

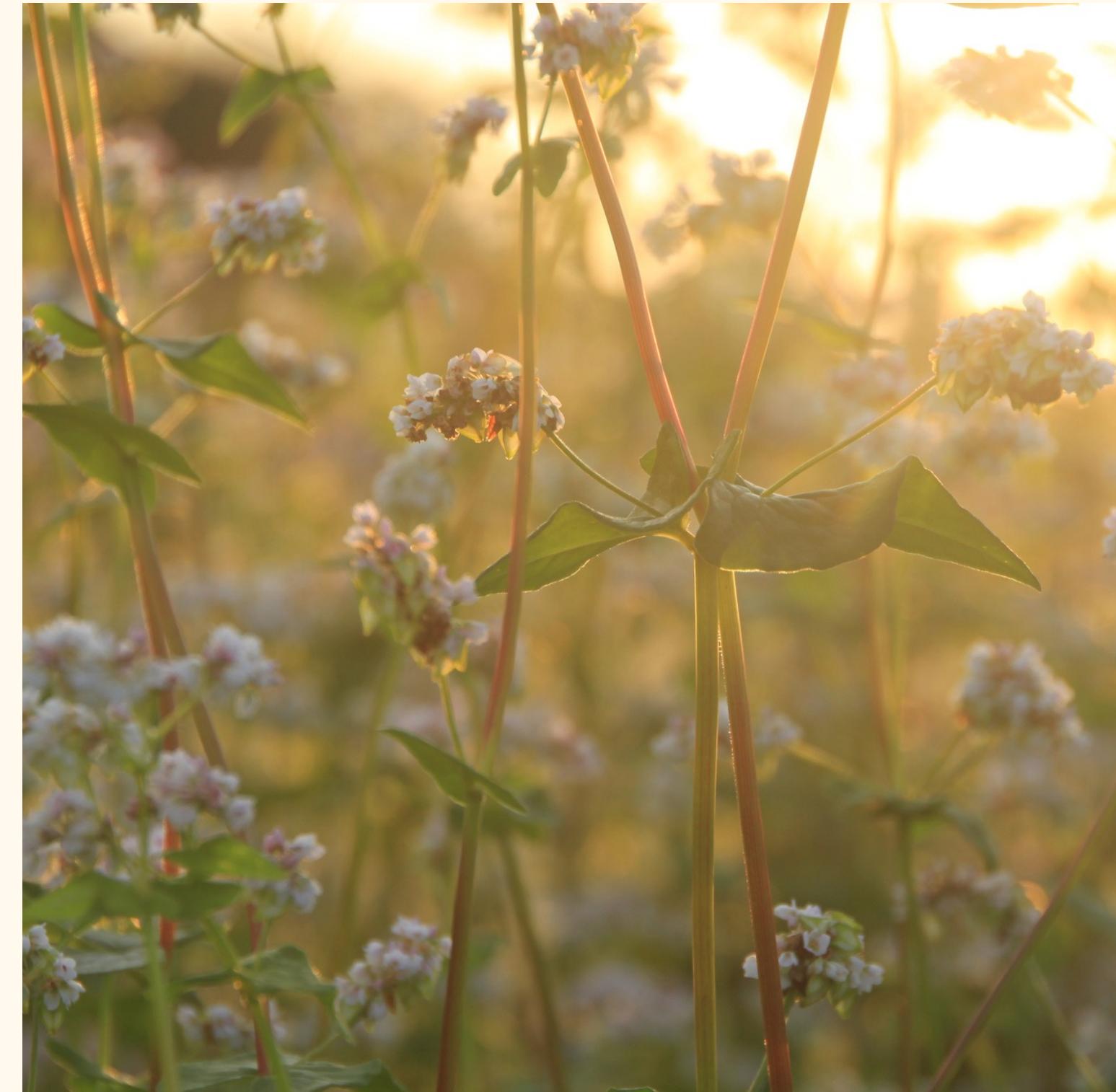


MAINE  
CRISP

“

**"The North American buckwheat market is anticipated to experience a high growth rate due to the growing preference for superfoods, the prevalence of various diseases and lifestyle disorders."**

\*Quote from Market Data Forecast report 2022



We've made buckwheat our mission and are dedicated to demystifying the ways this super-seed can be utilized.



REGENERATIVE CROP  
THAT IMPROVES SOIL  
HEALTH



LOW GLYCEMIC  
INDEX AND  
FIBER RICH



BLOSSOMS  
SUPPORT LOCAL  
POLLINATORS



## Rutin Rich

DESCRIBES A PHYTONUTRIENT THAT HELPS BLOOD FLOW, HAS ANTI-INFLAMMATORY, AND ANTIOXIDANT EFFECTS.

## Complete Proteins

CONTAIN ALL 9 ESSENTIAL AMINO ACIDS THAT AID TISSUE REPAIR AND NUTRIENT ABSORPTION.

## Key Vitamins

INCLUDING MAGNESIUM, ZINC, B VITAMINS, AND MANGANESE SUPPORT THE IMMUNE SYSTEM.

## Prebiotics

ARE A SPECIAL TYPE OF FIBER THAT SERVE AS FOOD FOR PROBIOTICS AND AID HEALTHY DIGESTION.

## Low Glycemic Index

IS A METRIC FOR THE PACE FOODS RAISE BLOOD GLUCOSE LEVELS. LOW GLYCEMIC FOODS RELEASE SLOWLY AND STEADILY.

BUCKWHEAT IS  
NUTRITIOUS  
SUSTAINABLE &  
REGENERATIVE

## Regenerative Crops

ARE PART OF HOLISTIC LAND MANAGEMENT PRACTICES THAT REPLENISH AND BALANCE FARMED SOILS AND ECOSYSTEMS.

# Alternative Gluten-Free Flour Comparison

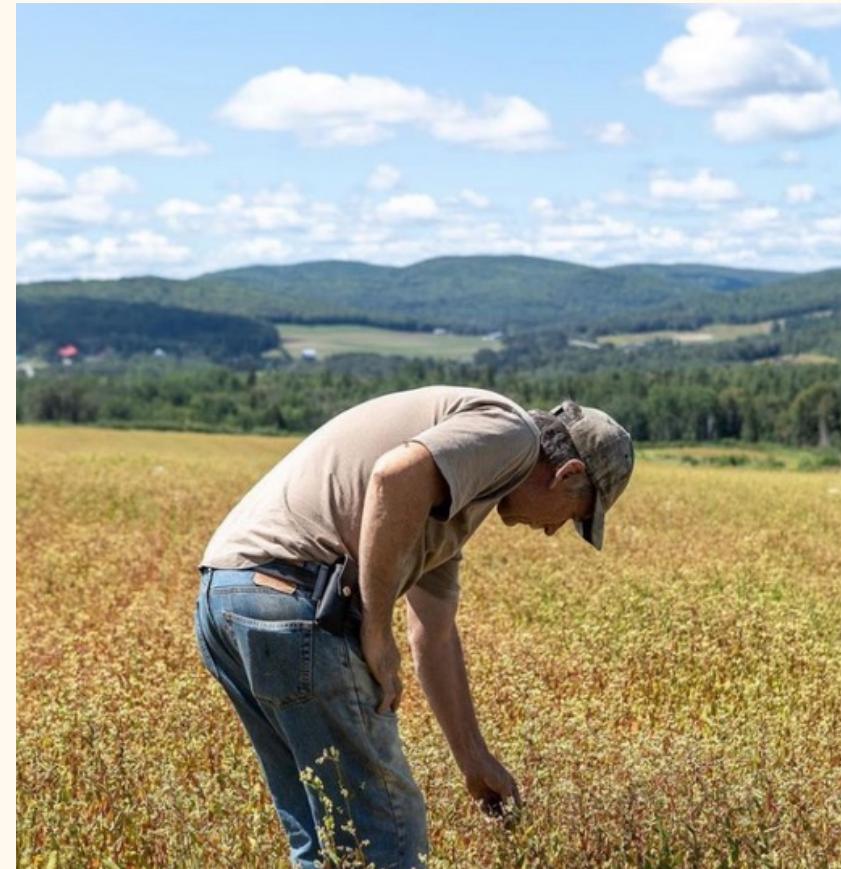
## TOP COMPETITORS IN THE MARKET

	RUTIN RICH	COMPLETE PROTEIN	REGENERATIVE CROP	PREBIOTIC PROPERTIES	LOW GLYCEMIC INDEX	KEY VITAMINS
Buckwheat Flour	✓	✓	✓	✓	✓	✓
Almond Flour	✗	✗	✗	✗	✓	✓
Rice Flour	✗	✗	✓	✗	✗	✓
Chickpea Flour	✗	✗	✓	✓	✓	✓
Tapioca Flour	✗	✗	✓	✓	✗	✗
Corn Flour	✗	✗	✓	✓	✗	✗



## BUCKWHEAT

Secure, stable  
domestic supply.



## FARMERS

Direct relationships  
with our growers.



## MANUFACTURING

New gluten-free facility  
with 10x capacity



≡ modern farmer 

FOOD & DRINK, PLANTS

## Changing Tastes Fuel a Buckwheat Revival

BY BRIDGET SHIRVELL ON OCTOBER 21, 2022

Thanks to the growing demand for gluten-free foods and interest in alternative flours, buckwheat is seeing a resurgence.



≡ martha stewart

MARTHASTEWART.COM | FOOD & COOKING

## All About Buckwheat: From Kasha and Flour to Crunchy Snacks, Here's What You Need to Know About This Superfood

This delicious, nutritious protein-packed pseudocereal is becoming trendy, and for good reason.



By [Randi Gollin](#)  
February 02, 2021

# BUCKWHEAT IN THE PRESS

*"...it's no wonder that **buckwheat** is having a moment. A very long moment, at that, with no end in sight!"*

-MarthaStewart.com

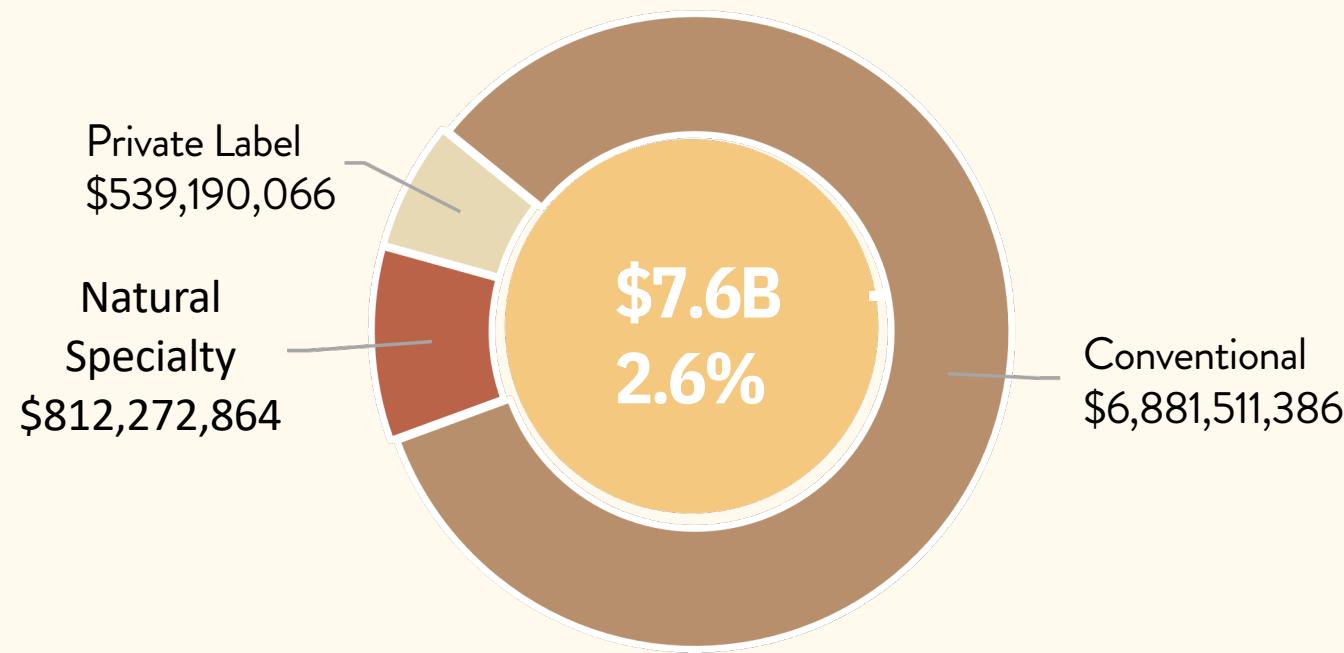
One in three consumers are incorporating gluten free foods into their diet.

Cracker tastes are evolving and consumers want functional, healthy snacks

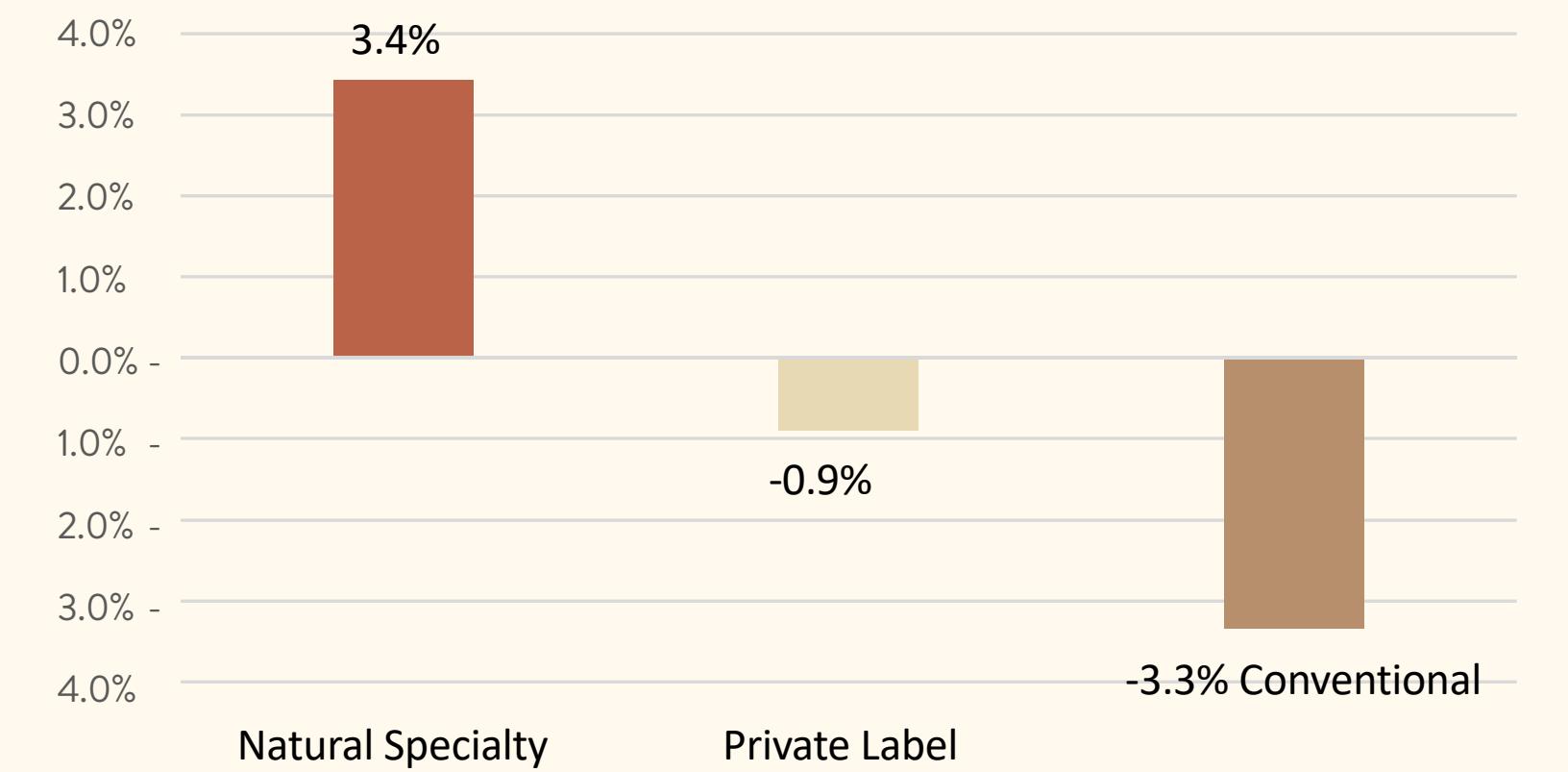
# In the last year, consumers purchased:

- 69 million *fewer* units of Conventional mainstream crackers
- 6.5 million *more* units of Natural/Specialty crackers

Total Cracker Category Sales By Segment

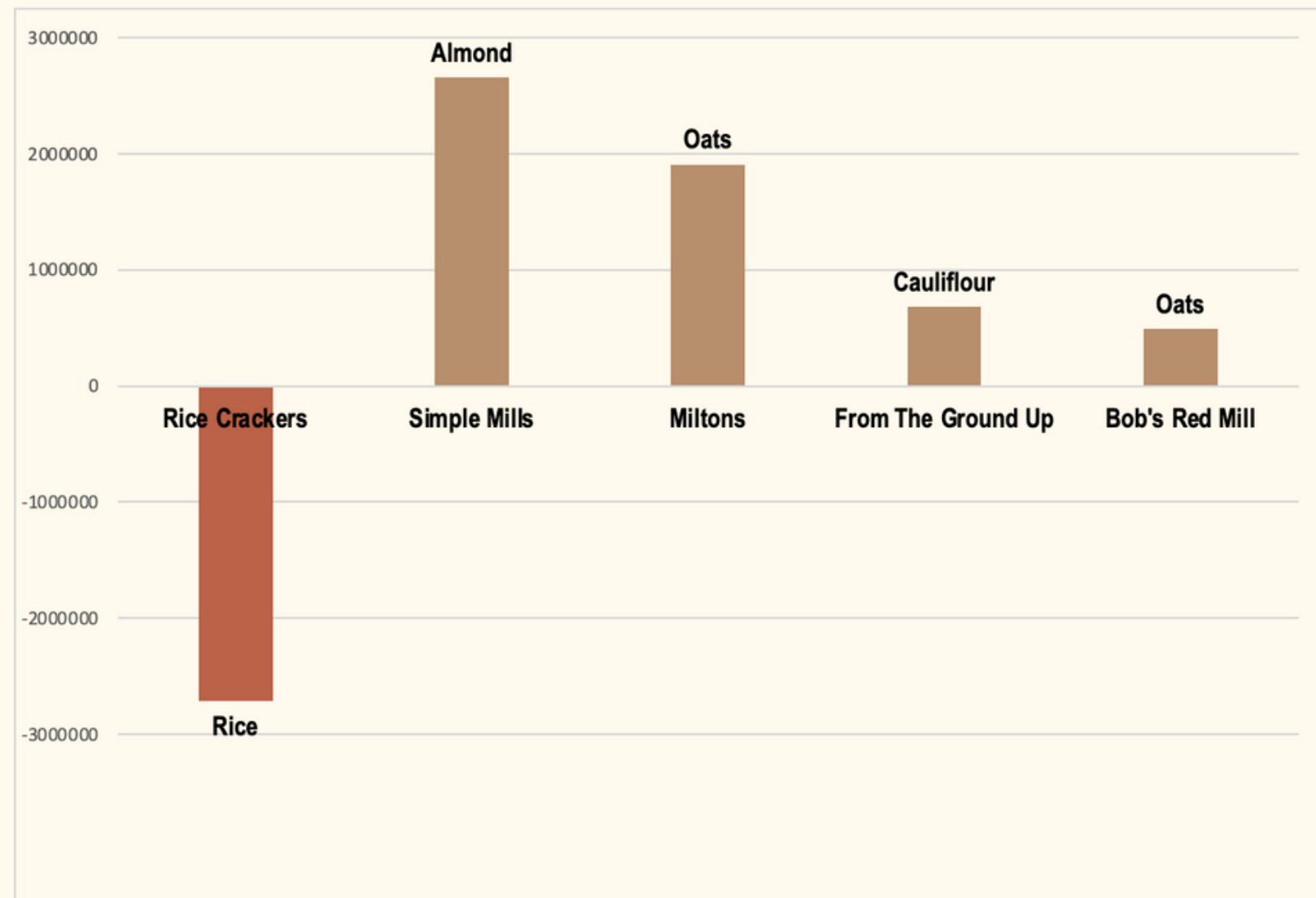


Unit Growth By Segment



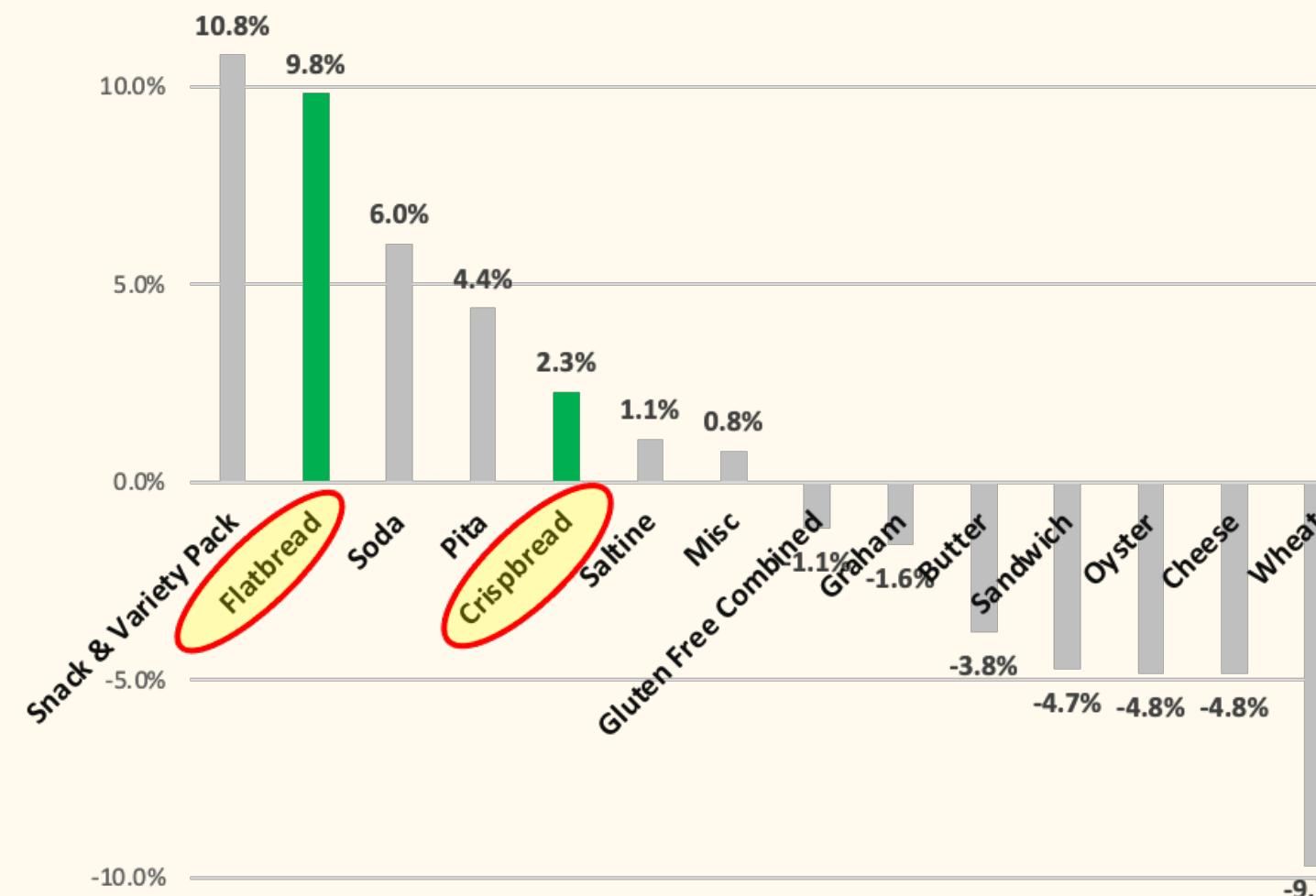
# In the last year, consumers purchased:

- 3 million *fewer* units of g/f Rice crackers from leading brands
- 5.7 million *more* units of alternative flour crackers

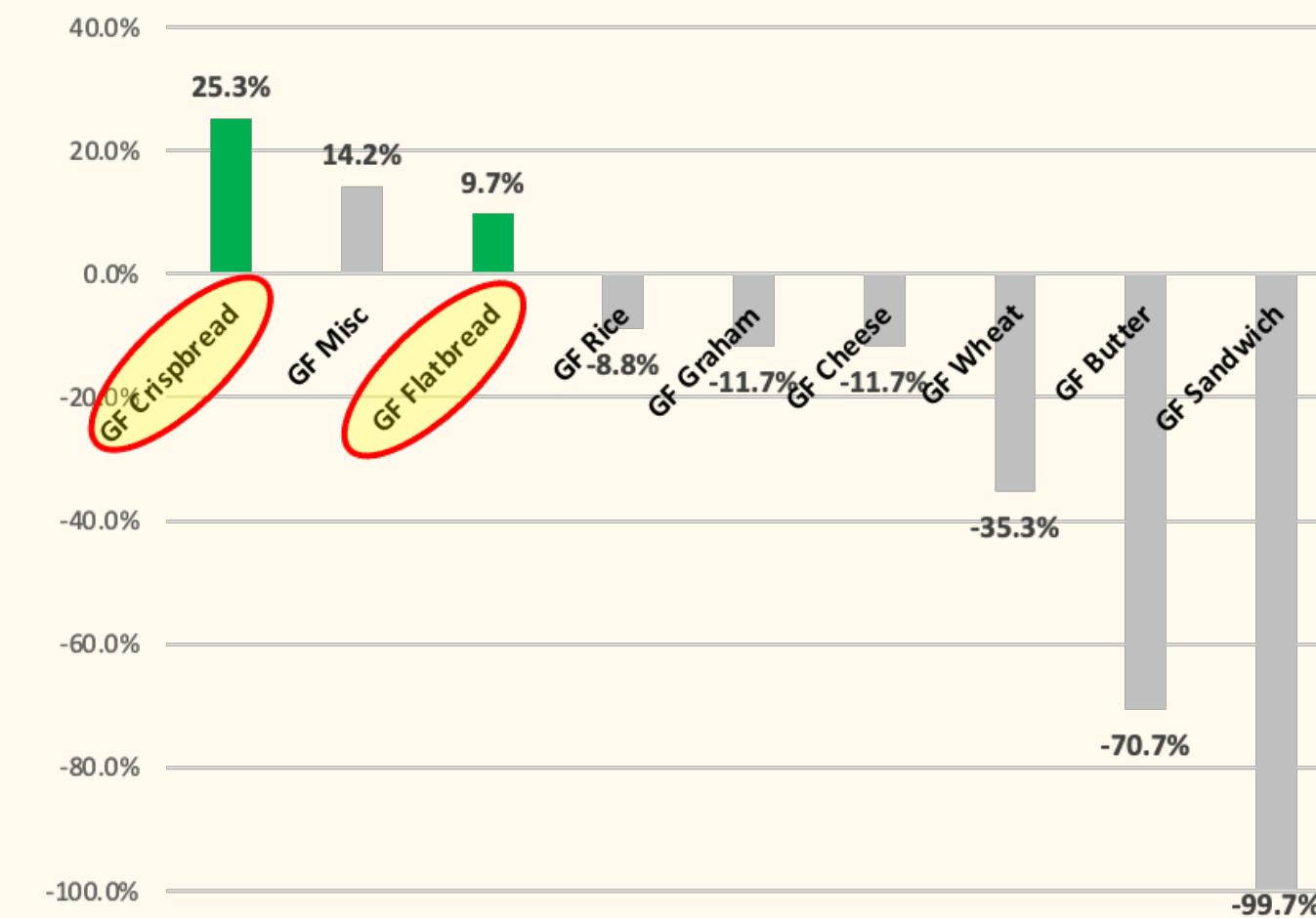


# Cheese/charcuterie boards are driving demand for crispbread crackers

Flatbreads & Crispbreads  
#2 and #5 in unit growth



Flatbreads & Crispbreads  
#1 and #3 in unit growth  
within Gluten-Free Subcat

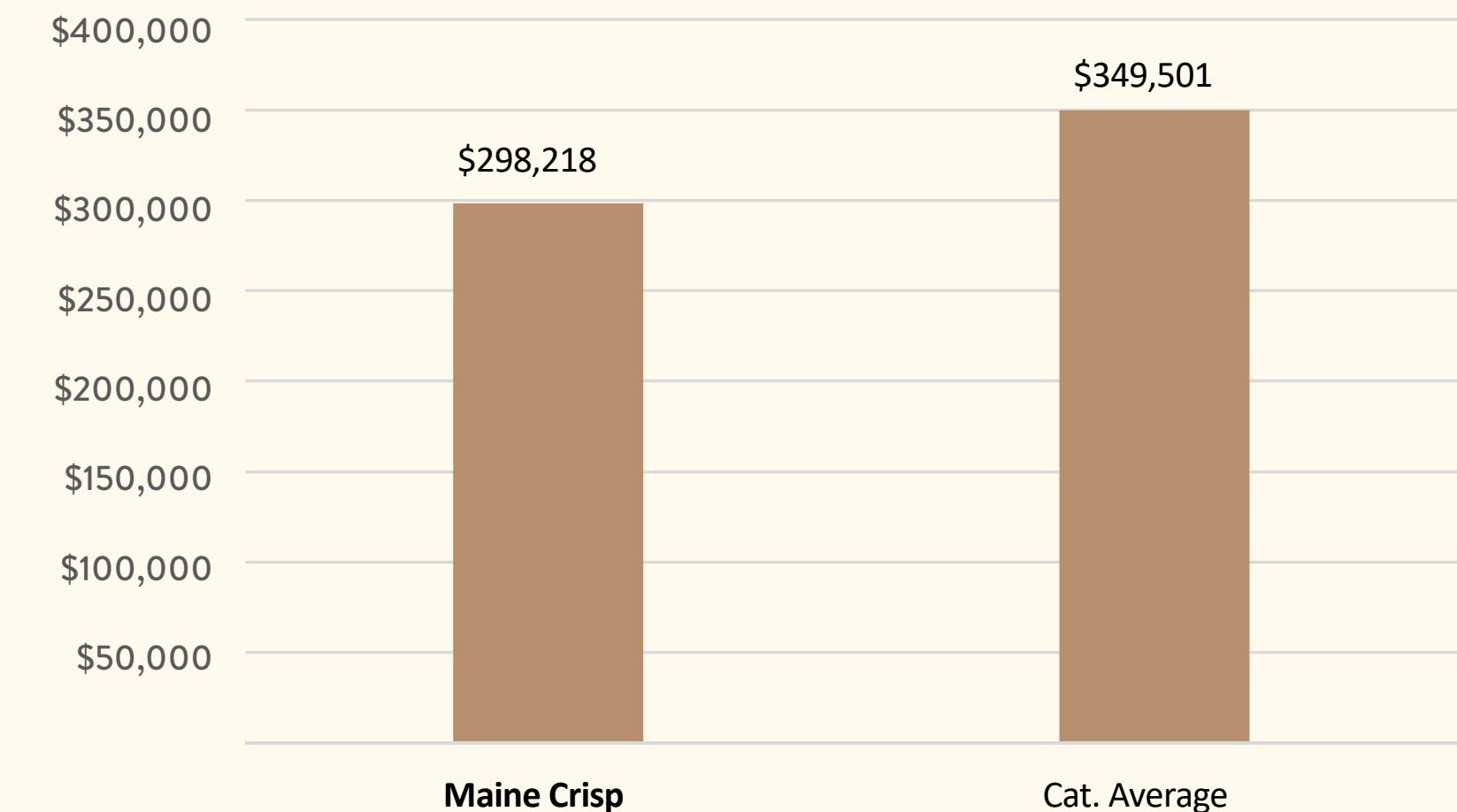
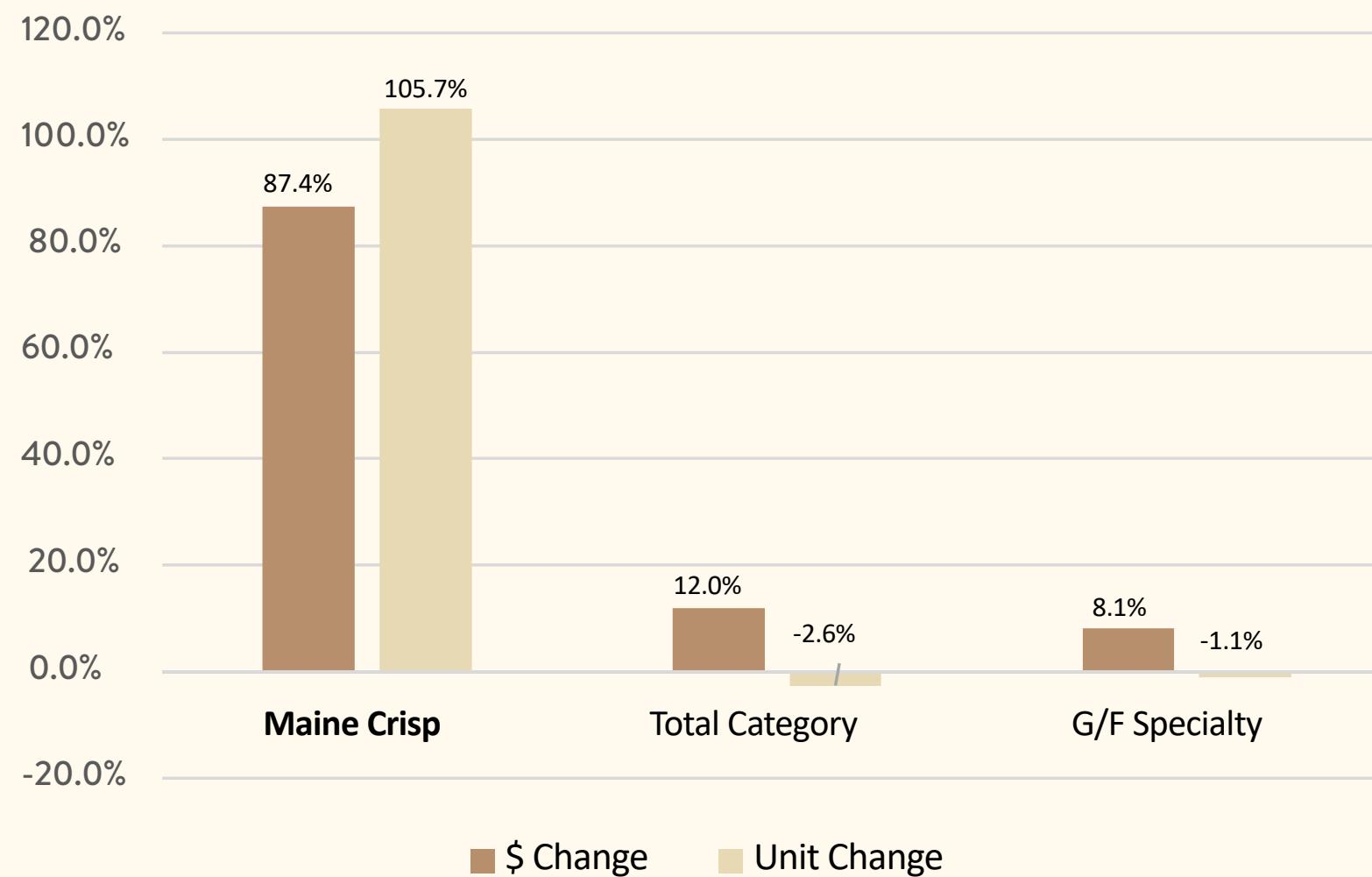


# Maine Crisp Meets Consumer Demands

CAPTURE GLUTEN-FREE, PALEO, FUNCTIONAL SNACKER IMPULSE  
PURCHASE & ADD INCRIMENTAL SALES TO YOUR SET



# Maine Crisp Sales Outpacing the Category. Velocities Already at 85% of Total Category Average





## Savory Fig & Thyme

BUCKWHEAT FLOUR, DICED FIGS (DUSTED WITH RICE FLOUR), PURE MAPLE SYRUP, WALNUTS, HEMP HEARTS, GROUND WALNUTS, ORGANIC GROUND FLAX SEED, THYME, BALSAMIC, BAKING SODA, SEA SALT, BLACK PEPPER.

## Cranberry Almond

BUCKWHEAT FLOUR, ORGANIC CLOVER HONEY, DRIED CRANBERRIES (CANE SUGAR, SUNFLOWER OIL), ORGANIC PUMPKIN SEEDS, ALMONDS, ORGANIC BROWN SUGAR, ORGANIC SESAME SEEDS, ORGANIC NON-FAT MILK POWDER, ORGANIC GROUND FLAX SEED, ALMOND FLOUR, BAKING SODA, HERBES DE PROVENCE, SEA SALT.

## Wild Blueberry Walnut

BUCKWHEAT FLOUR, ORGANIC CLOVER HONEY, ORGANIC PUMPKIN SEEDS, DRIED WILD BLUEBERRIES (CANE SUGAR, SUNFLOWER OIL), WALNUTS, BROWN SUGAR, ORGANIC SESAME SEEDS, ORGANIC NON-FAT MILK POWDER, ORGANIC GROUND FLAX SEED, ORGANIC ROSEMARY, BAKING SODA, SEA SALT.

## Cinnamon Maple

BUCKWHEAT FLOUR, PURE MAPLE SYRUP, ORGANIC ZANTE CURRANTS, ALMOND FLOUR, ORGANIC BROWN SUGAR, ORGANIC SESAME SEEDS, ORGANIC NON-FAT MILK POWDER, ORGANIC GROUND FLAX SEED, ORGANIC CINNAMON, BAKING SODA, SEA SALT, ORGANIC NUTMEG.

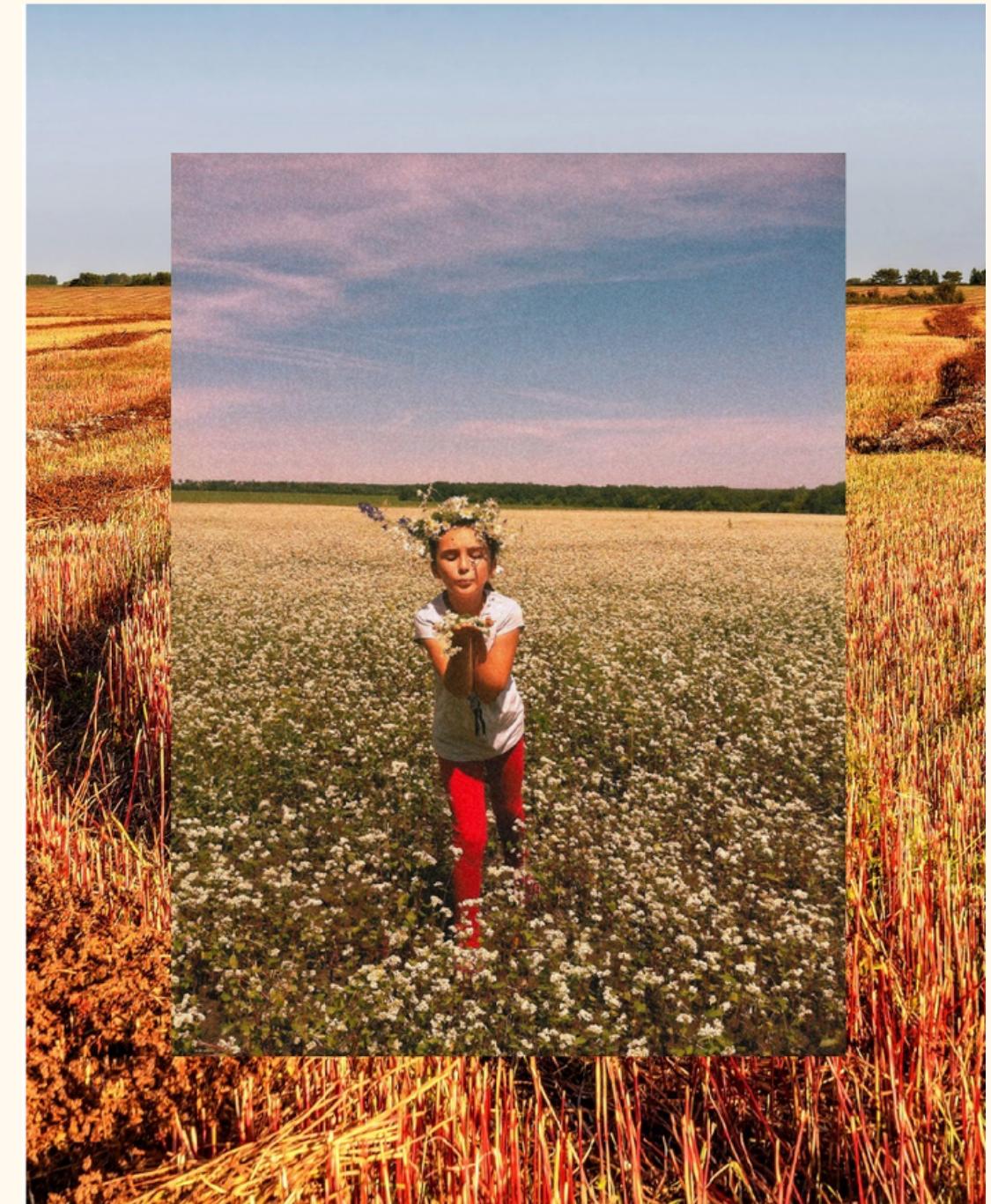
## Olive & Za'atar

BUCKWHEAT FLOUR, ALMONDS, KALAMATA OLIVES, ORGANIC HONEY, ORGANIC SESAME SEEDS, ORGANIC GROUND FLAX, BAKING SODA, ZA'ATAR SPICES, VINEGAR, SEA SALT, PEPPER.



Maine Crisp Founder Karen Getz began dreaming up ways to use buckwheat after viewing the sprawling buckwheat fields of northern Maine.

She has crafted a nutritious and delicious gluten-free cracker by combining her experience as an award-winning farmstead cheese maker, a passionate lifelong baker, and lover of good food.



A wooden board with several pieces of cheese and crackers.

**Mainebiz**  
MAINE'S BUSINESS NEWS SOURCE

SHAPE **culture** the word on cheese The Boston Globe

Portland Press Herald

DownEast

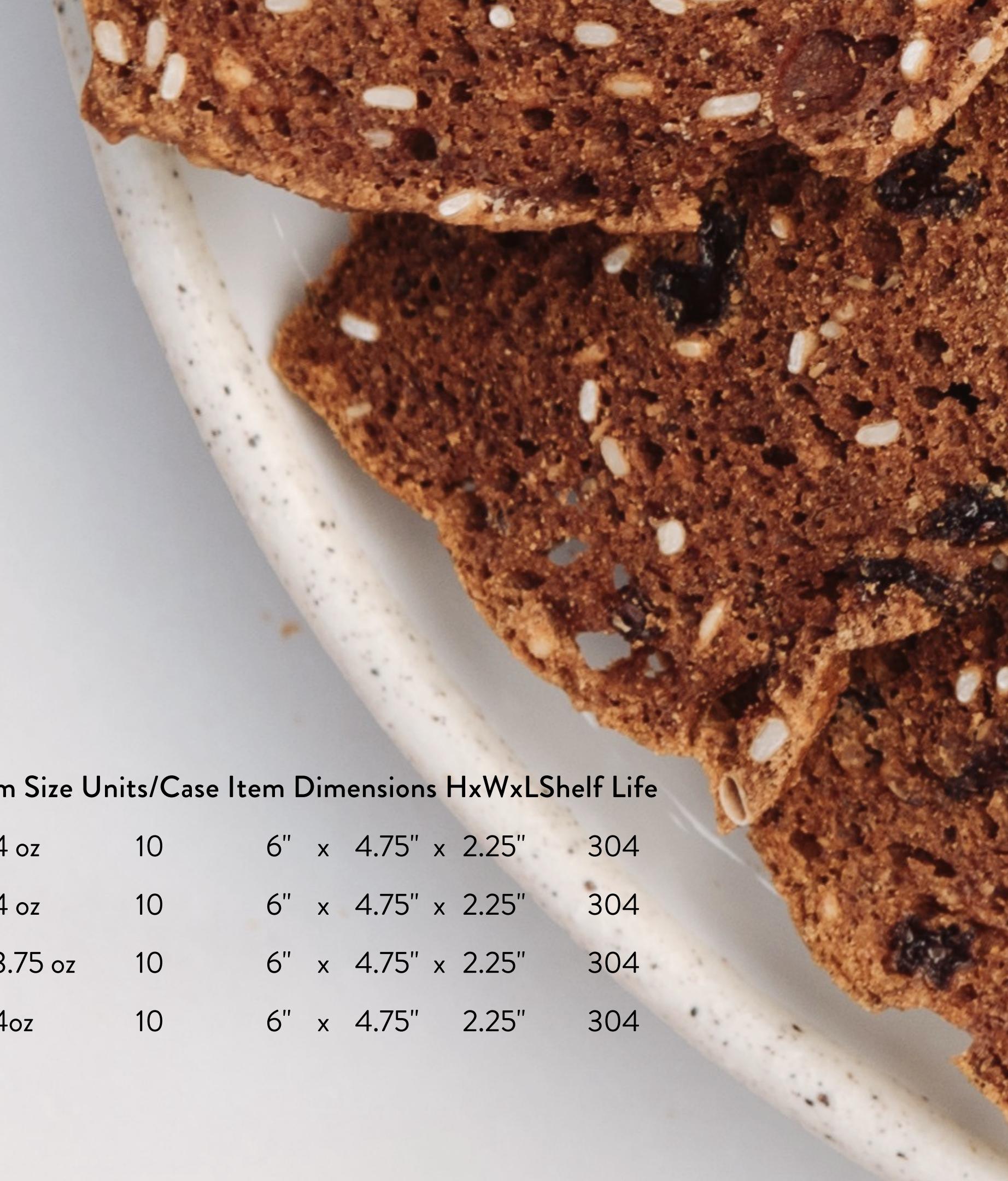
# Product

SRP \$6.99

Promos 12-16 Weeks/Year

Promo Price \$5.99

Item Description	Rank	Item UPC	UNFI #	KeHE#	Item Size	Units/Case	Item Dimensions	HxWxL	Shelf Life
Savory Fig & Thyme	1	860002319339	273979-5	383931	4 oz	10	6" x 4.75" x 2.25"	304	
Cranberry Almond	2	860002319308	273977-9	383890	4 oz	10	6" x 4.75" x 2.25"	304	
Olive & Za'atar Wild	3	85004367404			3.75 oz	10	6" x 4.75" x 2.25"	304	
Blueberry Walnut	4	860002319315	273978-7	383889	4oz	10	6" x 4.75" x 2.25"	304	



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