

Amazonia Raw



Australia's #1 Plant-Based
Protein & Supplement Brand



Global Sport & Diet Trends

Sports nutrition is no longer the domain of athletes. **Training is now a sport and sports supplements are now firmly entrenched in the mainstream market.** Emerging fitness and lifestyle trends have driven more consumers to supplementation. **The general market now has access to the clinically dosed products that were once only understood and appreciated by educated sports nutrition consumers.**

Market crossover is contributing to **sports nutrition brands expanding into general markets and increasing the knowledge base of the average consumer.** This is heavily contributing to an increase in quality expectations across all market sectors.

The demand for sports nutrition products is expected to further increase as a result of **increased consumption, and awareness among women** due to a surge in consciousness toward personal appearance and general health.



Plant-Based Growth Trends

The plant-based trend is rooted in two consumer-driven objectives: **sustainability and a desire for more protein**. The idea of what is healthy is going beyond human health to include the wellness of the planet.

Consumers are embracing more protein in their diets while cutting out sugar and other carbohydrates, but want to do so in a way that is better for the planet.

Australia is projected to continue as the third-fastest-growing vegan market in the world.

The global plant-based protein and supplements market is expected to grow from 12.8 Billion USD in 2017 to 23.9 Billion USD by 2025.



Amazonia Raw is Australia's #1 Plant-Based Protein Brand

At Amazonia, our passion to innovate is driven by our purpose to sustainably nourish people and protect our planet

- Over 14+ years experience in the Australian marketplace
- Available in 16 countries across the globe
- Fermented and sprouted plant-based proteins
More active nutrients for optimal bioavailability and gentle on digestion
- Nutrients only from wholefood sources
Non-synthetic vitamins and minerals to ensure you're fuelling your body with the best
- Purest premium ingredients
Free from gluten, added sugar, dairy, synthetic additives, pesticides and GMOs – heavy metals tested
- Proudly 100% Australian owned



SPROUTED
& FERMENTED
PLANT PROTEIN

IRON

UP TO 99%
RDI



GENTLE ON
DIGESTION

Raw's Target Market

Primary

Female: 32 (25-45)

Fit/wanting to be fit

Moderately active - yoga, pilates, jogging

Clean lifestyle

Wanting trusted, quality, organic plant-based/non-synthetic supplements

Middle-upper class

Secondary

Male: 32 (30-45)

Plant-based shoppers

Vegans & Vegetarians

Has a health condition or dietary requirement



Which Raw Protein is right for me?



Everyday Muscle Maintenance

Supports Metabolism

Complete Paleo Protein

Hair, Skin & Muscle

Conception, Pregnancy & Breastfeeding

Raw Protein Isolate

Everyday Muscle Maintenance



Ingredient Benefits

Sprouted & Fermented Pea Protein

Essential for growth and maintenance of muscle

Sprouted Brown Rice Protein

Sprouted to maximise nutrient content and bioavailability and support digestion

Mineral-Rich

Source of Iron, Phosphorus and Zinc

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



MUSCLE GROWTH & TISSUE REPAIR

PROVIDES A SUSTAINABLE SOURCE OF ENERGY

FERMENTED FOR EASY DIGESTION

COMPLETE AMINO ACID PROFILE

UP TO 99% RDI IRON PER SERVE



Available in **12x30g** sachets (CDU), **500g** (16 serves), **1kg** (33 serves) & **5kg** (bulk)



Delicious daily plant protein to help build lean muscle mass.

Raw Protein Slim & Tone



Supports Metabolism

Ingredient Benefits

Sprouted & Fermented Pea Protein

For maximum bioavailability and easy digestion

High-Quality Herb & Spice Blend

For increased metabolism and digestive support

Organic Greens

To support optimal health and detoxification

Mineral-Rich

To support energy and reduce fatigue

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



KEEPS YOU FULLER FOR LONGER

LEAN MUSCLE GROWTH & REPAIR

SUPPORTS CARBOHYDRATE METABOLISM

FERMENTED FOR EASY DIGESTION

UP TO 107% RDI IRON PER SERVE



Plant protein with thermogenic herbs to support a healthy metabolism.

Available in **12x30g** sachets (CDU), **500g** (16 serves) & **1kg** (33 serves)

Raw Protein Paleo Fermented



Complete Paleo Protein

Ingredient Benefits

Sprouted & Fermented Pea Protein

Sprouted and Fermented Golden Pea and Brown Rice Protein that is low FODMAP suitable and easy for the body to digest and absorb.

Fermented Blend

Spirulina, Spinach, Sweet Potato, Pumpkin Seed, Sunflower Seed, Flax Seed, Millet, Quinoa and Chia

Digestive Enzyme Bromelain

A plant-based digestive enzyme found in Pineapple to help with protein digestion

Free from grains, gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



Available in **500g** (16 serves) & **1kg** (33 serves)

LEAN MUSCLE
GROWTH & REPAIR

SOURCE OF IRON,
PHOSPHORUS
& ZINC

FERMENTED
GREENS &
SEEDS BLEND

CULTURED FOR
EASY DIGESTION

UP TO 51%
RDI IRON
PER SERVE



Fermented plant protein with superfoods that is gentle on digestion.

Raw Protein Pregnancy Plus



Conception, Pregnancy & Breastfeeding

Ingredient Benefits

Sprouted & Fermented Pea Protein

Supports increased protein requirements during pregnancy

Wholefood Vitamin & Mineral Blend

14+ wholefood vitamins and minerals sourced from fruits and vegetables

Zinc, Iron & Folate

To support fertility and reproduction, neurological development in the foetus, and maternal tissue growth

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



Available in **500g** (14 serves)

24G OF PROTEIN
PER SERVE

B VITAMINS TO SUPPORT
HORMONE REGULATION
& ENERGY LEVELS

DIETARY FIBRE TO
KEEP YOU REGULAR

FERMENTED FOR
EASY DIGESTION

CALCIUM, MAGNESIUM,
PHOSPHORUS &
POTASSIUM



Plant protein enriched with vitamins and minerals to support all stages of pregnancy.

Raw Protein Collagen Plus

Hair, Skin & Muscle

Ingredient Benefits

Sprouted & Fermented Pea Protein

Supports daily protein intake for a sustainable energy source

5000mg Odourless Marine Collagen Peptides

Supports connective tissue structure and skin function for healthy hair, skin, nails and muscles

Wildcrafted Seabuckthorn Juice

Natural source of Vitamin C for collagen synthesis

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours

Vanilla
Maple

Choc
Hazelnut

Available in **450g** (15 serves)

PLANT & COLLAGEN
PROTEIN

HIGHLY BIOAVAILABLE
& FAST-ABSORBING
MARINE COLLAGEN

25% RDI
WHOLEFOOD
VITAMIN C
PER SERVE

DIGESTIVE
ENZYMES

5000MG SUSTAINABLY
SOURCED TYPE I & III
MARINE COLLAGEN
PER SERVE



Plant protein with Marine Collagen to support healthy hair, skin, nails and muscles.

Raw Beauty Collagen Glow

Hair, Skin & Nails

Ingredient Benefits

5000mg Odourless Marine Collagen

Type I & III Collagen supports connective tissue structure and healthy hair, skin and nails

100% RDI Wholefood Vitamin C

Rich in antioxidants to aid in collagen synthesis and support natural skin function

Contains Naturally Occurring Hydroxyproline

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



Available in **20x9g** sachets (CDU), **200g** (22 serves) & **350g** (38 serves)

HIGHLY BIOAVAILABLE
FOR OPTIMAL RESULTS

100% RDI WHOLEFOOD
VITAMIN C PER SERVE

BEAUTY
COMPLEX



NON-SYNTHETIC
ANTIOXIDANTS FROM
WHOLEFOODS

HYDROLYSED
COLLAGEN
PEPTIDES

5000MG SUSTAINABLY
SOURCED TYPE I & III
MARINE COLLAGEN
PER SERVE



Premium Marine Collagen blend
for healthy hair, skin and nails.

Which Raw Supplement is right for me?



Women's
Health

Immune &
Collagen Support

Alkalise, Nourish
& Detox

Complete
Digestive Care

Wellbeing
& Vitality

Raw Wholefood Extracts Women's Multi

Women's Health



Ingredient Benefits

Wholefood Vitamin Blend

Non-synthetic B Vitamins and Iron provide energy and vitality

Women's Herbal Blend

Adaptogenic herbs support hormone regulation, fertility and reproduction

Immune & Collagen Support

Vitamin D3, Vitamin C and Zinc support immunity and collagen production

Wholefood Prebiotics

Jerusalem Artichoke Inulin and Acacia support gut health

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours



Available in **100g** (14 serves)



13+ NON-SYNTHETIC
WHOLEFOOD
NUTRIENTS

IRON, VITAMIN C
& B12

GUT-LOVING
PREBIOTICS



Delicious daily blend to support women's energy, immunity, hormones and collagen production.

Raw Nutrients Greens



Alkalise, Nourish & Detox

Ingredient Benefits

Sprouted Blend

Nutrient-dense, alkaline greens support healthy digestion

Liver Support Blend

Herbs traditionally used for detoxification

Mineral-Rich

74+ trace minerals support energy production and overall wellbeing

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours

Mint & Vanilla



9X CHLOROPHYLL SOURCES

ENERGISING GREENS

DIGESTIVE SUPPORT

Available in **120g** (24 serves), **300g** (60 serves) & **600g** (120 serves)



Nine sources of chlorophyll-rich green ingredients for energy and detoxification.

Raw Wholefood Extracts Vitamin C+



Immune & Collagen Support

Ingredient Benefits

Wholefood Vitamin C Blend

Supports Iron absorption and collagen production for healthy hair, skin and nails

Herb & Spice Blend

Supports overall wellbeing by strengthening the immune system

Wholefood Prebiotics

Jerusalem Artichoke Inulin supports gut health

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

Available Flavours

Passion-fruit

Available in **120g** (24 serves)



1000% RDI WHOLEFOOD
VITAMIN C PER SERVE

IMMUNE HERB &
SPICE BLEND

SUPPORTS COLLAGEN
PRODUCTION & IRON
ABSORPTION



Wholefood Vitamin C blend supports immunity and collagen production.

Raw Probiotics Biotic Ferment



Complete Digestive Care

Ingredient Benefits

5 Probiotic Strains

Helps replenish good gut bacteria and soothe digestive discomforts

Cultured Probiotic Blend

Cultured blend of seeds and legumes containing probiotics

Wholefood Prebiotics

Jerusalem Artichoke Inulin supports gut health

Superfood Blend

Vitamin and mineral-rich superfoods for an added nutrient boost

Free from gluten, dairy, additives, preservatives, GMOs & synthetics

Available Flavours

Vanilla & Berry

Available in **120g** (24 serves)



5 STRAINS; 3 BILLION PROBIOTICS*

ORGANIC PREBIOTICS

CULTURED PROBIOTICS BLEND



Probiotic and prebiotic blend for complete digestive health.

Raw Açai Freeze-Dried



Everyday Wellbeing & Vitality

Ingredient Benefits

Wild Grown Açai

Hand gathered, high quality Açai

Anthocyanins

Rich in anthocyanins to support healthy hair, skin and nails

Freeze-Dried

For optimal nutrient retention, deep colour and rich taste

Antioxidants

21x antioxidants of blueberries and a vibrant source of nutrients for natural energy

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics



ANTIOXIDANT-RICH

NATURAL ENERGY BOOST

100% PURE FREEZE-DRIED AÇAÍ

NON-SYNTHETIC, VEGAN, ALKALINE

Available in **50g** (16 serves), **145g** (48 serves), **280g** (93 serves), **700g** (233 serves) & **5kg** (bulk)



Pure freeze-dried Açai supports energy and healthy hair, skin and nails.

Raw Golden Latte



Warming Nourishment

Ingredient Benefits

Ayurvedic Spice Blend

Ayurvedic Spices with Turmeric for its antioxidant and anti-inflammatory properties

Cinnamon

High in antioxidants to support digestion and metabolism

Ginger

Helps to settle the stomach and aid digestion

Himalayan Pink Salt

Enhances the flavours of the spices

Free from gluten, wheat, added sugar, dairy, caffeine, soy, corn, additives, preservatives, GMOs & synthetics

AYURVEDIC
SPICES

95mg CURCUMIN
PER SERVE



NON-SYNTHETIC
NUTRIENTS FROM
WHOLEFOODS

NO ADDED SUGAR
& CAFFEINE-FREE

Available in **100g** (20 serves)



Delicious antioxidant-rich blend
to support everyday wellbeing.

Raw Spiced Cacao

Warming Nourishment



Ingredient Benefits

Ayurvedic Herbs & Spice Blend

Ayurvedic Herbs and Spices with Turmeric for its antioxidant and anti-inflammatory properties

Organic Cacao

Helps improve mood, energy and focus with 27x the antioxidants of blueberries

Cinnamon, Terminalia & Ginger

Helps to settle the stomach, aid digestion and support a healthy metabolism

Himalayan Pink Salt

Enhances the flavours of the spices

Free from gluten, wheat, added sugar, dairy, soy, corn, additives, preservatives, GMOs & synthetics

AYURVEDIC
HERBS & SPICES

ANTIOXIDANT-
RICH



NON-SYNTHETIC
NUTRIENTS FROM
WHOLEFOODS

NO ADDED SUGAR
& GLUTEN-FREE

Available in **100g** (20 serves)



Delicious antioxidant-rich blend
to support everyday wellbeing.

Convenience

No time, no problem

With more consumers leading an on-the-go lifestyle, the demand for convenience has never been greater. **An increasing appetite for food and drinks that are ready-to-consume and a desire for healthier alternatives will continue to drive growth in this sector.**

Much of the expectation for quality and convenience is due to the rising culture of delivery apps. Consumers are increasingly demanding flexibility in how, when and where to shop for their FMCG products, with a no-compromise approach to convenience. **The trend is for consumers to do smaller, more frequent purchases with a growing demand for quality convenience foods to fit this lifestyle dynamic.**

The existing trend for 'clean' foods continues, inspired by greater awareness, interest and understanding of wellbeing. There will be a greater emphasis on health and wellness products, many of which combine research on nutrition and longevity.



- Sales of snack food in Asia-Pacific soared in 2018 and 2019. Snackers are looking for 'clean' food snacks and are more mindful of what they are eating.
- Millennial consumers are seeking out new brands that they perceive as innovative product lines.
- Demand for upscale packaged food that is ready to eat is on the rise in 2020 and beyond.
- Trends in clean foods continue to increase in the FMCG Health and Wellness sector.

NEW

Raw Plant Protein Bars

3 top-selling flavours packed full of health benefits



SLIM CDU PROFILE

BOX HOLDS 10 x 40g BARS

Free from gluten, added sugar, dairy, additives, preservatives, GMOs & synthetics

SMALL RETAIL SPACE FOOTPRINT

Bars loaded with toppings!

Box Dimensions: 55mm W x 150mm H x 165mm D

NEW

Raw Plant Protein Bars

Delicious plant-based protein bars to fuel your day

Amazonia's Raw Plant Protein Bars are a delicious plant-based, high-protein, low-calorie snack. With 10g of plant protein and 4g of prebiotic fibre to support a healthy gut, Raw Plant Protein Bars are guaranteed to satisfy and fuel your day.

No Gluten or GMOs

10g Plant Protein

To keep you fuller for longer

Over 4g of Prebiotic Fibre

To support a healthy gut

Smooth & Flavourful Extrusion Bars

Removes any risk of our bars drying out

Date Free

Vegan-Friendly

Available in **10 x 40g** CDU boxes.



Available Flavours

Choc Chip
Cookie Dough

Peanut Butter
Choc Melt

Triple Choc
Brownie

Amazonia

Social Media

Social Platforms

Estimated Monthly Reach

1.2 Million

Web Traffic

48K

Average Monthly

Google Search

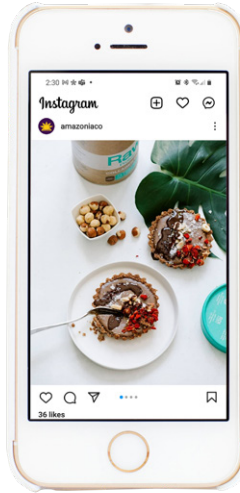
50K

Average Monthly

Brand GIFs

344K

Average Monthly



Public Relations

Average Monthly Reach

32.7 Million

COSBEAUTY
lifestyle, health & beauty

BODY+soul

MAMAMAG
local fun for the melbourne mum

GQ

HUNTER
AND Blich

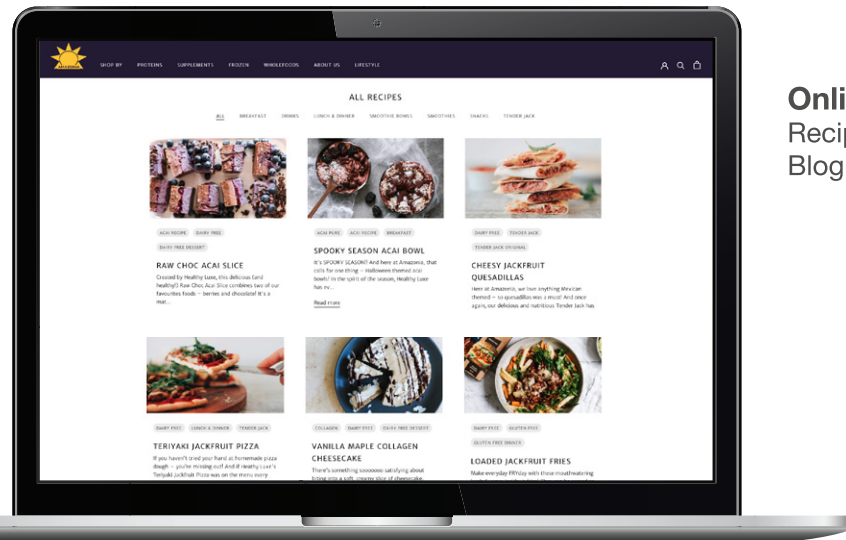
VOGUE LIVING

kidspot

AUSTRALIAN FITNESS
NETWORK

Daily Mail

BONDI BEAUTY
BEAUTY & WELLNESS INSIDE & OUT



Online
Recipes &
Blog Posts

Trade Partners

Woolworths
The fresh food people

Stop Paying The Most!
CHEMIST WAREHOUSE
DISCOUNT CHEMIST

GO VITA

Unique HEALTH PRODUCTS
coles

OBORNE HEALTH SUPPLIES

GLOBAL
— BY NATURE —

f @amazoniaco