

#1 MEDJOOL **DATE BRAND**

Our premium Medjool Dates are world renown for their luscious, soft texture and caramel-honey flavor.



QUALITY YOU CAN COUNT ON

A naturally sweet, whole fresh fruit

The humble beginning of Natural Delights® Medjool Dates starts at the top of a lofty date palm. The whole, fresh fruit finds its natural sweetness from abundant sunshine — and not much else.

Bard Valley, the heart of our growing region

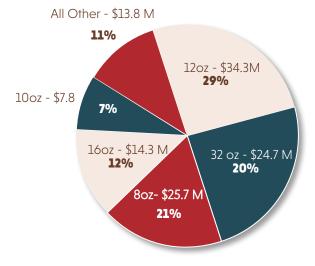
To grow the world's finest, we planted our date palms within a 150-square-mile radius of the intersection of Arizona, California and Mexico. Bathed in sunshine and nourished by the Colorado River, Bard Valley is home to the Natural Delights brand.

Our date palms are harvested using proprietary equipment including large platforms raised by boom lifts. The dates are sent to our grower-owned facility where the strictest standards are implemented so only dates with the highest-quality size, flavor and texture are selected to ship to customers worldwide. Our quality is undeniable and can be counted on for every order.

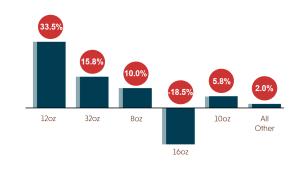


#1 MEDJOOL DATE BRAND

DATE CATEGORY DOLLAR SHARE PACKAGE SIZES



DATE CATEGORY DOLLAR GROWTH RATE PACKAGE SIZES



Source: IRI 52-weeks ending 6/28/2020

Source: IRI 52-weeks ending 6/27/2021 vs. 3 years prior

Our 12oz and 32oz (2 lb) offerings are our best-selling date packages. These package sizes are the fastest growing in the category and now account for 50% of category sales.

Our broad product line of Medjool Dates is available in whole, pitted, chopped and date rolls in various packaging sizes to accommodate your variety of shoppers.



25-34 and 35-44

Dates are becoming increasing important to younger households (25-34 and 35-44) as their share of the category increases.



+6 Share Points

Households with children have gained nearly +6 share points in the past few years. Consider promoting dates to families with children.

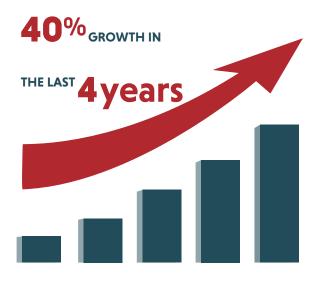


\$40 per Year

The top date purchasing households spend nearly **\$40 per year** on dates. They also purchase dates more than twice as often as other households.

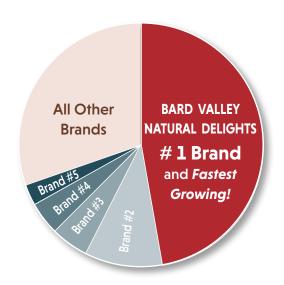
Source: Bard Valley Date Growers – Date Shopper Segmentation and Demographic study (2019)

NATURAL DELIGHTS DRIVESALES GROWTH



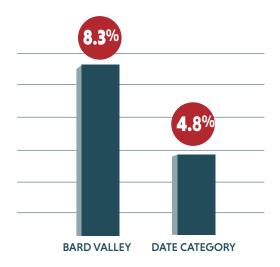
The Date Brand most preferred by consumers and the fastest growing in the nation. With **40**% growth in the U.S. over the last **4** years, Natural Delights has pushed the date category to new highs.

DATE BRAND CATEGORY SALES



Key Driver of Category Growth

DATE GROWTH RATE



Volume Growth Rate is Double the Rest of Date Category

Source: IRI/Freshlook 52-weeks ending 6/27/2021

PRODUCTS

Natural Delights Medjool Dates have an extensive product line from whole and pitted fresh Medjool Dates to snackable size date bites and dark chocolate covered Medjool Dates with sea salt... there's something for every shopper!

















MERCHANDISING

Visibility is the Key to Medjool Date Merchandising



MINI PALLET

1 LB WHOLE / 12 OZ PITTED 2 LB WHOLE



MEDIOL DATES MEDION-DATES MEDIO

HALF PALLET

1 LB WHOLE / 12 OZ PITTED
2 LB WHOLE



STANDARD SHIPPER | WHOLE SHIPPER 1 LB

WHOLE SHIPPER 12 OZ PITTED SHIPPER 12 OZ DATE ROLL SHIPPERS 12 OZ



DISPLAY RACK

DEVELOP YOUR VARIETY



MEDJOOL DATES
WITH SEA SALT

SUSTAINABILITY

Natural Delights[®] is continually investing in sustainability initiatives that reduce our environmental impact across all areas of our business including farming processes, production, and packaging.

A few areas of achievement include:



FIELD OPERATIONS

(Conserving water and eliminating pesticide usage)

- All of our tree trimmings are repurposed back into the ground as water saving mulch.
- No pesticides are applied on both organic and conventionally grown crops.
- In 2021, 2.5MM pounds of conventional fruit will convert to certified organic Medjool Dates.
- Drip irrigation is now applied on over 2,200 acres of conventional and organic acreage.



PRODUCTION

(Energy conservation, zero waste initiatives via recycling and elimination of food waste)

- Datepac East (the packing house that handles 70% of our fruit) has transitioned 11% of energy usage to solar power.
- This facility is also working towards a zero-waste initiative by the end of 2021.
- Work with the University of Arizona includes research into alternative uses for unsaleable fruit, such as converting it into a syrup that naturally fights soil fungus when applied to lettuce crops.
- The ambient temperature in both our U.S. and Mexico ripening facilities are maintained by a greenhouse effect using only thermal energy from the sun.



PACKAGING

(Packaging is made from 100% recycled materials, sourced locally)

- All plastic packaging is made from 100% post-consumer recycled materials (materials diverted from landfills).
- All corrugate is made from 100% recycled materials and is SFI certified.
- All packaging is locally sourced from California, minimizing road miles and, in return, lowering both fuel use and emissions.





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