



BE NATURAL
B.YOU

OUR **CREW**

We are savy food engaged people who love to live life simply and have ambitious ideas.

Our childhood passion for açaí, along with a desire to suppress an ever growing demand for healthy, nutritious and tasty food products and ingredients, in such a time-constraint world, inspired us to get together and create a brand which truly reflects our beliefs.

To start this movement we gathered an exciting team of nutrition and food intelligence experts, with over 30 years of experience in the industry and in companies such as: Kraft Foods and Unilever. We are now proud to be able to share it with you.



WHAT IS **B.YOU**

B.You is a customer-oriented brand, created by childhood friends, which aims to make available to its consumers numerous health and lifestyle benefits, through innovative, convenient and versatile premium products, allowing them to be the better version of themselves.

By offering naturally pure, unique and tasty products, B.You fulfills many of its customer's needs and desires, in an ever stressful, demanding and time-constraint world.

Considering today's world population is ever more curious and savvy regarding their food consumption habits, B.You is a great compliment to a healthy lifestyle, providing them with a healthier mind and body, while saving them time to perform other activities or tasks.



OUR **VALUES**

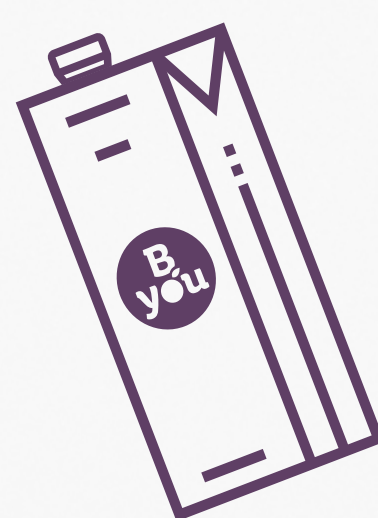
INNOVATION

Always thinking beyond;



CONVENIENCE / VERSATILITY

Making life easier for you;



NATURALLY HEALTHY

Pure and natural ingredients



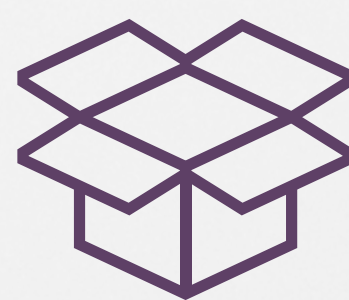
PREMIUM TASTE

As food lovers, taste matters!



EXCLUSIVITY

Bringing worldwide specialties
to your door step;



WHAT IS **AÇAÍ**

Açaí is a reddish-purple Brazilian palm berry that grows wild in the heart of the Brazilian Amazon in palm trees up to 60ft tall. Its shape is similar to a blueberry, but only the outer layer of the berry is edible with approximately 85% of the fruit being its seed.

As Dr. Susanne Talcott, Texas A&M Professor on Nutrition and Science, mentions “Açaí is naturally low in sugar, and the flavor is described as a mixture of red wine and chocolate...so what more would you want from a fruit?”

In initial studies regarding the berry, nutrition and science specialists recommended it for being a metabolic booster, weight reducer and athletic enhancer.

Recently, there have also been tests which have proven that the acai's powerful antioxidant concentration triggers a self-destruct response in leukemia cells and also helps prevent Alzheimer's and Parkinson's, which are all diseases that can be partly attributed to oxidative stress.

The consumer demand for acai berry related products, due to its health benefits such as weight-loss, anti-aging, cancer-cure and skin firmer, amongst other, is increasing rapidly and continuously, making it more desirable than ever.

Have a look at this analytical video by internationally recognized Dr. Michael Greger, M.D. FACLM, Professor at Cornell University of Agriculture and Life Sciences and Tufts University School of Medicine, for a more in depth view on the clinical studies of the açaí berry.





AÇAÍ X BLUEBERRY



If you compare açai berries to blueberries, you will see that the main differential is a much higher ORAC [Oxygen Radical Absorbance Capacity] value in comparison to blueberries. “Rather, the problem with blueberries is that their antioxidant content, although high, is not really superfood status as some perceive them to be.”

ORAC is the method of measuring antioxidants capacity in biological samples, developed by scientists working at the National Institutes of Health [NIH] and USDA. Antioxidants help us` to properly detoxify the body of harmful molecules, neutralizing free radical and prevent the development of many diseases and age-related conditions.

INFO ON THE IMPORTANCE OF ANTIOXIDANTS

www.universityhealthnews.com/daily/nutrition/what-do-antioxidants-do-and-why-are-they-important/

www.superfoodly.com/orac-value/blueberries-raw/



THE ONE AND ONLY **B.YOU AÇAÍ SMOOTHIE**

B.YOU Açaí Smoothie is the first product on B.You's portfolio. Our deepest love for Açaí and the fact that it grows naturally and wild in the heart of the Brazilian Amazon is what motivated our choice.

It represents our brand and our core values: it is tasty, naturally healthy, versatile, exclusive and highly premium.

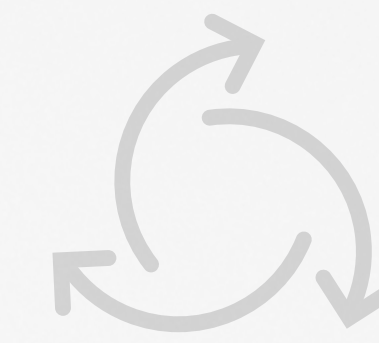


WHY B.YOU AÇAÍ SMOOTHIE?

Very rich in healthy
omega fats.



Powerful natural
antioxydants.



Source of vitamins
A, B1, B2, B3, C and E



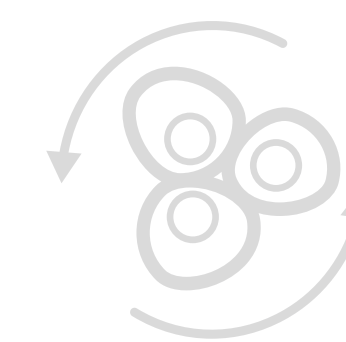
Contains plenty of potassium,
magnesium, zinc and copper



Helps on skin anti-aging process,
giving it a healthier glow.



High in anthocyanin: lowering cholesterol
levels and improving blood circulation.



Gluten-free



Soy-free



Lactose-free



Non-GMO



WHY B.YOU AÇAÍ SMOOTHIE?

In addition, it is distinctive to what is currently out there and for a few reasons, detailed below, we believe it to be the perfect product to introduce ourselves in this competitive market:

A B.You Acai Smoothie is the first Açaí Smoothie in a Tetrapak package that contains a significant amount of Açaí berries; with 38% of the product being Açaí pulp compared to most similar products in the market usually range between 10-15% of açaí pulp.

D Our idea was to make consumers benefit from this powerful superfruit's unique nutritional properties while being able to enjoy its real taste, THE BRAZILIAN WAY.

B Our unique product formulation allows for a wide range of consumption options: as is [smoothie], blended smoothie with fruits or by freezing the smoothie in a recipient and then blending it with any fruit of your desire to create a typical açaí bowl. With these options, the sky is the limit for your own creations!

C 12 months shelf life without losing any of its nutritional properties resulting in a huge gain in logistical efficiency throughout all the distribution chain [distributors, wholesalers, retailers and end consumers]

- High turnover potential for retailers and wholesalers as the product will be displayed at eyesight high shelves as compared to limited visibility and space for frozen products
- End consumers can easily stock at home, contrary to the feasibility of stocking a 5kg or 10kg pack of the frozen pulp.

BUSINESS **MODEL**

HQ IN SP – BRAZIL

B.You HQ is located in São Paulo, Brazil, where we are working around the clock to keep innovating and developing the best açai premium products available.

GLOBAL BRAND

Since its creation B.You has been thought of and conceptualized as a Global Brand, aiming for unlimited reach and the intent to readily make our products available to everyone, everywhere. Despite our HQ being in São Paulo, Brazil, our branding and product development departments are constantly aligned with the United States FDA requirements, to have our products enabled for import and at the highest worldwide standard from the get go.

US HQ IN MIAMI – FL

Aiming to provide better B2B and consumer services in North America we have started our US operations, in 2017, and are now present in the world's largest consumer good market.



BUSINESS **MODEL**

WORLD CLASS, LOCAL INDUSTRY AND LEADER SUPPLIERS.

By outsourcing some steps of our production chain with highly professionalized and world renowned companies we are able to focus our attention in securing a steady and high quality açaí supply year round. It also diminishes our fixed costs allowing us to focus mostly and exclusively on the product quality and not only on cost efficiency. Furthermore, due to our contractual agreements with such companies the quality of the services rendered by the outsourced companies are kept in close check as they offer a detailed and precise quality control along their entire production line, thus verifying if the standards of our premium products are being constantly met.



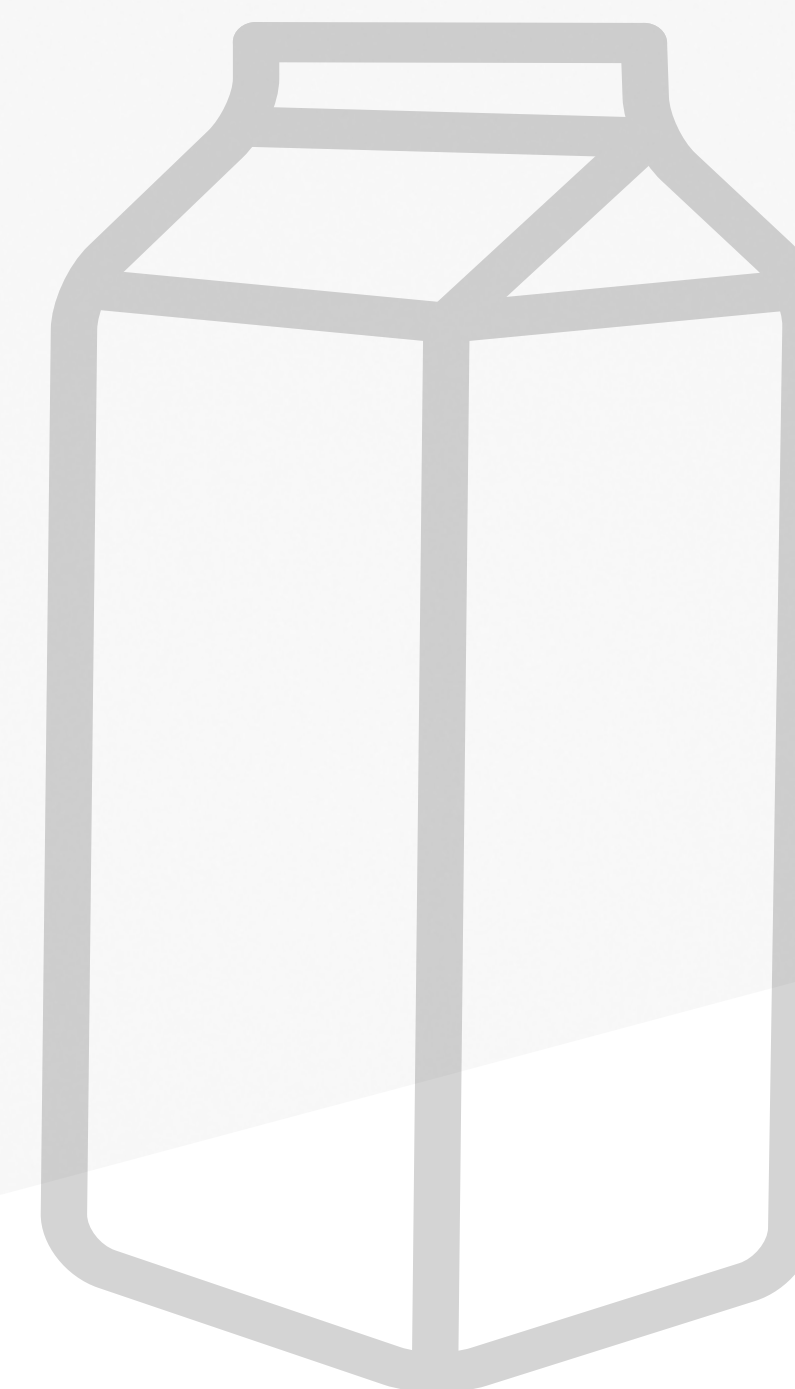
WHY THE **TETRAPAK?**

Carbon Footprint - Research shows that beverage cartons have a lower carbon footprint than alternative packaging*.

*[*IFEU meta-analysis: LCA studies on beverage cartons and alternative packaging]*



Logistic Efficiency - Cartons save space, reduce weight and improve transportation efficiency, lowering costs along the entire supply chain



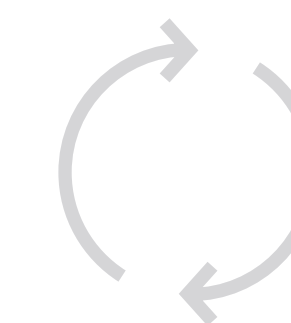
FSC Certified - Eco-friendly certified, promoting responsible management of the world's forests and ensuring paper and wood has been sourced in an environmentally-friendly, socially responsible and economically viable manner.



Recyclability - Over 1 million tons of used beverage cartons are recycled every year, using the cartons paper fibers to make paper and other products



Shelf Stable - Has a 12 months shelf life, better protecting product freshness as compared to other packaging materials, without using preservatives



Renewability - 70% of package is made from renewable FSC certified paperboard.

PRODUCTION **VALUE CHAIN &** QUALITY **CONTROL**

Our Production Value Chain begins with açai's wild harvest supporting the local communities responsible for its picking, in the only place it truly grows: the heart of the Amazon [Pará, Brazil].

It is then taken to specialized factories, using state of the art technology, to process it and extract its pure pulp.

Then, we transport the açai pure pulp and other raw materials, to our co-packers facilities, along with the Tetrapak packages and cardboard cartons, where we produce the unique B.You Açai Smoothie blend and bottle it.

Along with the meticulous quality control and assurance departments present at the companies where we outsource some services [açai supplier, package supplier and co-packer] we have our own team of food engineers that ensures every step of the process follows the highest possible standard resulting in a product that can be exported worldwide





MARKETING **STRATEGY**

B.You is a global customer-oriented brand. Our aim is to introduce açai to new markets where it still isn't present while also improving the perception of consumers where this super berry is already present but offered in a less optimal way, be it in terms of berry concentration, taste or presentation.

To be able to reach so many people worldwide our marketing efforts revolve around digital marketing, encompassing the main social media outlets as well as online advertising services that help keep our brand visible.

Content creation is extremely important to us in order to be able to communicate what B.You as a brand stands for and idealizes, and more importantly to be in constant interaction with our customers to see what are their interests, suggestions and desires. For that we have an exclusive team that focuses on the creative development of such content, with the intention of spreading our movement.



WHERE WE **ARE**



SHIPPING **DETAILS**

B.You was constituted as an F&B Distributor and Exporter under the Brazilian Laws.

The Company works mainly with the two standard shipping Incoterms of the Import/Export Industry: **FOB** and **CIF**.

FOB Incoterm B.You provides the goods sold at the Port of Santos, in São Paulo State.

CIF Incoterm B.You provides the goods sold at the Port of destination as chosen by the Buyer, including the additional service of the overseas freight with the cargo insured.

To ensure the utmost quality is maintained also throughout the shipping process, we suggest using **CIF** Incoterms. We will guarantee full transparency and this way be able to apply our expertise in the Brazilian import/export industry to certify that the products will arrive in the same state of the art conditions as they left the bottler and Port in Brazil. It will also provide a peace of mind for the buyer, eliminating any preoccupations with finding trustworthy overseas freight companies in a foreign country where our customers potentially haven't done business before.



PURCHASE **PROCEDURE &** PAYMENT TERMS **AND CONDITIONS**

FOB

- First contact;
- Buyer asks for a quotation;
- B.You sends official proposal with unit prices;
- Buyer sends Purchase Order with approved quotation values, desired quantity of each unit size and date of overseas freight booking;
- B.You sends Invoice confirming sales details and payment terms negotiated;
- Buyer takes over control of shipment at Port of Santos after confirmation of payment;

CIF

- First contact;
- Buyer asks for a quotation, including destination of cargo and date of desired dispatch;
- B.You sends official proposal with unit prices and shipping costs, transit time and suggested overseas freight schedule;
- Buyer sends Purchase Order with approved quotation values, desired quantity of each unit size and confirmation of freight booking schedule desired;
- B.You sends Invoice confirming sales details, payment terms negotiated and date of arrival;
- Buyer receives cargo at chosen destination;



ADDITIONAL **INFO**

[PALLETS, BOXES, STOCKING, SHELF LIFE, ETC]

PACKAGING SPECIFICATION

Description	GROSS WGT (kg)	NET WGT (kg)
B.YOU ACAI SMOOTHIE ORIGINAL 01 CARTON X 12 UNITS X 1000ML	13,40	12,00
B.YOU ACAI SMOOTHIE ORIGINAL 01 CARTON X 12 UNITS X 330 ML	4,40	4,00

1L Carton dimensions –23.5cm [Width] x 29.5cm [Length] x 22cm [Height]
330ml Carton dimensions - 18.5cm [Width] x 23cm [Length] x 15cm [Height]

B.YOU AÇAÍ SMOOTHIE	UNIT LOAD DIMENSIONS					STANDARD PALLET (1,2x1,0m)			
Description	# L Y R S	CS / TRAY / LYR	UNIT LOAD WGT [kg]	CS / PALLET	HIGH	20’ FULL CNTR [Cartons]	20’ FULL CNTR [Units]	40’ FULL CNTR [Cartons]	40’ FULL CNTR [Units]
B.YOU ACAI SMOOTHIE ORIGINAL 01 CARTON X 12 X 1000ML	5	15	1005,00	75	112,2	750	9000	1575	18900
B.YOU ACAI SMOOTHIE ORIGINAL 01 CARTON X 12 X 330 ML	8	24	301,5	192	124,2	1920	23040	4032	48384

- Number of Cartons per pallet: B.YOU Açaí Original Smoothie 1 L [75 Cartons]; B.YOU Açaí Original Smoothie 330ml [192 Cartons];
- Warehouse recommendations: No need to be refrigerated, just room temperature, in a cool and dry place. No direct contact with sun light and heat. Normal storage for tetrapak products;
- Consumption recommendation: Shake very well before drinking. To be consumed extremely cold. The colder, the better. Keep refrigerated and consume product within 3 days, after opening;
- Shelf life: 1 year from the date of production;



SOCIAL **MEDIA**

As a global brand, all of B.YOU's social media are focused on spreading a lifestyle based on fun and healthy food, making our fans daily routine a little happier one açaí at a time.

WEBSITE

byouacai.com/

FACEBOOK

facebook.com/benatural.byou/

INSTAGRAM

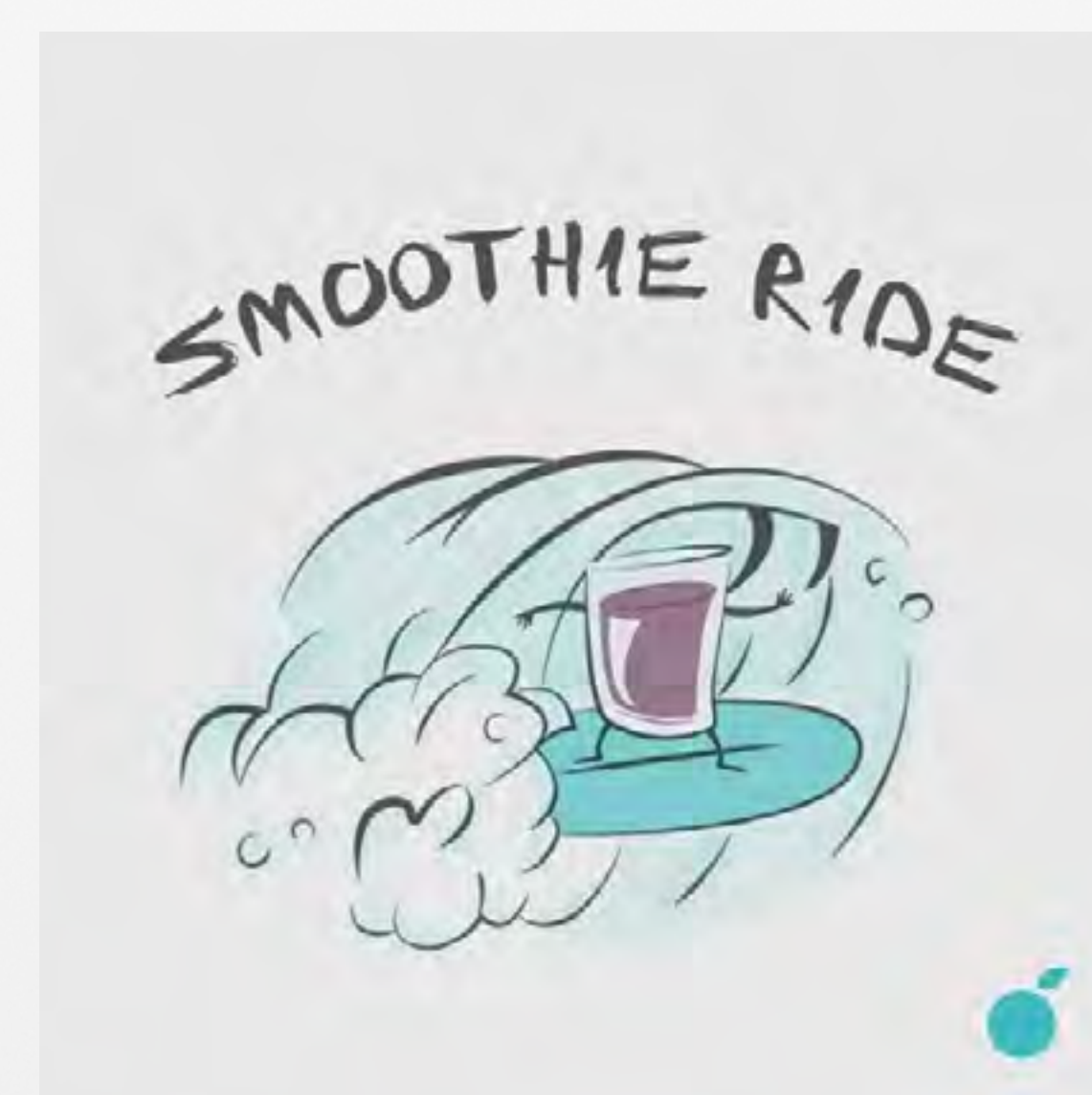
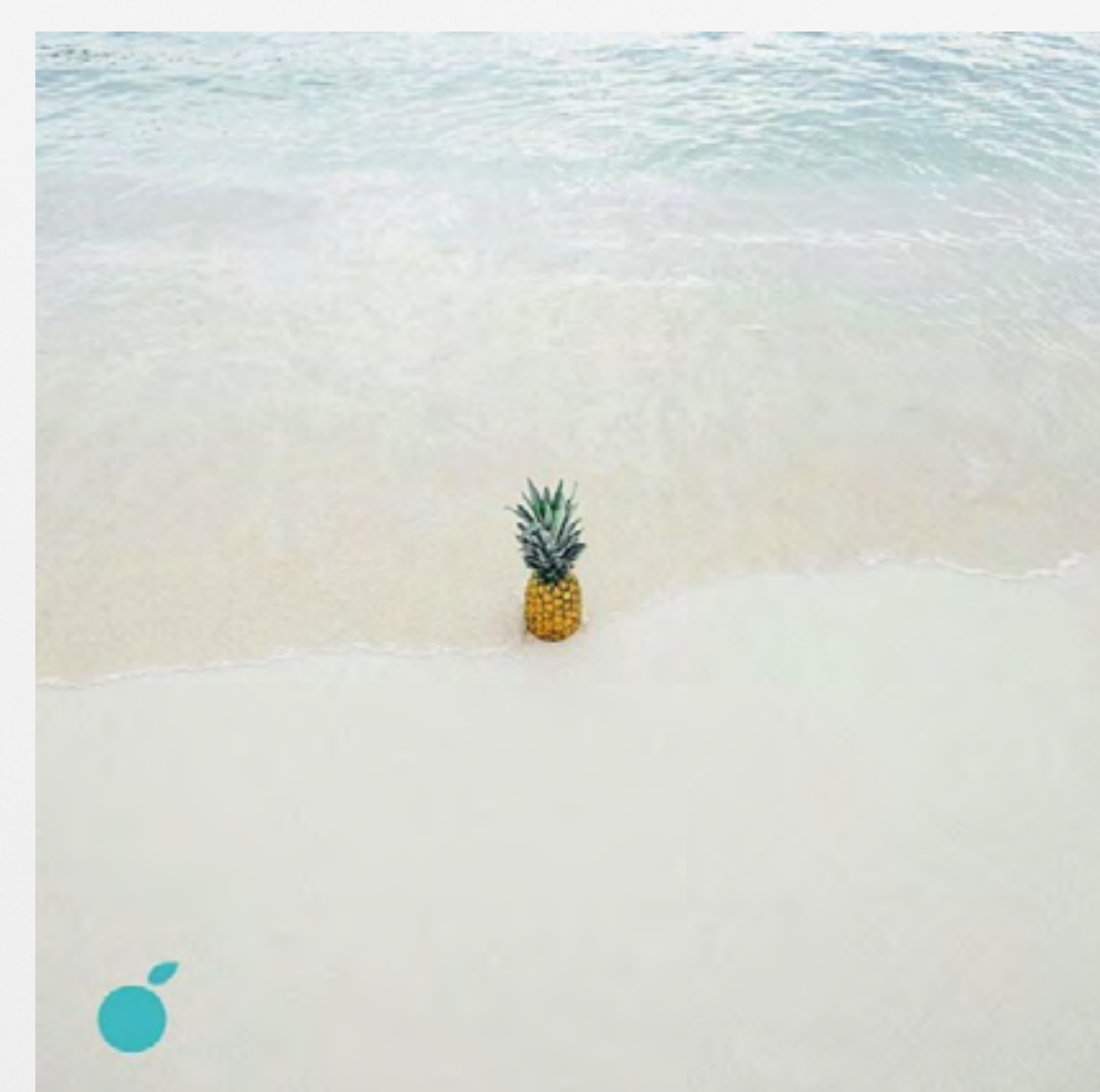
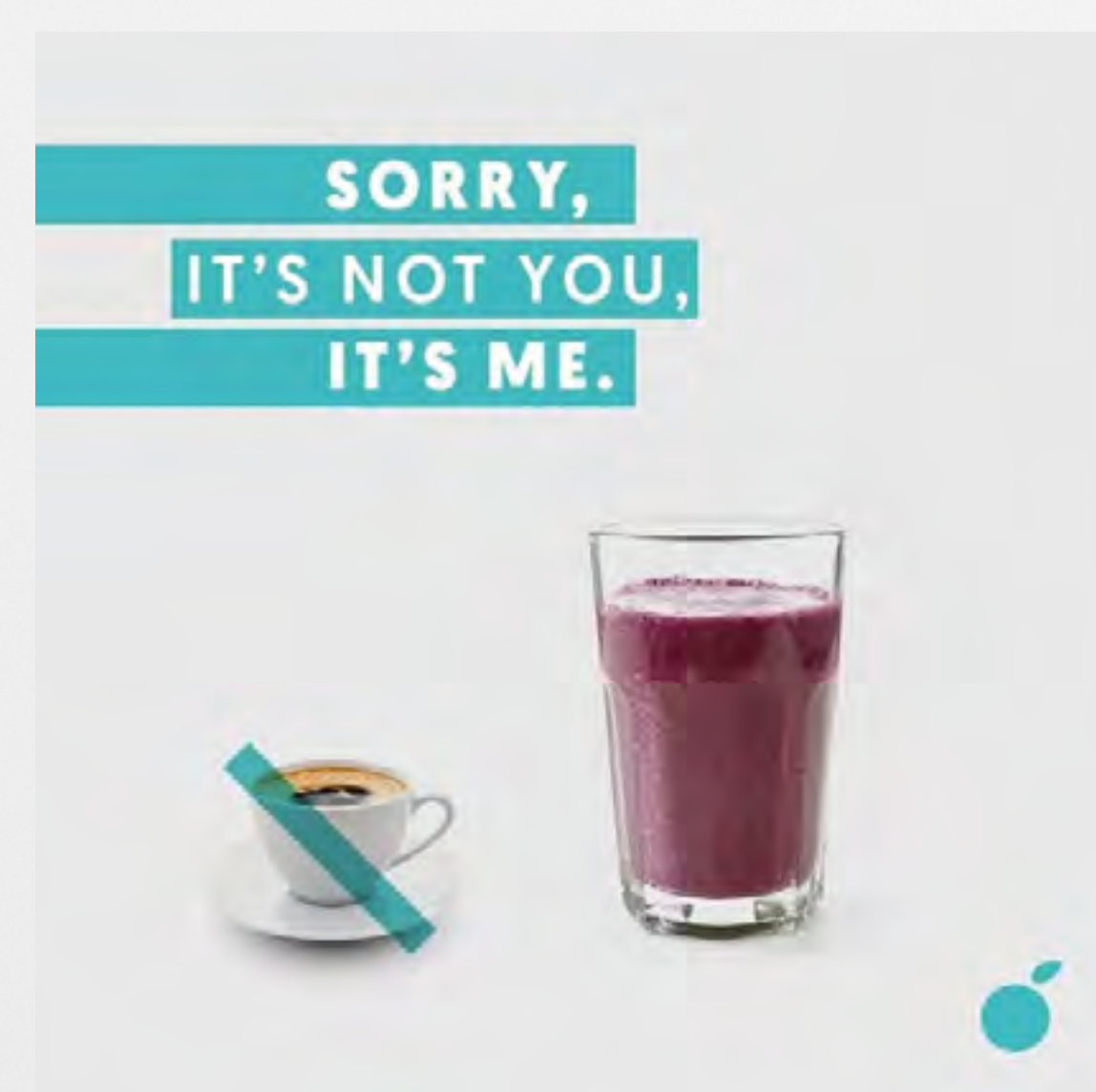
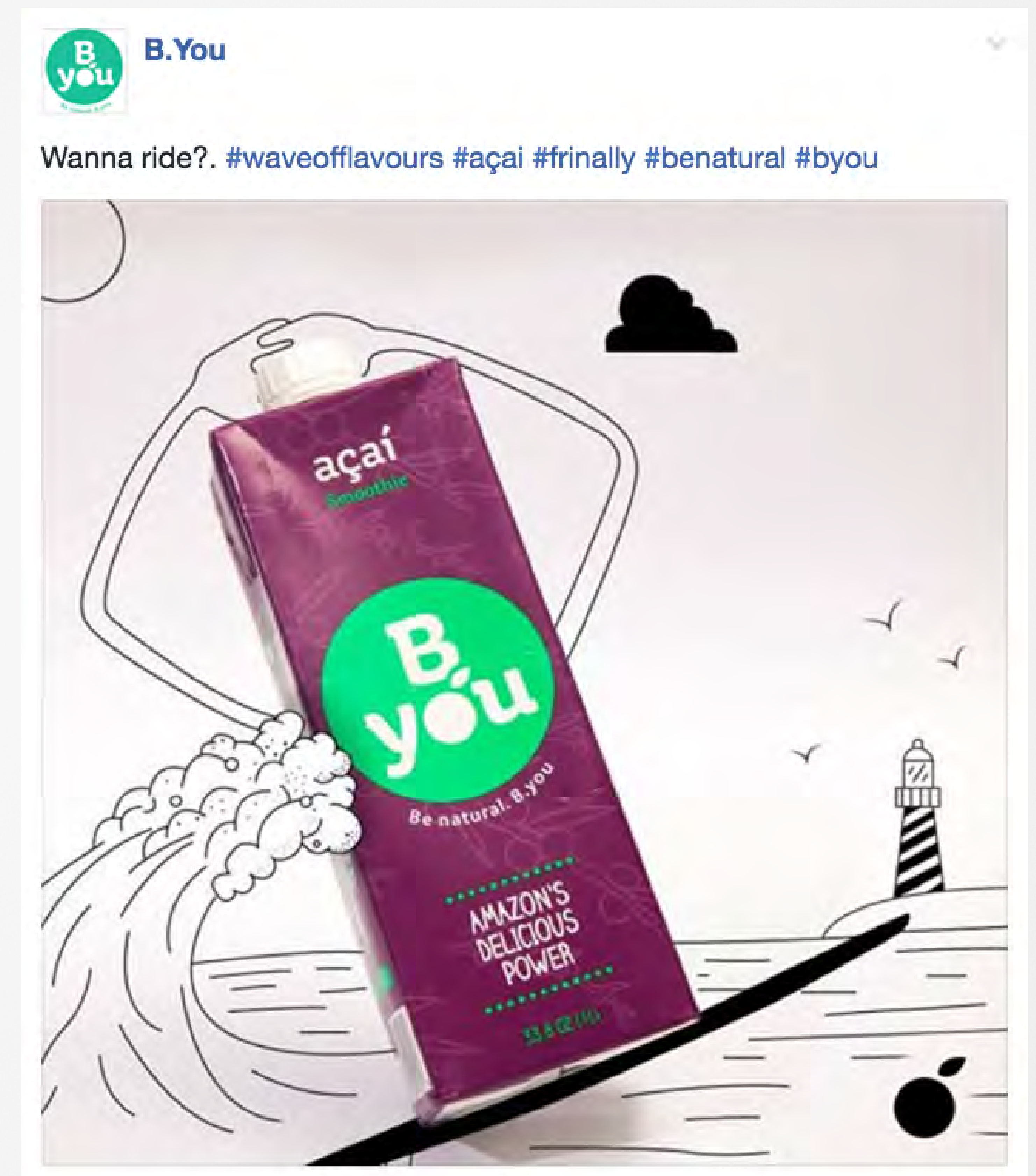
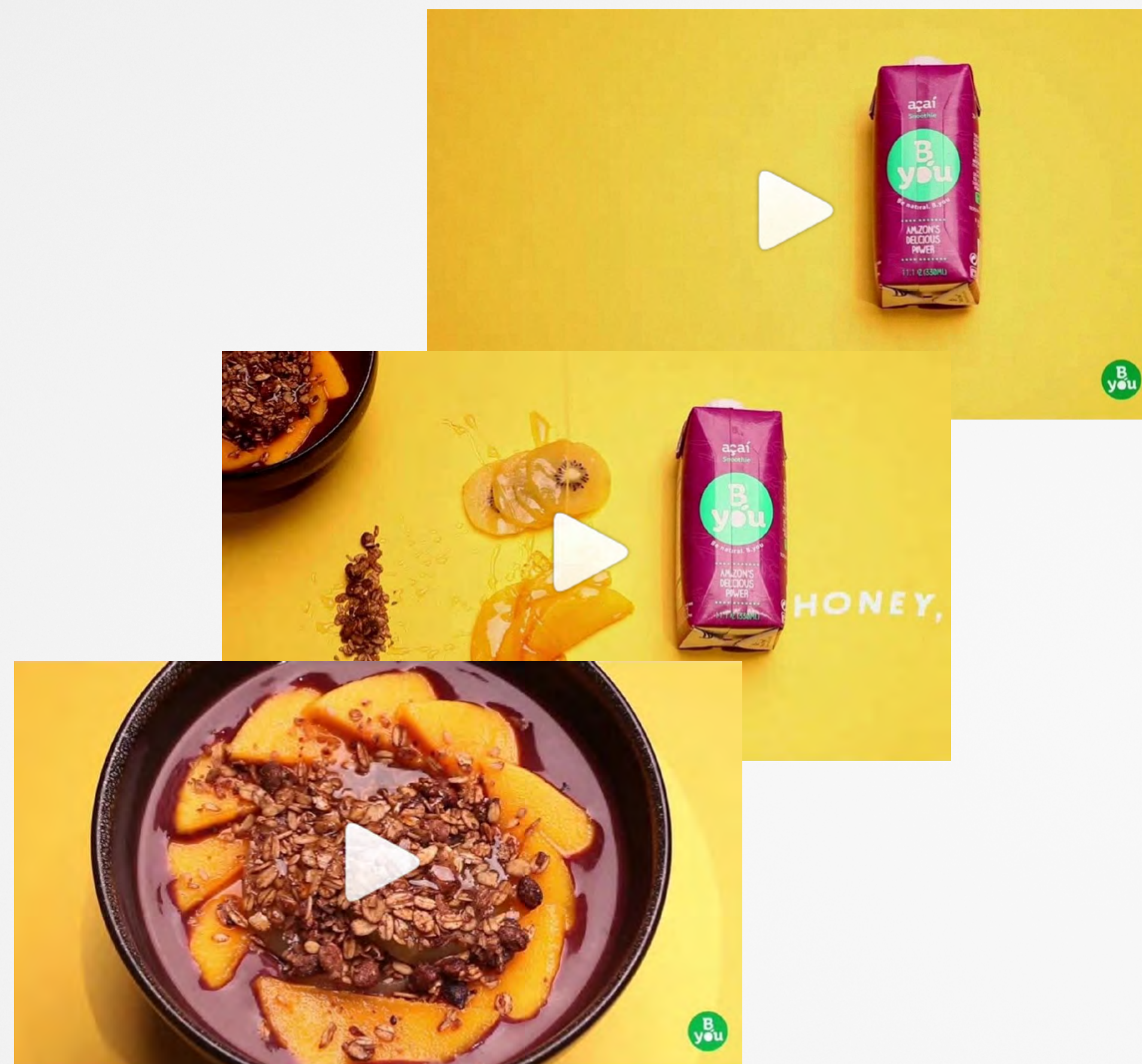
[@benatural.byou](https://www.instagram.com/benatural.byou)

YOUTUBE

goo.gl/iqGlyM



SOCIAL MEDIA OVERVIEW



LOOKING **AHEAD**

Plans for 2017/18

Aiming to spread this healthy lifestyle movement to all, B.You is constantly working on expanding its portfolio and improving the services it offers to its customers. With that in mind, we have many interesting things to share that are already underway:

New product development (1-2 new products per year)

B.You Açaí Bag-In-Box (B2B) – 2nd semester of 2017

Same amazing taste as our **Organic** Smoothie in a Tetrapak, now in bulk quantity!

[1 box = 4 shelf stable bags of 5kgs each]

Specially made for the food service industry and healthy fast food restaurant chains.

All you have to do is pour our shelf stable açaí mix into your machine and in seconds it will make great:

- Açaí bowls
- Ice cream cones
- Frozen yoghurt
- Smoothies

6 months shelf life



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