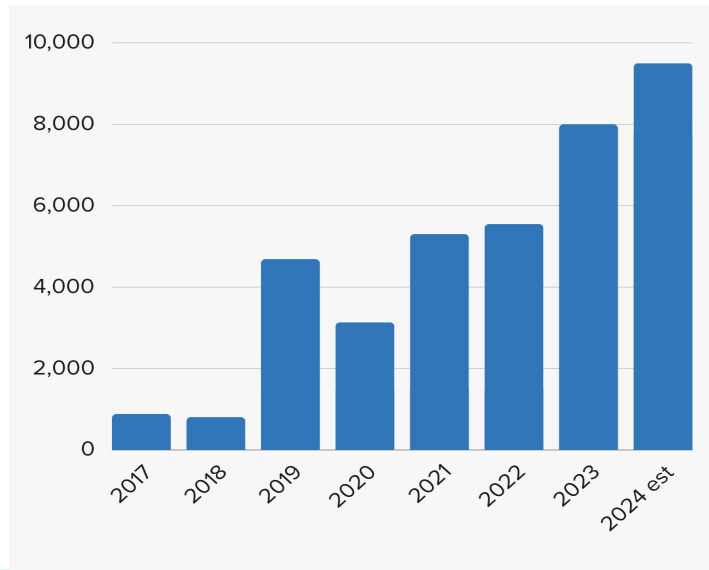
BUILDING THE MARKET FOR MIDWEST HAZELNUTS

- ★ By growers, for growers
- ★ Processing and marketing arm
- ★ We buy your in-shells

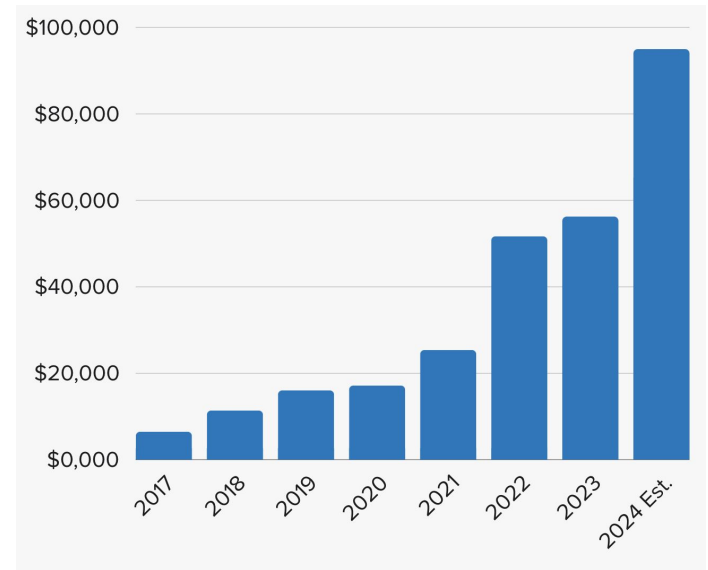


Who is AHC?

SUPPLY GROWTH (lbs in-shell)



REVENUE GROWTH



AHC Today – Marketing Successes

- ★ Telling grower stories
- ★ Building awareness and demand
 - Leveraging social media, print, radio, markets, events, chef demos
- ★ Selling out of hazelnuts each year

☰ THE CAP TIMES SUPPORT US

Wisconsin's first nut crop fights climate change, farmers say

By Jana Rose Schleis

Jan 7, 2024



Paul Ronsheim, of Blue Mound Hazelnuts, gives a tour of his farm in Barneveld on Wednesday.

RUTHIE HAUGE

OVERSTORY VENTURES

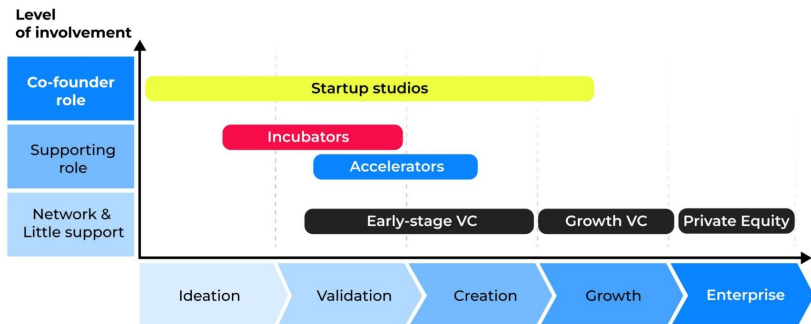
- ★ A venture studio founded in 2024 that builds mission-driven companies that take new regenerative crops to market.
- ★ Committed to steward ownership.
- ★ Ventures develop value chains and markets that enable greater adoption and landscape change.
- ★ Brings the talent, structure, resources, & funding needed to scale.
- ★ Mostly focused on building new businesses, also do some fee-for-service work to support existing partners.



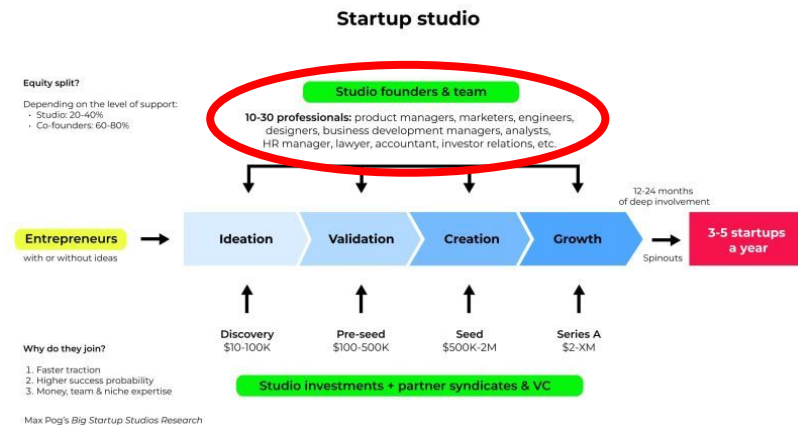
Carolina Donoso



Colin Cureton



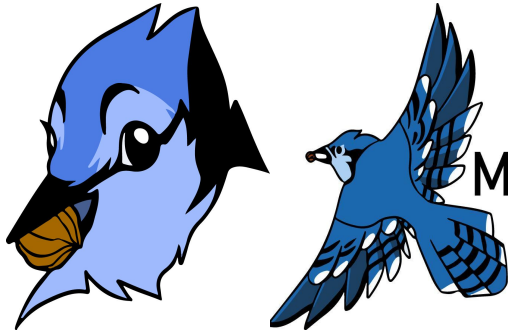
Max Pog's Big Startup Studios Research



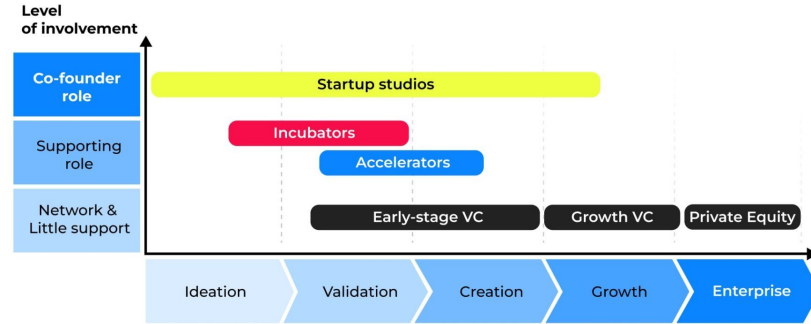
Max Pog's Big Startup Studios Research

OVERSTORY VENTURES

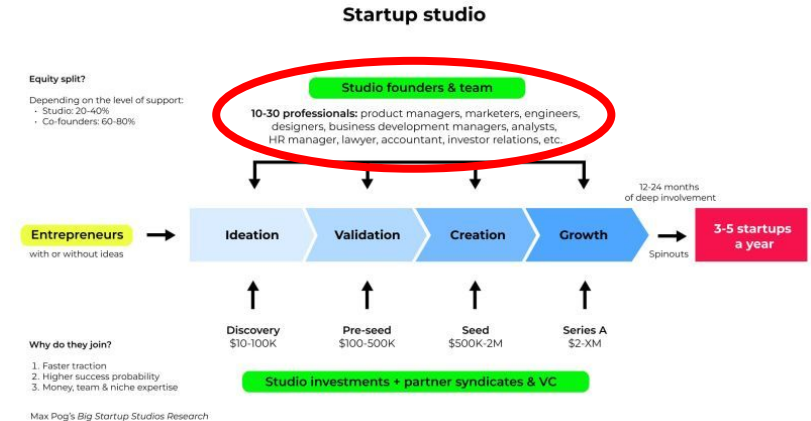
- ★ How is Overstory working to advance hazelnuts in the Midwest?
 - First paid project: UW USDA LFPP grant to work with AHC on hazelnut market insights, branding, new product development.
 - Partnering with UMHDI on developing Midwest Hazelnuts, LLC: five-stacked enterprises to enable regional hazelnut industry.



Midwest Hazels, LLC



Max Pog's Big Startup Studios Research



Max Pog's Big Startup Studios Research

OVERSTORY VENTURES

Partners



Ventures



Midwest Hazels, LLC



PROJECTS



PROJECT SCOPE

AHC Today

- (1) Current P&L and portfolio
- (2) Current brand positioning, website, product mix packaging, social media

AHC Tomorrow

- (1) Product mix: New skus to be developed to stretch supply and channels growth potential.
- (2) Product mix: Sku prioritization and simplification



Brand Assessment

KEY BRAND ATTRIBUTES

- ★ Impact-driven business
- ★ 1 hero product centric
- ★ High quality products
- ★ Locally grown and produced
- ★ Climate resilient/Sustainable
- ★ Grower-owned

KEY CHALLENGES

- Limited supply
- Limited growth
- Under resourced

Overarching Goal

Stretch Supply

+

Increase Revenue



On trend products with less
Hazelnut intake

+

New Target customers and
channels



Hazelnut Benefits

KEY BENEFITS

- ★ Cholesterol free energy source
- ★ Loaded with nutrients (folate, vit. E, omega 3)
- ★ Good source of fiber
- ★ Good source of protein



Serving size: 1 oz/28g

Website Refinement - Keep the Message Simple!

Landing page: (1) THE WILD NUT = (2) Good for the Midwest + (3) Nutritious + (4) Delicious flavor

1



THE WILD NUT

2



Rebuild/Replenish our
(local) land

3



Full of Nutrients
Loaded with Antioxidants

4



Unbeatable Flavor

Website Refinement - Look & Feel Example



Landing Page:

- Simple
- Easy to Navigate

Product Page:

- Simple packaging that ties to look of brand
- Great imagery



Amazi Foods
NEW Piña Colada Dried
Pineapple - 6 Pack
★★★★★ 2 reviews
\$35.99



Amazi Foods
Award Winning Moringa Hibiscus
Pineapple - 6 Pack
★★★★★ 8 reviews
\$35.99



Amazi Foods
Salted Olive Oil Plantain Chips - 6
Pack
★★★★★ 16 reviews
\$35.99



Amazi Foods
Ginger Turmeric Jackfruit - 6 Pack
★★★★★ 17 reviews
\$35.99

Inspiration:

<https://amazifoods.com/pages/our-story>

Packaging Inspiration

BEFORE



1. Hard to read
2. No photography of product
3. Inconsistent across product lines

NEW INSPIRATION



1. Simple, beautiful text and font
2. Real photography or intentional illustration
3. Show product when possible

Leaning into Product Recommendations via Current Snacking Trends

1. Convenience + Protein + Health Halo
2. Snack Bars - massive set, very saturated
3. Trail Mixes - on-the-go snacking trends
4. Focus on Function, without sacrificing taste
5. Market Opportunity: **nutritional** and **sustainability** challenges of stagnant categories:
6. **Ingredient sourcing** practices and **lower sugar/fat spreads**.



Snacking Trend Key Findings

1. Healthier Nutellas: palm oil free, lower sugar, plant based
2. High protein, high fiber, health halo
3. Taste pairing mainly with chocolate or local fruits
4. Use of added functional ingredients: inulin, ashwagandha





Consumer Target - Hazel

60 YO, Female, Outdoors-loving, Health-Conscious Foodie

Loves food that is local, healthy and sustainable. Connected to the community and prioritizes the type of foods she eats. She's family forward and appreciates moments of gratitude through yoga, family and the great outdoors

Snacking
Motivators

NUTRITION
FUNCTIONAL
BENEFITS

EASY
TO EAT



Favorite Brands & Activities





Consumer Target - Stacey

35 YO, Female, Busy, Health-Conscious Foodie

Loves food that is local, healthy and sustainable. Connected to the community and considers herself an expert in wellness. She's family forward and appreciates moments of gratitude through yoga, family and the great outdoors

Snacking Motivators

NUTRITION

BALANCE

CONVENIENCE

Wedge
COMMUNITY CO-OPS



Favorite Brands & Activities

Next Steps

- ★ AHC and Overstory are creating an innovation pipeline based on the market trends
 - ★ New product development being explored with goal of increasing hazelnut consumption in the Midwest region, and all over the country!
 - ★ Developing robust, go-to-market strategy across all channels (wholesale, online, farmers-market) to reach a significant amount of consumers
 - ★ We will leverage the uniqueness of Midwest hazelnuts and impact on soil health, local community, and nutritional benefits to consumers
-

Thank you!

Any Questions?




Brand Name	Wholey		
Product Name	Wholey Sh*t Crunchy Hazelnut & Chocolate Cream		
Launch Date	Feb 2024		
Region	Germany		
Category	Sweet Spreads > Chocolate Spreads		
Description	<p>Wholey Wholey Sh*t Crunchy Haselnuss & Schoko (Wholey Sh*t Crunchy Hazelnut & Chocolate Cream) has been repackaged, and retails in a newly designed 200g pack.</p> <ul style="list-style-type: none"> - 56% nut content - Rich in fibre - MCT oil instead of palm oil - 50% less sugar compared to similar products - Suitable as a spread, topping on a smoothie bowl or direct from the spoon - Gently roasted hazelnuts refined with high quality cocoa, coconut blossoms sugar and bourbon vanilla - Hazelnut cream with hazelnut pieces and cocoa - Vegan - Logos and certifications: Bio-Siegel (Bio Seal), EU Organic, Instagram <p>Positioning Claims High/Added Fibre, Low/Reduced Sugar, Organic, Palm Oil Free, Social Media, Vegan/No Animal Ingredients</p>		
Ingredient List	<p>Hazelnut (Roasted), Coconut Palm Sugar, Cocoa Powder (Powdered), Tapioca Fibre Syrup, Medium Chain Triglycerides, Sea Salt, Bourbon Vanilla *from organic farming</p>		



Brand Name	Naturgut	
Product Name	Organic Date Bars with Hazelnut & Cocoa	
Launch Date	Jan 2024	
Region	Germany	
Category	Snacks > Snack/Cereal/Energy Bars	
Description	<p>Naturgut Bio Dattelriegel Haselnuss & Kakao (Organic Date Bars with Hazelnut & Cocoa) are now available and retail in a 150g pack with 5 x 30g units.</p> <ul style="list-style-type: none"> - Without added sugar - Scores a B on the Nutri-Score - Based on sweet dates and delicious hazelnuts - They only contain natural fruit sweeteners and are vegan - The perfect companion for on the go, as a snack between meals and during exercise - Logos and certifications: Bio-Siegel (Bio Seal), Vegan V-label seal from the European Vegetarian Union, EU Organic, Rainforest Alliance People & Nature Cocoa, FSC Mix <p>Positioning Claims</p> <p>Ethical - Environmentally Friendly Package, Ethical - Environmentally Friendly Product, Ethical - Human, Ethical - Sustainable (Habitat/Resources), No Added Sugar, On-the-Go, Organic, Vegan/No Animal Ingredients</p>	
Ingredient List	<p>Date, Hazelnut (Crushed), Cocoa Bean (Pieces), Fat Reduced Cocoa Powder (Low Fat, Powdered)</p> <p>*from controlled organic farming</p> <p>**Rainforest Alliance certified</p>	



Brand Name	Blue Stripes Urban Cacao		
Product Name	Peanut Butter Banana Whole Cacao Trail Mix		
Launch Date	Aug 2023		
Region	USA		
Category	Snacks > Snack Mixes		
			
Description	<p>Blue Stripes Urban Cacao Peanut Butter Banana Whole Cacao Trail Mix is now available, and retails in a 8-oz. pack.</p> <ul style="list-style-type: none"> - Superfood - Made with the entire cacao pod - Cacao fruit, chocolate covered cacao beans, peanut butter chips, dried banana, salted pecans - 70% cacao - Antioxidants - Rich in minerals - Using the whole cacao maximizes it superfood benefits: beans (chocolate), shell (cocoa fiber), fruit (cacao sugar) - Logos and certifications: Non-GMO Project Verified, Upcycled Certified, Certified Vegan by vegan.org, Fairtrade Cocoa, Facebook, Instagram, QR code <p>Positioning Claims Antioxidant, Ethical - Environmentally Friendly Product, Ethical - Human, Ethical - Sustainable (Habitat/Resources), Ethical - Upcycled Ingredients, GMO Free, Social Media, Vegan/No Animal Ingredients</p>		
Ingredient List	Cashew Nut, Hazelnut, Cocoa Bean (Chocolate Coated) (Cocoa Liquor, Coconut Palm Sugar, Cocoa Bean, Hazelnut Butter, Cocoa Fat, Cocoa Fibre, Cocoa Fructose, Sea Salt), Cocoa and Cocoa Products (Dry), Pecan Nut (Salted), Peanut Butter (Chips) (Peanut Flour, Cocoa Fat, Coconut Palm Sugar, Sea Salt), Banana (Dry) (Banana (Dry), Banana Powder (Whole))		

RECENT INNOVATION

1. We have looked into all global launches containing hazelnuts
2. Within the Food category, **roughly 3,500 new products** launched each year contain Hazelnuts
3. Europe **dominates the global Hazelnut market. North America** ranks as 3rd region
4. We focused on inspiration of the new launches with brands that are positioned as sustainable
5. We also looked into the Italian market as the consumption leader

