



De-Sugared™ Fruit

100% Nutrition | ZERO SUGAR

Stephen F. Horgan, Founding Partner



INTERCONTINENTAL BEVERAGE
CAPITAL

AGENDA

- **NewTree Fruit Company & IBC**
- **Market Data and Consumer Trends**
- **Current Sugar Reduction Solutions**
- **NewTree Patented Technology**
- **Product Applications**
- **Questions**



Breakthru Innovation

De-Sugar™:

(verb) to remove the naturally occurring sugars from fruit juice.

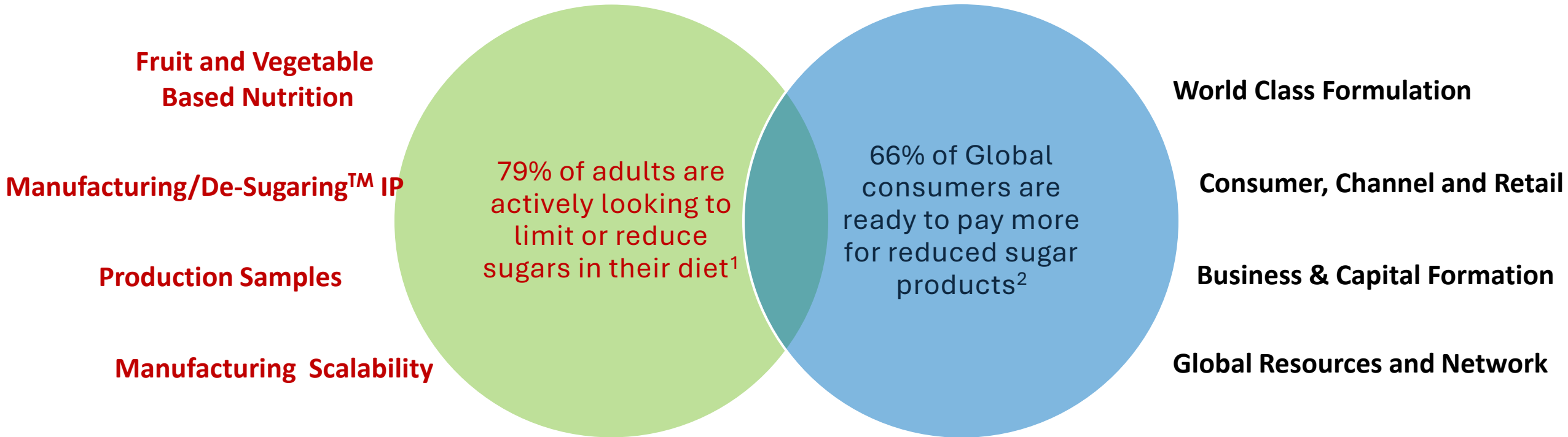
Fruit juice is naturally high in vitamins and minerals, antioxidants, is plant based, Non-GMO, and delicious. *It's also very high in sugar.* NewTree Fruit Company takes all the goodness nature provides and makes it even better by *removing 100% of the sugar* using our patented culturing method. De-Sugared™ Fruit Juice can be used to add flavor and color in a variety of foods and beverages without sacrificing any nutrition.



Complete Fruit Nutrition



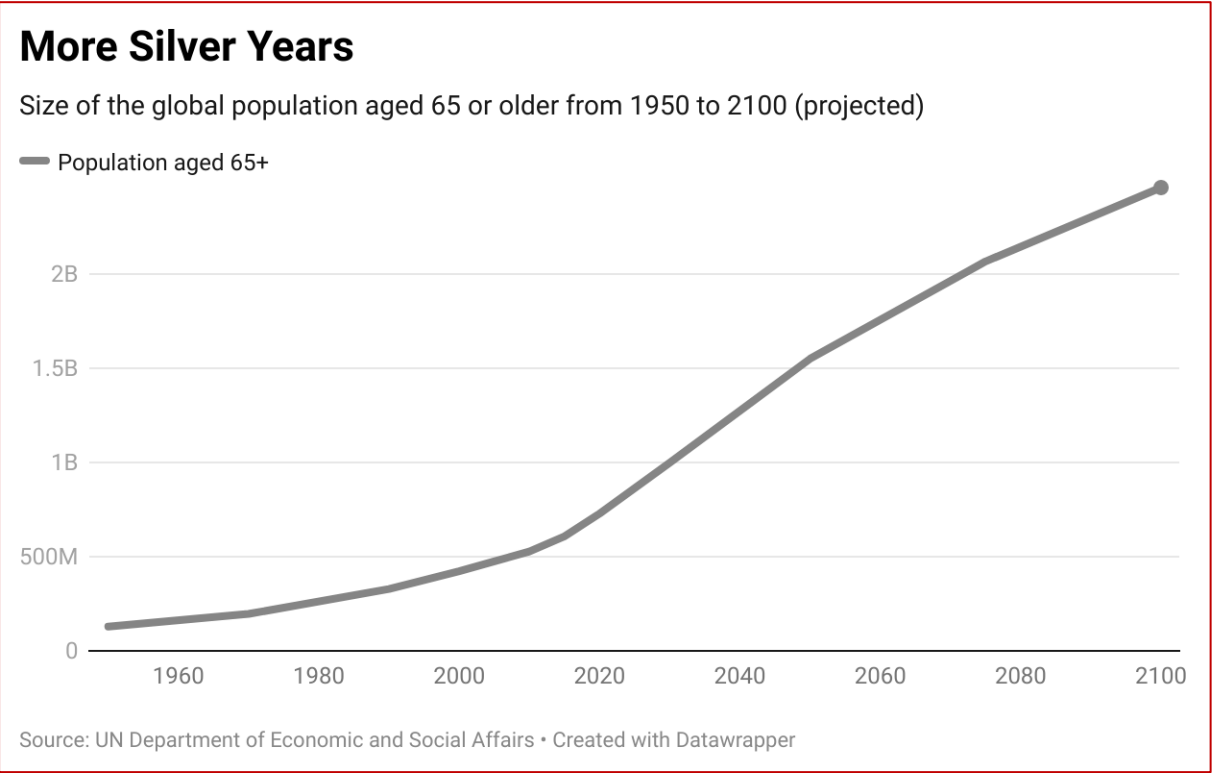
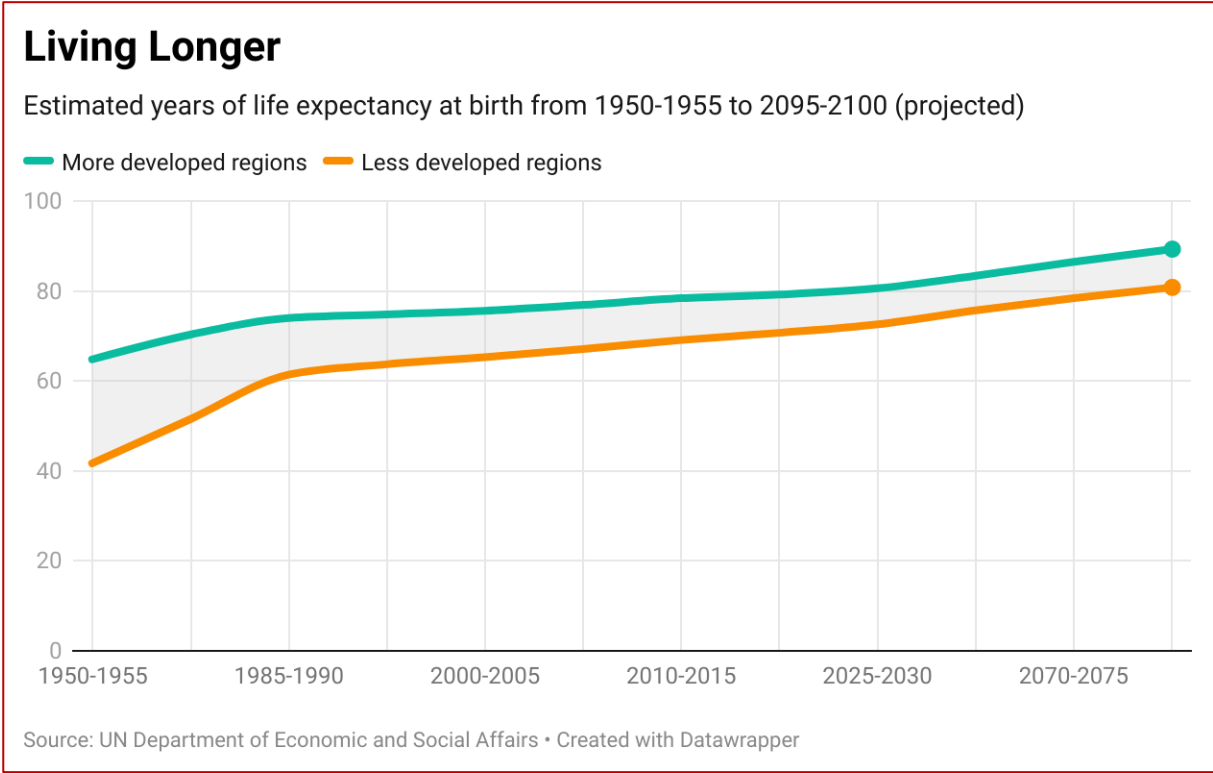
NewTree's Mission is deeply rooted in **nutrition**. Our De-Sugaring™ technology grew out of a challenge to create a nutrient dense blackberry beverage. It is NT's goal to understand the **connection** between food synergy and nutritional density for healthier living today and beyond. NewTree wants to help Brands develop **great tasting better-for-you** products consumers want. And we're not stopping until the full nutritional benefits of fruits and vegetables are **returned** to food and beverage options globally.



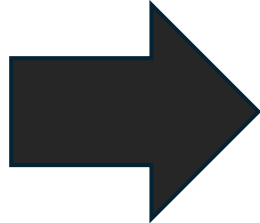
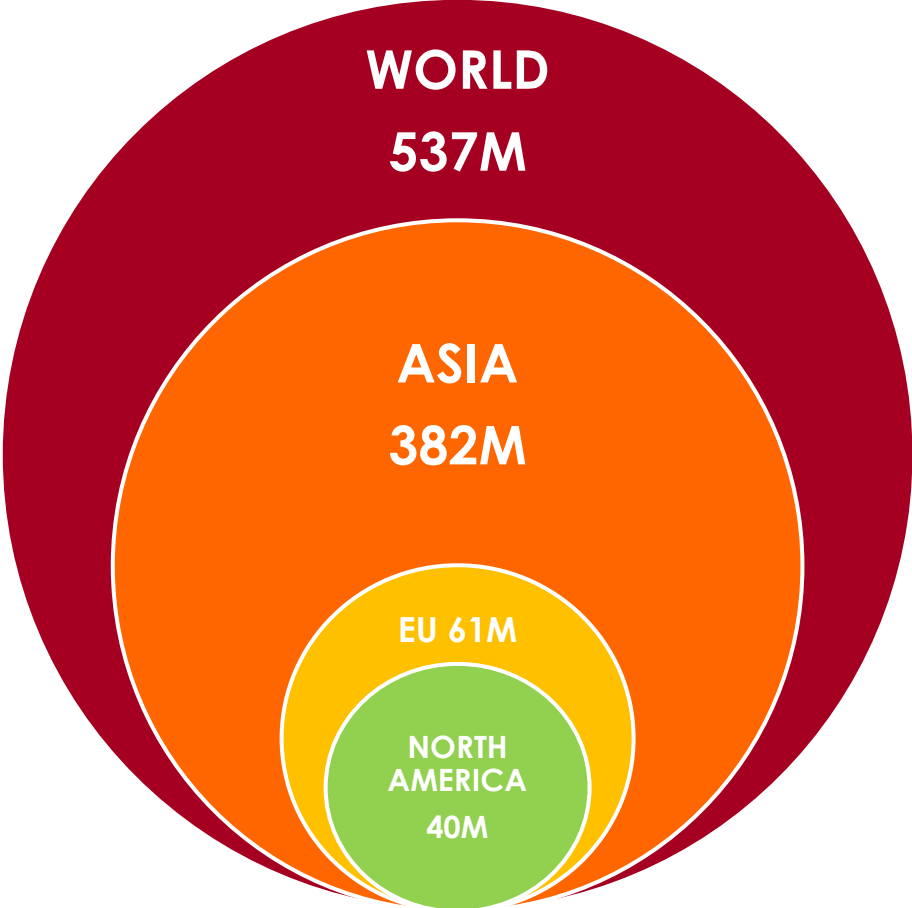
**Partnered to Develop and Deliver the Next Food & Beverage Platform
With A Shared Common Vision of Reducing Sugar Consumption while providing Nutrition**

1. International Food Information Council (IFIC) Annual Food & Health Survey 2022.
2. ATLAS, Ingridion Proprietary Global Consumer Research, 2020.

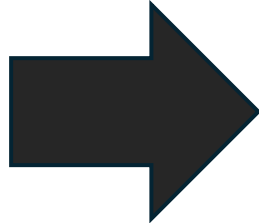
Healthy Food and Beverage Options Lead to Longevity



Diabetes Global Impact



\$988B
Related
Healthcare
in 2021*



10%
Of The
Global
GDP

*Adults Aged 20-79 Diagnosed



USA - The Cost of Poor Nutrition

12.3%
US adults get their recommended amount of fruit servings daily

117 MILLION
w >1 Chronic Diseases

BILLIONS

Spent in medical cost of diet-related chronic diseases³



Source: 1. Adults meeting Fruit and Vegetable Intake, CDC Report, 2022 2, 3. Centers for Disease Control and Prevention. (2017). Chronic Disease Overview, Chronic Disease Prevention and Health Promotion,

The Market: Disrupting The Global Food Status Quo

- The Global Food Market is Projected to be \$11.3T by 2028.
- Well over 50% of the market supply chain contains sugar > \$6.0T.
- Excessive sugar consumption has resulted in obesity, diabetes, reduced quality of life and longevity
- Fruit juice is naturally high in vitamins and minerals.....also very high in sugar.
- The average adult consumes 76g of sugar per day (>2x of daily allowance)
- The WHO recommends limiting fruit juice consumption to 4 oz per day.
- Over 85 countries around the world have enacted sugar taxes on sugar sweetened beverages
- NewTree Fruit Company's patented De-Sugaring™ technology removes up to 100% of naturally occurring sugars while maintaining full nutritional benefit and density of the fruit in each serving.

NTFC De-Sugared™ technology is driving innovation across food and beverage categories with *great-tasting* products and solutions delivering *optimal nutrition* and *zero sugar*



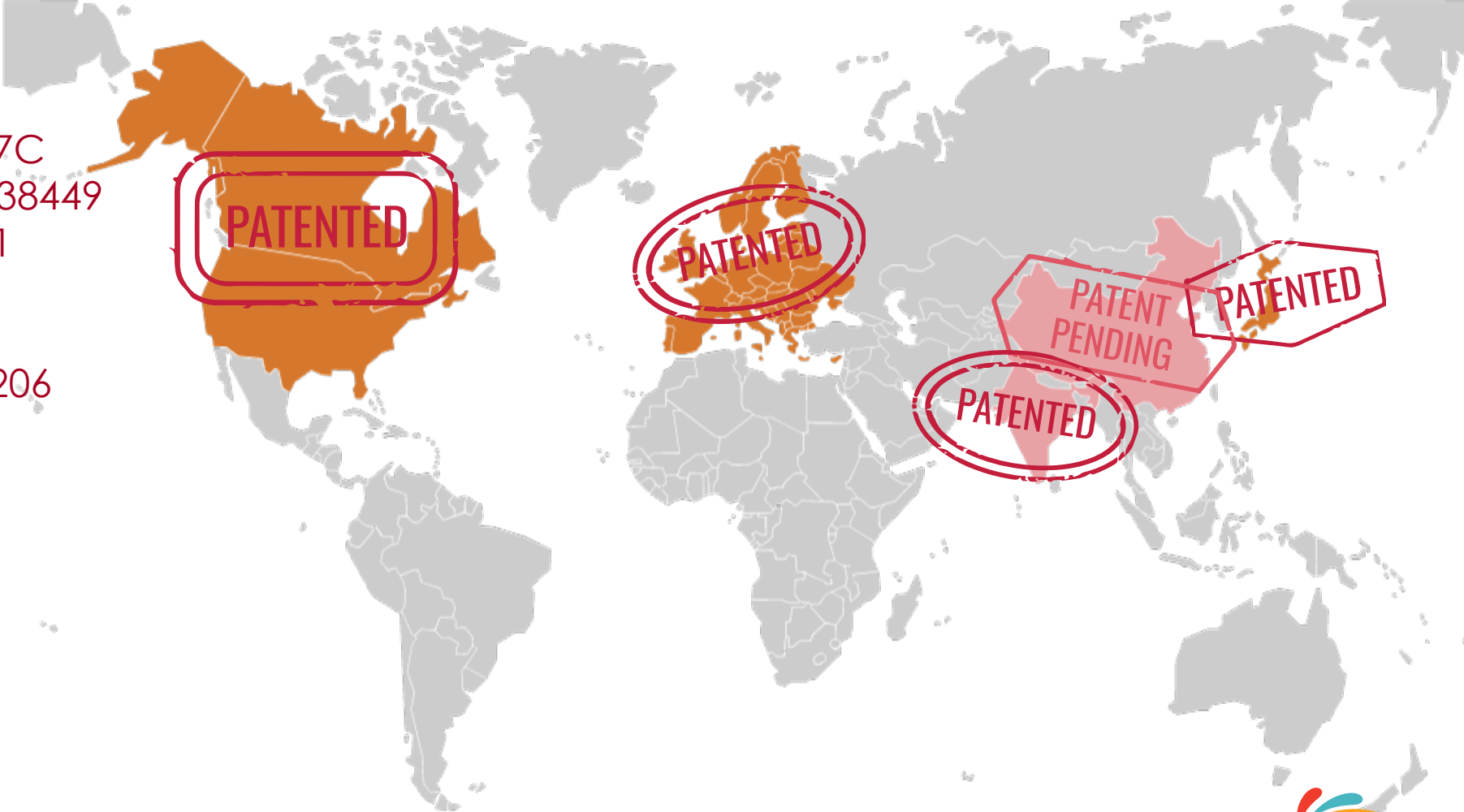
NewTree's De-Sugared™ Patents Cover 53.8% of the Global Population

Patents

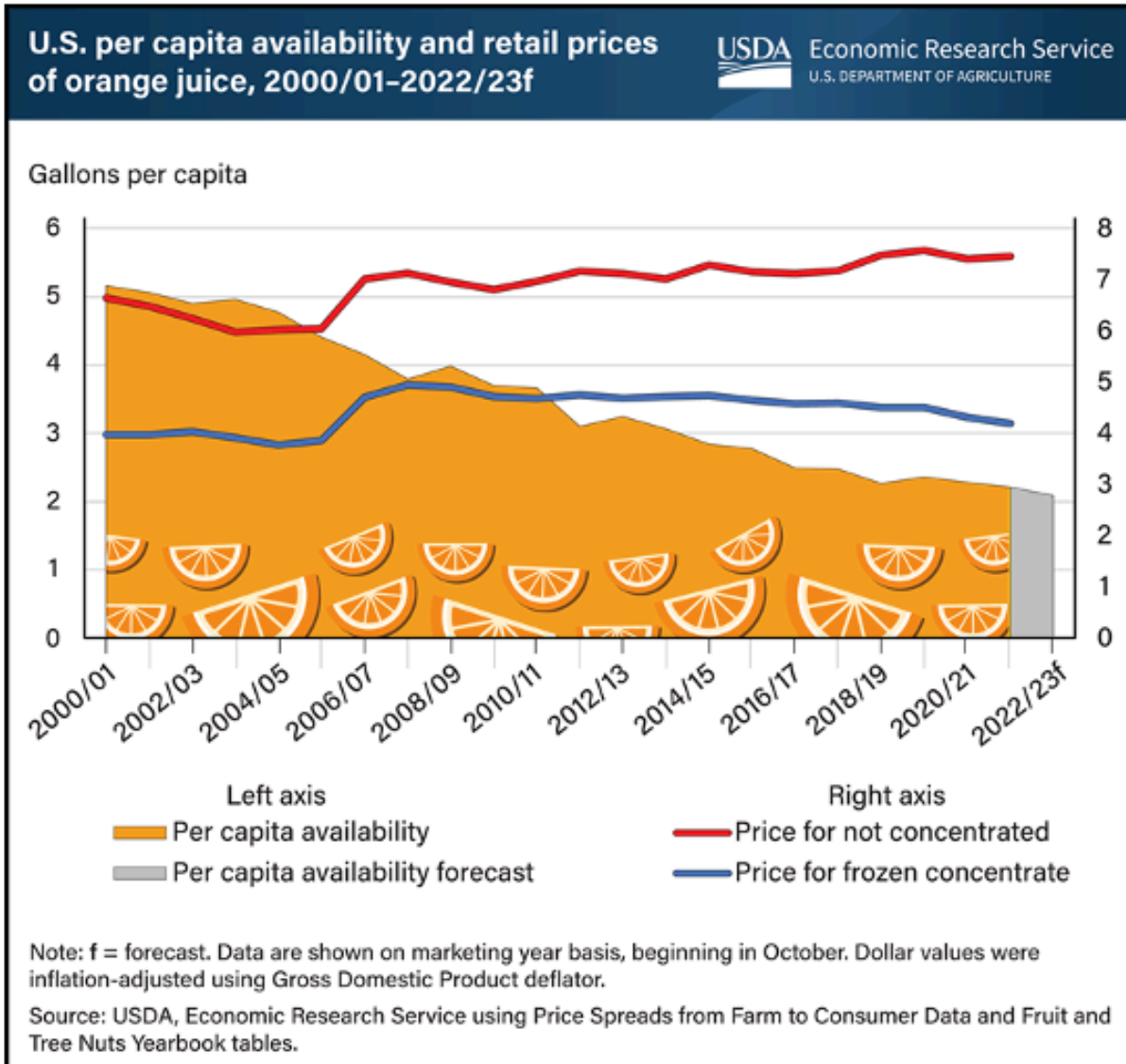
- Canada – CA2783847C
- United States – US10138449
- Europe – EP2844082B1
- Japan – JP6301328B2
- India – 384775
- Hong Kong – HK1206206

Patents-Pending

- China



Two Decade Decline in US Juice Consumption

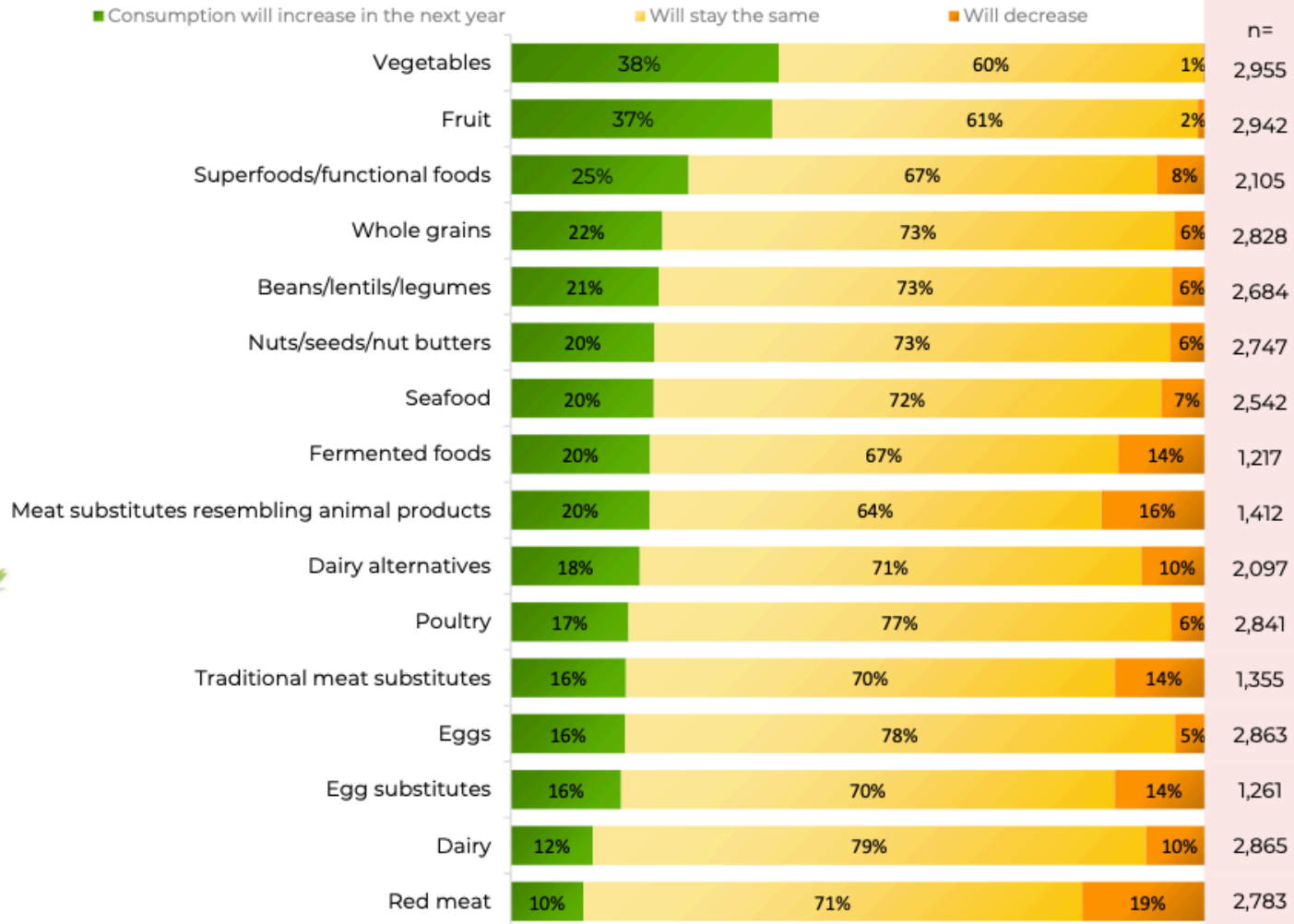


Key Drivers:

- **Less Consumer Demand-from 5gal/ person in 2001 to 2 gallons in 2023**
- **Decreased Domestic Orange Production**
- **Health-Conscious Consumers avoiding or reducing sugar intake**
- **Climate Change Impacting Growers**

Healthy Eating Projected to Grow

Anticipated Consumption of Specific Foods



B7: [Among consumers that eat that specific variety of food]
 How do you expect your consumption of these foods to change in the next year?

Exponentially more consumers anticipate eating more rather than less vegetables, fruit, whole grains, and superfoods over the next upcoming years.



Industry's Current Solution is "Dilution"

PROS

- Allows for Claims Like:
50% Less Sugar
- Reduces Grams of Sugar
- Reduces Mfg. Cost



CONS

- Reduces Nutrient and Nutritional Value
- Fortified to Compensate Nutrition and Sweetness
- **Misleading and Overstated Product Claims**

Falling Far Short of Consumer Expectations and Nutritional Needs

Misleading Industry Product Nutritional Spins



Nutrition Facts	
Serving Size 15.2 fl oz (450mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 270	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Potassium 760mg	22%
Total Carbohydrate 63g	21%
Dietary Fiber 0g	0%
Sugars 53g	
Protein 4g	

“No Added Sugar” label

Organic
Appley Ever After

Contains 42% Juice

Nutrition Facts

Serving Size 6 fl oz / 177 mL

Servings per Container 1

Amount per serving

Calories per serving 35

		% Daily Value*
Total Fat	0 g	0 %
Sodium	10 mg	0 %
Total Carbohydrate	9 g	3 %
Sugars	8 g	
Protein	0 g	0 %
Vitamin C		100 %
Vitamin A		0 %

Not a significant source of calories from fat, sat fat, trans fat, cholest, dietary fiber, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: FILTERED WATER, ORGANIC APPLE JUICE FROM CONCENTRATE, NATURAL FLAVORS, VITAMIN C (ASCORBIC ACID), ORGANIC NATURAL FLAVORS, CITRIC ACID (PROVIDES TARTNESS).
CAFFEINE: NO CAFFEINE

Juice Drink (47%) vs 100% Juice

Confusing and misleading information regarding healthy food

Blurry Claims (half the sugar?)



“Natural” Sugar is better for you
Agave, Honey, Maple
Coconut Sugar

Typical Sugar Reduction – Dilution is the Solution



22% JUICE FROM CONCENTRATE

Nutrition Facts	
Serving size	1 Bottle
Amount per serving	
Calories	35
	% Daily Value*
Total Fat 0g	0%
Sodium 35mg	2%
Total Carbohydrate 9g	3%
Dietary Fiber 2g	7%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 0g	
Potassium 100mg	2%
Vitamin C 90mg	100%
Magnesium 10mg	2%
Zinc 1.3mg	10%

*Not a significant source of sat fat, trans fat, cholesterol, vitamin D, calcium, and iron.

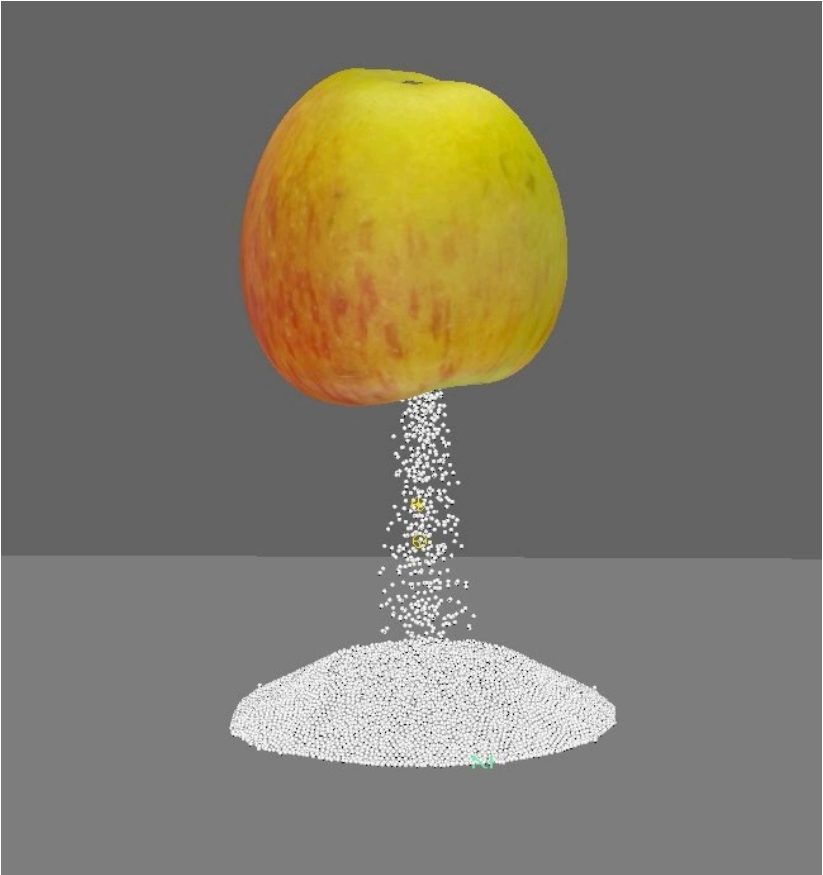
INGREDIENTS: WATER, APPLE JUICE CONCENTRATE, SOLUBLE VEGETABLE FIBER, CITRIC ACID, WATERMELON JUICE CONCENTRATE, POTASSIUM CITRATE, ASCORBIC ACID, SODIUM CITRATE, MAGNESIUM LACTATE, NATURAL FLAVORS, MALIC ACID, STEVIA LEAF EXTRACT, PECTIN, MONK FRUIT EXTRACT, ZINC OXIDE.

These Products Use Dilution to Claim Sugar Reduction



NewTree's De-Sugared™ Removes The Sugar Without Dilution

Maintains All the Nutritional Value While Providing Two Servings of Fruit!!



TYPICAL 100% APPLE JUICE		DE-SUGARED 100% APPLE JUICE	
Nutrition Facts Serving Size 10 fl oz Serves 1		Nutrition Facts Serving Size 10 fl oz Serves 1	
Amount Per Serving		Amount Per Serving	
Calories	140	Calories	15
% Daily Value*		% Daily Value*	
Total Fat 0g	0%	Total Fat 0g	0%
Saturated Fat 0g		Saturated Fat 0g	
Trans Fat 0g		Trans Fat 0g	
Cholesterol 0g	0%	Cholesterol 0g	0%
Sodium 25mg	1%	Sodium 25mg	1%
Total Carbohydrate 34g	11%	Total Carbohydrate 4g	1%
Dietary Fiber 0g	0%	Dietary Fiber 0g	0%
Sugars 31g		Sugars 1g	
Protein 1g	2%	Protein 0g	0%
Vitamin C 100%		Vitamin C 100%	

89% FEWER CALORIES

96% LESS SUGAR

88% FEWER CARBS



Scalable Turnkey Facility- Traverse City, MI



Currently Operational

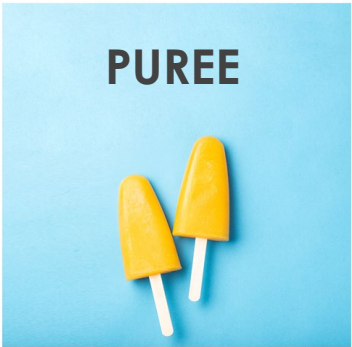
FDA Inspected and 3rd Party Approved

Recent 10X Expansion

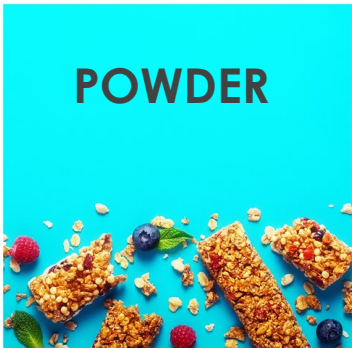
Delivers Nutrition of Fruits and Vegetables In All Forms



Juice, Flavored Water, Carbonated Beverages, Protein Drinks, Sports Hydration, Super Antioxidant Shots, RTD Cocktails and Beer



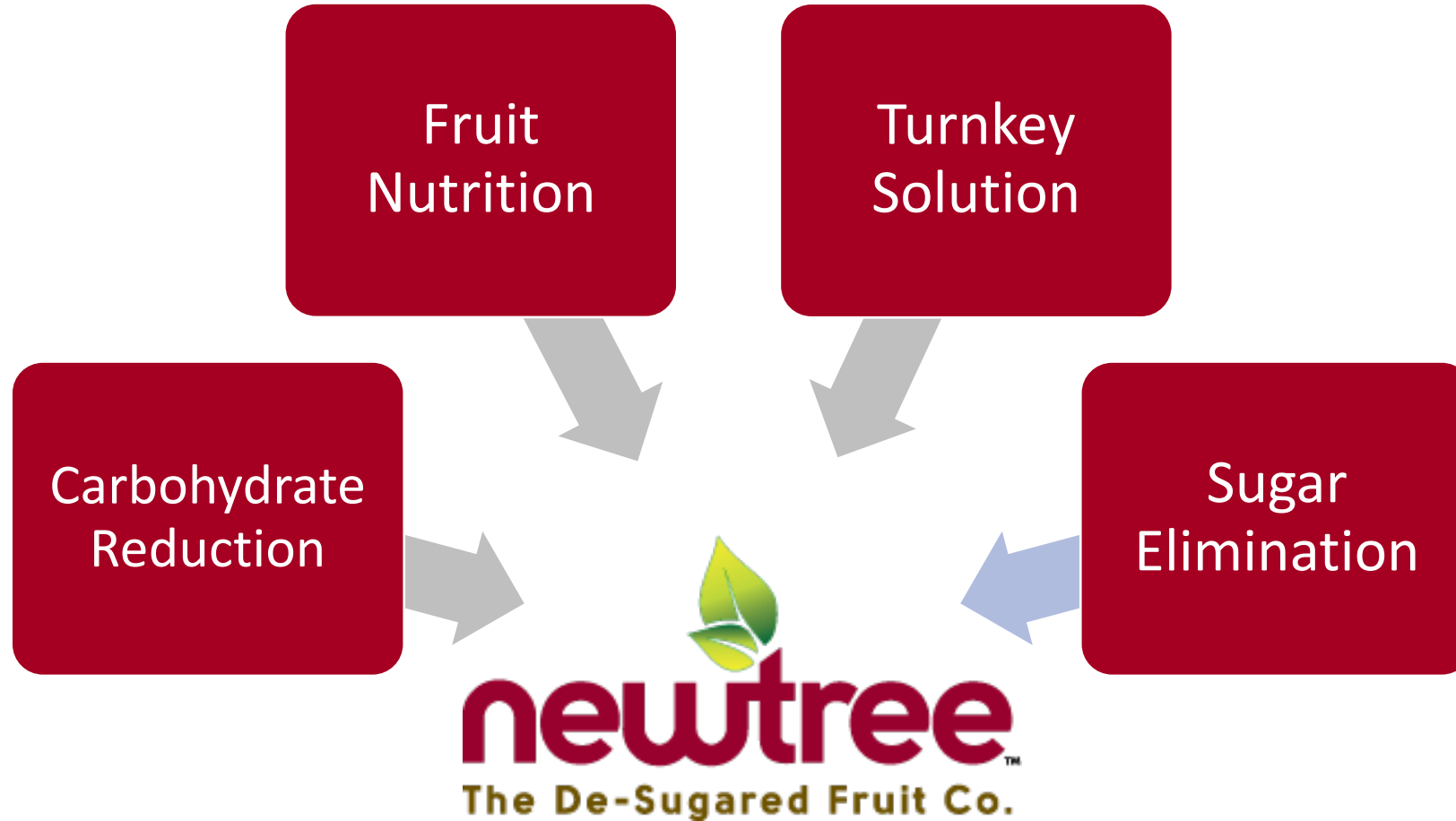
Beverages, Popsicles, Yogurt and Drinkable Yogurt, Smoothies, Breakfast Bars, Fruit Roll-Ups, and Gummies



Protein Powders, Baked Goods, Ingredient for Nutraceuticals, Natural Color Agent, and Acidifier/Buffering Agent



The NewTree Difference



Healthy and Nutritious Food and Beverages, Globally



Value Proposition: Real Nutrition with Zero Sugar



Not All Fruits Are Created Equal

DE-SUGARED APPLE	
Nutrition Information	
Per 125g	
Energy	16 kcal
Fat	0g
Of which Saturates	0g
Carbohydrate	4g
Of which Sugars	0g
Protein	0g
Fiber	3g (12%)
Potassium	134mg (4%)
Magnesium	6.3mg (2%)
Phosphorous	13.8mg (1%)
Calcium	7.5mg (1%)
Vitamin C	5.7mg (10%)
Vitamin A	67IU (1%)
Folate	3.8mg (1%)
Choline	4.2mg
Vitamin E	0.2mg (1%)
Omega 3	11.2mg
Total Omegas	53.8mg

Reference intake of an average adult (8 400 kJ/2 000 kcal)

DE-SUGARED BLACKBERRIES	
Nutrition Information	
Per 144g	
Energy	36 kcal
Fat	0g
Of which Saturates	0g
Carbohydrate	9g
Of which Sugars	0g
Protein	0g
Fiber	7.9g
Potassium	233mg
Magnesium	28mg (7%)
Phosphorous	31.7mg (3%)
Manganese	0.9mg (47%)
Calcium	41.8mg (4%)
Zinc	0.8mg (5%)
Vitamin C	30.2mg (50%)
Vitamin A	308IU (6%)
Folate	36mg (9%)
Choline	12.2mg
Vitamin E	1.7mg (8%)
Omega 3	135mg
Total Omegas	268mg

Reference intake of an average adult (8 400 kJ/2 000 kcal)

The Impossible is now Possible!

TYPICAL 100% APPLE JUICE

Nutrition Facts	
Serv Size 8 fl oz (240mL)	
Servings 1 Drink Box	
Calories	110
	% of DV*
Total Fat 0g	0%
Sodium 20mg	1%
Total Carb. 27g	9%
Total Sugars 25g	
Incl. 0g Added Sugars	0%
Protein 0g	
Potassium 248mg	4%
Vitamin C 60mg	70%
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, and iron.	
*The %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

DE-SUGARED™ 100% APPLE JUICE

Nutrition Facts	
Serv Size 8 fl oz (240mL)	
Servings 1 Drink Box	
Calories	10
	% of DV*
Total Fat 0g	0%
Sodium 20mg	1%
Total Carb. 3g	1%
Total Sugars 1g	
Incl. 0g Added Sugars	0%
Protein 0g	
Potassium 248mg	4%
Vitamin C 60mg	70%
Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, and iron.	
*The %Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

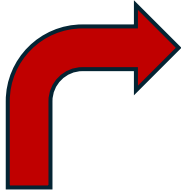
30% De-Sugared™ Apple Juice Concentrate 70% Apple Juice Concentrate

Nutrition Information	
	Per 8oz
Calories	90 Cals
Fat	0g
Of which Saturates	0g
Carbohydrate	20g
Of which Sugars	17g
Protein	0g
Potassium	250mg
Reference intake of an average adult (2000 cal)	
INGREDIENTS: Apple juice from concentrate 100% (apple 70%, de-sugared apple 30%).	

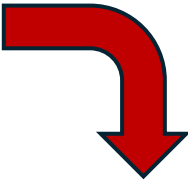
Sugar reduction without adding sweetener or flavor systems, resulting in a clean label.

8oz Fruit Juice Nutrition Comparison

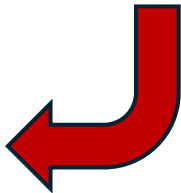
Complete Value Chain



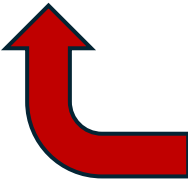
Product Development



Manufacturing/Distribution



Consumer Centric Approach



Patented De-Sugaring™ Method



De-Sugared™ Product Applications

Fruit and Vegetable Juice

Juice Drinks and Flavored Teas/Coffees

Carbonated/Sparkling

Beer

Energy Drinks

Water/Hydration

RTD Alcoholic Beverages

Low Alcohol and Zero Proof Options

Smoothies and Protein Drinks

Yogurts

Gummies

Powders/Crystals

Jams

Purees

Frozen Products



It's Here: Complete Fruit Nutrition W/O Adding Sugar!

Thank you!

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