

EFFi Foods

Eco Friendly Foods Initiative®

Mission Sustainability Philanthropy

Probiotic
CareBar®

WELLNESS & NUTRITION

**MAKE THE MOST
OF YOUR SNACK
BUY. GAIN. GIVE.™
DEDICATING BUSINESS
to SOCIAL GOOD**

**GREEN TEA &
HONEY LEMON**

**COCONUT &
CACAO NIBS**

**GOJI &
CASHEW**

**PROBIOTICS:
DIGESTION &
IMMUNITY**

**ORGANIC
INGREDIENTS**

**VITAMINS:
CARDIOVASCULAR
BLEND**

**PHILANTHROPY:
EFFi Care360™**



Why is EFFi bar different?



Every EFFi bar is certified and accredited by many.

It is USDA Certified Organic, Gluten Free, Non-GMO, Kosher, and Vegan. Our product meets Cleveland Clinic's Go! Healthy strict nutritional guidelines and is THE ONLY bar on the market today that is certified by Cleveland Clinic.



Why is EFFi bar good for you?

Our Probiotic CareBar® was handcrafted using wholesome, all-natural, unprocessed, organic ingredients. It has no trans fats, high-fructose corn syrup, cholesterol, GMO, artificial sugars or flavors, animal or soy protein, and it is gluten free. Each bar is enriched with a daily dose of dairy-free probiotic, which supports digestion and immunity, and our Green Tea & Honey Lemon bar is infused with the proprietary cardiovascular vitamin blend, to support heart's health. EFFi bar has the perfect combination of fiber and proteins to keep you fuller longer. Brown rice and pea proteins are powerful on their own, but combined together, they provide a rich supply of amino acids and are also a great choice for vegans. EFFi bars are also loaded with powerful antioxidants, such as organic goji berries, organic sprouted flax, and organic cashews, Fair Trade Certified™ Organic Cacao Nibs, organic coconut pieces and organic vanilla extract.



Why is EFFi bar organic?

Organic food is grown naturally the way nature intended it, without the use of synthetic fertilizers, pesticides, herbicides, insecticides, hormones, antibiotics, sewage sludge, irradiation, or any genetically modified organisms. When you buy organic, you support sustainable agriculture, promote a less toxic environment, and become a part of the sustainable future of our planet. That's why every EFFi bar is USDA certified organic.





Mission statement

Journey
beyond
basic
nutrition



EFFi Foods is a company for producing organic, holistic foods and nutraceuticals with its main focus on delivering nutritionally unprecedented snacking options with exceptional taste for people on-the-go.

SOCIAL AND ENVIRONMENTAL STATEMENT

We are dedicated to an inclusive green economy, and we will make changes and advancements in accordance with our core values and environmental standards.

OBJECTIVES

Equitable supportive workplace

- We make an explicit effort to promote bio diversity in the company (religion, race, sexual and gender identity)
- We provide flexible schedules to promote work life balance

Educating employees, customers & vendors

- Twice annually sustainability seminars
- Green advocacy through bringing awareness and integration of environmental education into variety of campaigns (EFFi Care360™)

Minimizing transportation impacts

- Encourage employees carpools, public transportation
- Replace work travel when possible by telepresence or long-distance communication
- Using hybrid trucks to deliver our products

Conserving resources, recycling & minimizing waste

- We strive to minimize our negative impact on the environment by incorporating recycled and/or compostable, biodegradable packaging materials that prevent and/or reduce waste
- Our green focus is consistent throughout our business model. With attention to details and commitment to triple bottom line principles we use collateral and brochures made from recycled, non-bleached paper and non-toxic inks
- Established paperless billing

Support local communities and producers from developing countries

- Support organic local producers
- Buy fair trade products when possible

Volunteerism

- Paid hours for employees/contractors to volunteer to the local charity of their choosing

Digestive Health, Immunity & Probiotics



Probiotics are increasingly being targeted to provide relief in new areas such as inflammatory diseases, allergy prevention, cholesterol reduction and prevention of colon cancer, apart from traditional benefits that they provide in gastrointestinal problems.¹

Probiotic literally means “for life.” Probiotics already feature strongly in the nutraceuticals market due to the popularity of probiotic yoghurts, and as technological challenges are being overcome and consumer awareness continues to rise, probiotics are also increasingly moving beyond dairy. With science uncovering ever more health benefits associated with probiotics, they become one of the most versatile functional ingredients of all times.

With further advancement in technology, probiotics usage extends beyond the current realms of gut health to several other areas of human health.

PROBIOTICS: MOVING BEYOND DIGESTIVE HEALTH

In the past few years, there has been a growing awareness among consumers globally of the connection between digestive health and immunity. The gastrointestinal (GI) tract is now recognized as a very active immune center. Indeed, the GI tract contains more than 80% of the body's antibody-producing cells. Importantly, the digestive tract comprises an entirely separate immune system, which was not fully appreciated until recently.²

PEOPLE NOW WANT MORE THAN JUST YOGURT.

EFFi Foods uses a NON-DAIRY PROBIOTIC GanedenBC³⁰. This ultra-revolutionary product enables us to accommodate all consumers; including those who are lactose intolerant and/or vegan. Our challenge has been in choosing a strain of probiotic cultures that can flourish outside of the traditional dairy market. This probiotic has several unique characteristics, making it an ideal choice for EFFi Foods to use in all of products: Probiotic CareBar®. It is the only probiotic capable of surviving the rigorous processes of mixing, baking, high pressure, heat, and freezing conditions.

DIGESTIVE AND IMMUNE SYSTEMS OF THE HUMAN BODY ARE CLOSELY LINKED, AS 70% OF THE IMMUNE SYSTEM IS COMPRISED OF GUT-ASSOCIATED LYMPHOID TISSUE; IT IS NO SURPRISE THAT PROBIOTICS HAVE BEEN SHOWN TO HAVE BENEFICIAL IMPACT ON BOTH DIGESTIVE AND IMMUNE FUNCTION.³

CLINICAL EVIDENCE (GanedenBC³⁰)

Improved Abdominal Pain and Bloating in Patients with IBS

Symptoms of irritable bowel syndrome (IBS) can have a profound impact on emotional health and quality of life, and current treatments are sometimes unsatisfactory for patients facing this lifelong disease. Probiotics, which can normalize gastrointestinal micro flora, may alleviate symptoms of IBS.⁴

Increased Immune Response to Viral Challenge

Viral respiratory tract infection is the most common illness among humans. Probiotics have been known to enhance the immune system and, therefore, may represent a significant therapeutic advancement for treating viral respiratory tract infections.⁴

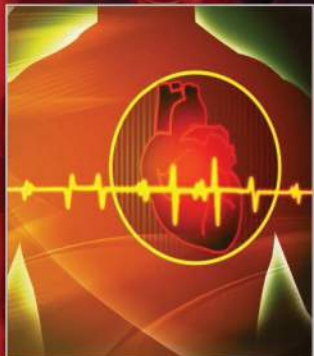
- Kosher
- Non-GMO
- Self-affirmed GRAS



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2. <http://www.packagedfacts.com/Boosting-Immunity-Digestion-2286571>
3. http://xa.yimg.com/kq/groups/12966545/909099993/name/Ganeden_Research_Study%5B1%5D.pdf
4. http://www.plthomas.com/sites/plthomas.com/files/ckfinder/userfilesfiles/GBC30_Info_Book.pdf

Cardiovascular Health



Heart disease and stroke remain among the leading killers of Americans, together accounting for one in every three deaths each year. "The mortality rate going down is good news; however, the fact that the burden of disease is so high indicates that we may have won a battle against mortality but have not won the war against heart disease and stroke," said Roger, professor of medicine and epidemiology at the Mayo Clinic College of Medicine and chair of health sciences research at the Mayo Clinic in Rochester, Minn

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- **Calcium**
Our body needs calcium to build and maintain strong bones. Our heart, muscles and nerves also need calcium to function properly.² Calcium and vitamin D supplementation is good in osteoporosis prevention³; may help improve bone mineral density and attenuate bone loss.
- **Magnesium**
Needed for more than 300 biochemical reactions in the body. It helps maintain normal muscle and nerve function, keeps heart rhythm steady, supports a healthy immune system, and keeps bones strong. Helps regulate blood sugar levels, promotes normal blood pressure, and is known to be involved in energy metabolism and protein synthesis.⁵⁻⁶ There is an increased interest in the role of magnesium in preventing and managing disorders such as hypertension, cardiovascular disease, and diabetes. Dietary magnesium is absorbed in the small intestines. Magnesium is excreted through the kidneys.⁴⁻⁷
- **Copper**
Is an antioxidant nutrient for cardiovascular health⁸; A marginal (i.e., 'mild') copper deficiency can impair human health in subtle ways. People affected suffer from lowered resistance to infection, general fatigue, impaired neurological function, and elevated risk for coronary heart disease and osteoporosis.⁹
- **Selenium**
Essential element, serving as an antioxidant that may help limit the oxidation of LDL cholesterol and thereby help to prevent coronary artery disease.¹⁰⁻¹²
- **Vitamin C**
Supplementation with ascorbic acid may promote heart health due to age-related declines in arterial flexibility and function.¹³
- **Vitamin E**
Helps prevent oxidation of LDL cholesterol which can contribute to atherosclerosis.¹⁴
- **Vitamins B6, folic acid, and B12**
Together these B vitamins work to reduce levels of homocysteine in the blood, which can damage the lining of blood vessels and increase the risk of a stroke.¹⁵



*As part of a balanced diet and healthy lifestyle



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ORGANIC Wellness Food ON-THE-GO



Multi Action Bar



Probiotic CareBar®

JASMINE GREEN TEA & HONEY LEMON

In collaboration with Cleveland Clinic dietitians and wellness experts we created the healthiest snack without sacrificing great taste. Our Probiotic CareBar® *Jasmine Green Tea & Honey Lemon* is the wellness bar where traditional ingredients, loaded with antioxidants, meld together to create a unique on-the-go healthy snack. It has the perfect amount of fiber and protein to keep you fuller longer in between meals. It is also enriched with a daily dose of dairy-free Probiotic & our Proprietary Cardio Vitamin Blend. Through sustainable business approaches that are also fair and equitable to both the world environment and to humanity, EFFi Foods redefines understanding of food on-the-go.

ORGANIC * GLUTEN FREE * NON GMO * KOSHER * VEGAN * RAW 82% * DAIRY FREE



- ✓ Organic ingredients
- ✓ Non-Dairy Probiotic by GanedenBC³⁰
- ✓ Raw ingredients
- ✓ Organic brown rice + pea protein
- ✓ Low sodium
- ✓ 0 Trans fat
- ✓ 0 Cholesterol
- ✓ No GMO
- ✓ No MSG
- ✓ No added sugar, No artificial sweeteners, No sugar alcohols
- ✓ No trans fats, No fractionated palm kernel oil
- ✓ No milk fat
- ✓ No soy protein
- ✓ No preservatives, No additives
- ✓ No dairy
- ✓ No high fructose corn syrup



BENEFITS

Supports digestive health
Supports immune function
Supports heart health
Promotes environmental health

GOOD Carbs: Low glycemic “slow burn” carbs and fiber

ESSENTIAL Fats: Heart healthy fats from nuts & nut butters

NON-ANIMAL Proteins: Highest biological value in organic brown rice protein and organic pea protein, both delivering complete amino acid profiles

Nutrition Facts	Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
	Total Fat 6g	9%	Total Carbohydrate 20g	7%
	Saturated Fat 0.5g	3%	Dietary Fiber 2g	8%
	Trans Fat 0g		Sugars 17g	
	Cholesterol 0mg	0%	Protein 7g	
	Sodium 40mg	2%		
	Vitamin A 0%		Calcium 4%	
	Vitamin C 0%		Iron 6%	

*As part of a balanced diet and healthy lifestyle

INGREDIENTS:

Organic Date Paste, Organic Almond Butter, Organic Inulin, Organic Brown Rice Protein, Organic Cranberries, Organic Honey, Organic Chia, Organic Raisins, Organic Jasmine Green Tea Powder, Organic Pea Protein, Organic Sprouted Flax, Organic Spirulina, Proprietary Cardio Vitamin Blend, Organic Lemon Oil, Non-Dairy Probiotic (*Microcrystalline Cellulose, Bacillus coagulans* GBI-30 6086).

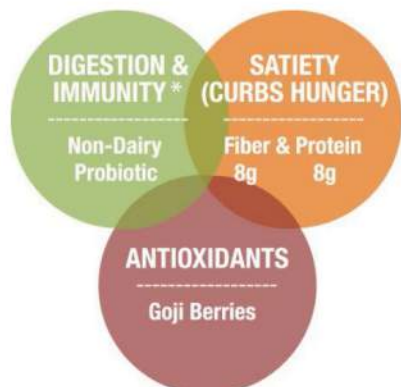
CONTAINS: Almonds. Manufactured in a facility that processes tree nuts, peanuts, seeds, soy, wheat and dairy (milk).



ORGANIC Wellness Food ON-THE-GO



Triple Action Bar



Probiotic CareBar®

GOJI & CASHEW

In collaboration with Cleveland Clinic dietitians and wellness experts we created the healthiest snack without sacrificing great taste. In this nutrition bar we combined goji berries, cashew nuts & cinnamon to achieve an extraordinary taste. It has the perfect amount of fiber and protein to keep you fuller longer in between meals. To support digestive health we infused the recipe with a daily dose of dairy-free Probiotic. Probiotic CareBar® *Goji & Cashew* is a great way to snack on-the-go. Through sustainable business approaches that are also fair and equitable to both the world environment and to humanity, EFFi Foods redefines understanding of food on-the-go.

ORGANIC * GLUTEN FREE * NON GMO * KOSHER * VEGAN * RAW 82% * DAIRY FREE



- ✓ Organic ingredients
- ✓ Non-Dairy Probiotic by GanedenBC³⁰
- ✓ Raw ingredients
- ✓ Organic brown rice + pea protein
- ✓ Low sodium
- ✓ 0 Trans fat
- ✓ 0 Cholesterol
- ✓ No GMO
- ✓ No MSG
- ✓ No added sugar, No artificial sweeteners, No sugar alcohols
- ✓ No trans fats, No fractionated palm kernel oil
- ✓ No milk fat
- ✓ No soy protein
- ✓ No preservatives, No additives
- ✓ No dairy
- ✓ No high fructose corn syrup



BENEFITS

Supports digestive health
Supports immune function
Promotes environmental health

GOOD Carbs: Low glycemic “slow burn” carbs and fiber

ESSENTIAL Fats: Heart healthy fats from nuts & nut butters

NON-ANIMAL Proteins: Highest biological value in organic brown rice protein and organic pea protein, both delivering complete amino acid profiles.

Nutrition Facts

Serving Size 1 bar (45g)
Servings Per Container 1
Calories 160
Calories from Fat 60

Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
Total Fat 7g	11%	Total Carbohydrate 21g	7%
Saturated Fat 1.5g	8%	Dietary Fiber 8g	32%
Trans Fat 0g		Sugars 9g	
Cholesterol 0mg	0%	Protein 8g	
Sodium 80mg	3%		
Vitamin A 0%	Vitamin C 0%	Calcium 2%	Iron 8%

*As part of a balanced diet and healthy lifestyle

INGREDIENTS:

Organic Date Paste, Organic Cashew Butter (100% Organic Lightly Roasted Cashews), Organic Inulin, Organic Cashew Pieces, Organic Goji Berries, Organic Brown Rice Protein, Organic Pumpkin Seeds, Organic Agave Syrup, Organic Pea Protein, Organic Sprouted Flax, Organic Cinnamon, Non-Dairy Probiotic (*Microcrystalline Cellulose, Bacillus coagulans* GBI-30 6086).

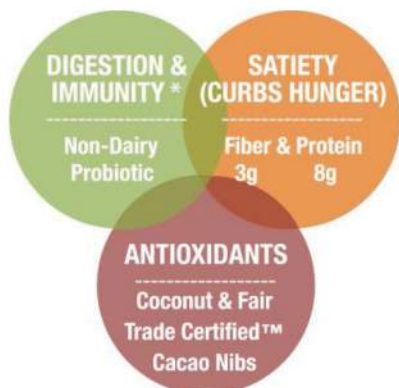
CONTAINS: Cashews. Manufactured in a facility that processes tree nuts, peanuts, seeds, soy, wheat and dairy (milk).



ORGANIC Wellness Food *ON-THE-GO*



Triple Action Bar



Probiotic CareBar®

COCONUT & CACAO NIBS

EFFi Foods follows strict nutritional criteria to meet healthy standards without sacrificing great taste. Probiotic CareBar® *Coconut & Cacao Nibs* is a real indulgence. In addition to the exceptional nutritional properties of coconut, and the antioxidant-rich cacao nibs, this nutrition bar also provides a daily dose of dairy-free Probiotic. It has the perfect amount of fiber and protein to keep you fuller longer in between meals. Probiotic CareBar® *Coconut & Cacao Nibs* is a decadent source of nourishment on-the-go. Through sustainable business approaches that are also fair and equitable to both world environment and to humanity, EFFi Foods redefines understanding of food on-the-go.

ORGANIC * GLUTEN FREE * NON GMO * KOSHER * VEGAN * RAW 92% * DAIRY FREE



- ✓ Organic ingredients
- ✓ Non-Dairy Probiotic by GanedenBC³⁰
- ✓ Raw ingredients
- ✓ Organic brown rice + pea protein
- ✓ Low sodium
- ✓ 0 Trans fat
- ✓ 0 Cholesterol
- ✓ No GMO
- ✓ No MSG
- ✓ No added sugar, No artificial sweeteners, No sugar alcohols
- ✓ No trans fats, No fractionated palm kernel oil
- ✓ No milk fat
- ✓ No soy protein
- ✓ No preservatives, No additives
- ✓ No dairy
- ✓ No high fructose corn syrup



BENEFITS

Supports digestive health
Supports immune function
Promotes environmental health

GOOD Carbs: Low glycemic "slow burn" carbs and fiber

ESSENTIAL Fats: Heart healthy fats from nuts & nut butters

NON-ANIMAL Proteins: Highest biological value in organic brown rice protein and organic pea protein, both delivering complete amino acid profiles.

Nutrition Facts

Serving Size 1 bar (45g)
Servings Per Container 1
Calories 180
Calories from Fat 90

Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
Total Fat 10g	15%	Total Carbohydrate 17g	6%
Saturated Fat 3.5g	18%	Dietary Fiber 3g	12%
Trans Fat 0g		Sugars 12g	
Cholesterol 0mg	0%	Protein 8g	
Sodium 75mg	3%		
Vitamin A 0%	Vitamin C 0%	Calcium 4%	Iron 6%

INGREDIENTS: Organic Date Paste, Organic Almond Butter, Organic Agave, Organic Shredded Coconut, Fair Trade Certified™ Organic Cacao Nibs, Organic Brown Rice Protein, Organic Pea Protein, Fair Trade Certified™ Organic Cacao Powder, Organic Coconut Pieces, Organic Sprouted Flax, Organic Vanilla Extract, Sea Salt, Non-Dairy Probiotic (*Microcrystalline Cellulose, Bacillus coagulans* GBI-30 6086).

CONTAINS: Almonds. Manufactured in a facility that processes tree nuts, peanuts, seeds, soy, wheat and dairy (milk).

*As part of a balanced diet and healthy lifestyle



EFFi Foods Healthy SNACK for a MODERN HUMAN™

How to eat EFFi bar?



Travel Essentials

The only thing worse than airline snacks...
the prices of airline snacks.
Our delicious EFFi bar provides a nutritious daily
dose of non-dairy probiotics, which will calm both
your stomach and your wallet.



Stuck-At-Work

When ordering in has taken a toll on your body, let an EFFi Coconut
& Cacao Nibs bar come to your rescue. Our antioxidant-rich bar,
full of essential vitamins and minerals, works efficiently to improve
your focus at work so that you can focus on your next important
proposal.



Workout

From running down the avenue in stilettos to sweating the
weights at the gym, your body needs smart nutrition to keep
you going strong. EFFi bars are an optimal snack with
complex carbohydrates for energy, protein to satiate hunger,
and healthy fats necessary for overall good health.



After-School

People of the 21st century are busier than ever, and that includes our
children. Sustainable energy is the key to enabling your Superstar to navigate
from Jiu-jitsu to violin to computer camp - all in the same afternoon.
Non-dairy EFFi bars are 100% organic, with no added sugar or a single drop of
high-fructose corn syrup. Keep your on-the-go Superstar going strong.



Afternoon Snack

High Tea is the Queen's afternoon tradition. Your tradition
should be an invigorating EFFi Jasmine Green Tea &
Honey Lemon bar. You'll cruise through the afternoon on
a magic carpet of all-natural, slow-released energy,
invigorated with honey-balanced blood sugar levels.



Dessert

We all desire an occasional sweet, and our non-dairy probiotic
EFFi bar is the perfect complement to a healthy lunch.
Super-charge your lunch with antioxidant-rich super food in
our Goji & Cashew EFFi bar.



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