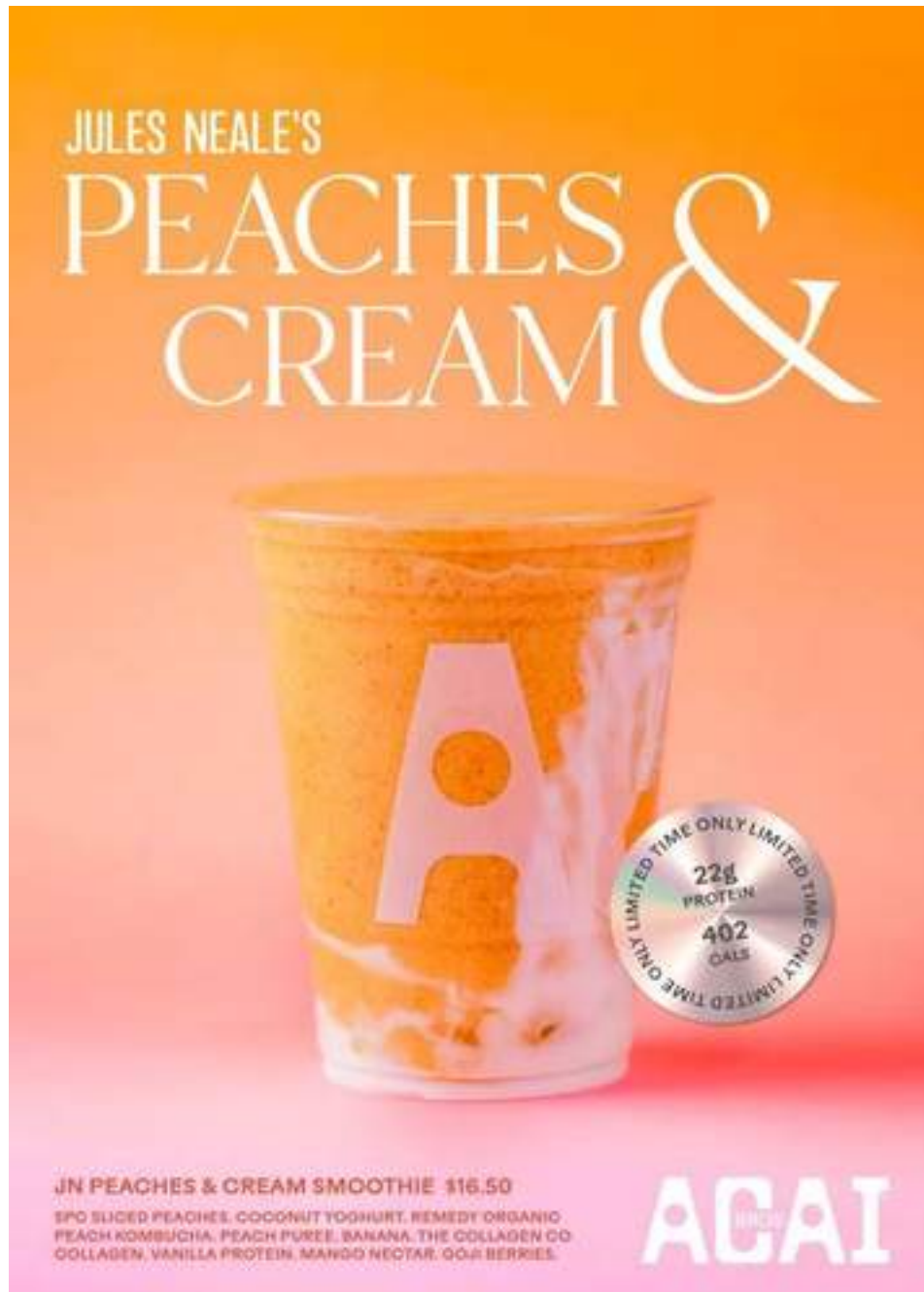


JULES NEALE
PEACHES & CREAM SMOOTHIE
Launch Kit



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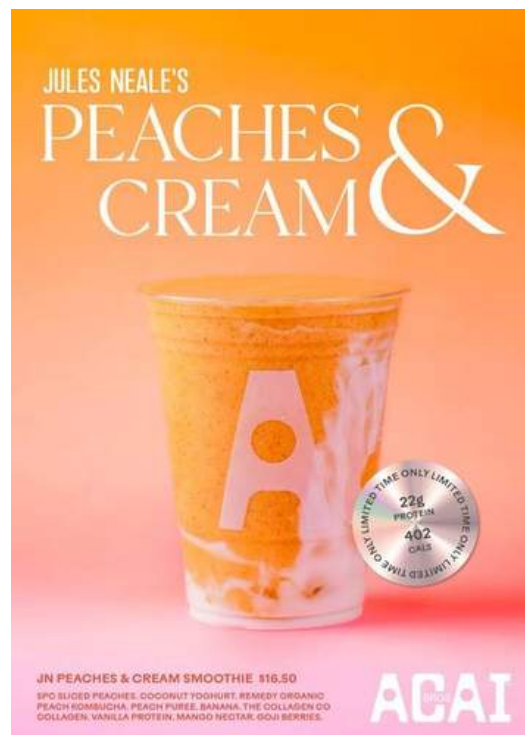
ACAI
BROS

This will be Acai Bros's first limited time only, brand exclusive, celebrity smoothie and it's up to all of us to make it the brands most successful campaign yet (so we can do more in the future)!

This campaign is targeted to drive 'Over the Counter' sales and here our aspiration of "being customers first choice for flavour-forward, feel-good and functional acai, smoothies and frozen yoghurt".

| KEY INFORMATION | |
|---------------------|---|
| Start Date | Thur 19 March |
| End Date | Sun 15 June (stores can continue selling post this date until stock is depleted) |
| Objectives | Drive new customers to the brand through an exclusive 'new' product and unlock new audiences by attaching ourselves to a celebrity and utilising their channels to promote. |
| Pillars | <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #f08080; border-radius: 15px; padding: 10px; text-align: center;">Product Innovation</div> <div style="background-color: #f08080; border-radius: 15px; padding: 10px; text-align: center;">Sales Growth</div> </div> |
| Measures of Success | <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #f08080; border-radius: 15px; padding: 10px; text-align: center;">2% Total Sales</div> <div style="background-color: #f08080; border-radius: 15px; padding: 10px; text-align: center;">Top 3 Smoothie Category</div> <div style="background-color: #f08080; border-radius: 15px; padding: 10px; text-align: center;">Positive LFL Sales</div> </div> |
| Pricing/Offer | The smoothie will be sold at \$16.50 OTC and \$19.50 Delivery |
| Parameters | Available on all channels (ATE Rewards, UberEats, DoorDash, ATE, Over-the-counter) |
| Forecasting | <p>Forecasting was based off each stores last three months Vita Mango Smoothie sales.</p> <p>Each store will be allocated:</p> <ul style="list-style-type: none"> • Remedy Peach Kombucha (\$23.40 per 12 x 330ml Carton delivered) • The Collagen Co. Unflavoured Collagen Powder (FREE) • Monin Peach Puree (\$33.90 per 1L bottle + delivery) <p>All other ingredients are available for order on Bidfood.</p> |

| MARKETING | |
|----------------|---|
| Printed Assets | <p>Quantities for each vary by location: A5 Promo Flyer A4 Counter Card A-Frame Posters *artwork as below</p> <p>Please ensure this replaces any current campaigns. Counter card should be displayed front and center by your POS.</p> |
| Delivery | <p>Full launch on all delivery aggregates will occur Thur 19 March. The launch will feature as it's own category at the top of the delivery menu.</p> |
| ATE Rewards | <p><u>Push notifications</u>: x2 per month during campaign <u>App</u>: Homescreen banner to launch <u>eDM</u>: x2 per month during campaign</p> |
| PR | <p>We have engaged a PR agency (iD Collective) to develop and distribute a media release. This will be pitched to all relevant media outlets in VIC, NSW, QLD & WA. Reaching out to media directly ensures we have the best opportunity possible to have this activity written about, and helps generate earned media (advertising we haven't paid for) to propel this campaigns reach and awareness.</p> |



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MARKETING

| | |
|------------------------|--|
| <p>Launch</p> | <p>We have worked in collaboration with creative production agency Noise Complaint, to assist in creating a suite of assets for the campaign. Due to the nature of our agreement with Jules, only the National page will be able to post these directly, please only re-share the images posted by the National page. Once the Tease and Launch phases are complete, we will share some smoothie-focused content to this below Google Drive.</p> <p>Link to asset drive here. You will only be given access to this drive when you request it, this is not an open link, this is to manage who is able to see and download these assets</p> <p><u>KEY DATES:</u> TEASE #1 - Sun 15 March - 6pm TEASE #2 - Tue 17 March, 6pm TEASE #3 - Wed 18 March - 12pm LAUNCH - Thur 19 March - 8.30am</p> |
| <p>Do's and Don'ts</p> | <p><u>DO:</u></p> <ul style="list-style-type: none"> • Reshare tease and launch assets • Use approved campaign hashtags: <ul style="list-style-type: none"> ◦ #acaibros ◦ #julesnealepeachesandcream ◦ JNpeachesandcream • Use pre-approved copy guide (to be provided post initial Launch in asset drive) <p><u>DO NOT:</u></p> <ul style="list-style-type: none"> • Screengrab/shot images and post, reposting/sharing only of Tease and Launch assets. Other assets will be provided for local accounts to post after the initial launch is completed. • Use unapproved brand hashtags like #acaibrothers • Tag Jules in any content • Reference Jules' personal life in any way, including any reference to Lachie Neale, the Brisbane Lions or the AFL. |

SOPs

| Section | Ingredient | Brand | Quantity |
|----------------|-------------------|-----------------|--------------------|
| Base | Peach Kombucha | Remedy | 1/4 cup |
| Base | Mango Nectar | Golden Circle | 1/4 cup |
| Base | Frozen IQF Banana | Speed Berry | 1/4 cup |
| Base | Sliced Peaches | SPC | 6 pieces |
| Base | Goji Berries | | 1 tbsp |
| Base | Collagen | The Collagen Co | 1 tbsp |
| Base | Vanilla Protein | Flavour Makers | 1 tbsp |
| Base | Peach Puree | Monin | 1 tbsp |
| Base | Coconut Yoghurt | Nudie | Flat dollop 24 |
| Base | Ice | | 180ml Scoop (100g) |
| Cup Decoration | Coconut Yoghurt | Nudie | 1/2 Flat dollop 24 |

Decoration Note:

Coconut Yoghurt (Nudie) - 1/2 Flat dollop 24 (20g)

Apply to the bottom of the cup and using a the dollop 24 scoop, ripple smear it to the top covering the “C Bros” until the Coyo reaches the top of cup. (Not applicable for WA).



| COGS | |
|-----------------------------------|---------|
| COGS | \$3.84 |
| Sale Price | \$16.50 |
| Sale Price EX GST | \$15.00 |
| COGS % | 23.27% |
| OTC MARGIN \$ | \$11.16 |
| OTC MARGIN % | 67.64% |
| DELIVERY Sale Price | \$19.50 |
| DELIVERY Sale Price EX GST | \$17.73 |
| DELIVERY COST (26.5%) | \$5.17 |
| TOTAL COST | \$9.01 |
| TOTAL COST % | 51% |
| DELIVERY MARGIN \$ | \$8.72 |
| DELIVERY MARGIN % | 49% |

SUPPLY

To ensure you are Promo Ready, all stores must ensure:

- Appropriate level of smoothie cups, lids and straws (O'Kelly)
- All ingredients have been ordered and received
- Team members are all aware of the campaign and how to make the smoothie to recipe and at speed

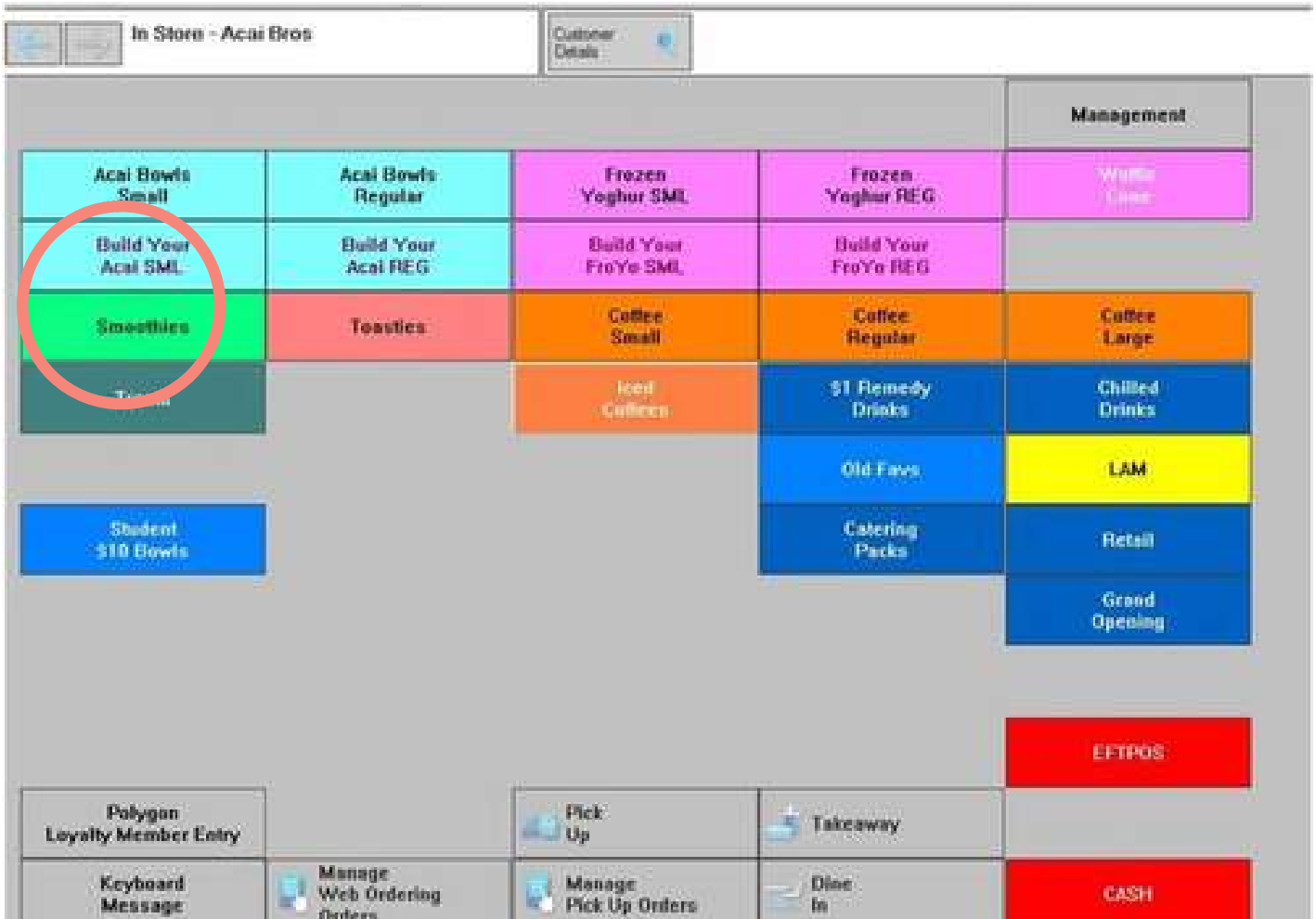
Remedy Peach Kombucha, The Collagen Co Collagen Powder and Monin Peach Puree will be allocated. For top up orders of Kombucha and Collagen Powder please email Callum. For Monin Peach Puree please source locally.

The initial Collagen Powder allocation will provided at zero cost and this stock may only be used within this smoothie.

SPC Sliced Peaches Peaches Sliced in Juice is Bidfood Code 1181

REDCAT POS FLOW

The JN Peaches and Cream smoothie will be located under Smoothies on your POS. Please refresh your POS ahead of launch and check the button is working.



CUSTOMER SUPPORT

Please continue to log all feedback via this Feedback Tracker [here](#).

Please note, our Guest Relations team continues to monitor digital channels on a daily basis and further sharing any customer feedback for our consideration.

REPORTING & TARGETS

As always, we will be monitoring sales data by channel on a weekly basis to ensure item sales are in line with our targets. We suggest setting a weekly store target of 50 JN Peaches & Cream Smoothies sold and checking in each week to understand how this goal is progressing.

STORE / FP SUPPORT

If you have any questions about this Launch Kit, we are always here to support you to ensure this is a smooth process for everyone. Please reach out to:

Madeleine Page, Brand Manager, madeleine.page@concepteight.com.au

Ant Juwono, National Operations & Training Manager, antony@concepteight.com.au | 0476 829 497

Emma Ngov, Growth & Support Manager (QLD), emma.ngov@concepteight.com.au | 0469 792 172

Sunny Lan, Growth & Support Manager (WA) Sunny@concepteight.com.au | 0481 294 987

Megan DeHaas, General Manager - Marketing, megan.dehaas@concepteight.com.au

Callum Mackay, General Manager (GM), callum@concepteight.com.au

SUCCESS

Maximise success for this campaign by ensuring every team member is aware of the campaign, conduct sampling with the team so they can experience it themselves, and provide a genuine recommendation to customers who ask about it.

KEY TEAM MESSAGING

Key information to help staff with common questions they may be asked during the campaign.

Who is Jules: Jules Neale is a Perth-based content creator and mum of two, formerly the wife of Lachie Neale (Brisbane Lions player). Jules has built a loyal online community around wellness, family and her personal style. She's passionate about health, looking after herself from the inside out, and products that actually do what they say they do — which is exactly why this collab made sense. The JN Peaches & Cream was created with Jules and reflects her love of feel-good food that tastes as good as it looks.

How long is it available for? Encourage staff to tell customers this is for a limited time only, if pressed they can say “until May/June”

What does it taste like? A vibrant and refreshing peach smoothie blending Remedy Peach Kombucha, SPC Australian sliced peaches, coconut yoghurt and mango nectar with banana, The Collagen Co collagen powder and vanilla protein for a creamy, refreshing finish.