



LILY'S SWEETS

— 2016 Media Kit —



COMPANY OVERVIEW

Cynthia Tice is a chocoholic. She is also a longtime advocate for natural foods. In 2011, she recognized an opportunity to offer chocolate with all the pleasures, but none of the added sugar, using only natural products. To make it happen, she teamed up with her friend and fellow chocoholic Chuck Genuardi, and together they developed a premium, mouthwatering, healthier alternative to the conventional chocolate treats they so loved.

As long-time advocates of the all-natural sweetener stevia, the pair knew the plant-based sweetener would be the key to their success – zero-calorie stevia could replace the high amounts of sugar traditionally present in chocolate, while still offering all the flavor. So, Cynthia and Chuck set to work, creating, tasting, testing, and revising – until finally, in 2011, their uniquely delicious stevia-sweetened chocolate bars were ready, and Lily's Sweets was born.

Cynthia and Chuck named Lily's Sweets after Chuck's niece, Lily, an inspired – and inspiring -- young lady and childhood brain cancer survivor. Since being diagnosed at age 7, Lily has been raising money for other kids battling cancer, and Cynthia and Chuck are proud to honor Lily's bravery and commitment to aiding others by contributing a percentage of profits each year to non-profit organizations that provide services to children with cancer and their families. As for Lily, she is now 13, has celebrated her 5-year anniversary of diagnosis and remains cancer-free and dedicated to helping others in need.

In addition to supporting children's cancer causes, Lily's Sweets is further committed to operating ethically and sustainably. Its bars and baking chips are made with a smooth blend of decadent chocolate that is certified Fair Trade, and contain only ingredients that are non-GMO. They are also certified gluten free, and Lily's Sweets uses only the finest natural ingredients and natural sweeteners available today.

With flavors meticulously chosen to create the most mouthwatering chocolates, Lily's Sweets' products offer 20-25% fewer calories than conventional chocolates (it's the Stevia), but 100% of the indulgence. Healthier chocolate from a company with a heartfelt mission – indulgence has never tasted this good.

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FACT SHEET

About:

Founded in 2011, Lily's Sweets has quickly become a leading maker of all-natural, indulgent chocolate treats sweetened with stevia, the natural plant-based sweetener that is virtually calorie-free, and has a very low glycemic index. The company's products are Certified Fair Trade, non-GMO, certified gluten-free, have no added sugar and offer 25% fewer calories than conventional chocolate. Each year, in celebration of its namesake Lily, a young cancer survivor, Lily's Sweets pledges a percentage of its profits to non-profit organizations that support children with cancer. Lily's chocolate bars and baking chips are available in natural, specialty and grocery stores across the country. For more information, please visit www.lilyssweets.com.

Headquarters: King of Prussia, Pennsylvania, USA

Leadership:

Cynthia Tice – Co-founder, President
Chuck Genuardi - Co-founder

Product Varieties:

- 55% Dark Chocolate Bars (4): Original, Coconut, Crispy Rice, Almond; 3 oz., MSRP \$4.99
- 70% Dark Chocolate Bars (4): Extra Dark, Extra Dark Sea Salt; 3 oz., MSRP \$4.99
- Milk Chocolate Bars (2): Creamy Milk, Salted Almond and Milk; 3 oz., MSRP \$4.99
- Dark Chocolate Premium Baking Chips; 9 oz., MSRP \$7.99
- Dark Chocolate Baking Bar; 4 oz., MSRP \$5.49 - \$5.99

Availability:

Lily's Sweets products can be found nationally at Whole Foods Market and Safeway, regionally at outlets such as Ahold, Wegmans, Harris Teeter, Sprouts, Natural Grocer, New Seasons, and at more than 3,000 natural, specialty and grocery stores across the country.

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Cynthia Tice, Co-founder and President

Cynthia Tice has built a successful career in the natural foods industry, working in retailing, manufacturing, sales, and consulting. She has been an advocate of the natural plant-based sweetener stevia for more than 30 years. Her extensive experience in the health foods industry first introduced her to stevia - a safe and natural way to sweeten food and beverages without adding sugar or calories. Throughout her career, Cynthia always knew that stevia could be the indispensable ingredient of something more, so when she and her co-founder, both confessed chocoholics, set out to come up with a melt-in-your-mouth chocolate bar without the added sugar, she was ready.

After their creation of the mouthwatering chocolates and the introduction of the Lily's Sweets brand in 2011, Cynthia headed up the brand's launch with Whole Foods Market in March 2012. In the time since, she has spearheaded the brand's growth into more than three thousand retail outlets nationwide.

As the brand continues to grow, Cynthia remains true to her passion for customers and the planet. Under her supervision, the entire product line is made from Certified Fair Trade chocolate and non-GMO ingredients. It is also certified gluten free. Additionally, Lily's Sweets annually donates a percentage of profits to non-profit organizations that assist children living with cancer and their families.



STEVIA FACT SHEET

**No Sugar
Added!**

Stevia is a zero calorie natural sweetener derived from the native South American plant *Stevia Rebaudiana*. In the genus of the sunflower family, the plant is grown for its sweet leaves and is commonly referred to as sweetleaf or sugar leaf. For centuries, cultures around the world have used this botanical herb to naturally sweeten their food and beverages.

Stevia has a refreshing taste, which in high concentrations is likened to that of licorice, and is 200 to 300 times sweeter than sugar. Because of its high concentration, Stevia is easily used as a natural sweetener without adding calories or sugar. And because of its very low glycemic index, foods sweetened with stevia are the perfect choice for diabetics, the health conscious, and families who consume little to no sugar.





FAMILY OF PRODUCTS



The complete family of Lily's Sweets' products is sweetened with calorie-free, all-natural stevia and contains only non-GMO ingredients. All of the products are Fair Trade and gluten free certified.

Lily's Dark Chocolate Bars

Lily's Sweets dark chocolate bars have 25% fewer calories than conventional dark chocolate and are available in two different cocoa contents – including 55% and 70% chocolate.



70% Dark Chocolate

Extra Dark – Featuring a 70% cocoa content, this not-too-sweet bar is an exquisite, pure chocolate experience.

Extra Dark Sea Salt – A delightful marriage of silky, extra dark chocolate and flavorful sea salt.

55% Dark Chocolate

Original – Creamy and indulgent, this delicious dark chocolate bar is full of decadent flavor with no sugar added.

Coconut – The perfect balance of coconut and chocolate combine together for a dessert worthy of tropical paradise.

Crispy Rice – A velvety, crackly delight that gives a nod to the pleasing childhood favorite.

Almond – Packed with crunchy dry roasted almonds and perfectly balanced with stevia-sweetened chocolate, this bar is sure to satisfy.



Lily's 40% Chocolate Bars made with Milk

Lily's Sweets creamy 40% Chocolate Bars made with Milk combine stevia-sweetened chocolate with creamy rBST-free milk – the result is a mouthwatering, creamy smooth bar with a 40% cocoa content and 20% fewer calories than conventional milk chocolate.

Creamy Milk – Rich and smooth, this melt-in-your-mouth bar is a favorite for those who enjoy the sweet, simple pleasure of milk chocolate.

Salted Almond and Milk – Salted almonds roasted to perfection, unite with our creamy 40% chocolate bars made with milk in this delightfully sweet-and-salty snack sensation.



Lily's Dark Chocolate Premium Baking Chips

For flavorful baking, these great-tasting vegan chips contain no added sugar and are so good they make a delicious snack right out of the bag. Also available in 25 lb bulk bag.

