

WORTHY

we are all Worthy

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Worthy History

2016

With production a critical factor in the industry, our goals for 2016 are simple. We will focus on quality, consistency under the name: **Worthy** Selection.

2018

Setting an industry benchmark for quality.

2020

Address 2020 approval production facility in order. We are now well on track to deliver what our customers expect.

2022

Announce Worthy Selection **Worthy** Selection
New Worthy Selection **Worthy** Selection
Worthy Selection in 2022
Worthy Selection 2022
Worthy Selection

Address 2022 production for **Worthy** Selection. We will focus on the consistency of production and quality. We will focus on consistency under the name: **Worthy** Selection.

Worthy
- Address 2022 production of Worthy Selection.

2027

Worthy Selection 2027. We will focus on consistency under the name: **Worthy** Selection.

2029

Worthy Selection in 2029. We will focus on consistency under the name: **Worthy** Selection.

2031

Worthy Selection 2031. We will focus on consistency under the name: **Worthy** Selection.

2033

Worthy Story

The Worthy story started in late 2014 when Ashlee stumbled into an addiction recovery room. Having spent most of her adult life in active addiction, it was high time. But shifting to a sober life did not happen overnight - it was tough work. In 2016, Ashlee started to get her zest for life back with the help of 12 Step groups. She found a passion for preserving, and decided to make jam for a living. Her hope is that, one jar at a time, we can normalize conversations about addiction and remind everyone:

we are all worthy.

Over the years Worthy as a brand has emphasized Ashlee's personal story of addiction as the backbone of Worthy's mission. Wanting to differentiate the brand from the personal story of Ashlee, in 2023 we have made a shift away from the personal story to a more collective message of self love and worthiness. We achieve this messaging through our social media channels.



Worthy Marketing

demos and consumer data



Marketing is achieved mostly through in-store demonstrations. At the peak of our demo campaign in 2019 Worthy was running 8+ in-store demos per month in Edmonton and Calgary. In-store sales are run through Sobey's, Safeway and Calgary Co-op.

A research project was conducted by our marketing student in 2020. Sales data showed that Worthy's target market is:

target market

- Female
- Age 25-50
- Married with kids
- In search of healthier and higher quality food products.

60% of millennials prefer health-conscious food alternatives and will pay more money for a product they enjoy.

Source: Forns International(2019).

Worthy Marketing

social media, website, and SEO

social media



100K followers, 100K posts, 100K likes, 100K comments, 100K shares, 100K retweets



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SEO initiatives

Keyword research

Blog posts

Optimizing meta tags

Backlinking

Internal linking

Recipe postings

Online Sales Channels

Etsy

Etsy page

Since 2017

23K visits

Conversion rate of 1.6%

Over \$8k in sales

 **shopify**

Shopify website

Since July 2022

7K visits

Conversion rate .35%

Over \$6k in sales

F A I R E

Faire Wholesale

Since April 2021

700 visits

Conversion rate 5.5%

Over \$14K in sales

Production Partners

Food Processing Development Centre

As of 2023, Worthy jam production (jar & pot) occurs at the Food Processing Development Centre in Leduc, AB.

The FPDC is a 45,000 sq ft food production plant and is AB government run rental for the west processing area includes access to two technicians and a food scientist. The FPDC supports food producers at all levels of their business including: Food safety, CRA, and Haccp support, product development & distribution, and access to new markets.

<https://www.alberta.ca/food-processing-development-centre.aspx>

Mini Kitchen

Mini Kitchen, a co-packing facility located in Edmonton, produces Worthy's salsa.



Distribution

Gordon

FOOD SERVICE

Alberta wide distribution
Pallet pick ups
Worthy jam storage

Our valued distribution partners are a vital part of our network. We work with the following distributors & shipping companies to make sure our stores get their orders reliably and safely.



Distribution to all Calgary
Co-ops and Fresco Bros.



ClickShip

Online platform for shipping
through all major carriers.
Used to ship parcels
outside of Alberta

World Wide Specialty Foods

Distribution to Santeos
Other network of buyers.

Trexit

Calgary City limits delivery

Store Partners

Worthy supplies yummy jams and sales to over 250 stores throughout Canada!

Below are some of our store partners:



**CALGARY
CO-OP**

SAFEWAY



sobeys



save on foods



SUN TERRA
market



**COMMUNITY
natural foods**



**LINEN
+ LORE**



Ingredients and Raw Materials Suppliers

Worthy needs the best ingredients to make the best jam! Below are some of our suppliers:

Gordon
FOOD SERVICE

Sysco



RICHARDS

Student Employees



ventureforcanada

To keep the wheels of the jam cog turning we have utilized subsidized student employees from Venture For Canada. VFC has been instrumental in helping Worthy show up professionally in digital and real world spaces, while keeping in mind our bottom line. Since 2020 Worthy has hired 5 student workers through VFC to manage marketing & socials, website development & E-commerce, SEO, digital materials, bookkeeping, in-store demos, and grant applications.



Digital Data and Historical Records

All Worthy can see the value of keeping meticulous records and accurate & relevant historical data. Included in the sale of Worthy will be two Google Drives: Worthy Operations and Worthy Marketing. The data in these drives will provide you with all the information you need to continue with Worthy's growth.

In addition to this we have historical financial records (2022 onward) which would be shared in the scenario of a purchase agreement.

Worthy Operations

- Recipe formulations
- Recipe costing based on each production run
- Ingredient documentation for CPA tracking
- CPA Month Results
- Promotion forms for grocery retail
- Previous grant applications
- Venture for Canada forms
- Accounting documentation
- Sales information

Worthy Marketing

- Brand guide
- Sales deck
- Call sheets
- Photography assets
- Product label design
- Custom graphics and art
- Data from previous collaborations

Thank You



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worthy



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