

### Opportunity



#### Our Product Idea

It's the only product that combines the signature "fruit-first" indulgence of Tru Fru with the nutritional signal of chia seeds, along with a functional light crunch texture

Great for people who are health-conscious, young adults (ages 18-40) who want a satisfying, delicious, portion-controlled snack that aligns with their "better-for-you" lifestyle

Developed to solve the tension between wanting a rich, indulgent chocolate treat and the desire for a snack that feels healthy and nutritionally meaningful

We promise indulgent, high-quality, "better-for-you" snacking through premium ingredients and innovative formats.



#### Why Extend This Brand

Brand: Tru Fru (Parent Company: Mars)

This company prioritizes innovation, premium quality, indulgence, efficiency, and "better-for-you" ingredients.

Current Customers include Millennials and Gen Z individuals who prioritize fruit-forward, high-quality frozen treats.

Current customers are missing out on nutritional benefits, such as fiber intake, and the desire for more texture in their frozen desserts, without losing the "real fruit" experience.



#### Insights Driving This Product

We believe there is an opportunity to introduce a texture-forward extension for Tru Fru loyalists because consumers are increasingly seeking functional, nutrient-dense ingredients in indulgent formats.

Our Primary Target: health-forward, indulgence-seeking adults who value novelty and clean ingredients.

Core Value Promise: A satisfying, crunchy chocolate fruit snack that provides a guilt-free, premium experience

Strategic Trade-Offs: We intentionally did not optimize for low price or mass-market accessibility, choosing to maintain premium quality and specific appeal over universal, low-cost reach.

### Product

#### The Market Reality

- The frozen premium snack category is growing as consumers look for options that balance indulgence with better-for-you benefits.
- Our opportunity sits within health-conscious Gen Z and younger Millennials who want convenient, portion-controlled snacks.
- While there are alternatives such as fruit-based desserts and chocolate-covered snacks, few emphasize both functional benefits and a distinct texture experience.
- A key challenge is that consumers may not immediately understand the value of chia seeds or expect the added crunch.

#### MVP Strategy

- Our first version is a focused extension: chocolate-covered strawberries coated with chia seeds.
- This keeps the core Tru Fru "fruit-first" indulgence while introducing a light, crunchy texture and added fiber benefit.
- The product is intentionally simple, built around real fruit, chocolate, and one functional ingredient.
- We avoid adding multiple fruits, flavors, or extra features to maintain a clear MVP scope.
- A key constraint is ensuring the chia coating enhances texture without reducing the indulgent chocolate experience.



#### Packaging & Price Strategy

The packaging is designed to clearly communicate both indulgence and better-for-you benefits.

A transparent format allows consumers to see the real fruit and texture, helping reduce hesitation at first purchase.

Messaging focuses on real ingredients, added fiber, and a crunchy, satisfying experience.

On shelf, the product is placed at eye level within the frozen snack or dessert aisle, and positioning near better-for-you brands increases visibility and supports trial.

### Launch



#### How We Measure Success

Key KPIs at Launch: Trial-to-repeat conversion, repeat purchase rate, NPS, and SKU growth measure early product performance.

Adoption Assumptions: About 50,000 customers are expected to try the product in Year 1, driven by existing Tru Fru customers, moderate marketing exposure, and in-store visibility.

Revenue Forecast – Year 1: At a \$6.49 price and 2.5 purchases per year, projected revenue is about \$811,250.



#### Retail Channel Strategy

The product will launch in Target as a pilot to test performance, since it aligns with Gen Z consumers, supports discovery, and fits the premium, better-for-you positioning.

Distribution will expand to retailers such as Kroger, Walmart, and CVS following strong early results, leveraging existing Tru Fru retail relationships.

The product will be placed in the frozen snack or dessert aisle near better-for-you brands, with eye-level placement to increase visibility and drive trial.

Growth will be driven by strong trial, repeat purchases, and retailer reorders, supported by product satisfaction and alignment with health-conscious snacking trends.



#### Marketing Plan Considerations

Trial Strategy: Eye-level placement, clear packaging, and messaging around fiber and crunchy texture drive first purchase, while consistent taste, enjoyable texture, and better-for-you benefits encourage repeat purchases.

CRM: Social media on TikTok and Instagram highlights texture and better-for-you benefits to build awareness and engagement.

Sales / Couponing: Introductory discounts and bundle offers reduce price sensitivity and encourage both trial and repeat purchases.

Ideal Media Channels: TikTok, Instagram, and wellness influencers target Gen Z consumers, seeing indulgent but healthier snack options.