

NEW FLAVOR LINES



A STRATEGIC MARKETING PLAN FOR SUCCESS

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VISION, MISSION & COMPANY OVERVIEW

Company Overview:

- TruFru was founded with the goal of offering a healthier alternative to traditional chocolate-covered snacks. The brand has grown significantly due to its unique concept of flash-freezing whole fruits and coating them in high-quality chocolate. Its commitment to clean-label, natural ingredients has made it a standout brand in the health and wellness space.
- Owned by Mars, Inc., a global leader in the food, confectionery, and pet care industries,
 - Able to leverage Mars' extensive distribution network and operational expertise to accelerate growth.

Vision:

- TruFru aims to become the leading brand in innovative, health-conscious indulgent snacks, providing clean, natural, and delightful products that bring joy and wellness to consumers around the globe.

Mission Statement:

- Dedicated to crafting indulgent snacks that are both healthy and tasty by utilizing fresh, natural ingredients and real fruit, while avoiding artificial additives or preservatives. Our goal is to promote healthier snacking habits and provide guilt-free indulgence for all.



INTRODUCING MANGO & PEACH LINES

- **Dark Chocolate-Covered Mango:** Delightfully sweet, tropical mango pieces enveloped in rich, smooth dark chocolate. The tart sweetness of the mango is beautifully complemented by the bittersweet notes of antioxidant-packed dark chocolate.
- **Milk Chocolate-Covered Peaches:** Sun-kissed peach slices draped in creamy milk chocolate. The natural sweetness of the peaches harmonizes with the smoothness of the chocolate, creating a lavish and indulgent flavor experience.
- **Unique Appeal:** Flavor combinations play a crucial role in the chocolate-covered fruit market, delivering indulgence with a health-conscious twist.
- **Health-Focused:** Crafted with real fruit, free from artificial additives, and enriched with antioxidant-rich chocolate, catering to health-conscious consumers in search of indulgent yet guilt-free snacks.



SWOT ANALYSIS

STRENGTHS

- Innovative Flavor Portfolio: Dark Chocolate-Covered Mango and Milk Chocolate-Covered Peaches add fresh, exotic, and trendy flavor options that appeal to adventurous consumers seeking new taste experiences.
- TruFru's emphasis on natural fruit, no artificial additives, and antioxidant-rich chocolate aligns with current health and wellness trends.
- TruFru has established itself as a market leader in chocolate-covered fruit snacks, leveraging consumer trust and brand loyalty.
- Mars, Inc. Backing
- Use of frozen fruit and high-quality chocolate provides a taste and texture advantage over conventional dried fruit snacks.



OPPORTUNITIES

- The addition of exotic, fruit-forward flavors like Dark Chocolate-Covered Mango and Milk Chocolate-Covered Peaches attracts adventurous snackers and meets demand for new taste experiences.
- Capitalizing on the shift toward healthier snacks allows TruFru to target new segments, like wellness-driven millennials and parents seeking better-for-you treats for their kids.
- Opportunities to expand product availability in convenience stores, club stores, and new retail chains like Trader Joe's and Costco.
- Expansion to tap into global markets with growing demand for healthy indulgence.

SWOT ANALYSIS

WEAKNESSES

- Limited experience in certain flavor categories, potential resistance from established competitors.
- Seasonal ingredient availability may impact production and supply chain efficiency.



THREATS

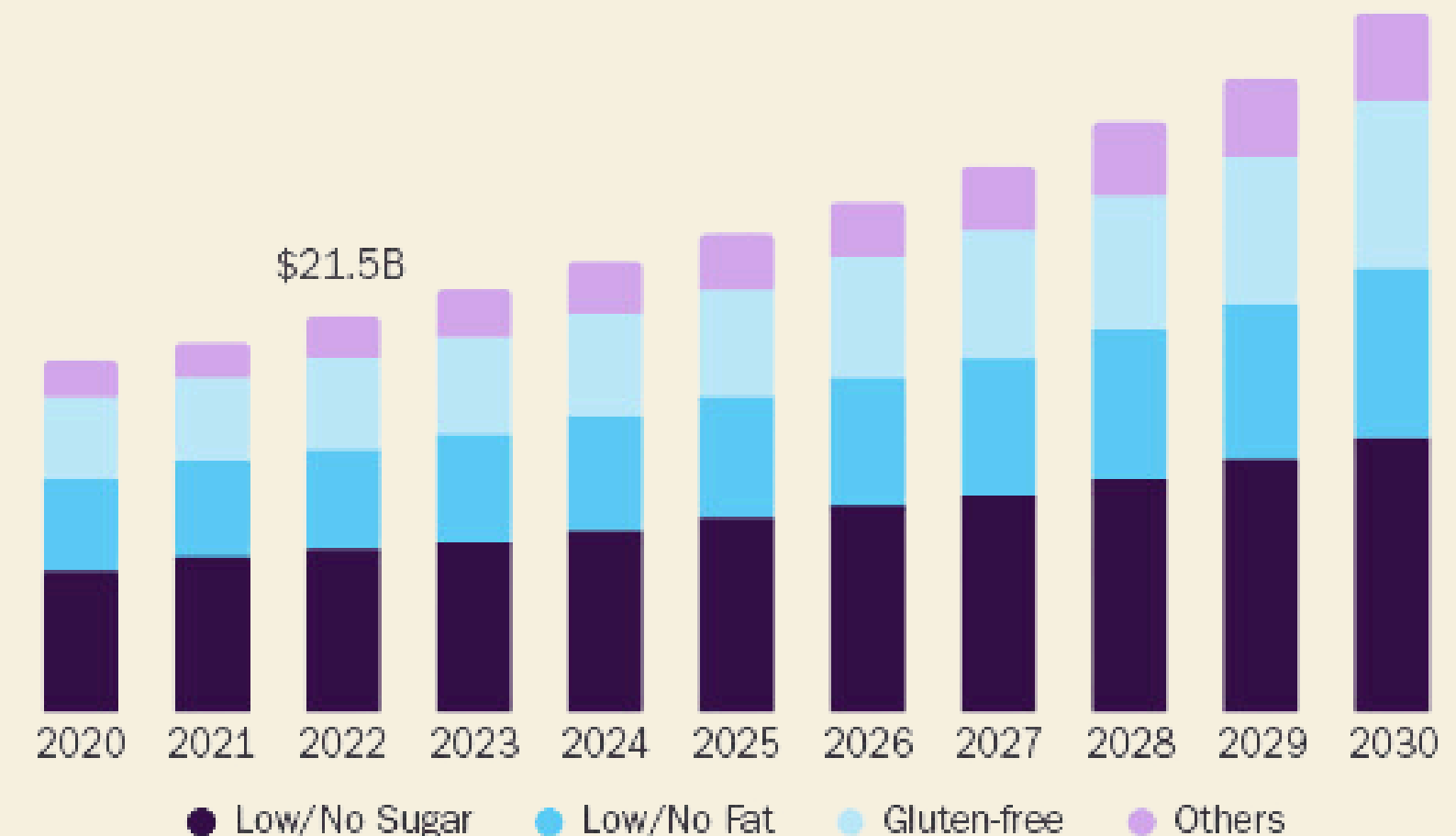
- High competition from premium chocolate-covered snack brands, such as Brookside, KIND, and Unreal Snacks.
- Economic fluctuations affecting consumer purchasing power and premium pricing acceptance.
- Fluctuations in raw ingredient costs may impact profitability.
- Regulatory changes impacting the food industry

MARKET POTENTIAL

- The U.S. healthy snacks market was valued at approximately USD 21.47 billion in 2023.
- It is expected to grow at a rate of 7.5% from 2024 to 2030.
- This growth is fueled by increasing consumer awareness regarding health and wellness.
- Higher-income households tend to purchase premium snack products more frequently.
 - 68% of households with an annual income exceeding \$100,000 report prioritizing health-conscious food choices.
- Millennials and Gen Z are crucial target demographics.
 - These groups show a strong preference for convenience, clean-label products, and snacks that provide functional health benefits.

U.S. Healthy Snack Market

Size, by Claim, 2020 - 2030 (USD Billion)



These trends suggest that the demand for TruFru's chocolate-covered fruit products will continue to grow, particularly among younger, health-conscious, and higher-income consumers.

COMPETITIVE LANDSCAPE



BROOKSIDE

- Known for its use of exotic fruit flavors coated in dark chocolate
- Brookside appeals to health-conscious consumers seeking indulgence with a hint of wellness
- Key player in the premium chocolate-covered fruit segment



UNREAL SNACKS

- Focused on "unjunking" junk food
- Unreal Snacks offers clean-label, non-GMO, and fair-trade certified chocolate snacks
- Commitment to sustainability and health-conscious snacking



KIND

- Best known for its nut and granola bars
- KIND also offers premium snack bites that cater to health-conscious, on-the-go consumers
- Its brand focus on clean-label and natural ingredients
- Positioned as a formidable competitor in the better-for-you snacking category.

MARKET POSITIONING OF COMPETITORS



Strengths: Strong brand recognition, major retail presence, and leadership in exotic fruit-flavored chocolate snacks.

Weaknesses: Limited focus on whole fruit offerings; relies on a narrow range of flavor profiles.

Market Gaps: No "real fruit" offerings, allowing TruFru to stand out with flash-frozen fruit options.



Strengths: Clean-label ingredients, strong customer loyalty, and reputation for transparency in food production.

Weaknesses: Limited presence in chocolate-covered fruit snacks; primarily focused on nut and grain-based products.

Market Gaps: Does not prioritize frozen fruit snacks, giving TruFru an opportunity to dominate this niche.



Strengths: Clean-label, non-GMO, and fair-trade certified chocolate treats with strong appeal to ethical consumers.

Weaknesses: Primarily targets confectionery products and has limited fruit-based offerings.

Market Gaps: No entry in the flash-frozen fruit space, enabling TruFru to differentiate with its flash-frozen whole fruit offerings.

Brookside leads in the exotic fruit chocolate segment, KIND dominates the natural snacking space, and Unreal Snacks holds strong appeal for ethical consumers focused on clean-label treats. TruFru's flash-frozen fruit technology and clean-label positioning give it a competitive edge to carve out a unique market position as a health-focused indulgent snack.

SEGMENTATION STRATEGY

- **Demographic Segmentation:** Target health-conscious millennials and Gen Z who prioritize clean-label, functional snacks. This audience values transparency, wellness, and unique flavor experiences. Higher-income households, particularly those earning over \$100K annually, are also key targets due to their greater purchasing power for premium snacks.
- **Geographic Segmentation:** Focus on urban and suburban areas with a strong presence of health-conscious consumers and premium grocery stores, such as Whole Foods
- **Behavioral Segmentation:** Engage consumers who prioritize health, wellness, and sustainability in their purchasing decisions. This group seeks indulgent snacks that satisfy cravings while maintaining a focus on health.



POSITIONING STRATEGY



- **Value Proposition:** TruFru distinguishes itself as the exclusive brand offering flash-frozen whole fruit snacks coated in premium chocolate, providing a guilt-free snacking experience.
- **Competitive Positioning:** Position TruFru as a healthier and more transparent option compared to competitors like Brookside and Unreal Snacks. Emphasize the "real fruit, clean label" messaging prominently in all marketing materials.
- **Emotional Appeal:** Highlight the joy of enjoying a treat while maintaining a healthy lifestyle. Incorporate storytelling in marketing campaigns to create a personal and emotional connection with consumers.

PRICING STRATEGY

- **Premium Pricing:** Market Dark Chocolate-Covered Mango and Milk Chocolate-Covered Peaches as high-end products that showcase their exceptional quality and distinctiveness. Set prices slightly above competitors like Brookside to highlight their superior quality and clean-label advantages.
- **Penetration Pricing:** Implement limited-time promotional pricing during the initial launch phase to encourage trial, boost awareness, and foster consumer loyalty.
- **Subscription Discounts:** Provide subscription pricing options for online direct-to-consumer (DTC) sales to promote repeat purchases and cultivate a devoted customer base.



DISTRIBUTION STRATEGY



MARS
Tomorrow starts today

- **Retail Distribution:** Utilize Mars, Inc.'s established distribution network to position TruFru products in prominent retail chains such as Whole Foods, Target, Sprouts, and Kroger. Target premium and health-focused grocery stores where the demand for clean-label snacks is significant.
- **Direct-to-Consumer Sales:** Enhance TruFru's e-commerce platform to enable consumers to buy products directly from the website. Introduce subscription models and provide delivery options for added convenience.
- **E-commerce Partnerships:** Team up with leading e-commerce retailers like Amazon, Walmart.com, and Thrive Market to broaden the brand's reach and visibility in the online market.
- **Wholesale & Foodservice Channels:** Collaborate with major distributors catering to schools, hospitals, airlines, and corporate offices. This strategy diversifies revenue streams and enhances brand visibility across various consumer touchpoints.
- **International Expansion:** Investigate possibilities for launching TruFru products in international markets with a growing demand for health-conscious snacks, including Canada, Europe, and Asia.

CONCLUSION

Overview of Key Strategies

Innovative Product Offering: TruFru stands out from competitors by offering flash-frozen whole fruit enrobed in premium chocolate, appealing to health-conscious consumers.

Positioning as a Value Leader: With its clean-label, real-fruit guarantee and high-quality products, TruFru earns trust and loyalty in the competitive snack market.

Customer-Centric Approach: By targeting health-conscious millennials, Gen Z, and affluent households, TruFru effectively engages premium snack buyers.

Pricing & Promotions: Implementing value-based premium pricing, promotional offers, and subscription models fosters customer trials, retention, and repeat purchases.

Distribution Expansion: Utilizing Mars, Inc.'s network while increasing direct-to-consumer sales, retail partnerships, and e-commerce presence enhances product availability.

Why Mango & Peach Flavors Will Drive Success:

Portfolio Expansion: Introducing Mango and Peach flavors will draw in new customers and enhance product diversity.

Revenue Growth: These new flavors create opportunities for upselling, cross-selling, and subscription loyalty.

Competitive Differentiation: TruFru's innovative use of flash-frozen whole fruit sets it apart from competitors like Brookside, KIND, and Unreal Snacks.

Customer Loyalty: By providing high-quality, distinctive flavors, TruFru fosters long-term customer relationships and boosts lifetime value (LTV).



THANK YOU!



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