

T H E F R A U X M A G E R I E ^{T.M.}

O N G E O R G I A N B A Y

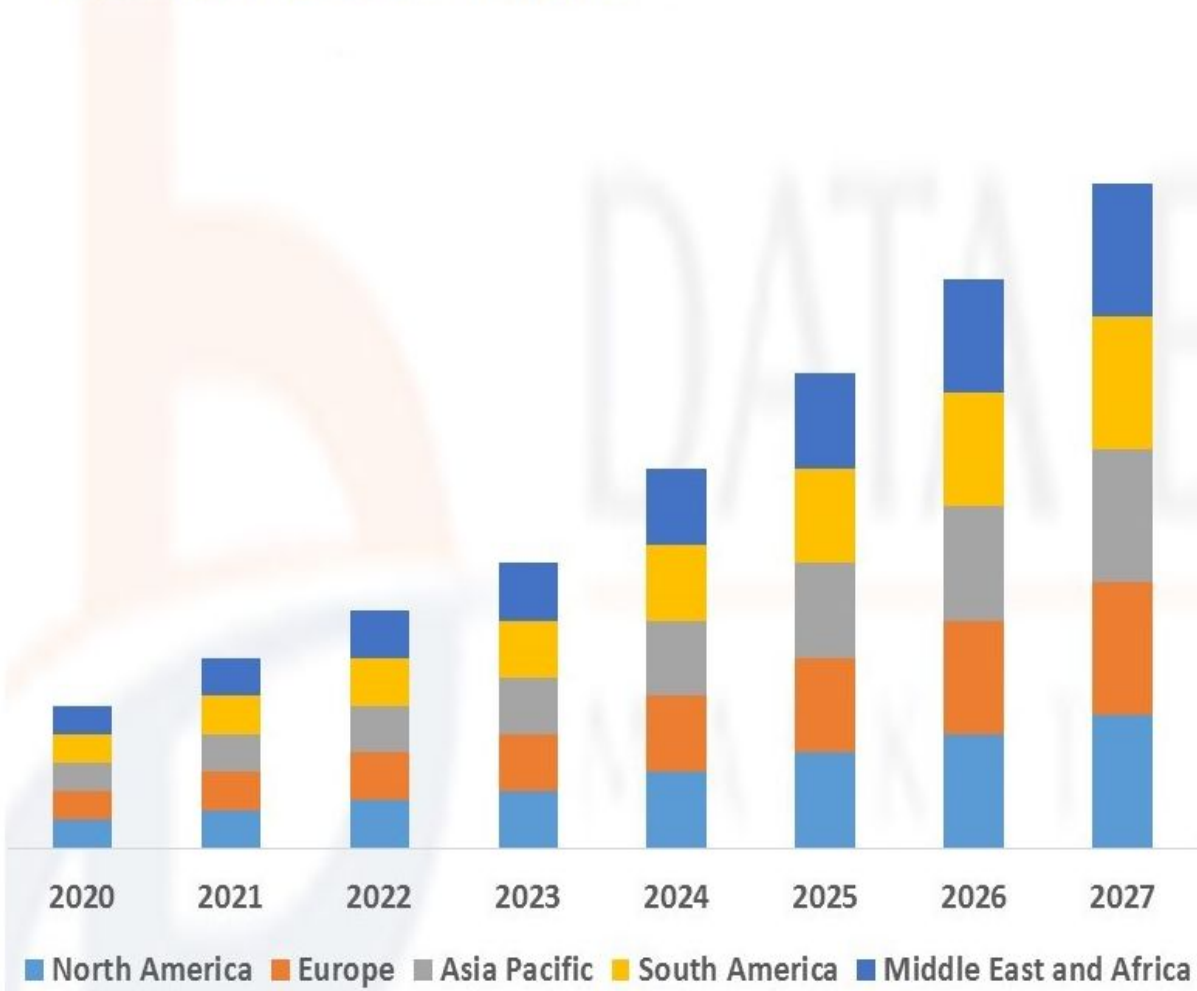




The Frauxmagerie -
Creation and
Production of the
most authentic plant
based cheeses in
the World!

Plant Based Cheese Market Growth 2020-2027

Global Plant-Based Cheese Market



Global Plant-Based Cheese Market, By Regions, 2020 to 2027



DATA BRIDGE MARKET RESEARCH

PLANT BASED CHEESE SALES VS DAIRY SALES

Plant-based cheese has grown **18 percent**, while conventional cheese **is flat**. Across the store, plant-based food sales are growing rapidly, while sales of many conventional animal products stagnate or decline.

Growth of PLANT-BASED CHEESE vs. Dairy Cheese

18.3%
PLANT-BASED

1.4%
DAIRY

Source: 52 weeks ending December 2019.
Commissioned data from SPINS.

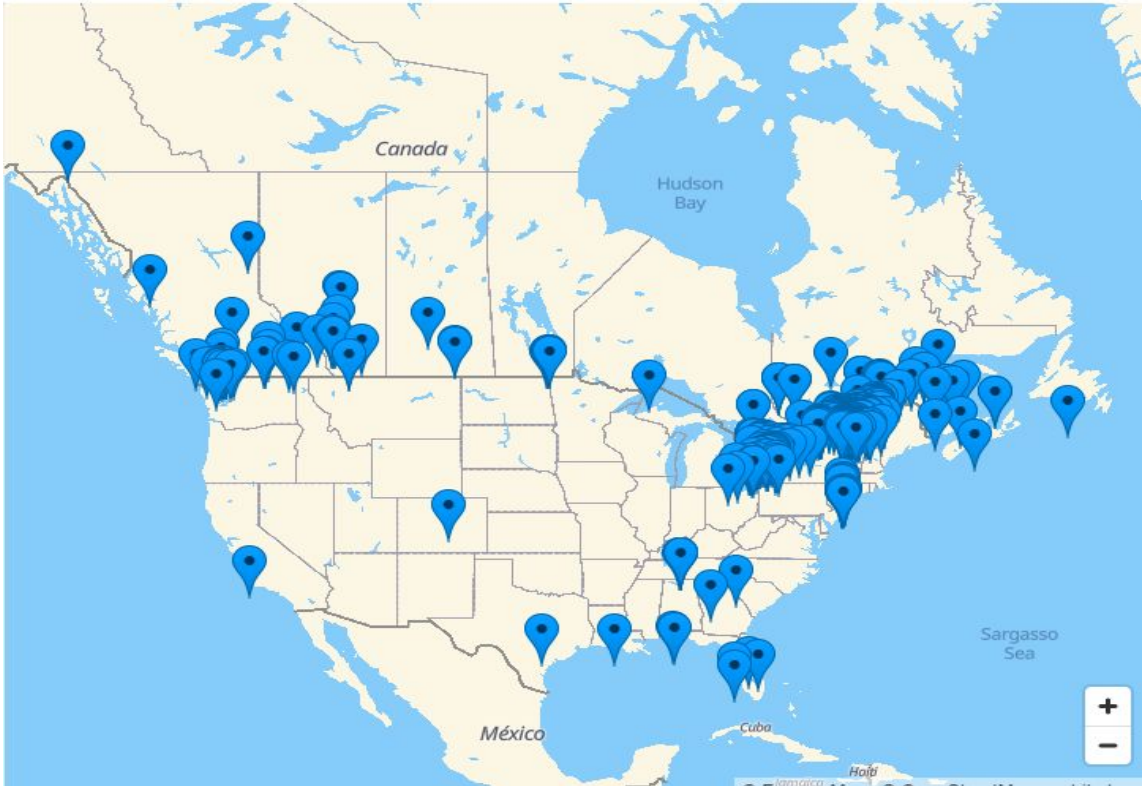


plantbasedfoods.org

THE FRAUXMAGERIE PRODUCTS LINE



Our Retail and Distributor Strategic Partnerships



We are already in over 600 stores in North America and growing!

Healthier and Cleaner than the rest! Our Brand Versus the Competition:



OIL FREE



PRESERVATIVES
FREE



CHOLESTEROL
FREE



PROBIOTICS



AGING



Consumers LOVE our Product!



Lotus Bloom



11 reviews



a week ago

BEST VEGAN CHEESE. WOW. 10/10.
Delicious. Texture and taste is perfect.



Jason Ellis



Local Guide · 261 reviews · 494 photos



9 months ago

As someone who grew up blue
cheese and many others, this is hands
down some of the best out there.



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Promotional & Shopper Marketing Support

Promotional Strategy and Investment to Support Brand

- 16 Weeks Promotional Calendar
- New Placement Deals
- Scans, MCB's, EDLP's
- In Store Shopper Marketing
 - Digital Coupons
 - E-Comm Events
 - New Item Intro Program
 - Demos - Passive and Active (post-COVID)





THE FRAUXMAGERIE^{T.M.}

ON GEORGIAN BAY



GENERAL MANAGER
Donna McMillan



**CEO- Marie-Catherine
Marsot**
CHEF, B.Sc, MBA, CD



MARKETING
Clara Deblois-Gualtieri



Diana Buckel
VP Sales



OUR PRODUCTION PLANT IS INSPECTED AND CERTIFIED ANNUALLY

The Frauxmagerie Certifications:





Our products are perfect for a plant based cheese board.

They also pair perfectly with wine to create a wine & cheese event!



THE FRAUXMAGERIETM

ON GEORGIAN BAY



Botanic True Blue
NET WT. 6.8 oz (190g)
Fridge or Freezer



Botanic Boka
NET WT. 6.8 oz (190g)
Fridge or Freezer



Botanic Camembert
NET WT. 6.8 oz (190g)
Fridge or Freezer



Botanic Swizz
NET WT. 6.8 oz (190g)
Fridge or Freezer

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat 9g	14%	Total Carb. 3g	1%
7 servings per container	Sat. Fat 1g	5%	Fiber 1g	4%
Serving size 1 inch cube (28g)	Trans Fat 0g		Total Sugars 0g	
Calories per serving 110	Cholesterol 0mg	0%	Incl. 0g Added Sugars	0%
	Sodium 65mg	3%	Protein 4g	
Vitamin D 0% • Calcium 4% • Iron 4% • Potassium 0%				

raw cashew, nutritional yeast, vegan probiotic, salt, bacterial culture, filtered water.



6 Unit
Case box
90 days shelf life

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat 9g	14%	Total Carb. 3g	1%
7 servings per container	Sat. Fat 1g	5%	Fiber 1g	4%
Serving size 1 inch cube (28g)	Trans Fat 0g		Total Sugars 0g	
Calories per serving 110	Cholesterol 0mg	0%	Incl. 0g Added Sugars	0%
	Sodium 65mg	3%	Protein 4g	
Vitamin D 0% • Calcium 4% • Iron 4% • Potassium 0%				

raw cashew, nutritional yeast, vegan probiotic, salt, bacterial culture, filtered water.



6 Unit
Case box
90 days shelf life

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat 9g	14%	Total Carb. 3g	1%
7 servings per container	Sat. Fat 1g	5%	Fiber 1g	4%
Serving size 1 inch cube (28g)	Trans Fat 0g		Total Sugars 0g	
Calories per serving 110	Cholesterol 0mg	0%	Incl. 0g Added Sugars	0%
	Sodium 65mg	3%	Protein 4g	
Vitamin D 0% • Calcium 4% • Iron 4% • Potassium 0%				

raw cashew, nutritional yeast, vegan probiotic, salt, bacterial culture, filtered water.



6 Unit
Case box
45 days shelf life

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	Total Fat 9g	14%	Total Carb. 3g	1%
7 servings per container	Sat. Fat 1g	5%	Fiber 1g	4%
Serving size 1 inch cube (28g)	Trans Fat 0g		Total Sugars 0g	
Calories per serving 110	Cholesterol 0mg	0%	Incl. 0g Added Sugars	0%
	Sodium 65mg	3%	Protein 4g	
Vitamin D 0% • Calcium 4% • Iron 4% • Potassium 0%				

raw cashew, nutritional yeast, vegan probiotic, salt, natural flavour, filtered water.



6 Unit
Case box
90 days shelf life

THE FRAUXMAGERIE™

ON GEORGIAN BAY



Mauxarella

NET WT. 9.17 oz (260g)
Refrigerated

Nutrition Facts	
9 servings per container	
Serving size	1 piece (25g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 1g	
Calcium	2%
Iron	2%
Not a significant source of vitamin D and potassium.	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Filtered water,
almond,
coconut oil,
tapioca flour,
carageenan,
apple cider
vinegar,
nutritional
yeast, salt



6 Unit
Case box
90 days shelf
life



Greek

NET WT. 9.17 oz (260g)
Refrigerated

Nutrition Facts	
9 servings per container	
Serving size	1 piece (25g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 85mg	4%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 2g	
Calcium	2%
Iron	2%
Not a significant source of vitamin D and potassium.	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Almond,
filtered water,
apple cider
vinegar, salt,
basil, thyme,
rosemary,
oregano,
carageenan



6 Unit
Case box
90 days shelf
life



Plant Parm (Shelf Stable)

NET WT. 5.8 oz (165g)
Shelf Stable

Nutrition Facts	
about 8 servings per container	
Serving size	1 1/3 tablespoon (20g)
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 7g	9%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 7g	3%
Dietary Fiber 2g	7%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 5g	
Vitamin D 0mcg	0%
Calcium 10mg	2%
Iron 1mg	6%
Potassium 125mg	4%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Cashew,
nutritional
yeast, garlic
powder, salt



8 Unit
Case box
6 months
shelf life

For more information contact:
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Thank you!