

The background is a vibrant green with various abstract shapes and patterns. At the top, there are dark green, rounded, leaf-like shapes. Below them, a lighter green area contains the text. On the left and right sides, there are white, curved shapes with small black dots, resembling stylized faces or masks. At the bottom, there are more dark green, rounded shapes, some with lighter green circles inside, suggesting a pattern like a watermelon or a specific fabric texture.

BITES WE LOVE



**AT BITESWELOVE, WE'VE ONLY GOT ONE THING ON OUR MIND:
GIVING YOU THE GOOD ENERGY YOU NEED TO GET THINGS DONE.**

**THAT'S WHY WE'VE PACKED OUR SNACKS WITH SLOW BURN PLANT
POWER, LIKE PEAS AND NUTS, AND CRAMMED THEM FULL OF FLAVOUR.**

**THEY ARE LITTLE BAGS OF GOOD ENERGY TO HELP KICKSTART YOUR
MORNING OR KEEP YOU GOING ON-THE-MOVE.**

**NOT A SUGAR CRASH OR AFTERNOON SLUMP IN SIGHT, SO YOU CAN
TAKE ON BIG GOALS, ONE LITTLE BAG AT A TIME.**



OUR STORY

We come from different backgrounds, one starting in supermarket retail, the other in international ship finance. But we share a passion for entrepreneurship and good tasty food. That's why we offer you a tasty snack when choosing healthy. We don't like to compromise and like to have it both: a delicious and nutritious snack.

Using the plant power from nuts, beans and peas and combining them with great, natural flavours, we've created a range of bites that gives you with the good energy to get the best out of your day.



What started in 2015 as an online subscription model has grown into an international healthy snacking brand. With a fast-paced growth in number of stores listed and bites sold, together with a mouthwatering NPD-pipe line, we look forward to what's to come! Ambitious. Yep. That's what we like at BitesWeLove!

So hup, grab a bite, and chase your dreams. We'll give you the good energy to make the most of it.

*Love,
BitesWeLove*



MEET THE TEAM



MARLEEN BASART

Founder & Director



LIESBETH GOUWENS

Director



KIM VAN 'T PAD BOSCH

Project Management & Sales



NICOLE VAN WIJK

Operations



LINN VAN RIJSWICK

Marketing & Design



RHODEE STALFOORT

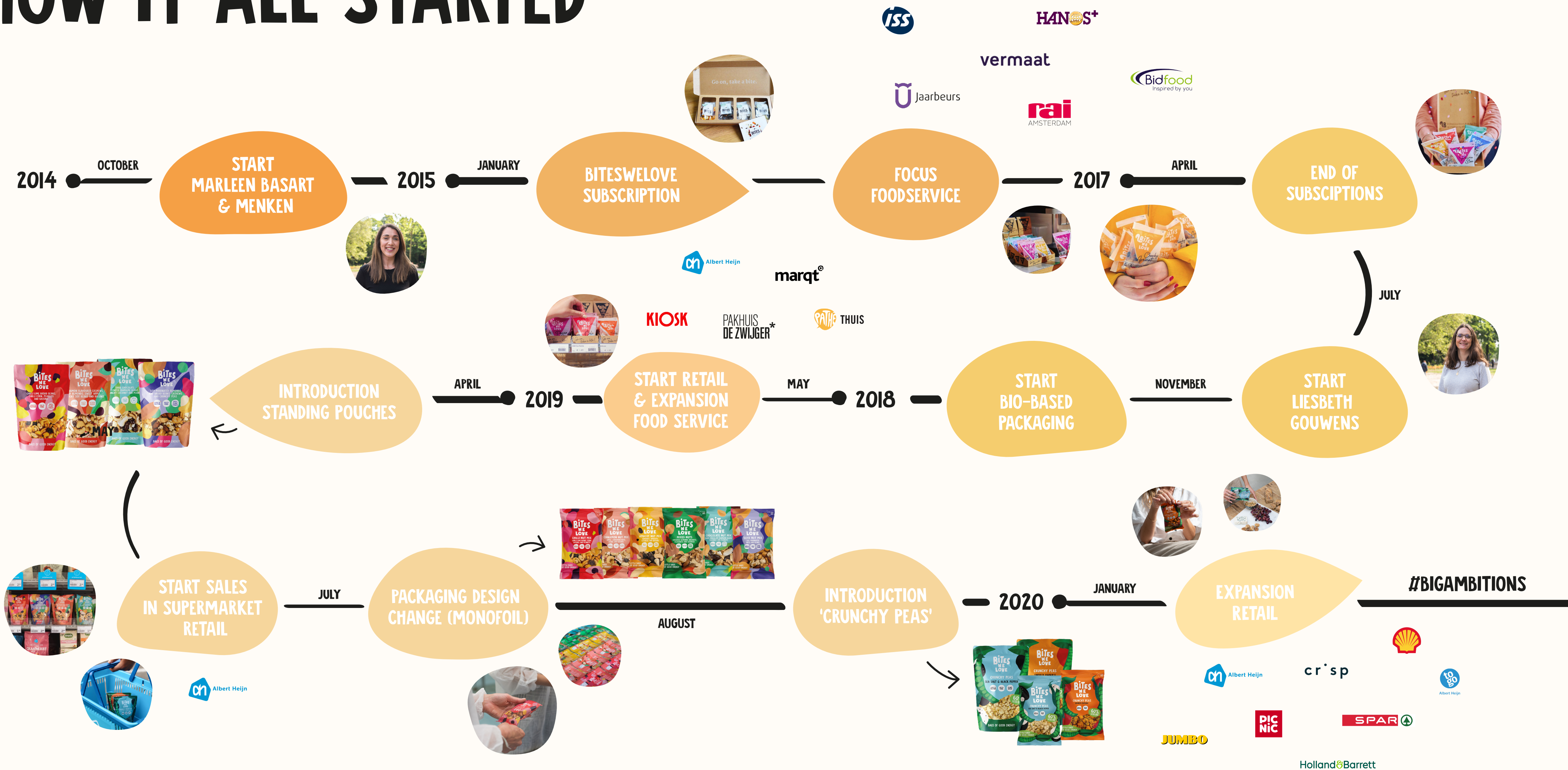
Account Manager



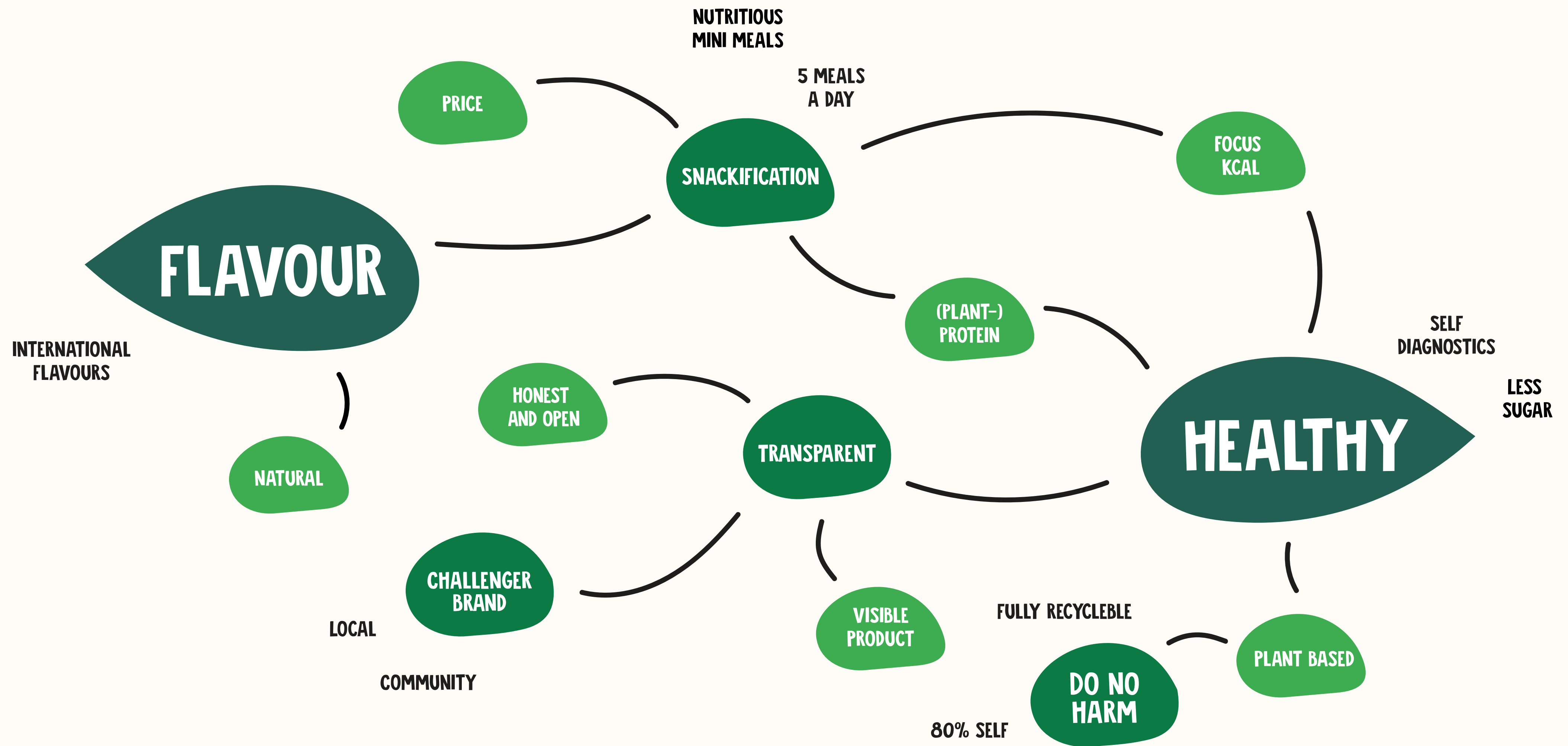
NATASA CVJETKOVIC

Brand Manager

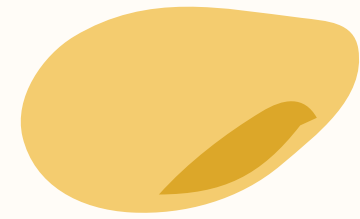
HOW IT ALL STARTED



WE COMBINE THE FOLLOWING TRENDS:

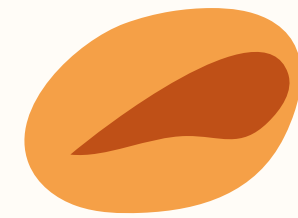


OUR STRENGTHS



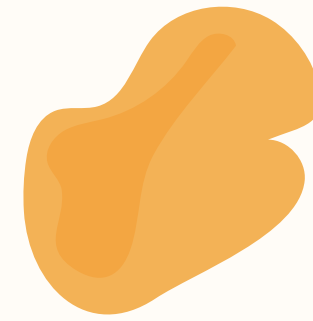
FLAVOUR

We make it tastier to eat healthier snacks every day. Through our unique, healthy way of adding flavour, we'll continue to surprise you with the tastiest bites around.



HEALTHY SNACKING

We develop, produce, and pack all our bites and are therefore able to bring you the healthiest snacks made from the best ingredients. Without compromise.



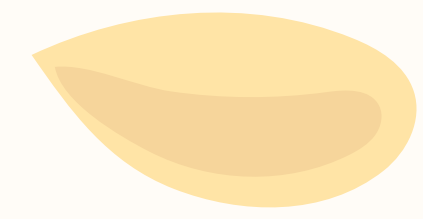
PLANT POWERED

From nuts and fruit to peas and beans, our energy comes from the good old-fashioned ground. We will always owe our power to the plants.



WOMEN WITH NUTS

An A-Team full of women with big ambitions, determined to change the snacking industry for good.



GOOD ENERGY

Whether it's on the go or at your desk, we give you the right energy to boost your day through our products and our get-up-and-go attitude.

TARGET AUDIENCE



HEALTH DISCOVERER...

...IS WORKING ON A MORE HEALTHY LIFESTYLE BUT FINDS IT DIFFICULT TO MAINTAIN.

...CONVENIENCE AND HEALTH PLAY AN IMPORTANT ROLE IN DECISION MAKING.

...IS LOOKING FOR ADVICE FROM BLOGGERS, BOOKS, BRANDS, AND THE NUTRITION CENTER.

THE HEALTH SEEKER...

...HAS GOOD BASIC KNOWLEDGE ABOUT HEALTHY FOOD.

...IS ACTIVELY LOOKING FOR 'HEALTH BRANDS' THAT SUPPORT A HEALTHY LIFESTYLE.

...FOLLOWS DIFFERENT 'HEALTH-' AND 'LIFESTYLE INFLUENCERS' ON SOCIAL MEDIA FOR INSPIRATION.



BITESWELOVE ASSORTMENT

NEW!

**CRUNCHY PEAS
SEA SALT &
BLACK PEPPER**

**CRUNCHY PEAS
SMOKED
PAPRIKA**

NEW!

**CHILLI
NUT MIX**

**MIXED
NUTS**



**SOYA
NUT MIX**

**CHOCOLATE
NUT MIX**

**APRICOT
NUT MIX**

**CINNAMON
NUT MIX**

HEALTHY SNACKBOX

Looking for a gift that is both healthy and tasty? Look no further. Send a BitesWeLove snackbox to your employees or business contacts.

NEW!



HOW DOES IT WORK?



**CHOOSE
YOUR BOX**



**ADD A
PERSONAL NOTE**



**DELIVERED
WITHIN 5 DAYS**



**EVERYBODY
HAPPEA**



Click [here](#) for more information about our snackboxes.

The background is a vibrant green with abstract, organic shapes in various shades of green and dark green. On the left and right sides, there are stylized, light-colored shapes resembling pea pods or leaves, some with small black dots. The overall aesthetic is clean and modern.

MEET OUR CRUNCHY PEAS

MEET OUR CRUNCHY PEAS

An innovative healthy and tasty snack



SMOKED PAPRIKA

A natural snack based on roasted green peas. Flavoured with tasty smoked bell pepper for a full, savoury taste.

SEA SALT & BLACK PEPPER

A natural healthy snack based on green peas. Subtly seasoned with sea salt and black pepper.

JALAPEÑO & SOUR CREAM*

A natural snack based on roasted green peas. Seasoned with sour cream and jalapeño.

**will be introduced early 2021*

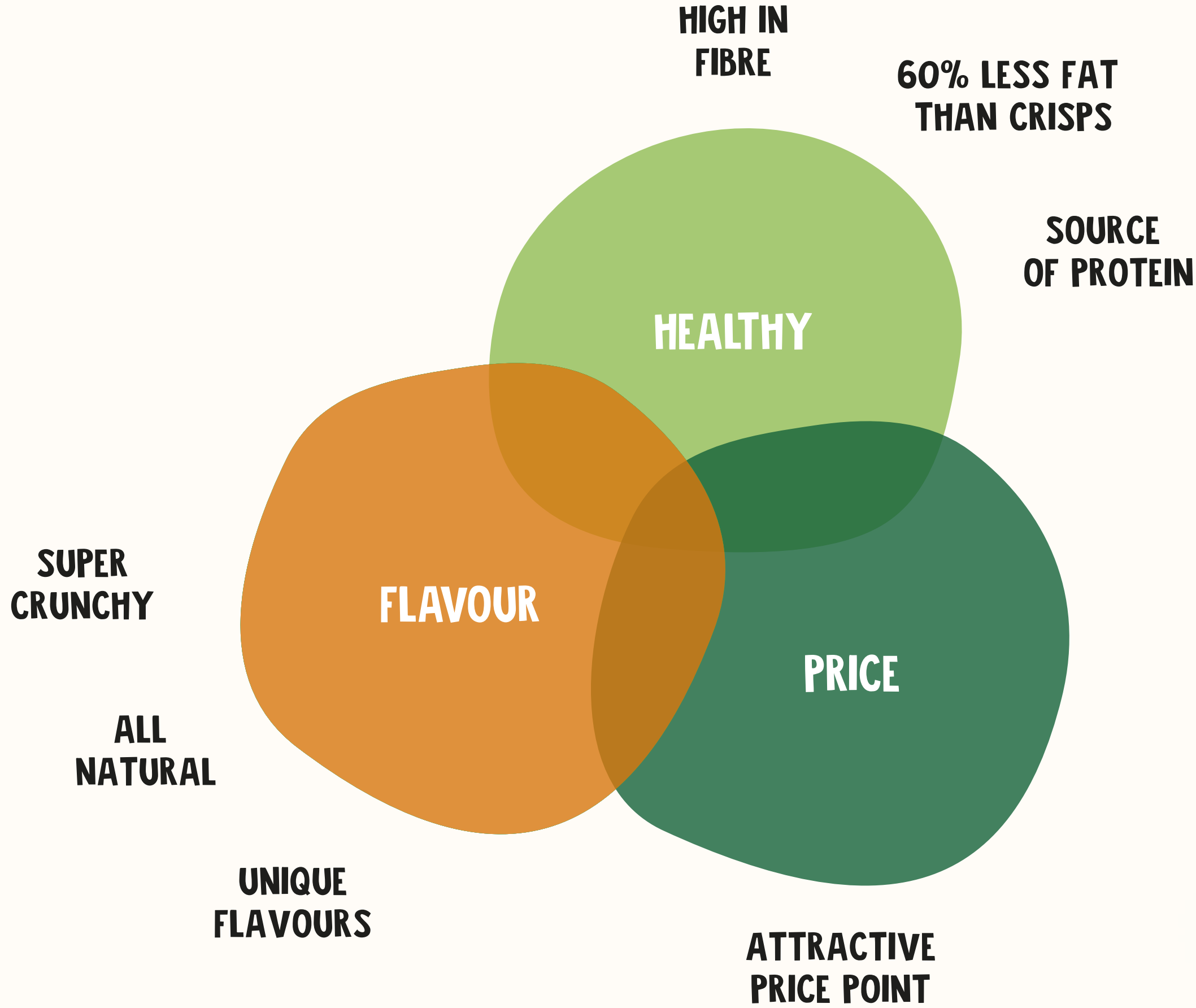
ALL
NATURAL
FLAVOURS
& SUPER
CRUNCHY

SOURCE
OF PROTEIN
& HIGH IN
FIBRE

60%
LESS FAT
THAN REGULAR
(VEGETABLE)
CRISPS

GREEN PEAS
#HEALTHY

WHAT MAKES OUR CRUNCHY PEAS SO AMAZING?



INNOVATIVE HEALTHY PLANT-BASED SNACK

AMAZING TASTE & EYE-CATCHING PACKAGING DESIGN



SUSTAINABLE, FULLY RECYCLABLE MONOFOIL (PP) PACKAGING

WHY ADD OUR CRUNCHY PEAS TO YOUR ASSORTIMENT?

- Provide a tasty “better for you” alternative to your customers in the savoury snacking range
 - Less fat, high fibre, source of protein
 - Vegan ingredients
- Bring an innovative “challenger brand” to the category at an attractive customer pricepoint
- The availability of two packaging formats (portion packs and sharing bags) allows for listings in both foodservice and supermarket retail on shelf and checkout. Ensuring more brand visibility in-store and across channels.
- Sustainable fully recyclable packaging made from mono foil (PP)



BITESWELOVE SUCCESS STORY IN THE NETHERLANDS

- Nation-wide distribution in retail (>1000 stores) with high growth in both rotation and distribution since launch



JUMBO



SPAR



Albert Heijn



colruyt



- Strong position in foodservice with portion packs, both event and business catering (>2.000 vending locations)



Albron

vermaat

rai
AMSTERDAM



- Strong sales and growth in online sales through third parties



crisp

BRAND & SALES SUPPORT

- At BitesWeLove we believe in growing our brand and sales through:
 - Sampling our product - tasting is believing
 - High visibility & product confrontation through secondary placement and on-shelf Point Of Sale material
 - Promotional discounts that focus on product trial and penetration among our target customer
 - Building brand awareness through Branded Campaigns - social media, influencer collabs and event/brand partners
- Contact us for branded POS materials, sampling kits, etc.



NPD PIPELINE

At BitesWeLove we love spending time in our kitchen, developing new and innovative snacks.

- Focus on Nutriscore A-B; We are re-evaluating all recipes to ensure a Nutriscore A or B (mid-2021)
- New savory flavours: Vegan Sour Cream Jalapeno (Feb 2021) and another new flavour (in progress, mid-2021)
- Chocolate coated peas and chickpeas (in progress, expected mid-2021)
- Sneak preview end 2021: New legume-based snack



IMPORTANT INFO

CONTACT

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1074BS Amsterdam

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GET IN
TOUCH!

PACKAGING

Our packaging is made from sustainable, fully recyclable Monofoil (PP) 

OTHER INFORMATION

- Company registration number: 61181633
- IBAN: NL69 RABO 0188 6208 42
- BRC - IFS Certified
- Delivery through EDI possible
- Prices on request

