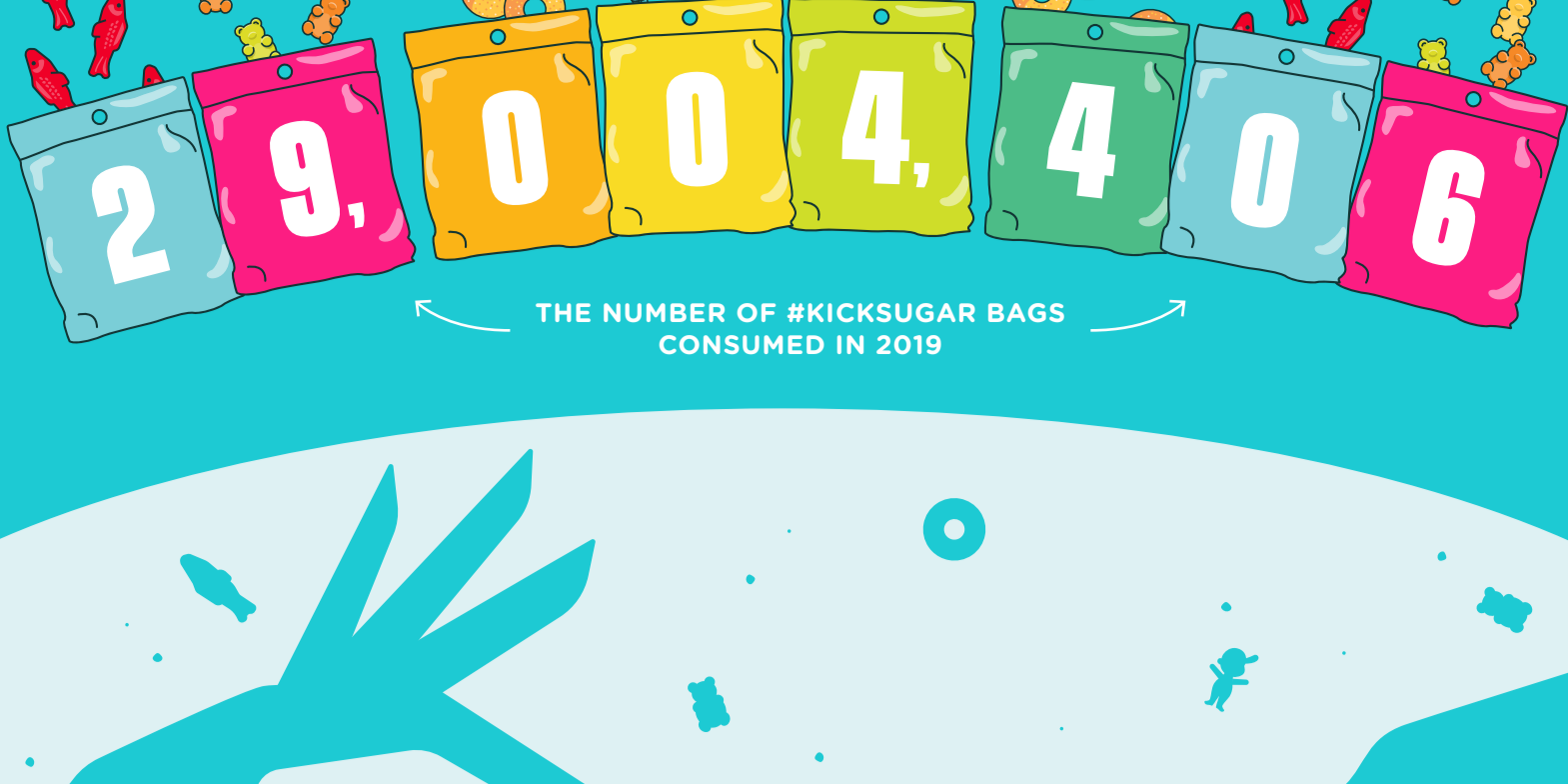


KICK SUGAR KEEP CANDY!

It's our mission to provide you with accessibility to candy you know and love - without the sugar. We work tirelessly to be a leader in reducing sugar consumption, creating a world of sweeter possibilities. Together this is our sweet impact:



IN 2019, WE KICKED OVER
861,408,006
GRAMS OF SUGAR

TOGETHER WE HAVE KICKED
1,030,965,788
GRAMS OF SUGAR

SINCE OUR LAUNCH ON JULY 17, 2016!

THAT'S...
250,000,000
TEASPOONS OF SUGAR

OR EQUAL TO...

5,000,000 CUPS OF SUGAR

1,000,000 BAGS OF SUGAR

1,979 HOT TUBS OR...

418 CARS FILLED WITH SUGAR

WE BUILT A SOCIAL COMMUNITY OF
488,993 #KICKSUGAR HUMANS 🥰...

320,318 ON INSTAGRAM

43,114 ON FACEBOOK

2708 ON TWITTER

6711 ON LINKEDIN

116,142 EMAIL SUBSCRIBERS

THAT EQUALS THE NUMBER OF PEOPLE THAT LIVE IN MINNEAPOLIS 🧑🧑🧑🧑🧑!!!!

(CITY POPULATION, 2019)

WE CREATED ACCESSIBILITY TO #KICKSUGAR CANDY IN

20,000+ DOORS



WE ARE TACKLING ONE OF THE BIGGEST AND MOST CONCERNING PROBLEMS HIDDEN IN OUR EVERYDAY FOOD:

SUGAR



ON ANY GIVEN DAY WE CONSUME IN EXCESS OF

70 GRAMS OF SUGAR



30% - 40% of healthcare expenditures in the USA go to help address issues that are closely tied to the excess consumption of sugar.



SUGAR REDUCTION IS NO LONGER A TREND - IT'S THE NORM...

Over 70% of US Adults are concerned about sugar reduction.

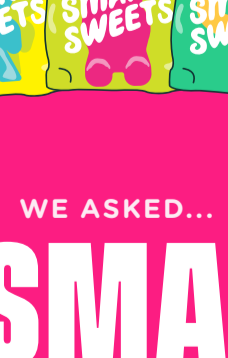


THE WORLD HEALTH ORGANIZATION (WHO) HAS CALLED ON COUNTRIES TO REDUCE SUGAR INTAKE AMONG ADULTS AND CHILDREN.

The WHO ideal sugar intake recommendation is 5% of your daily calorie intake. For an adult of a normal BMI, that works out to about 6 tbsp (or 25g) of sugar/day.
WORLD HEALTH ORGANIZATION, 2016

By tackling sugar in the epicenter of the food industry (the candy aisle) we are raising the larger question: **Why is so much added sugar in our packaged foods today?**

KICK SUGAR KEEP CANDY™



NUMBERS IN THIS REPORT ARE RUN FROM JANUARY 1ST, 2019 TO FEBRUARY 24TH, 2020. RESOURCES: City Population. (2019, May 26). USA: States and Major Cities. Retrieved January 14, 2020, from https://www.citypopulation.de/en/usa/cities/2013 Credit Suisse Group AG. (2013, September). pdf. Zurich, Switzerland. Ng, S.W., Slining, M.M., & Popkin, B.M. (2012). Use of caloric and noncaloric sweeteners in US consumer packaged foods, 2005-2009. Journal of the Academy of Nutrition and Dietetics, 112(11), 1828-1834.e1821-1826. What The Future. (2018). pdf. NA. World Health Organization. (2016, May 17). WHO calls on countries to reduce sugars intake among adults and children. Retrieved February 24, 2020, from https://www.who.int/mediacentre/news/releases/2015/sugar-guideline/en/

WE ASKED...

HOW HAS SMARTSWEETS IMPACTED YOUR LIFE?

- shaneliam32: You have allowed me to enjoy my favorite candy without the guilt and it still tastes great!
- najji_by_nature: SmartSweets has allowed me to indulge without the guilt 🥰
- flaco_the_taco: Allowing me to have candy when I have craving and not feel bad about it 🙌
- positivelypotatoes: I no longer have to miss peach rings since going vegan!
- alxmccarthy: Fueling my sweet tooth in a healthy way 🥰
- kaitlynvarner3: I love eating them on airplane rides! I get excited to fly because I always have them!
- marissaahanne_: I can finally enjoy a bag of candies guilt free... yes please 🥰 Thank you!!
- lalalizzy1982: I have been able to cut out my lifelong addiction to traditional candy!
- reneeavoyvy: Guilt free treats!!
- thewwdad: I can enjoy a sweet snack without the guilt!
- lakeishalifts: I can eat a whole bag of candies guilt free... yes please 🥰
- the_autistic_underdog: They brought peach rings into my life! #mygotosnack
- danickesoxo: With guilt free peach rings!!!!
- courtneyhollis_: I got all my family members hooked so now it's always in the house :)))
- megjeffrey987: Help me lose over 100lbs... did the keto lifestyle and didn't have to give up my sour candie
- stephwithdaisies: Cause I can eat sweets again 🥰
- keto_hawaiian: It gave me my life back. allowed me to be healthier and a better mom to my children.
- gsoffian: It has helped me with losing weight SIGNIFICANTLY. I no longer eat bags of candy with 35g sugar!