



FOURPOINTS

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# FOURP INTS

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**ANDREW SIDEL**





FOURPOINTS

# WHAT IS FOURPOINTS?

*We elevated the energy bar to elevate your performance, wherever you play!®*

**PERFORMANCE • NUTRITION • ELEVATED**

**FOUR: Seasons, Elements, Compass**

- Real Food Ingredients
- Balanced Macronutrients
- Slow Burn Energy
- Delicious!





FOURPOINTS

# BIRTH OF FOURPOINTS

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The story began at 14,000 feet...

- Summer 2007 → Lighting and energy crash

Necessary to look at the food we consume to fuel performance

Began crafting a bar that *actually* worked

November 2014 → Sold first bar as “Real-food Energy”

Family history of diabetes







# WHO IS FOURPOINTS?

Co-founders, Owners  
**Patrick Webber**  
**Kevin Webber**  
**Jeff Kingsbury**  
**Andrew Sidel**

Brand Manager  
**Andrew Sidel**







FOURPOINTS

# ROLE OF BRAND MANAGER

- Brand Ambassador
- Go to Market Strategies
- Tactical Business Support





FOURPOINTS

# OUR RETAILERS





# COBA, PUBLIC LANDS OUTDOOR LIFESTYLE

## Conservation Colorado

- Member – Colorado Outdoor Business Alliance

## Leave No Trace

## Conservation Communications

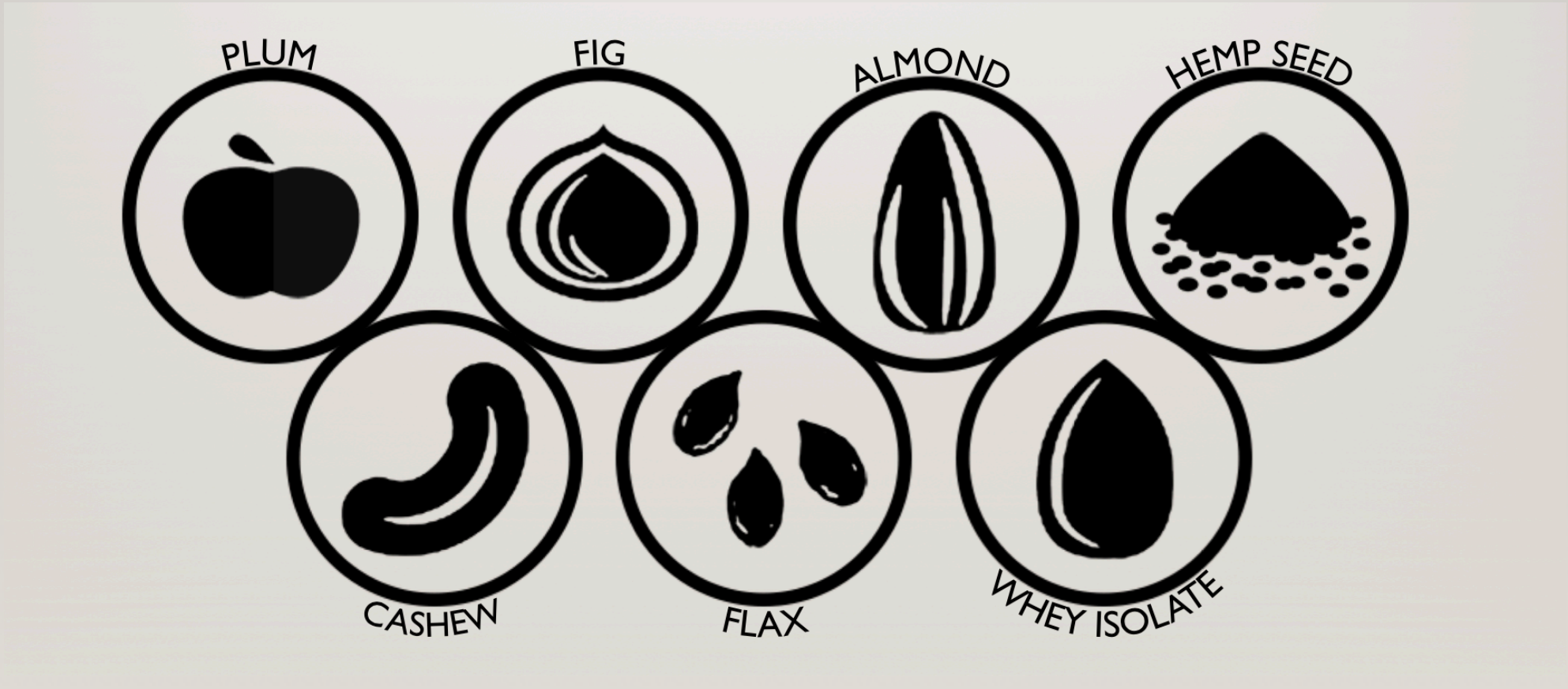
- Arctic Refuge – Colorado Congressional Delegation
  - Denver Post, Senator Michael Bennet, Senator Cory Gardner

Emphasis on the lifestyle, not the profit





# NATURAL INGREDIENTS



# DELICIOUS FLAVORS



Powder Day PB&J

Alpine Apple Pie

Backcountry Banana Bread

Mountain Mocha Espresso (ink! Coffee)

Rocky Mountain Macaroon

Trailhead Gingerbread

Colorado Trail Chocolate Peanut

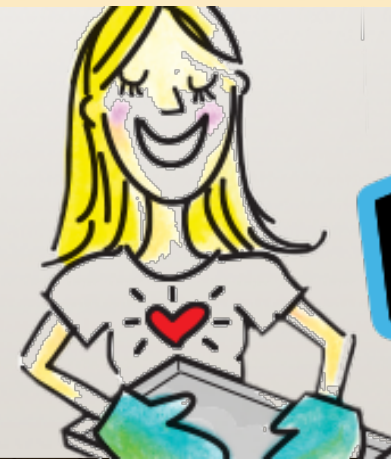


# LOCAL COMPETITION

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FOURPOINTS



BOBO'S



# OTHER COMPETITION

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# MARKETING CONCEPTS

## How do we differentiate?

### Research

- Ideal consumer
- Brand image
- Lifestyle





# FIRST GENERATION PACKAGING

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# FINAL DESIGN



FOURPOINTS





# FINAL DESIGN



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# FINAL DESIGN



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# REBRAND





# FINAL





# FINAL BOX DESIGN













# SOCIAL MEDIA

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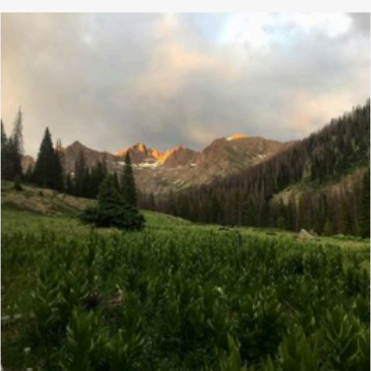
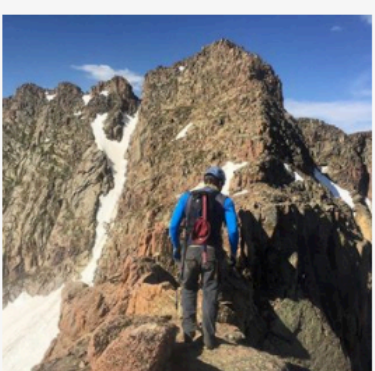
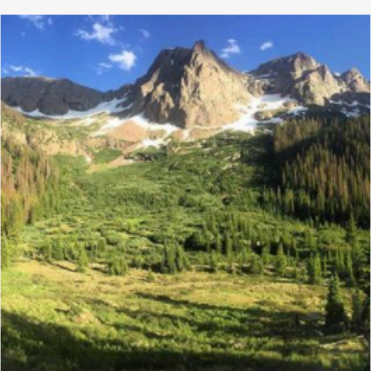
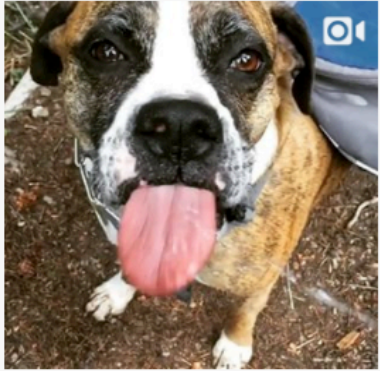
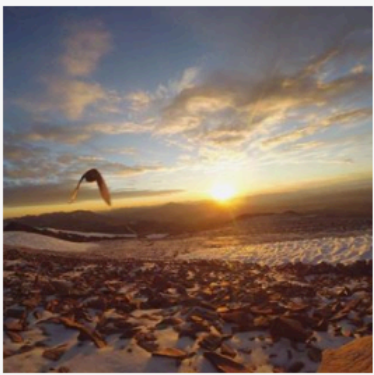
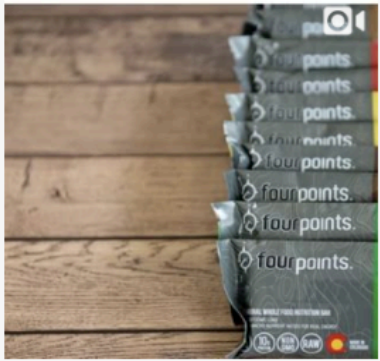
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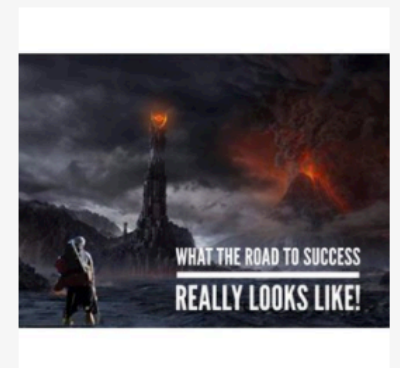
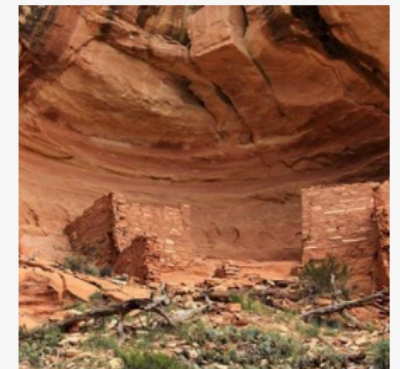
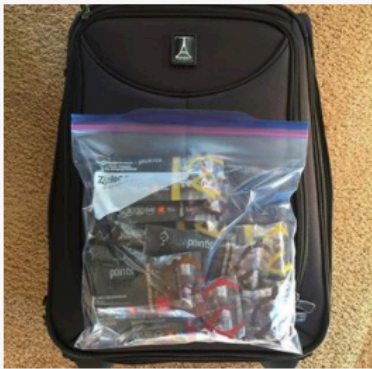


















# **FUTURE OF FOURPOINTS**



**Expanded Retail Distribution  
Copacker Support Channel  
New Product Lines  
New Partnerships**



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**THANK YOU.**