

BRITAIN'S
No.1
GLUTEN-FREE
BAKERY
BRAND*

A GENIUS STORY INNOVATION

GLUTEN
FREE

Genius®

A little bit about Lucinda



- BSc Honours Physiology – University of London
- Trained chef - Leiths School of Food and Wine and Bibendum Restaurant, London
- Cookery teacher at Leiths
- Author of three books – Leiths Techniques Bible, How to Cook for Food Allergies and Genius Gluten Free Cookbook
- Mother of 3 sons – 1 with a serious gluten intolerance, 1 with a severe dairy allergy
- Inventor of the first fresh gluten free bread on the market
- Founder of Genius Foods Ltd
- My mission - to bring normality, convenience and joy to consumers who have to or choose to live Gluten and Dairy free

GLUTEN
FREE

Genius™

A little bit about Genius

2009 – before the launch of Genius bread, Gluten free consumers:

- Purchased gf foods out of necessity
- Unless scratch cooking, endured a severely restricted diet
- Felt isolated at meal times, particularly away from home
- Hugely cynical regarding new products
- 15% of UK population wanted to buy gluten free bread but only 2.4% did = 1/20th average bread consumption



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Why

- Nutritionally poor
- Predominantly designed to withstand long shelf life
- Clinical vs Foodie
- Functional – free from every allergen
- Made with Codex wheat starch
- Cakes and biscuits, very sweet, dry and gritty
- Gluten free bread wasn't bread and couldn't be eaten fresh
- NO JOY



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Joy

" Joy, it must be remembered, is nothing like happiness, its timid cousin.....It is instead a vivid and extreme state of being, often arrived at in the aftermath of great pain."

Ayana Mathis {novelist}



OUR HISTORY

UK GF pre-packed bread
market value

2011
£19m



2009
Fresh GF born

2009

2010

2011

2012

2013

2014

2015

- Genius BRAND sales



Our Vision

EUROPEAN LEADER IN GREAT GLUTEN FREE BAKERY

- Building a branded business
- Increase penetration across all key consumer target groups
- Develop innovation and manufacturing capability to produce what is challenging for the consumer to make at home
- Stretch the brand into other 'challenging' food sectors
- European focus but other continents offer opportunity



GENIUS TODAY

ABOUT US

UK's leading gluten free brand in the fastest growing category.

Yummy.
Genuine.
Loved.

NUMBERS

£50m revenue

>1.3m UK shoppers

7 sites

27% market share in UK free from bakery.

Biggest GF brand in France and N.L.

DISTRIBUTION

UK

Ireland

France

Netherlands

Germany

Scandinavia

Australia

USA

UAE

CUSTOMERS

TESCO

Sainsbury's

ASDA

The **co-operative**

Waitrose

MORRISONS

Carrefour

GRUPE **Casino**

COFFEE NERO

coles



Albert Heijn

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Innovation

- A new idea, device or method
- Application of better solutions to meet new requirements, unarticulated needs or existing market needs



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The importance of People

Blend of experience with:

- Entrepreneurial mind-set
- Agility
- Flexibility
- Resilience
- Hire on our values –

"This business is not for the faint hearted."



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OUR PRODUCTS

BAKERY



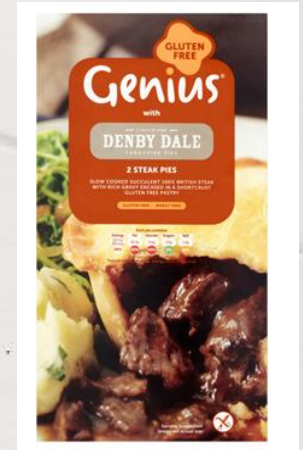
SWEET TREATS



MORNING GOODS



FROZEN



STRATEGIC INNOVATION

“Deepening The Moat”

- **WHY:** 60% revenue
Ambition to attract lifestyle consumers
Nutritionally improved
Longer Shelf Life
- **BUT:** Serious issues at “go live” plant scaling and production

CONSISTENT ACROSS OUR MARKETS





Our Journey

The importance of I P

- Creating
- Protecting
- Innovating to “deepen the moat”

The importance of trusted and aligned partners

- Manufacturers
- Distributors
- Ingredient suppliers
- Equipment suppliers

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As Innovators

- Reflect on the day-dream
- What do you want your business to be?
- How can you get there?
- Who is responsible for each part?
- How do we keep everyone on track?
 - Alignment
 - De-silo to deliver success
 - Right people, motivate and keep them



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