

# Investor materials

2021



# OUR ORIGIN STORY

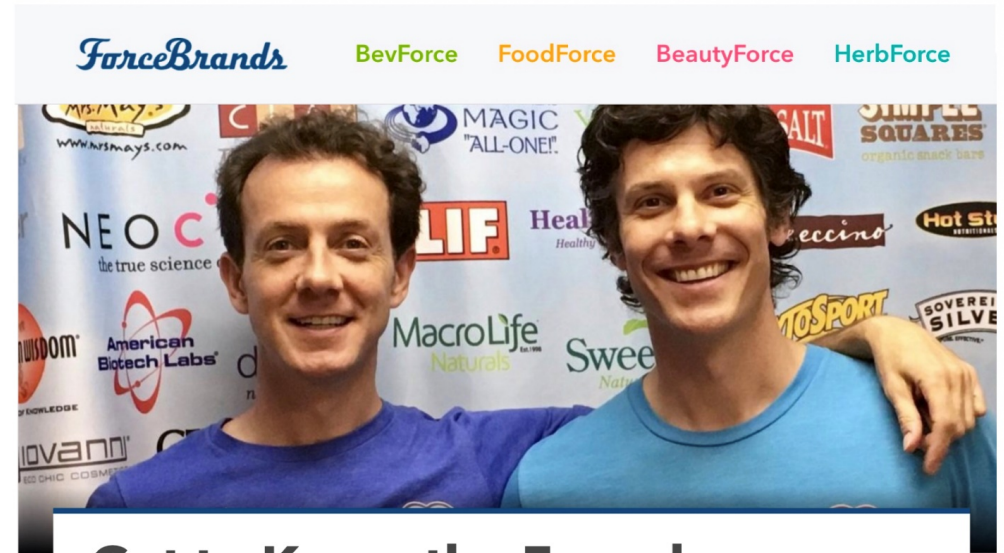
## We solved a real-world problem using nutrition

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.

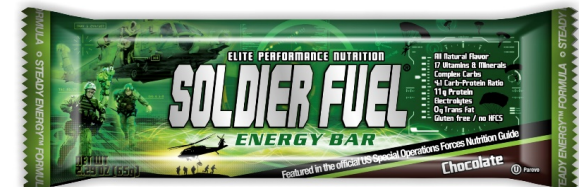


### Get to Know the Founders

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.

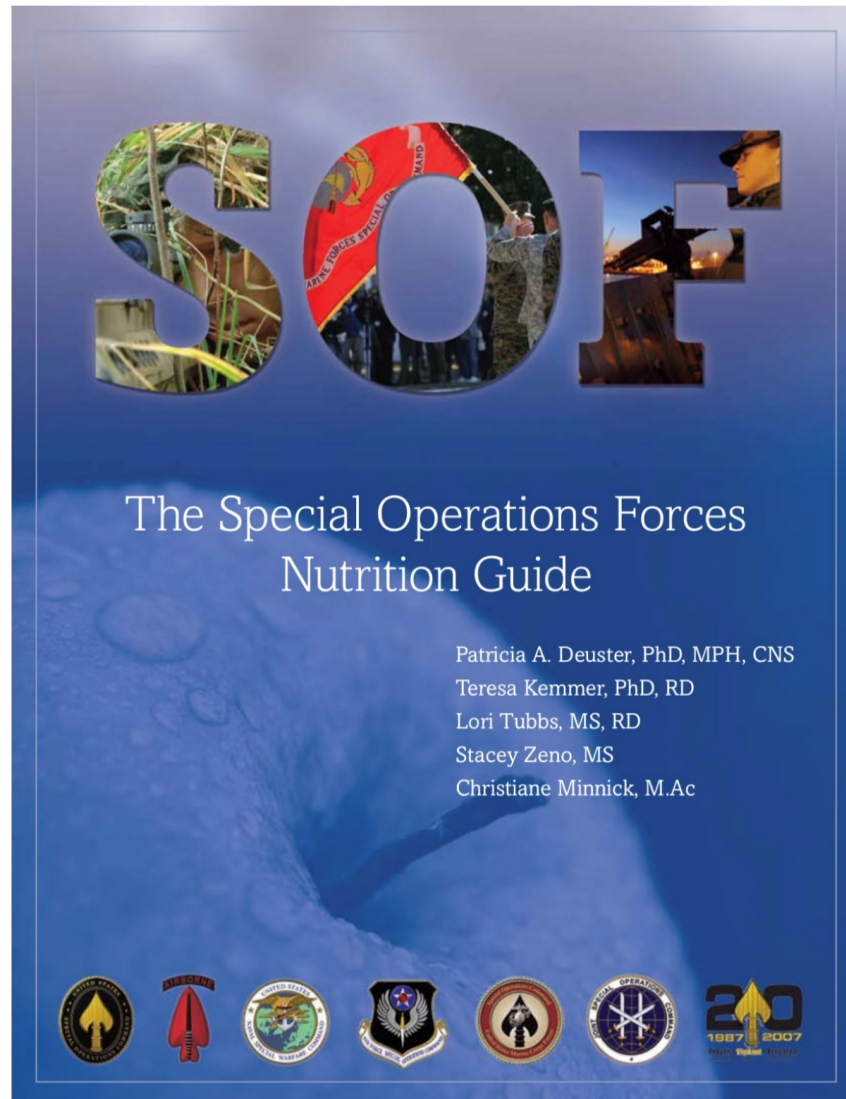


Table 15–10. SDV Operation

### SDV (SEAL Delivery Vehicle) Operation

<b>OPORDER:</b>	Long range insertion.
<b>Duration:</b>	12–14 hours at night.
<b>Chow Availability:</b>	COTS/Rations.
<b>Terrain:</b>	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**



## 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 ★★★★★



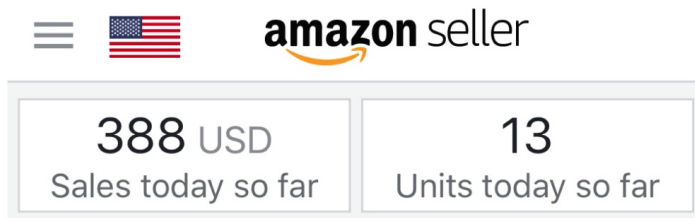
Made with 100%  
**real** chocolate  
+  
**Three** years of shelf-life

# OPPORTUNITY #1

## A surge of interest from preppers and survivalists in 2020

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

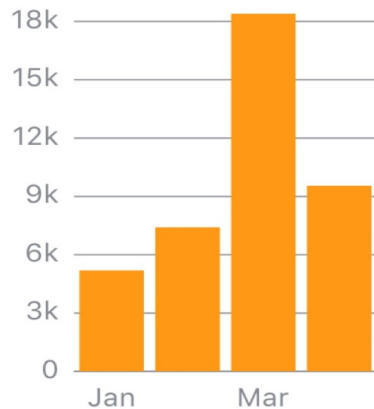
**\$42,710** in gross sales → from just **\$1,268** in marketing spend.



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](http://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 ששורר אפילו את החום המאגר 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

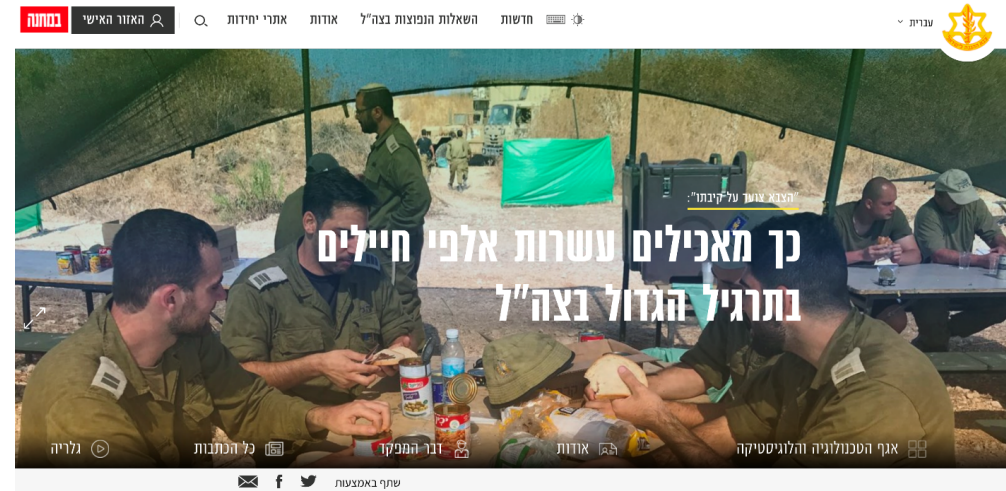
לוחם עם החטיף

# 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](mailto: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.



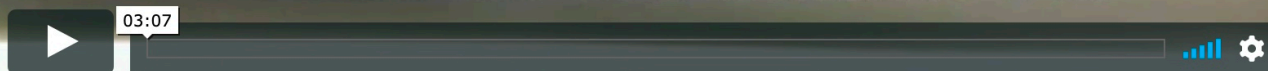


# PROOF POINTS

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)...

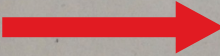

★★★★★ 1,515


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

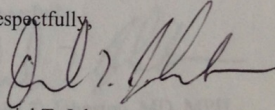
SUBJECT: Recommendation Supporting Use of Hooah **Soldier Fuel™** Energy Bar

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...

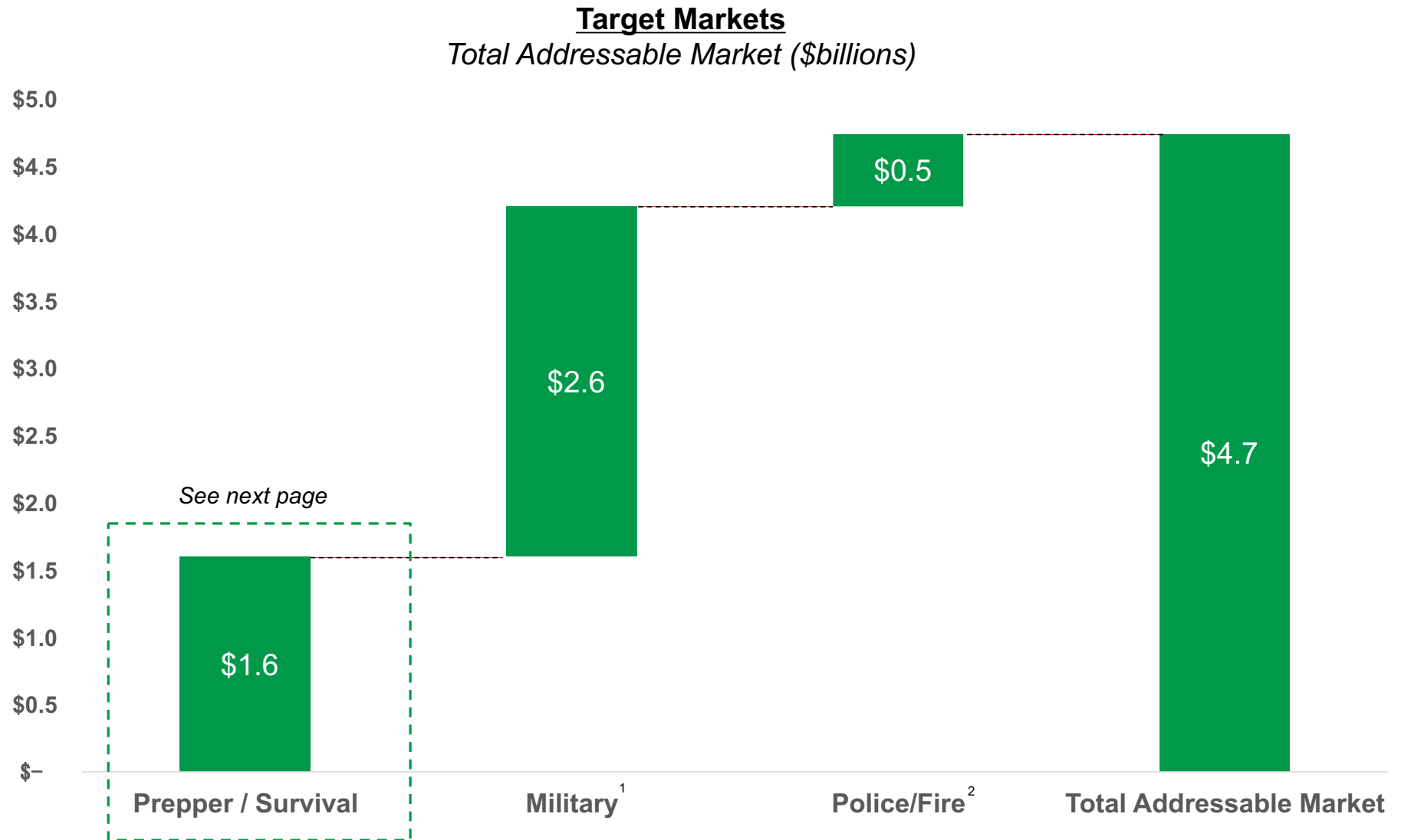
- **The PREPPER / SURVIVAL market.** Focus on and develop this tight-knit target demo that already has proven high affinity for Soldier Fuel, buys repeatedly, and shops based on word-of-mouth.
  - Launch a 1-year DTC campaign that grows sales and **achieves a meaningful revenue base** in this hyper-focused 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%

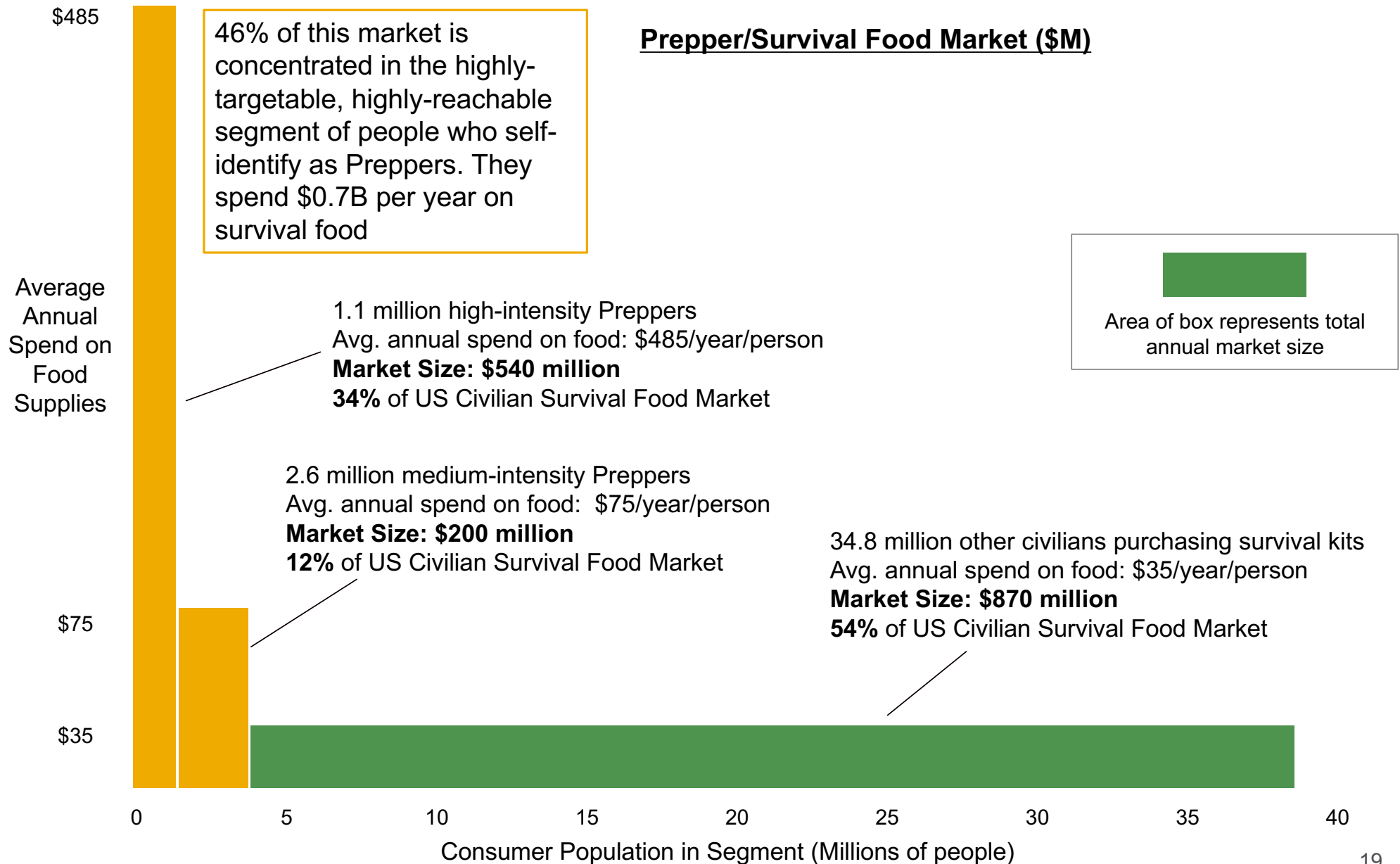
# The Total Addressable Market of our target markets is \$4.7B, and Soldier Fuel has achieved traction in all of them



<sup>1</sup> Allied Military Energy/Forward Operating' Rations Market

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

# The Prepper/Survival food market is \$1.6 billion







# Unit economics / margins - for DTC

## Box of 15 bars

\$30 Retail price

- \$8.00 COGS

- \$6.00 Fulfillment

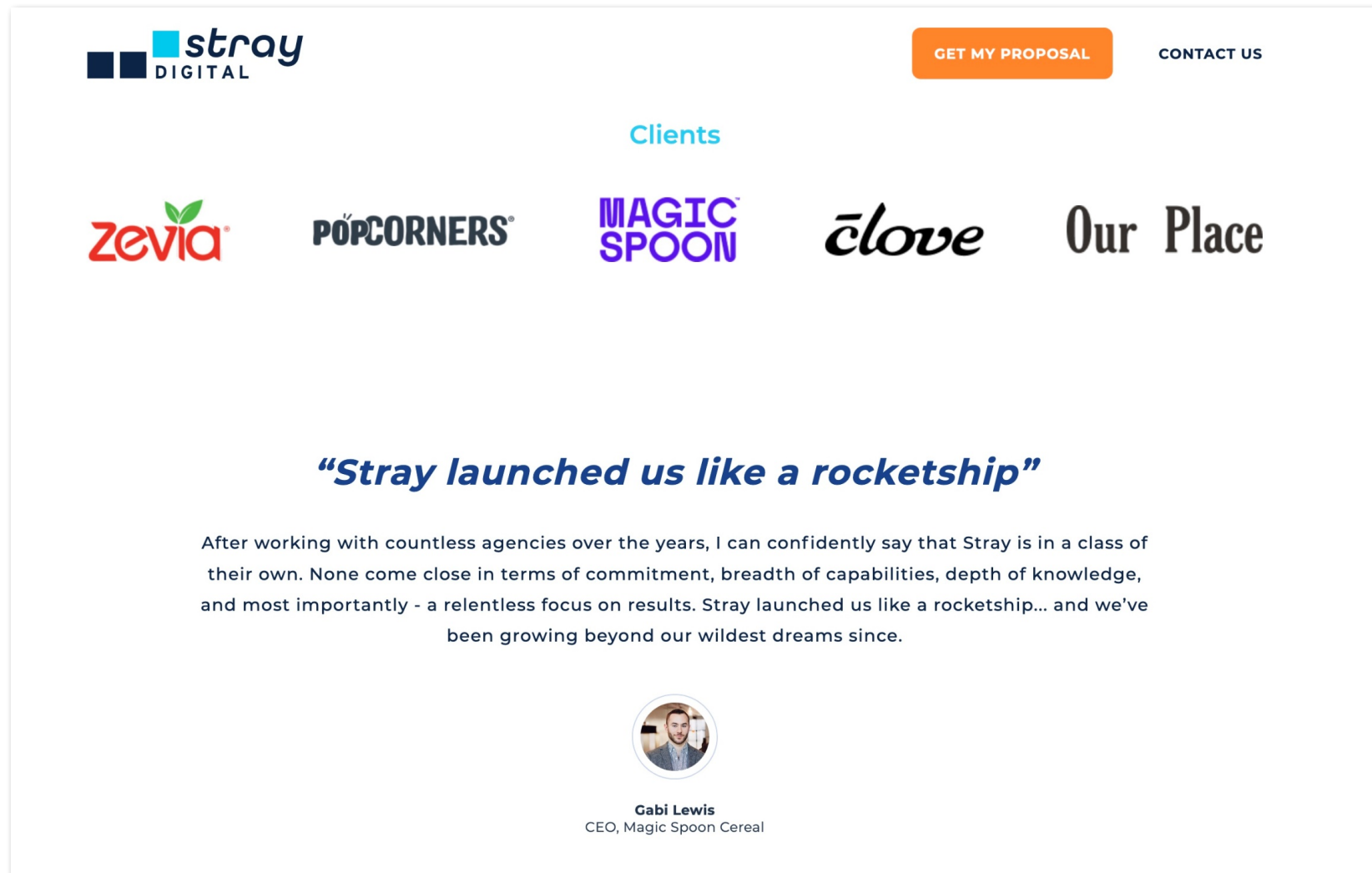
(incl. shipping + 1 month of warehousing)

= \$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 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 a beard and short hair. Under the 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

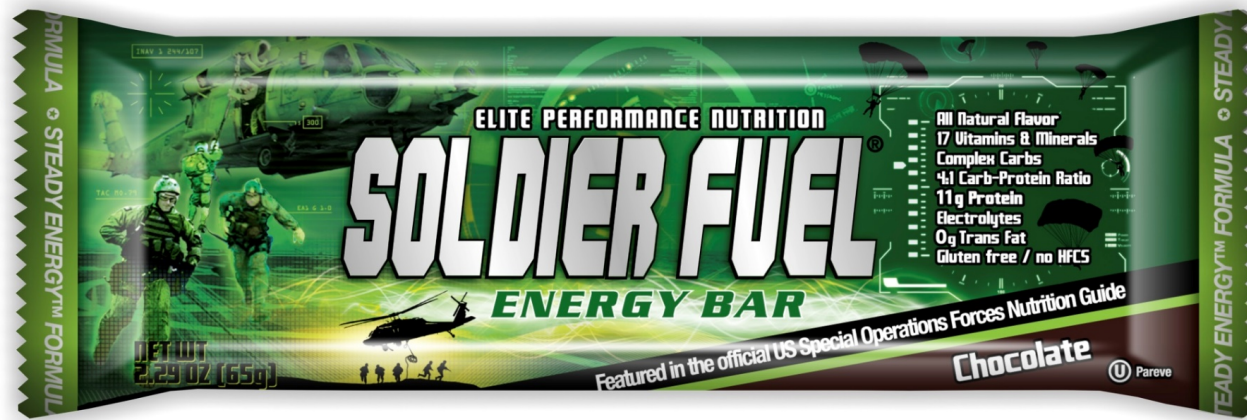
- Graduate of Harvard and Oxford
- Director/producer/creator of cable TV series (incl. Weather Channel's hit series *Hurricane Hunters*)
- Author (TOUCHING THE DRAGON, Knopf and Vintage, 2019)

## Mark D'Andrea

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

## 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.



Christian D'Andrea  
christian@soldierfuel.com  
323.841.1365

Mark D'Andrea  
mark@soldierfuel.com  
323.841.0590

SoldierFuel.com

# Appendix A - More surprising details on the Prepper demo:

## Prepper Demographics (Emergent Market Research).<sup>[7]</sup> <sup>[8]</sup>

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

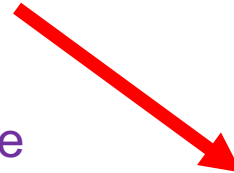
## Food is their #1 concern

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**

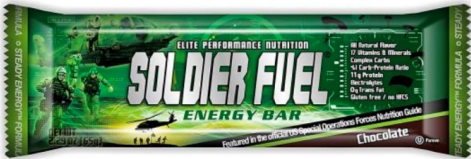
**REVIEW CATEGORIES**


- ▶ 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

## 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*