



wellibites
Sokerittomat hyytelömakeiset





Herkullinen ja
terveellinen
makeinen!

in
wellibites



STORY - a super sweet dream

My niece Leona was 3 years old. Like many other kids she started developing a curiosity for candy. At the same time I knew about our increasing health problems of diabetes type 2 and obesity and how unhealthy traditional candy is with its huge amounts of sugar, slaughter waste and more. As a pharmacist I felt I had to do something so that both Leona but also other kids and adults could enjoy a really delicious candy that is actually healthy.

I started studying and experimenting in my kitchen with different ingredients, tried countless recipes and kept cooking for months in my kitchen.

Finally the result came. A healthy candy with vitamins and minerals, less calories than traditional candy and vegan. Of course without sugar, gluten or palm oil. Only natural flavours and colors.

But most importantly: did it taste good? Leona had to decide. I was very well approved. Yes! Wellibites was born.

This is only the beginning. We will make the world a healthier place by inventing more healthy sweets.

Sara Serray,
Founder Wellibites





Founder

- One of Swedens top young entrepreneurs- Prins Daniels Fellowship 2020.
- H.M King of Sweden prize "Young pioneer of the year" 2019
- Pharmacist, Diet expert
- Medical research in Barcelona, Taiwan
- Healthy sweets
- Sales manager

Team

- Experienced entrepreneurs and industry experts
- Now part of Humble Group





Kohderyhmä

- Terveydestä ja liikunnasta kiinnostuneet
- Herkuttelijat
- Diabeetikot
- Vegaanit
- Gluteenittomuutta kaipaavat





Ainutlaatuinen makeinen markkinoilla

- Sokeriton
- Gluteeniton
- Ei palmuöljyä
- Vain luonnollisia ainesosia ja väriaineita
- Vegaani
- 40% vähemmän kaloreita kun tavallisessa hyytelömakeisessä
- Sisältää vitamiineja ja mineraaleja
- Herkullinen



- Kehitetty Ruotsalaisen farmaseutin toimesta
- Valmistetaan Ruotsissa

FIRST
ON THE
MARKET



Viisi herkullista makua Makeus tulee polyoleista

Sokerialkoholeja käytetään yleensä makeutusaineina "sokerittomissa tuotteissa" sekä esimerkiksi hammastahnassa ja suuvesissä



**Vadelma
Lakritsi
sis. B6 vitamiinia
Immuunipuolustuksen
ylläpitoon**

**Seljanmarja
Vadelma
sis. Sinkkiä
hiusten, ihon
ja kynsien
hyvinvointiin**

Nutritional value per 100 g
Energy 795 kJ/190 kcal
Fat 0 g
of which saturated fat 0 g
Carbohydrates 89 g
of which sugars 0 g
of which polyols 73 g
Protein 2.5 g
Salt 0.1 g
Vitamin B6 0.35 mg (25% of DRI*)

Nutritional value per 100 g
Energy 852 kJ/204 kcal
Fat 0 g
of which saturated fat 0 g
Carbohydrates 93 g
of which sugars 0 g
of which polyols 73 g
Protein <0.3g
Salt 0.1g
Zinc 2.5 mg (25% of DRI*)

**Ananas-Passion
Mustaherukka
sis. B2 vitamiinia
Väsymykseen**

Nutritional value per 100 g
Energy 851 kJ/203 kcal
Fat 0 g
of which saturated fat 0 g
Carbohydrates 93 g
of which sugars 0 g
of which polyols 73 g
Protein <0.3g
Salt 0.1g
Vitamin B2 0.35 mg (25% of DRI*)

**Erittäin
suolainen
lakritsi
sis. B12 vitamiini
Väsymykseen**

Nutritional value per 100 g
Energy 1038 kJ/252 kcal
Fat 0 g
of which saturated fat 0 g
Carbohydrates 88 g
of which sugars 0 g
of which polyols 59 g
Protein 3 g
Salt 0.08 g
Vitamin B12 0.63 µg (25% of DRI*)

**Mansikka
Cola
sis. Magnesiumia
hampaiden
hyvinvointiin**

Nutritional value per 100 g
Energy 1012 kJ/243 kcal
Fat 0 g
of which saturated fat 0 g
Carbohydrates 90 g
of which sugars 0 g
of which polyols 61 g
Protein <0.3 g
Salt 0.11 g
Magnesium 79 mg (25% of DRI*)

Myyntimenestys Ruotsin ja Norjan vähittäiskaupoissa sekä apteekeissa!



+14 000 stores

ICA**coop****Axfood****Hemköp****Willy:s****tempo***Bergendahls*
FOOD**CITY GROSS**

Reitangruppen

Pressbyrån

**privab****apoteket****APOTEK****Oriola****LloydsApotek****APOTEK****apotea.se****EMEDS****apohem.se****mat.se****MatItem.se-**
din matbutik på nätet**apoteksgruppen****emab****Google****NCC****COMPASS****coop****NorgesGruppen****MENY****NORDBY**
Supermarket**Swedbank****Walmart****vitusapotek+****APOTEK 1****ditt apotek**
- vi gir deg bedre helse**life****sunkost**



Myynninkasvu



	2019	2020	2021 Estimate	2022 Estimate	2023 Estimate	2024 Estimate
Year-over-year growth	0%	363%	68%	138%	40%	43%



Iso näkyvyys sosiaalisessa mediassa, vaikuttajamarkkinoinnissa sekä...





Muissa medioissa Ruotsissa

