

Gruffies™

Peanut Butter Dog Treats

Superfood Treats With
Functional Benefits

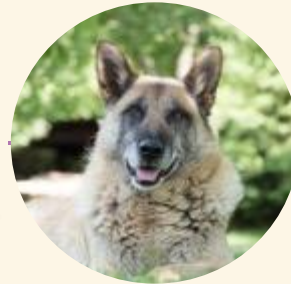
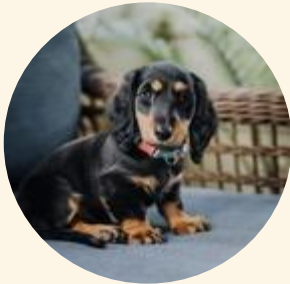


Meet Green Gruff – The Authority in Dog Health



Founded in 2019 and available in over 2,000 major retailers nationwide, Green Gruff is the expert in dog wellness.

Whether you've got a young rascal who could use a little soothing or a furry pal enjoying their twilight years and needs help with mobility, we offer an array of supplements and products that let your dog live their best life.



Made with Organic Superfoods



Plant-Based · Organic · Functional Dog Treats

Functional & Delicious Flavors

Wholesome Superfoods for Functional Benefits



Original

Everyday Wellbeing



Skin & Coat

Nourishes Coat



Calming

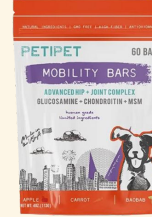
Balanced Behavior



Joint & Hip

Mobility

How Gruffies® Stack Up



Organic	✓	✗	✓	✗	✗
Plant Based	✓	✗	✓	✓	✗
Nut & Seed Base	✓	✗	✗	✗	✓
Functional Benefit Total Actives	✓ 63.7g/ Bag	✓ 5.6g/ Bag	✓ 19.5g/ Bag	✗	✗
Price Price per oz	\$12.99 (6oz) \$2.17	\$11.99 (6oz) \$1.99	\$13.99 (4oz) \$3.50	\$11.99 (6oz) \$1.99	\$11.99 (2oz) \$5.71

Appendix

Gruffies™

Original

Treats for Everyday Wellbeing

Guilt-free treats that allow you to reward your dog daily with real ingredients and added benefits.

Active Ingredients:

1000mg Organic Hemp Seed

600mg Organic Flax Seed

6oz (180g), \$12.99/ Bag
Case of 12



Gruffies

Gruffies™

Calming

Treats for Balanced Behavior

Assists with stress from:

- ✓ Being home alone
- ✓ Travel
- ✓ Fireworks
- ✓ Storms

Active Ingredients:

- 1000mg Organic Hemp Seed
- 30mg Ashwagandha
- 16mg Theanine
- 16mg Tryptophan

6oz (180g), \$12.99/ Bag
Case of 12



Gruffies



Gruffies™

Joint & Hip

Treats for Mobility

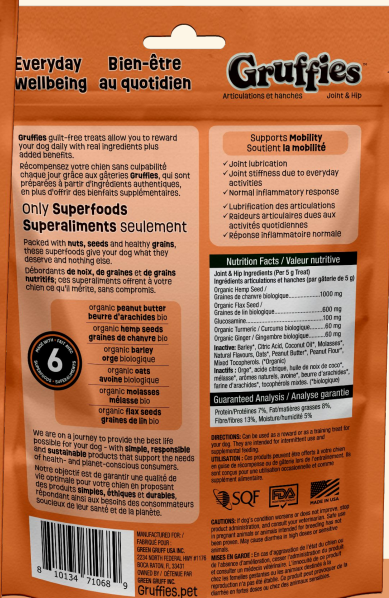
Supports:

- ✓ Lubrication
- ✓ Joint stiffness
- ✓ Inflammatory response

Active Ingredients:

- 100mg Glucosamine
- 60mg Turmeric
- 60mg Organic Ginger
- 1000mg Organic Hemp Seed

6oz (180g), \$12.99/ Bag
Case of 12



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Skin & Coat

Treats for a Nourished Coat

Supports:

- ✓ Sensitive Skin
- ✓ Seasonal Allergies
- ✓ A Shiny Coat

Active Ingredients:

- 60mg Organic Kelp
- 30mg Organic Quercetin
- 600mg Organic Flax Seed
- 1000mg Organic Hemp Seed

6oz (180g), \$12.99/ Bag
Case of 12



Gruffies

Gruffies™

New!

Peanut Butter Dog Treats

Functional
Ingredients



Organic
Nutrition

12g | 22g | 4g
Protein | Fiber | Omega 3

We are on a journey to provide the best life possible for your dog — with **simple, responsible** and **sustainable products** that support the needs of health and planet conscious consumers.

Everyday Wellbeing

Gruffies guilt-free treats allow you to reward your dog daily with **real ingredients** plus **protein, fibre, omega**.

Made with 6 Superfoods

- ✓ Organic Hemp Hearts
- ✓ Organic Peanut Butter
- ✓ Organic Barley
- ✓ Organic Flax
- ✓ Organic Oats
- ✓ Organic Molasses



Plant-Based Dog Treats
NET WEIGHT 6oz, 170g

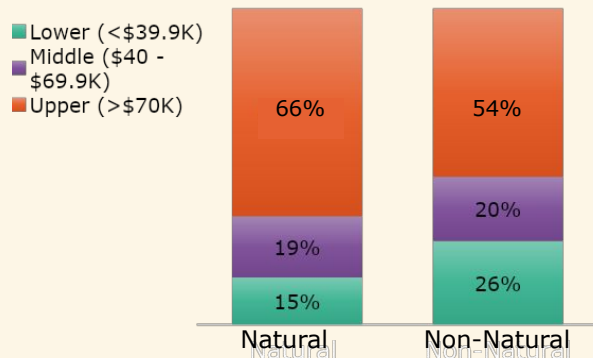
Gruffies.pet



Dog Treats – Natural vs Non-Natural*



HH Income

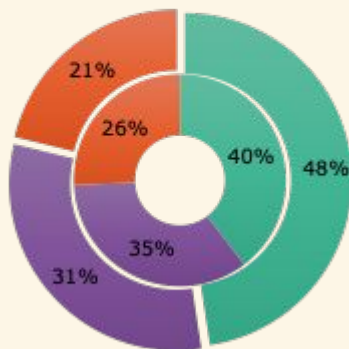


Natural Dog Treats skew much more towards consumers in the Upper Household Income range than Non-Natural items



Lifestyle

- Affluent Living
- Striving City & Surrounds
- Mid Downscale Rural Living



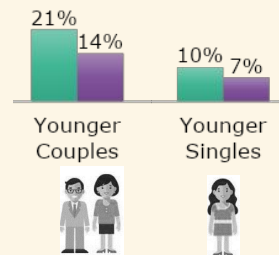
Outer = Natural
Inner = Non-Natural

Natural Dog Treats also have a significantly higher percentage of customers in the Affluent Living demographic as well as Younger Couples and Younger Singles



Behavior Stage

- Natural
- Non-Natural



The Pet Treat Category is Thriving



Pet Treats

\$3 Billion Category · 11% growth year over year

Dog treats is nearly a \$2B subcategory with significant growth (over 12%) year over year

Naturally-positioned dog treats generate roughly 7x as much in dollar sales as the entire pet supplements category

Gruffies™



Answers Consumer Demands

Dog owners are looking for a natural, organic, sustainable product that does more for their pet's wellbeing and happiness.

A product with a foundation in supplemental health, but crafted in a delicious, flavorful treat format.

Gruffies



Our Difference

Manufacturing Excellence

We have a commitment to sustainability.

Exclusively focused on sustainable manufacturing for pet wellness products, we are committed to helping pets thrive. Through innovation, engineering, and consultation.



The Safe Quality Food Program Highest Level (8.1)



Good Manufacturing Practice Certified



Rapidly scalable production with capacity to grow



Green Gruff manufacturing facilities ensure supply safety, avoid redundancies



Industry-leading safety, nutrition, & quality manufacturing standards



Made in the USA at a 100% solar powered facility



Zero waste facility



Our Difference

Responsibly Made Products

More than ever, pet owners care about what goes into their pet's products.

Pet owners care more about how products are sourced, what they're made of, and how they're manufactured.

Gruffies' sustainable products are designed to have more natural and organic ingredients than the competition.



Social Responsibility

8 in 10 consumers buy based on social responsibility, inclusiveness, or environmental impact.



Eco-Friendly Products

70% of consumers will pay more for ethically sourced or eco-friendly products.



Natural & Organic

More than $\frac{3}{4}$ of consumers want a natural product, and 68% want organic.

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Thank You!