

Opportunity to invest in a leading plant-based food & beverage brand with national supermarket ranging in one of the fastest growing FMCG categories

Overview

Founded in 2013, Inside Out is a rapidly growing plant-based beverage and vegan snacks company, strategically positioned as a premium offering, with a full range of Australian grown, plant-based products ranged nationally in the major supermarket and independent chains..

- ✓ Inside Out offers a diverse product range comprising of 12 primary SKUs across the non-dairy milk categories, formulated from its unique IP and base product.
- ✓ Inside Out has achieved significant ranging across major supermarkets around Australia, with products currently available at 750 Woolworths, 400 Coles and 600 independent retail markets.
- ✓ The business operates from a production facility in Silverwater, NSW, which has an **ESL production line**, as well as the capacity to **produce 7,000KG of almond milk concentrate per day** (approximately 25kL of finished product).
- ✓ Since the launch of its UHT range into Woolworths stores in late-April 2021, the business has achieved a **growth rate of approximately 47%** vs PCP.
- ✓ The business has a Joint Category Plan partnership with Woolworths and has a **clear NPD roadmap with several new confirmed national listings** slated to launch between March and May 2022, making Inside Out one of the most ranged and featured non-dairy brands
- ✓ Inside Out gross revenues are forecasted to grow by **230% between FY21 and FY22**, and a **further 40% between FY22 and FY23 on confirmed listings**. The business remains at the forefront to capture increasing volume of market that continues to arise due to strong brand, product and innovation credentials.

FY21 / FY22 Portfolio

Inside Out offers a diverse range of product offerings and continues to grow and innovate its core product portfolio.

Fresh Non-Dairy Milk

Inside Out White Milk



Long-life Non-Dairy Milk

Inside Out UHT Milk



Plant-Based Snacks

Snacky - Cream Cheese & Cracker



J*ST & Flavoured Milk



Inside Out has secured a collaborative relationship with Woolworths (fresh) as a major supplier and go-to innovation partner. A powerful advantage in a rapidly growing and evolving, and competitive non-dairy space.


Target Demographics & Product Profile

Inside Out has a carefully curated retail range that resonates strongly with retailers and customers alike



INSIDE•OUT

- ✓ Inside Out's Core 1L range of Almond and Oat milks is designed for purists seeking a clean, unadulterated, pure product.
- ✓ The target demographic is young to mid-age singles and couples, where Inside Out index scores over 200 (100 being average). Inside Out consistently scores highest on the net new customer ratings with retailers, consolidating its position as the attractive option for new and younger consumers.



BARISTA
ALMOND
MILK

- ✓ 95% of cafes in Australia now offer the option to serve coffee with almond and/or oat milk.
- ✓ Inside Out has developed and released a barista range that delivers a neutral flavor with similar mouthfeel to its full cream dairy counterpart.
- ✓ At the most recent blind-tasting, Inside Out barista Almond beat the incumbent with an 84% approval.
- ✓ With the country coming out of lockdowns, Inside Out will build a material presence in foodservice over the coming 12-24 months.

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