

ProInfluence Startup Spotlight™: Episode #13

Startup Spotlight™ features innovative, consumer-based startup companies and their passionate founders.

RIND Snacks

Matt Weiss, Founder



How do you describe RIND to people you meet for the first time?

RIND makes a line of tangy and chewy dried fruit snacks focused on the power of the peel. By preserving the most nutritious part of the fruit, our snacks are packed with up to 3x more fiber and vitamins and also help fight food waste by using slices of whole fruit with nothing added. That's why we say: Keep it Real. Eat the Peel!



Who are the key RIND founders/members and their backgrounds?



Matt Weiss (founder): Matt is passionate about the natural foods space and making better-for-you products more widely available and affordable to more consumers. He has a nearly 20-year background in investment research, with a particular focus on CPG and consumer companies.

Joanna Weiss: A lawyer by training, Joanna helps oversee RIND's contracts with growers, supply chain agreements with co-packers and intellectual property.

Amy Ho: Amy has three years of experience working as a strategy consultant for large CPGs. She's currently an MBA student at NYU Stern where she studies sustainable business, strategy & change management.

Who is your target market today and how do you best reach them?

RIND's "a-peel" casts a wide net, but we are focused most on catering to 1) health-conscious consumers who value ingredient simplicity and transparency; 2) active, adventurous and outdoor enthusiasts, 3) office snackers, 4) socially conscious consumers and finally, 5) parents looking to provide their kids more nutritious and real fruit snacks versus the 'gummy candy' that defines much of the category.

RIND resonates with consumers looking for greater functionality from their food. RIND stands apart from other competitive fruit snack products with significantly higher fiber and vitamin content as a result of retaining the RIND.

Our bright and bold branding resonates particularly with younger, adventurous snackers looking for authentic flavors. Our unsweetened and unsulfured kiwi is a great example, with our favorite customer review being: "Love how the kiwi seeds pop in your mouth. Tastes like a healthy sour patch candy."

We are meeting consumers where they work, shop and play, with an emphasis on office (recent pilots with WeWork, Twitter & SnackNation), natural, specialty and independent grocers (incl: Whole Foods 365, Kings Markets, Balducci's & Erewhon), and D2C, particularly on Amazon where we've had a lot of success.



What is RIND's value proposition and competitive advantage?

RIND sits at the intersection of two key trends in snacking: functionality and sustainability.

Consumers today crave snacks that offer more functionality and greater satiety without sacrificing taste. The nutritional powerhouse of peels with their fiber and vitamin boost plus tangy, bittersweet taste hits this sweet spot perfectly. Our single ingredient whole slices of fruits like kiwi, persimmon, peach and blood orange, are more aligned with today's taste profiles seeking snacks with bittersweet and tangy tastes that bite back.



Dried Fruits are a \$2B US category dominated by private label fruit that is commonly stripped of its nutritious rind and preserved with sulfites and added sugar. RIND aims to revitalize this sleepy category with a premium product differentiated by single ingredients, bold and tangy fruits with high nutritional content, a sustainable social mission and millennial appeal.

By preserving the peels on our USA-grown, non-GMO fruit, RIND stands apart from competing products with significantly greater nutrition per serving. For example, compared to the leading dried fruit SKU on Amazon, one serving of RIND (Tropical Blend) has 7G of dietary fiber (25% RDA and more than three times that of the best seller), 35% Vitamin C (nearly 2x leading brands) and 15% Potassium, more than twice that of comparable snacks.

On the sustainability front, RIND's use of the whole fruit helps fight food waste. Edible peels are a major contributor to unnecessary food waste, representing 15% of the 1.3B tons of annual scrap. Our use of the whole fruit and 'grown here, not flown here' sourcing are key differentiators.

Where can consumers buy RIND today? Any retailers you are working with for new distribution?

RIND can be found online on Amazon as well as at www.rind.com

Our three blends, Orchard, Tropical and Tangy Kiwi, come in two convenient sizes: a 3oz resealable pouch and a 1.5oz single serve pack.

RIND is presently available in the following chains:

- Whole Foods 365 Stores
- Kings Markets
- Balducci's Markets
- Erewhon Markets

In addition to these accounts, our products can also be found in 100 specialty independent grocers across the Northeast.





with Steve Schwartz

PROINFLUENCE

How do sales look over the last 12 months? How are they trending?

Strong and accelerating. As a new brand on the market, we are very excited by our sales momentum in the first year, particularly online where we finished the year with triple digit month over month growth. We're also excited about our pipeline of new retail partners launching in 2019. Given the size of the market, we believe we're just scratching the surface of RIND's potential.



Any new innovative products coming from RIND?

This past summer, we launched an additional size that our consumers had been requesting, specifically a 1.5oz RIND mini bag which is a convenient single serving of functional fruit perfect for foodservice accounts, convenience stores, airports, concessions and vending. As for new flavors, we plan to launch a fourth, 'peel-powered' blend later this year. Stay tuned!

Are you currently raising capital? If so, what will the capital be used for?

RIND has been boot-strapped to date. With momentum building, we're having discussions with a variety of angels, incubators and seed-focused CPG funds. We anticipate launching an initial fundraising round to support growth later this year. Our key investment priorities are building out our team with a focus on sales, marketing, sourcing and digital.

When people want to learn more about RIND, where should they go?

We encourage our consumers to learn more about us and the power of the peel at www.RIND.com and join our peel-powered mission on the following social platforms:



-  Facebook
-  Instagram
-  Twitter

#KeepItRealEatThePeel



To hear Matt's insights on RIND, listen to the 15-minute podcast



- [SoundCloud](#)
- [iTunes](#)
- [Stitcher](#)
- [ProInfluence.co](#)



Steve Schwartz, Founder

sschwartz@proinfluencellc.com ▪ (206) 992-3554

 @ProInfluenceLLC |  @ProInfluence |  ProInfluence

PROINFLUENCE