

BRANDCAUSE

**FIVE POINT SNACKS COMPANY
OVERVIEW**

SEPTEMBER 2021

FIVE POINT SNACKS COMPANY

One small snack company. One great mission.



Brand ID & Design

We're all about U.S. Veteran's well-being.



view here: https://www.youtube.com/watch?v=MXKogvX_X2Y



One small snack company. One Great Mission

Currently, five cents from every bag of Five Point Snacks is donated to the Bob Woodruff Foundation for the support, care and benefit of U.S. veterans from all branches of the U.S. military.



**BOB WOODRUFF
FOUNDATION**

Our mission is to ensure injured veterans and their families are thriving long after they return home. That's why we find and fund innovative programs in communities where veterans, their families and caregivers live and work. That's how we tackle the problems that can prevent our veterans from fulfilling their dreams for the next chapter of their lives.



Major Murphy's
Kettle Cooked
Potato Chips



Airmen Popcorn
Classic American
White Corn Popcorn



Sailor Knots
Mini Pretzel Knots

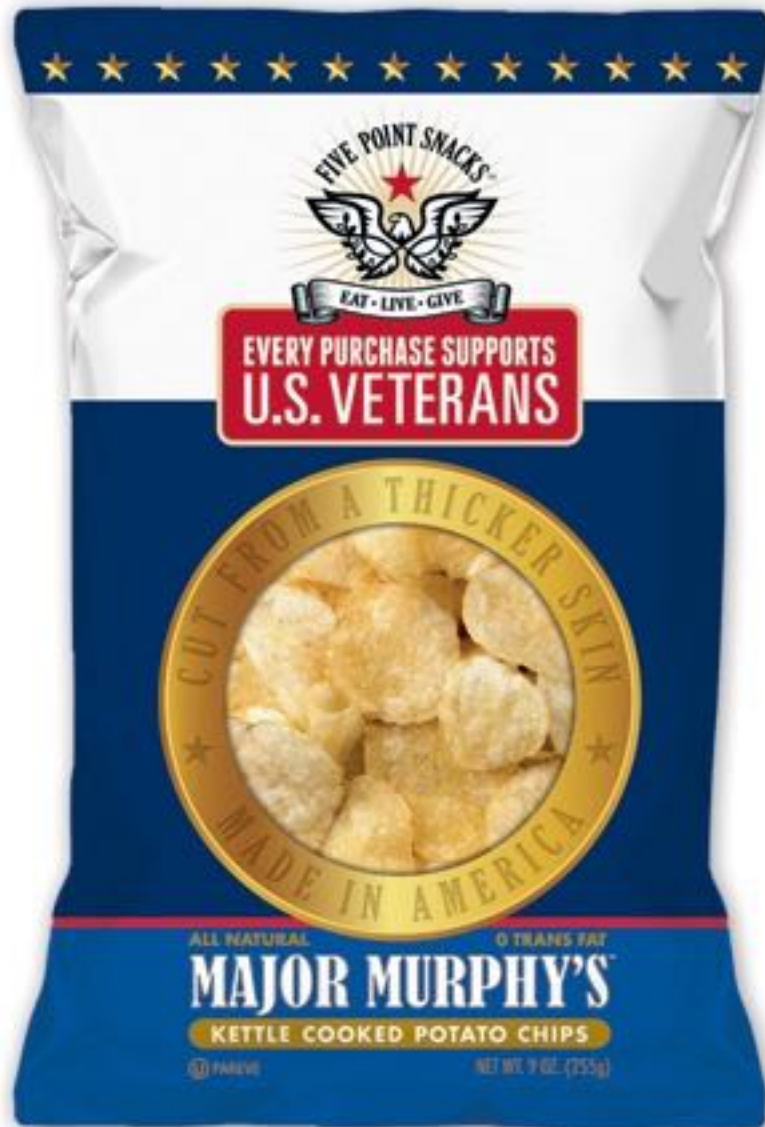


Flotilla Tortillas
Whole Grain White Corn
Tortilla Chips



G.I. Crunches
Strong Cheddar
Cheese Twists

INITIAL OFFERING - FIVE SNACKS REPRESENTING THE FIVE MILITARY BRANCHES



MAJOR MURPHY'S

Like the Marines that inspire us,
Major Murphy's Kettle Cooked Potato Chips
are cut from a thicker skin: hearty chips
with a solid crunch and a taste that marches on.



AIRMEN POPCORN

“The Light Stuff”- that’s how you might describe Airmen Popcorn, made from 100% American white corn, air-popped and lightly salted for that classic American taste.



SAILOR KNOTS

No one ties the knot quite like the Coast Guard. That's the inspiration behind our Sailor Knots pretzels: mini pretzel knots with just the right amount of salt - sea salt, of course!



FLOTILLA TORTILLAS

Don't miss the boat! Our Flotilla Tortillas are a proud salute to the Navy: stone-ground, whole grain tortilla chips that are always ready to take a dip.



G.I. CRUNCHES

Strong. G.I. Strong. That's the idea behind our G.I. Crunches cheddar cheese twists: real cheddar cheese that's strong and full-flavor with a hearty crunch.

Nothing puffy about these cheese twists!

Veteran's Day Parade Launch



Five Points Snacks launched in 11.11.11 in the New York City Veteran's Day Parade. Snack samples were tossed off the float with a backdrop of 1940's Big Band music blaring, our gals walked aside the float greeting parade watchers and passing out introductory discount store coupons for Duane Reade.



Veteran's Day Launch Viral Video Series

SHARE YOUR... *thought-starters...*

HEART
VISION
STORY
SELF
PRAYERS
GRIEF
LOVE
VOICE
HOPES
SMILE
HUMANITY
PAIN
SUCCESS
SPIRIT
WEALTH
HUNGER
COMPASSION
DREAMS
SNACKS

What will it take to make **US great?**

★ **WHO IS YOUR HERO?**

WHAT'S IT LIKE coming home?

How has **America** changed? **WHAT DOES IT MEAN to serve?**

CIVILIAN LIFE vs. MILITARY LIFE

Where does it hurt?

★ **What is the price of freedom?**

SOUND OFF! **WHAT DOES IT MEAN TO BE A VETERAN?**

★ **WHAT DOES IT MEAN TO BE AN AMERICAN?**

★ **YOUR MOST FRIGHTENING MOMENT IN COMBAT?**



visit the five point snacks channel:
<https://www.youtube.com/user/fivepointsnacks>

These videos were produced at the day of the Veteran's Day Parade route at the 56th street street fair. We asked people to speak openly about Veterans, the country and all the issues that surround military service. These videos are the results.

Web / Social Media



Facebook



Web / eCommerce

visit the five point snacks channel:
<https://www.youtube.com/user/fivepointsnacks>

Promotion / Marketing



MAKE EVERY DAY VETERANS DAY!

FIVE POINT SNACKS
EAT • LIVE • GIVE

EVERY PURCHASE SUPPORTS U.S. VETERANS

MILANO NIPPONY'S
LIONEL POPCORN
SANTO BREADS
PASTELS TORTILAS
G.I. CRUNCHES

★ Available at Duane Reade, BJ's Wholesale Club and Gristedes ★

FIVEPOINTSNACKS.COM  



DeCa Commissary Promotion



Five Point Snacks "Munch Madness" pallet display at the DeCA Commissary at Fort Benning. At the unbeatable price of 2 bags for \$3! What we won't do for our service members!



Sampling / Floor Display



Veteran Distribution Business Model



Imagine our U.S. Veterans with their own business. Selling FPS to their local stores, driving home the point that every bag of Five Point Snacks benefits our U.S. Veterans.



Brand experience: Fourth of July



*** All guests must register via the link on the



use our website - www.hamiltonmer.com ***

Five Point Snacks brought their fireworks and snacks to Fort Hamilton in Brooklyn to help celebrate America and to salute our veterans.

Brand experience: Wounded Warrior Softball



In the Summer of 2011, our on-going promotions of the Five Point Brand included sponsorship for the Wounded Warrior Softball Charity events on Long Island. We helped raise money with a donation jar and by selling FPS t-shirts with all proceeds going to the Wounded Warrior Charity.

FPS Promo Kit design:



Our Five Point Snacks duffle bag, dog tag and PR release field report.



And the Press responded:

FPS has been featured in:

- New York Times
- NBC Today Show
- Fox Business News
- The Dennis Miller Show
- Huffington Post
- New York Daily News
- Fox News
- Numerous Blogs




view video:<https://www.youtube.com/watch?v=WlaJeDj1zEs>



The New York Times


A Brand That Takes a Stand

By STUART ELLIOTT OCT. 17, 2011

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Two longtime advertising agency executives are finding out what life is like on the other side of Madison Avenue as they bring out a line of snacks with cause marketing at its core.

The executives, Alan Blum and Charles Herbstreith, are the founders of a company in New York called Five Point Snacks, which displays the five-pointed star and an eagle in its logo. Five Point Snacks is also the name of their products, sales of which are intended to help American veterans.

Five Point Snacks is donating a portion of sales, the founders say, to an organization called the Veterans Aid Foundation. They say they plan to donate 11 percent of profits to the foundation when the company becomes profitable.

And, they say, they want to hire veterans as they build the company's sales force.

Those policies are signaled by the words "Eat. Live. Give." in the Five Point Snacks logo, along with the promise that "every purchase supports U.S. veterans."

And the product packages proclaim: "One small snack company. One great mission."





Licensing Platform



Story of Five Point Snacks

Launched 11/11/11

- Huge SELL-IN with no slotting fees
- Retailers Love This Brand!
 - **Duane Reade** placed a huge order within 48-hours of initial presentation
 - **BJ's Wholesale** ordered 190 pallets of product for Veterans Day, one per store
 - **DeCA** (Army/Marines Commissaries) sold through its inventory of snacks in just three weeks with our “Munch Madness” March promotion



Cause Related Product SELLS!

Consumers are shopping with their values and actively seeking out products that have an underlying purpose or mission tied to the greater good.

- **61% have bought a brand that supports a good cause even if it was not the cheapest brand**
- **64% would recommend a brand that supports a good cause**
- **85% of Millennials would buy a product where a portion of the cost supported a cause**
- **93% of Moms said they would switch their brand if it were involved in a good cause and the price was the same**

Source: 2009 Edelman “Goodpurpose” survey of 6,000 consumers aged 18-64:



Tie into the Right Cause!

Veteran's Community is Large, Linked and Extremely Loyal.

- **23 Million United States veterans and growing**
- **35 Million family members**
- **Veterans + family members represent nearly 20% of the total US population**
- **One-in-Five Americans have a connection to the US Military**
- **Veterans' median income is +5% over the national average**



Reputable and Inspirational Cause

Bob Woodruff Foundation receives 5 cents for every bag of Five Point Snacks

Five Points Snacks has established a commercial co-venture with the reputable *Bob Woodruff Foundation* (www.remind.org) named after the ABC News' journalist that nearly lost his life when a roadside bomb exploded during his coverage of the War in Iraq.

Support Our Troops is no longer a slogan. It's an Action! -Bob Woodruff Foundation



Strong and Growing Distribution

Current Distribution includes **Grocery, Drug, Club** and **C-store** including the following accounts:

- Stop and Shop
- A&P
- BJ's Wholesale
- Duane Reade
- Pathmark
- Tops
- Giant Carlisle
- Wegman's
- Superfresh
- Walbaum's
- Redners
- DeCA: Army/Marines Commissaries)





Line Extension



Wingman - Seasonings





Wingman - Salsa





Troops - Trail Mix





M-eat - Caffeinated Jerky





Sarge's Super Seeds -



Fruit Corps





Fruit Corps





Starlytes - Electrolyte Gummies





Strong - Energy Bar





Ammo - Energy Gel





Delta Force – Energy Drink



THANK YOU.

BRANDCAUSE

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