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Imagine a World with No Nuts

- Skeeter Snacks is an allergy brand
- Provides specifically nut free snack options
- Owners- empathize with other parents who also have children who have an allergy to nuts



Dave Leyrer, owner of Skeeter Snacks, with his 4-year old son Remy who has an allergy to tree nuts and peanuts

Why would I want to eat a nut-free snack?

- Skeeter Snacks are all natural
- Whole Grain
- Bite Size Cookies
- All of our products are made in a dedicated nut free facility



Who buys nut-free snacks?

Individuals with a nut allergy

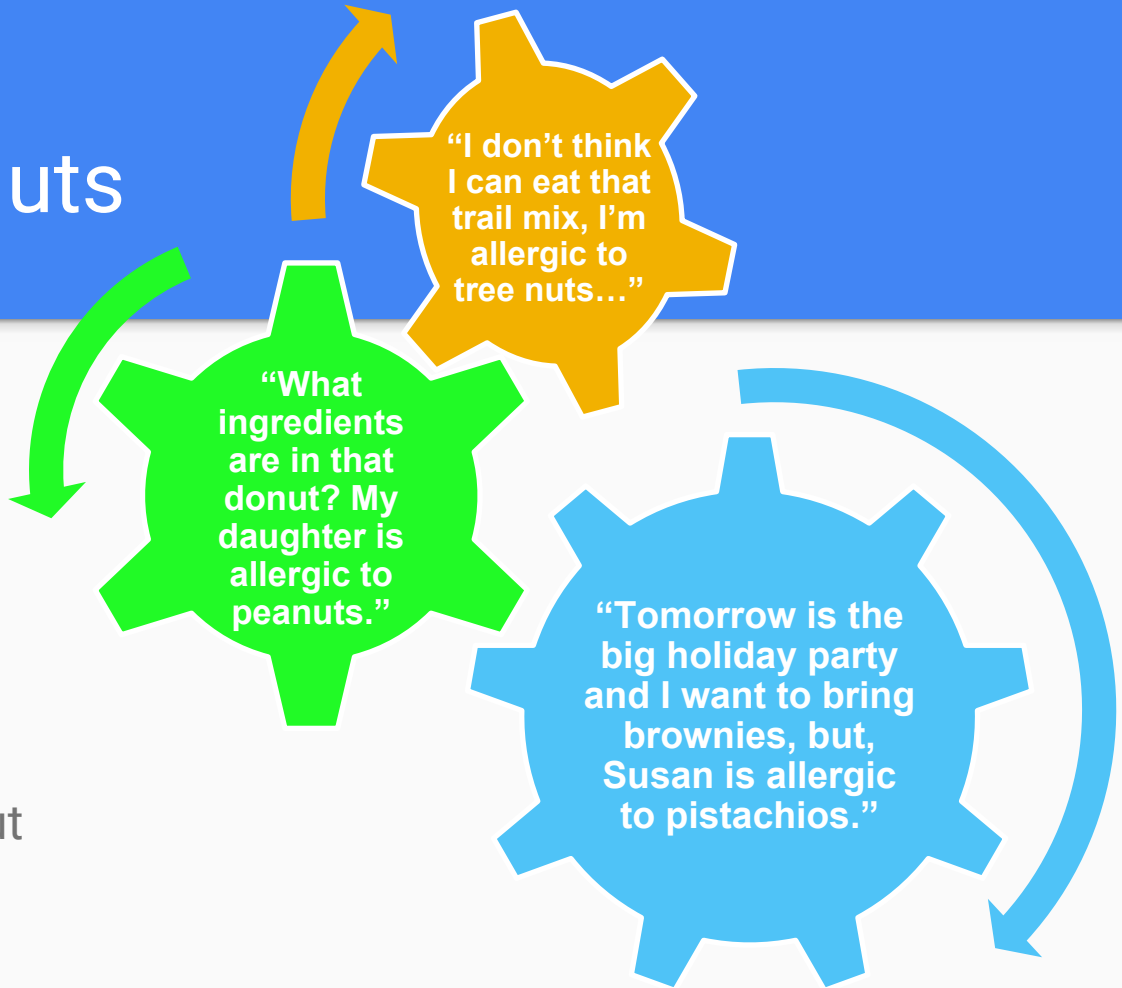
Parents of children with nut allergies

Friends, co-workers or family of
individuals with nut allergies



Thoughts about Nuts

- Frustrations reading food labels
- Lonely at the peanut-free lunch table
- Not sure how allergic a co-worker is to even peanut oil



Suburban Families Eat Nut-Free Snacks



- White, college-educated
- Married & parents
- Like to cook, garden and go bowling
- Drive their kids in a SUV
- Watch family-friendly sitcoms at dinner

“Is Nut Free, Not Fair?” Taylor, a Mom, will tell you No!

- Allergies can create parenting challenges
- Taylor blogged about another Mom’s opinion of nut allergies- “Most children’s food allergies are figments of their overprotective parents’ imaginations, and that nut-free rules in classrooms oppress the children who would otherwise embody rugged individualism and success through survival of the fittest”



A blog from Jessica, the Allergy Mom

*Jessica describes herself
as **neurotic**, clean,
concerned, **responsible**
for her child's safety and
could experience a "mini
heart attack" if her son,
Sam, touched cheese!*

*"**Bottom Line:** This is
serious stuff." - Jessica*

Hi! I'm Jessica. Former English teacher turned homeschooling mom of three. ESTJ. iPhone addict (in recovery). Anxiety overcomer. Allergy mom (only slightly neurotic). Loved by God, and wife to Mr. Fix Anything. I run a mean 12-minute mile and can make just about anything dairy free. I'm glad you're here!



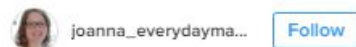
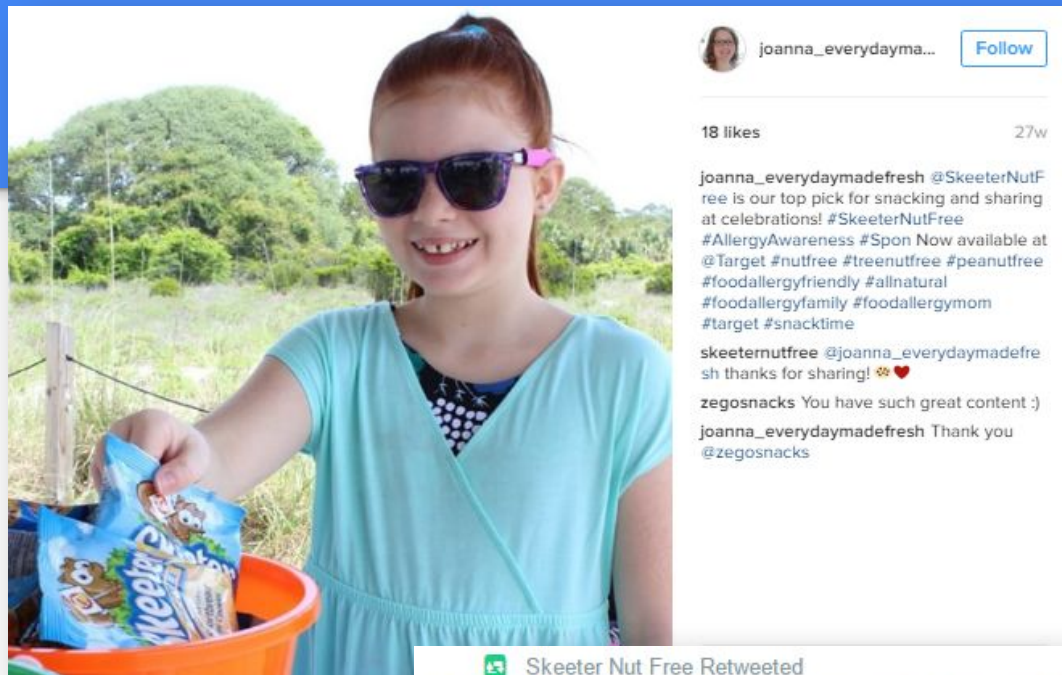
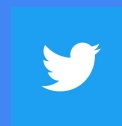
Moms Create a Social Community

Donna DeCosta, the mother of two sons with life threatening food allergies.

She uses the **Food Allergy Circle**, to share her personal and collected experiences as a person who has a relationship with a food allergic individual.



Moms are quite Social



joanna_everydayma...

Follow

18 likes

27w

joanna_everydaymadefresh @SkeeterNutFree
ree is our top pick for snacking and sharing
at celebrations! #SkeeterNutFree
#AllergyAwareness #Spon Now available at
@Target #nutfree #treenutfree #peanutfree
#foodallergyfriendly #allnatural
#foodallergyfamily #foodallergymom
#target #snacktime

skeeternutfree @joanna_everydaymadefre
sh thanks for sharing! 🍪❤️

zegosnacks You have such great content :)

joanna_everydaymadefresh Thank you
@zegosnacks



Skeeter Nut Free Retweeted



Allergen-Free Bakes @AllergyFreeCake · Nov 10

@SkeeterNutFree THANK YOU for making a product without seeds!
My seed and nut allergic kid is DELIGHTED! Got a sample at
#FABlogCon <3 <3 <3



1



1



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Moriah McPherson ▶ Skeeter Nut Free

May 11 · 🌐

Thank you so much for being a nut free company! We found your
chocolate chip cookies at Target yesterday. My 4 year old (peanut
allergy) was super excited when he saw the peanut free sign. He loved
the story on the box about the squirrel allergic to nuts! 😊 He is saving
the empty box so we can reread the story! The cookies are fabulous!!
Thanks for making a delicious and safe product!



1

1 Comment



Like



Comment



Share

Chronological ▼



Skeeter Nut Free Thank you so much for reaching out Moriah and sharing
this kind comment with us. We so appreciate it!
– Your Friends at Skeeter Snacks

Like · Reply · May 16 at 7:46pm · Edited

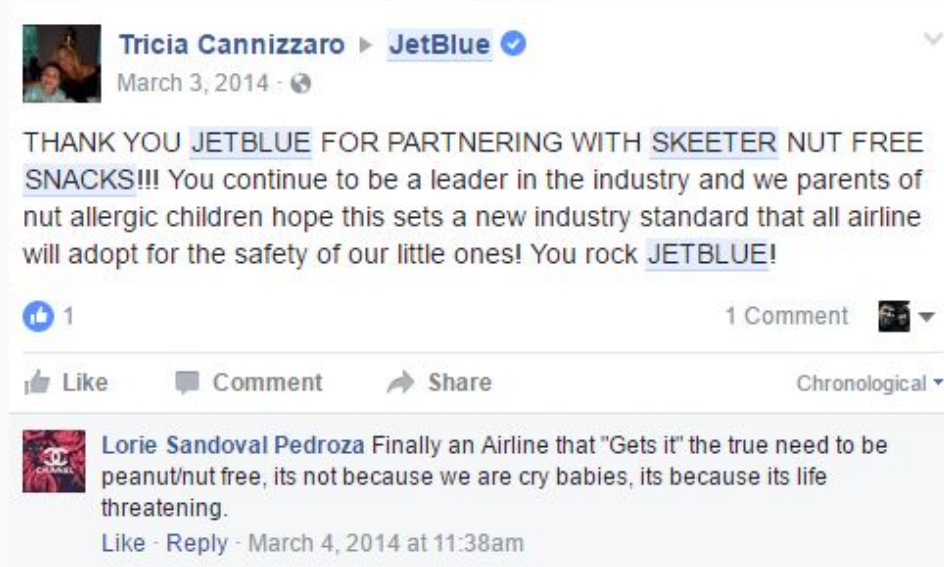





Write a comment...




“Hey Mom! I learned about this cool nut-free snack.”





- Sporting events for youth
- Schools- Classrooms- Teachers
- Babysitter
- On an airplane- Jet Blue




Tricia Cannizzaro  
March 3, 2014 · 

THANK YOU **JETBLUE** FOR PARTNERING WITH **SKEETER NUT FREE SNACKS**!!! You continue to be a leader in the industry and we parents of nut allergic children hope this sets a new industry standard that all airline will adopt for the safety of our little ones! You rock **JETBLUE**!

 1 1 Comment 

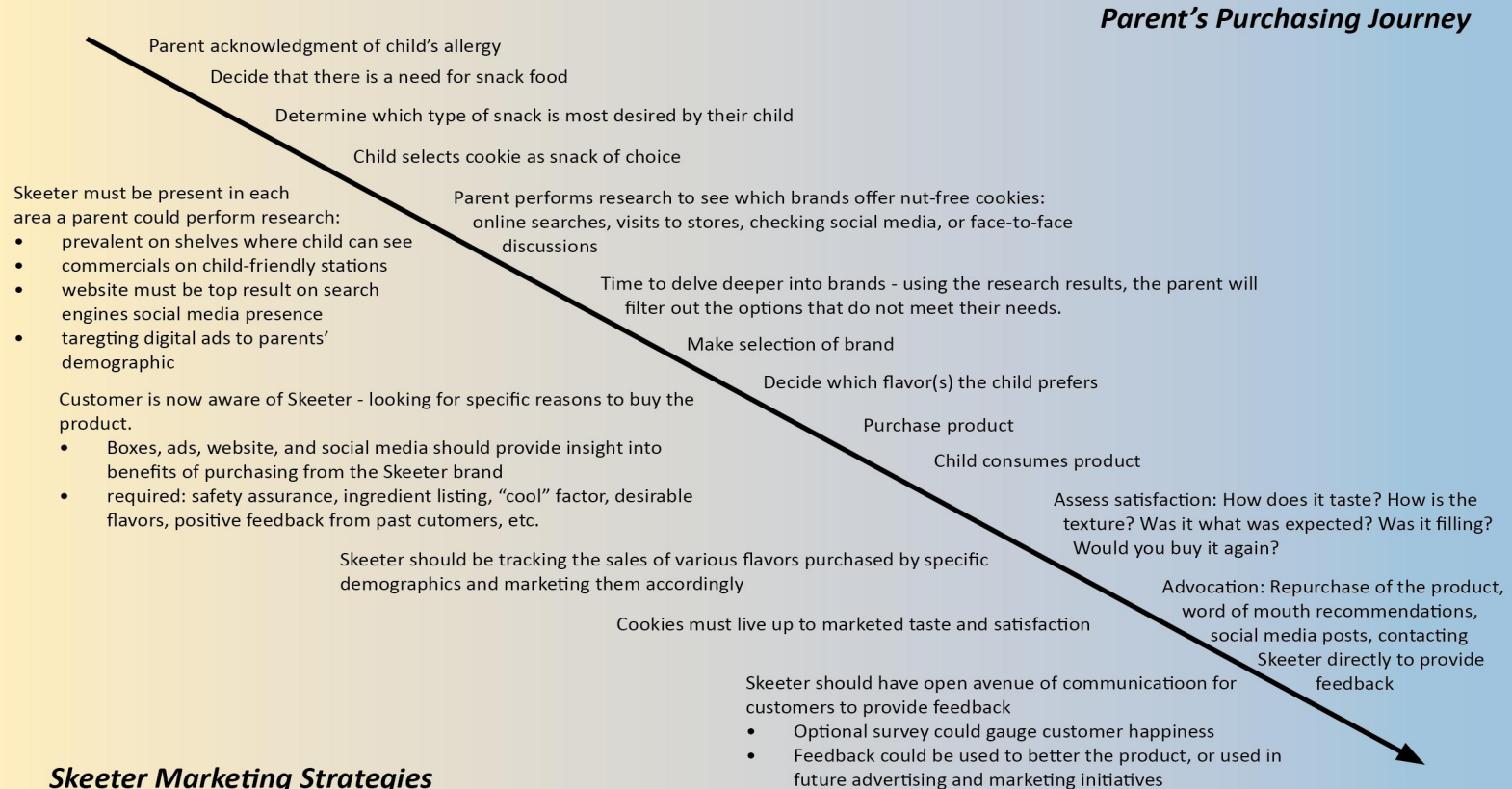
 Like  Comment  Share Chronological 

 **Lorie Sandoval Pedroza** Finally an Airline that "Gets it" the true need to be peanut/nut free, its not because we are cry babies, its because its life threatening.
Like · Reply · March 4, 2014 at 11:38am

“I wish I had another Mom to talk about my son’s nut allergy with...”

- Food Allergy Talk lists 13 groups that are nationwide
- Each state has several local groups themselves
- Ex: New York- Food Allergies: Coping, Educating, Supporting (FACES), Food Allergy Support and Education Group (FASE), Food Allergy Educational Alliance (FAEA), Parents of Asthmatic and Allergic Children (PAAC), WNY Food Allergy Connection and Protect Allergic Kids (PAK)

How do parents decide which nut-free snack to buy?



Primary Competitors - Nut Free Cookies



Secondary Competitors - Nut Free Snacks



Who Are Competitors Targeting?

Primary-Nut Free
Cookies (Oreo,
Chips Ahoy,
Pepperidge Farm,
Nestle, Keebler)

Children & Indirectly
Parents of Children
with Allergies

Parents of
Children or
Young
Adults with
allergies

Secondary - Nut Free Snacks
(Lay's, Doritos, Cheetos,
Ruffles, Pringles)

Adults, College-
Aged Young Adults,
Sports Fans

Health conscious but
enjoy snacking, Amy's
Nut Free Desserts &
Snacks

Health Conscious
adults and parents of
children with nut
allergies

Healthy Nut Free Snacks
(Yogurt, Grapes, Berries,
Bananas, Applesauce,
Organic Popsicles)



Strengths in Current Marketing

Areas of Improvement



Skeeter- Child-Friendly Character

JetBlue #IChipInSweepstakes

Available on
JetBlue flights



Strong Presence on Social Media



Narrow target market

Only Carry Bite-Sized

Limited Flavor Options

Opportunities for Growth

Cross Promotion with
Family Entertainment Centers and Theme Parks



Kid's Contests &
Sweepstakes



Include with
kids meals
at popular local
and chain
restaurants

Threats in the Marketplace

Cookies are perceived as unhealthy.

Sugar is a contributor to
increased rates of childhood
obesity, parents are seeking
healthier snack alternatives

Appeals only to children &
parents of children with
allergies

High number of competitors in
the market



Selection Behavior is Complex

Google Searches



Speaking with Physicians



Research



Reading Nutrition Information

Nutrition Facts

Serv. Size 6.2/25 oz (172g)
Serv. Per Cont. 3
Calories 370
Fat Cal. 160

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 18g	28 %	Total Carb. 31g	10 %
Sat. Fat 8g	40 %	Fiber 2g	6 %
Trans Fat 0g		Sugars 4g	
Cholest. 40mg	14 %	Protein 20g	
Sodium 1040mg	43 %		

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Vitamin A 10% • Vitamin C 6% • Calcium 35% • Iron 15%

INGREDIENTS: Pizza Crust (Wheat Flour, Water, Soybean Oil, Yeast, Sugar, Salt, Calcium, Propionate, L-cysteine), Low Moisture Part Skim Mozzarella Cheese (pasteurized part skim milk, cheese culture, salt, enzymes), powdered cellulose (to prevent caking) potassium sorbate and natamycin (preservatives), Tomato Sauce (Tomato Concentrate Made From Red Ripe Tomatoes, Salt, Citric Acid, Red Bell Pepper Powder, Natural Flavoring, Spice), Beef Sausage Crumbles (beef, water, salt, spice, sugar, monosodium glutamate, sodium phosphate, BHA, propyl gallate, citric acid), Water, Tomato Paste (tomatoes, citric acid), Pork Pizza Topping (pork, water, textured vegetable protein (soy flour, isolated soy protein, caramel coloring) spices, salt, sodium phosphate, sugar, garlic powder, monosodium glutamate), Canadian Style Bacon water added (cured with water, salt, dextrose, corn syrup, sodium phosphate, sodium erythorbate, sodium nitrite), Pepperoni (pork, beef, salt, contains 2% or less of water, dextrose, natural flavorings, natural smoke flavoring, sodium ascorbate, garlic powder, oleoresin of paprika, lactic acid starter culture, sodium nitrite, citric acid, BHA, BHT), Pizza Sauce Seasoning (salt, spices, onion, garlic, natural flavors, parsley)

CONTAINS: MILK, SOYBEANS, WHEAT

Marketing Cookies Outside the U.S. - India

What is the culture like?

- One of youngest populations in the world - mean age just below 29 years old in 2014
- Technological age = multitudes of new jobs, more fast-paced, need for convenience in their food choices
- Younger professionals = higher disposable income, less likely to save \$\$, more likely to indulge, and are less afraid to display what they eat or drink
- Drastic increase in snacking and purchasing of packaged foods, particularly "impulse" foods, such as cookies



What do Indians normally snack on?



- Traditional, non-packaged Indian snacks - potato or rice based, with heavy spices.
- Examples: Pani Puri and Batata Vada
- Sweeter snacks: Aam Papad, mango lassi, Aappam
- CRAX Corn Rings and CRAX Natkhat
- not known for their cookies - Nan Khatai is one of only popular homemade cookies
- One well-known packaged baked goods distributor: Anmol Biscuits
 - crackers, cakes and cookies, all of which include basic flavors such as chocolate, vanilla, butter, choco-orange, and coconut to name a few

Indian Snacking Habits

- 67% of Indians choose snacking over breakfast
- 56% are replacing lunch and dinner with snacks
- When asked to choose a favorite snack, 16% of those surveyed answered "chocolate", 15% prefer bread or sandwiches, 15% chose vegetables, and 14% selected fresh fruit like mango slices
- 59% said that they prefer a high fiber and high protein snack
- natural ingredients were important



MELLIZO BUTTER COOKIES



MELLIZO CHOCO ORANGE



MELLIZO COCONUT COOKIES



MELLIZO CHOCO VANILA

Marketing in India

- Nearly 68% of Indians live in rural areas
- Must understand the structure of local Kiranas (independent grocery retailers) is key to the success of the brand
- Appeal to the busy, young professionals on the go, primarily women
- Digital marketing
- Flavors: chocolate, mango, or coconut
- Healthy - source of protein or fiber
- Natural ingredients



Inspiration for Future Skeeter Snacks Digital Marketing



Analyze the ideals from Adam Ferrier, well-known Consumer Psychologist.

Adam Ferrier is the Chief Strategy Officer of media agency called Cummins & Partners

Defined different types of action spurs- to encourage someone to perform a desired behavior

Inspiration for Future Skeeter Snacks Digital Marketing

1. Create an advertisement that gives a testimonial of a Mom who struggles finding snacks for a nut free child that segways into finding Skeeter Snacks at their local grocery store
2. The Skeeter Nut Free - 30 Second Brand Video confirms the great taste!
<https://www.youtube.com/watch?v=RH1MfyNi8ow>
3. Create an ad that shows a cartoon story about Skeeter.



Skeeter Snacks Should Consider Holiday Cookies

- One of our competitors, **Smiley Cookie**, sells cookies that are not only peanut and nut free, but, they are also holiday themed.



5 Facts We Learned About the Marketplace

1. From the perspective of a parent, those who do not have a child with a nut allergy do not feel that they need to purchase a nut-free snack.
2. Selecting a nut-free snack requires a great deal of research.
3. Certain countries, such as India, do not have much of a cookie industry. Expanding into that marketplace would have the advantage of tapping into a market that isn't saturated with competitors.
4. The purchasing process is a team effort between parent and child.
5. In order to remain competitive in the nut-free cookie market, Skeeter should think about adding additional flavors and size options.