

Blommer
— CHOCOLATE COMPANY —

MORE TASTE
LESS SUGAR

Blommer Chocolate's Sensible Indulgence Line



Sugar Free Pioneers

Blommer Chocolate has been in the sugar free market from its inception.



- Launched Lyra Gold Milk Chocolate, made with **25%** less sugar versus the leading solid milk chocolate in Blommer's portfolio
- Blommer's Sensible Indulgence line introduced
- Added white products to no sugar added line



2004
Boom in low carb diet craze results in team expertise growing



Launch of first product with erythritol
2010



Launched first product with corn fiber & first erythritol drop
2013

2020

2000
Blommer began producing sugar free chocolate



2004
First nutraceutical sugar free product using polydextrose



2011
Launch of first products with erythritol and stevia



2017
Began to work with rare sugar allulose



Standard of Identity (SOI)

The FDA has defined what may be called “chocolate” by a set of rules found in the Code of Federal Regulations (CFR). All pertinent information regarding the legal standard of chocolate may be found in the CFR Title 21, part 163, Cacao Products.

Nutritive carbohydrate sweeteners are a key component to what does or does not make a product conform to the SOI. While “nutritive carbohydrate sweetener” is not defined by the FDA, it is a sweetener that is a carbohydrate and has a caloric value.

Such ingredients include:

- Sugar
- Lactose
- Allulose
- Honey

What is NOT allowed?

Any ingredient used outside the outlined required or optional ingredients listed above would mean the product cannot be considered “chocolate” but rather compound/confectionery coating.

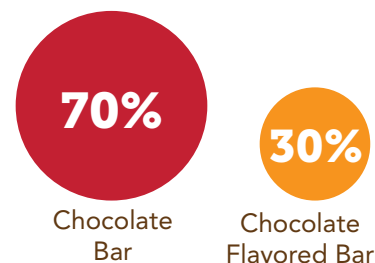
These include:

- Proteins
- Fibers like inulin, FOS, dextrin, or polydextrose
- Sugar alcohols like erythritol, maltitol, or isomalt
- High intensity sweeteners like sucralose, monk fruit, or stevia
- Vegetable fats like palm kernel oil, palm oil, coconut oil, or soybean oil.



Survey Results

We had a third party survey 1000 consumers to find out what they think about reduced and sugar free chocolate products.



When asked what candy bar product(s) they would purchase—consumers prefer a “real” chocolate bar over a chocolate flavored bar.

Blommer Featured Product:

Lyra Gold Milk Chocolate



Natural ingredients were preferred when asked what do you LIKE to see in a no/reduced sugar product—55% of consumers feel positively about Stevia.

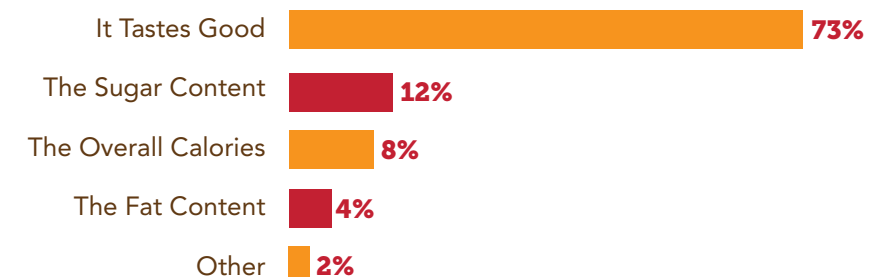


Blommer Featured Products:

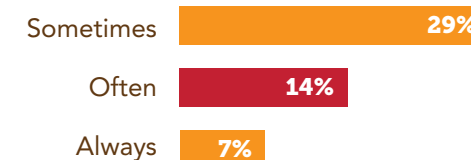
Stella Gold FT Dark
Luna Gold FT NSA Milk

TASTE is the key driver

Taste was a key driver when consumers were asked what is most important when buying a chocolate candy product?

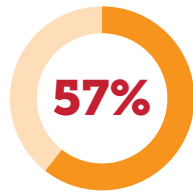
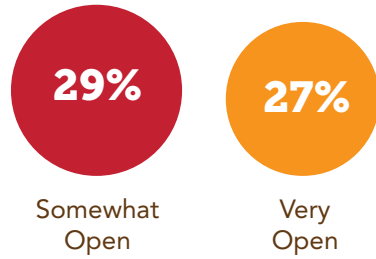


50% of those surveyed stated they eat sugar free and reduced sugar chocolate candy products



In addition to taste, consumers will pick up a NEW product when it looks good.

56% of those surveyed were open to eating reduced or sugar free chocolate candy



57% of consumers are somewhat or very interested in keto chocolate.

Big box store shoppers:
How interested are you in keto chocolate products?

Blommer Featured Products:

Belmar Gold Dark
Brigantine Gold NSA Milk
Oslo Gold SF Dark Drops



Keto

On the keto diet, practitioners will maintain a caloric balance of **5% net carbohydrates** (under 20g/day), around **75% fat**, and around **20% protein**.

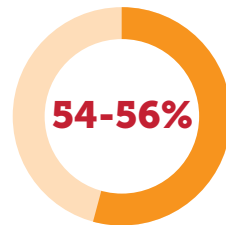


Liquor, milk powder, and even protein contribute to the total and net carb number on the nutrition facts panel whereas fat, erythritol, fiber, and sweeteners are net zero carbohydrate ingredients and may even lower the net carbohydrate number.

Erythritol, which is a sugar alcohol, is important to call out as keto-friendly. It is the only sugar alcohol that is considered ketogenic because it has a low glycemic index; maltitol has too high a glycemic index for the keto diet.

Oslo Gold Drops

Oslo Gold was formulated for a high-impact chocolate flavor with all of the cocoa mass coming from Liquor, including West African liquor with flavor notes from special roasting.



Cocoa Mass



FDA Definitions 21CFR101.60 (c)

Sugar Free

FDA regulations state that for a product to be labeled sugar free, one serving must contain less than 0.5 grams of sugars, both natural and added. (Also: free of sugar, sugarless, no sugar, zero sugar, or trivial source of sugar.)

No Sugar Added

The FDA requirements for this category are; no sugar or ingredient containing sugar was added during processing or packaging. (Also: without added sugar.)

Reduced Sugar

According to the FDA, a reduced sugar product has at least 25% less sugars than the regular version of the product. (Also: less sugar, low in sugar or lower sugar.)

Blommer Offerings

Sensible Indulgence Drops

PRODUCT	COUNT SIZES	Type			Applications			Claims				Ingredients			
		PALM KERNEL OIL	COCOA BUTTER	STANDARD OF IDENTITY	TRAIL MIX	BAR	BAKING	KETO	NATURAL	GOLD MADE WITH NON-GMO INGREDIENTS	FAIR TRADE	NATURAL FLAVOR	SUGAR ALCOHOL	PROTEIN	FIBER
SUGAR FREE															
Coronado 45CM SF Dark	(1M)	*			*		*						*	*	
Forgedale SF Dark	(4M)	*				*	*						*	*	
Laguna 55CM SF Dark	(1M)	*			*		*						*	*	
Oslo Gold SF Dark	(1M, 4M)	*			*		*	*	*				*	*	*
Valley Forge SF Dark	(1M, 4M)	*			*	*	*						*	*	
REDUCED SUGAR															
Hopewell HP Gold Dark	(1M, 2M)	*			*		*		*				*	*	



Sensible Indulgence Chocolate and Coatings

PRODUCT	Type			Applications		Claims				Ingredients			
	PALM KERNEL OIL	COCOA BUTTER	STANDARD OF IDENTITY	PANNING	ENROBING	KETO	NATURAL	GOLD MADE WITH NON-GMO INGREDIENTS	FAIR TRADE	NATURAL FLAVOR	SUGAR ALCOHOL	PROTEIN	FIBER
SUGAR FREE													
Belmar Gold SF Dark		*		*	*	*	*	*	*	*	*		*
Corolla 75 SF Dark		*		*	*								*
Germantown 120 SF Dark		*			*					*	*		
Germantown 120 SF Milk		*			*					*	*		
Salem 120 SF Milk		*			*						*		
Valley Forge 120 SF Dark		*			*						*		
Valley Forge 120 SF Milk		*			*						*		
Venice 84 Gold SF Milk		*			*			*		*	*		
NO SUGAR ADDED													
Brigantine Gold NSA Milk		*		*	*	*	*	*	*	*	*	*	*
Daytona NSA Milk		*		*	*					*	*		*
Huron Milk Coating	*			*	*					*	*		
Huron Dark Coating	*			*	*					*	*		
Key West Gold 39CM FT Milk		*			*	*	*		*	*	*	*	*
Destin Gold 55CM FT Dark		*			*	*	*		*	*	*	*	*
REDUCED SUGAR													
Diversey Gold Yogurt	*			*	*		*	*		*	*	*	
Luna Gold FT Milk		*		*	*		*	*	*	*			*
Lyra Gold Milk Chocolate			*	*	*		*	*		*			
Ontario Milk Coating	*			*	*					*	*	*	
Peoria Gold Milk	*			*	*			*		*			*
Stella Gold FT Dark		*			*		*	*	*	*			*

The image features a collection of various chocolates in the background, including round ones with white and pink coatings, and square ones with dark chocolate and nut toppings. The background is softly blurred, creating a warm, inviting atmosphere. The logo is centered at the top in a white serif font on a dark red background.

Blommer

— CHOCOLATE COMPANY —

CHICAGO, IL

UNION CITY, CA

EAST GREENVILLE, PA

CAMPBELLFORD, ON, CANADA

WWW.BLOMMER.COM