



Sales Toolkit

NEO
botanica®

Vegan yumminess in 3 unique flavors



strawberry + raspberry
+ blueberry

pineapple + coconut + mango

strawberry + banana + kiwi +
goji-berry

Fruity & juicy - Just like a Smoothie to eat.

NEO botanica Smoothies are fruity, vegan jelly bons in 3 unique flavors:

strawberry + banana + kiwi + goji-berry

pineapple + coconut + mango

strawberry + raspberry + blueberry

Our secret recipe: Up to 12% **fruit puree**

Fruit puree makes our product so unique

consumer voices

„I can taste that it is made of real fruit“

„Makes a top quality impression. Looks like there is a lot of fruit puree inside“

„A broad variety of fruit, blended into one“



Source:

 SKOPOS Marktforschung, What do you think makes the product unique? n=100

A true fruit explosion



#1 in aroma & juicyness

Eurofins lab analysis shows: NEO botanica ranks number 1 in the sensory evaluation of the characteristics „juicyness“, „aroma intensity“ and „aroma authenticity“.
This makes NEO botanica more juicy, soft and aromatic than other vegetarian/vegan fruitgums!

Comparatively tested products: Haribo Fruitmania Berry (rank 6), Katjes Tropenfrüchte (rank 5), Bio Primo Früchtemix (rank 4), Ökovital Bär (rank 3).

Distinctive texture inspired by home-cooked jam



Consumer voices

„Soft – it has a certain juciness to it. You can keep snacking several ones, without hesitation“

„Tender, creamy, softer compared to convetional fruitgum, but not as sticky as jam“

„Tastes like self-made“

Source:

 SKOPOS Marktforschung, How would you describe the product? n=100

Full of taste and **vegan yumminess**



-  Tastes very good or good
-  Tastes all right

consumer voices

„Fruity, exotic, intense“

„Tastes like I want to eat more:
light & summer-like – just like a
little holiday“

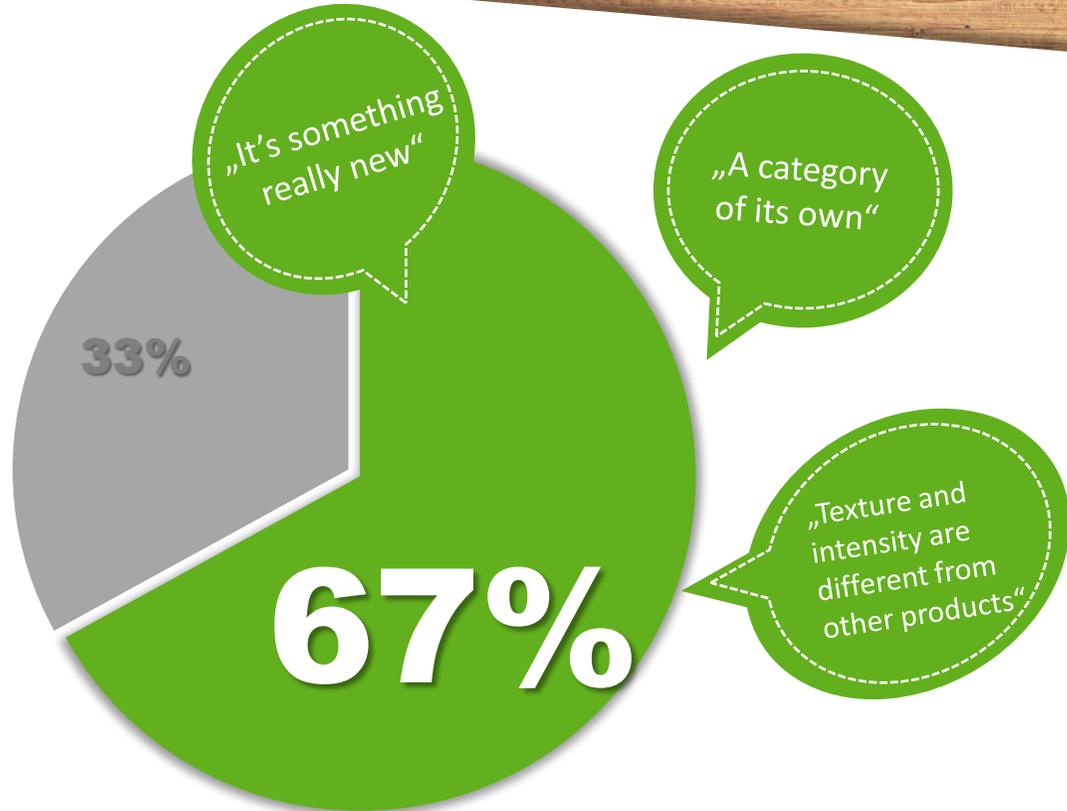
„pleasantly sweet“

Source:

 **SKOPOS** Marktforschung, On a scale from 1-5, How do you evaluate the overall taste? 15-30 years olds, n=51

We bring **news and variety** to snacking

NEO botanica is simply unique



Consumers seek for variety and diversity



ø85

different, moved
fruitgum SKUs per shop
per week

Source:  SKOPOS Marktforschung, What do you think makes the product unique? n=100

Source:  IRI Infoscan, 2019; LEH+HD+DM, ø number of moved articles per shop (weekly)

We create **diversity** on-shelf



NEO botanica is a category of its own

Distinctive texture, unique taste and individually wrapped.

That's why we recommend a placement within the chewing and lolly shelf. Right next to brands such as ChupaChups, Hitschler or Look-o-Look.

For everyone who considers „vegan“ a life-style



Our target group

**Living for the moment, active &
always looking for fun**

That's the life philosophy of our target group.

Regardless whether 15 or 50 years old – for them conscious nutrition and enjoyment are not at odds with each other. On the contrary: It is the secret behind their thriving Insta account.

Vegan & tasty snacking is part of their lives. Variety-seeking and hunger for food innovation their trademark.

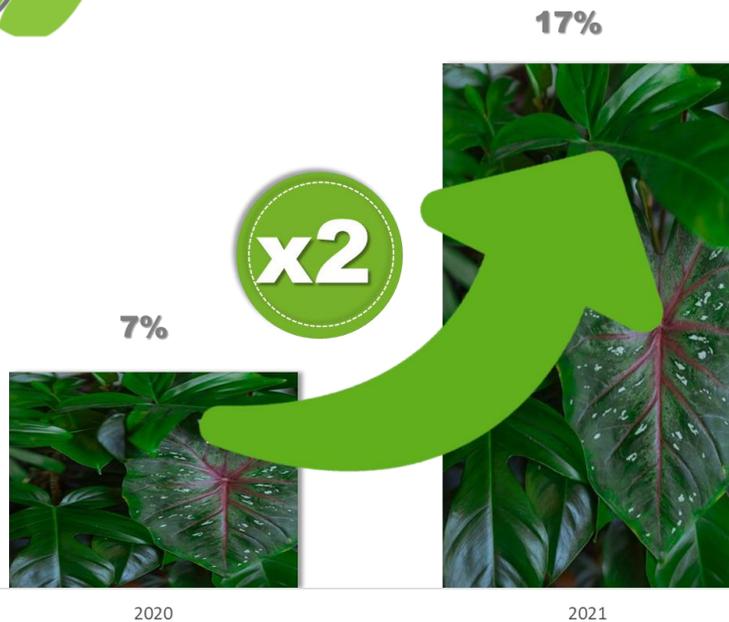


And everyone who want's to **grow** **their business**

Demand for plant-based alternatives has doubled



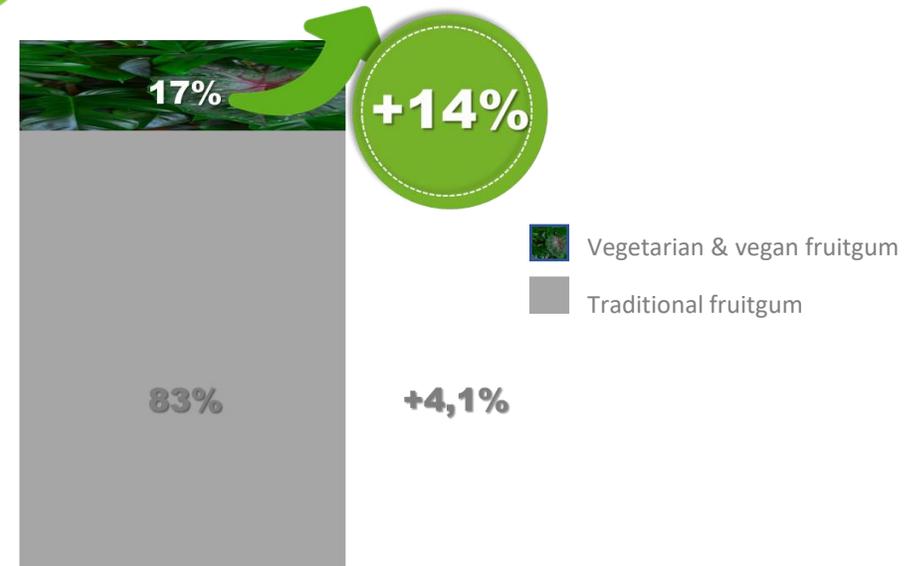
Demand for plant-based alternatives



Vegetarian fruitgum is driving the market



Growth of fruitgum category



Source:



demand for plant-based alternatives, 14-29 year olds, 2021 vs. 2020 in %

Source:



All that you want: NEO botanica ticks all the boxes



3 fruity flavors, as juicy like a Smoothie to eat



100% vegan & DLG-Gold awarded

10-12% natural fruit puree

unique jelly bons, extra fresh and individually wrapped

NEO
botanica®

Order and delivery units



NEO botanica Smoothie
strawberry + banana + kiwi + goji-berry
Show-Box 9 x 200g

Articleno.: 4 270000 404559



NEO botanica Smoothie
pineapple + coconut + mango
Show-Box 9 x 200g

Articleno.: 4 270000 404566



NEO botanica Smoothie
strawberry + raspberry + blueberry
Show-Box 9 x 200g

Articleno.: 4 270000 404542



NEO botanica Smoothie
assorted display
108 x 200g

Articleno.:
4 270000 404573



On-demand sales-booster

Marketing support in a nutshell



Social Media Pull-Campaign



Guerilla support



Leaflet-Coupons

In-store promotion



A strong company behind

Uniconf
17th

largest global
confectionery
seller



350.000

tons sold
per year



3.500

assorted global SKUs



established 1804
in Russia

now consumed
across the globe



Big brands in all sweet categories

FELICITA'

KOROVKA

NEO
botanica

MILK
CHOCOLATE
Alionka

Bon Roll

Artpassion
THE ELEGANT WAY TO INDULGENCE

...and many more

IFS certified



Uniconf

Jelly bon expertise since 1851



German jelly-dreams conquer Russia

The 25-year-old confectioner Ferdinand von Einem moves from Germany to Russia. In his luggage he carries big dreams that drive him to open a pastry shop right in Moscow's prestigious city center. His specialty: chocolate, jam and candied fruit.



Growth & industrialization

Ferdinand von Einem meets Julius Heuss. Together they open another pastry shop, but soon want more. They rapidly grow the business and build the most modern confectionery factories in the country - across from the Kremlin, in the south of Russia and in Ukraine.



The invention of the Jelly-Bons

The first jelly bons are invented. People like their taste so much that the company is appointed purveyor to the court on the occasion of the 300th anniversary of the Romanov dynasty.



Founding of the brand NEO botanica

After nationalization during communism and during the Soviet era, Uniconf takes over the company in 2002. From now on, jelly bons are further refined and sold across Europe under the brand NEO botanica.

Uniconf

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