



Uncle Saba's Poppadoms

Apr 2020



ABOUT UNCLE SABA'S POPPADOMS

- **Uncle Saba's Poppadoms** brand was founded in late 2015 to produce lentil chips in Malaysia.
- The main idea behind the brand was to introduce to the market a **healthier type of snacks** rich in protein and fiber compared to potato chips.
- Today our product "Uncle Saba's Poppadoms" is exported to more than **25 countries worldwide** and is sold at **major supermarkets** across **Singapore and Malaysia**.



Factory in Malaysia



UNCLE SABA'S POPPADOMS – HIGH PROTEIN, GLUTEN FREE LENTIL CHIPS



THE VISION

Uncle Saba's Poppadoms makes chips out of lentils.

Our chips are high in **protein, fibre, gluten free and vegan.**

The vision is to create a **range of snacks made of plant-based proteins.**



ADDITIONAL ATTRIBUTES*



FACTORY CERTIFICATIONS



FUTURE CERTIFICATIONS



KEY TRENDS IN SNACK MARKETS

(1) 'HEALTHY SNACKS' ARE NOW A THING

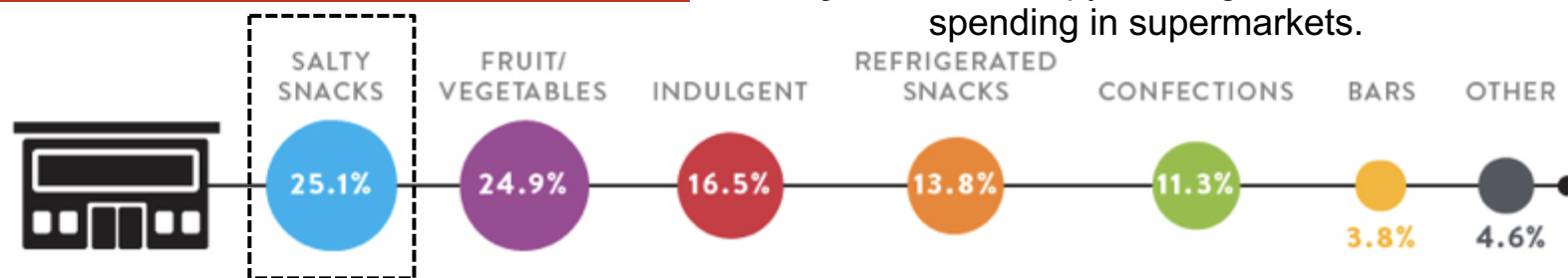
Healthy Snacks Market Size Worth \$32.88 Billion by 2025 | CAGR: 5.2%

Bloomberg

May 21, 2019

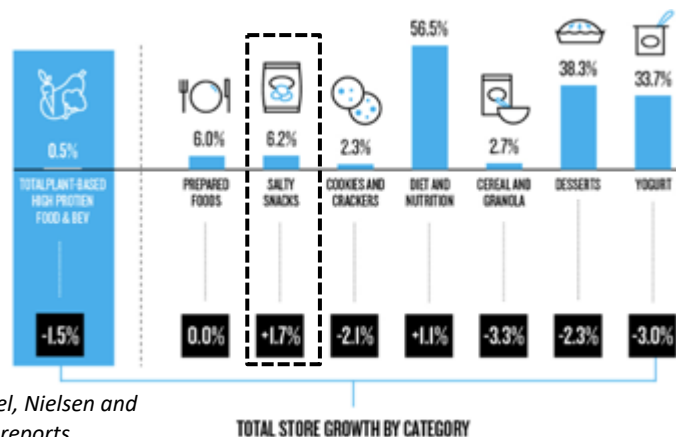
(2) PREDOMINANCE OF SALTY SNACKS

Salty snacks occupy the largest share of snack spending in supermarkets.



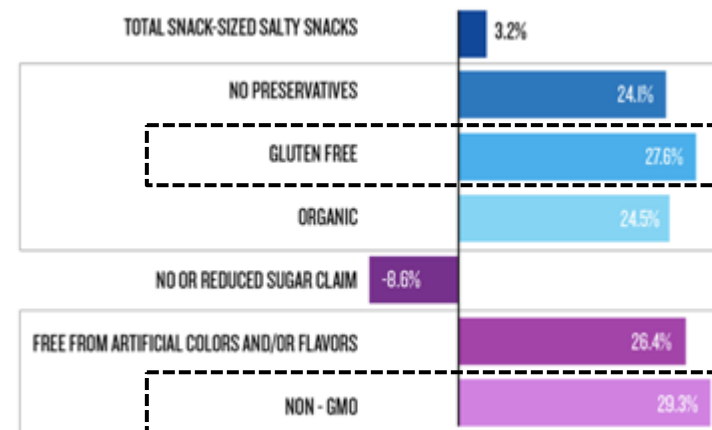
(3) GROWTH OF PLANT BASED PRODUCTS

Foods incorporating **plant-based proteins** outperform those which do not.



(4) CLAIMS DRIVING SNACK SALES

Gluten free, organic and natural products drive growth in snacks.



IMPACT OF COVID: WHAT WILL BECOME OF THE FOOD SUPPLY CHAIN?

THE SHIFT AWAY FROM MEAT

The pandemic has exposed **weaknesses** in the global **supply chain for meat**, pushing customers towards **plant based protein alternatives**.



Pandemic accelerates shift to meat substitutes

Plant-based alternative sales jump 200 per cent in US amid slaughterhouse closures

Nestlé eyes 'once in a generation' plant-based opportunity

World's biggest food group looks to fuel growth with more meat- and fish-free products

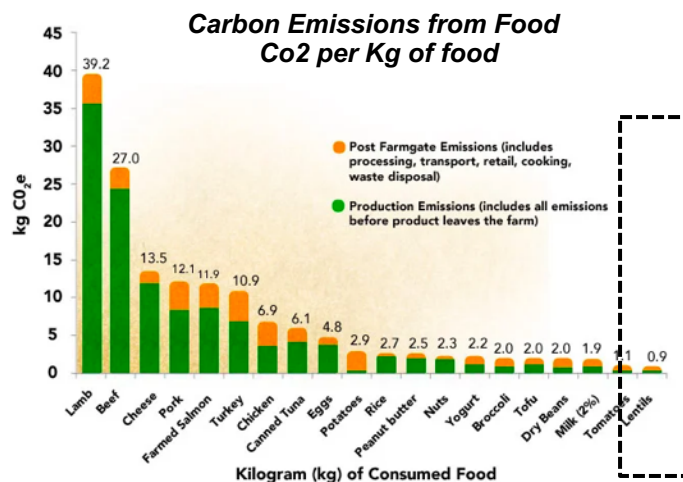
Largest US meat company warns food supply chain is breaking

Tyson chairman flags shortages as slaughterhouses and processing plants are forced to shut



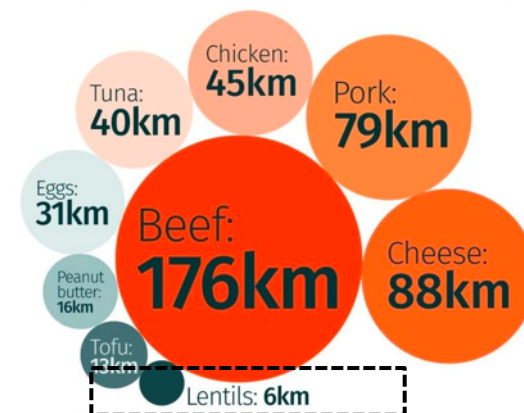
LENTILS – A SUSTAINABLE PROTEIN SOURCE

As compared to meat, lentils produce much less CO₂, require much less water to cultivate, have a comparable level of protein, in addition to being much cheaper .i.e. **overall much more sustainable**.



On a per kg basis, cultivation of **lentils** produces **40x less Co₂** than that of **lamb** and **30x less** than that of **beef**

Carbon Emissions from Food: expressed as kms driven



*Assuming a Honda Civic sedan

KEY TENETS OF THE BRAND

TANGIBLE BENEFITS

Lentil based snacks have much **higher protein and fibre** vs potato or corn based snacks with comparable protein levels to some plant based meats

Potato chips

VS

Poppadoms

VS

Impossible Burger



5g
protein
3g
fibre



15g
protein
7g
fibre



17g
protein
3g
fibre

Note: Protein and fibre are expressed per 100g of product

EXTENSIONS

Potential to incorporate **healthy grains** to create stacked canister chips without corn or potato



Lentils

+

Chickpeas
(Hummus chips)



Semolina
(Cous Cous chips)



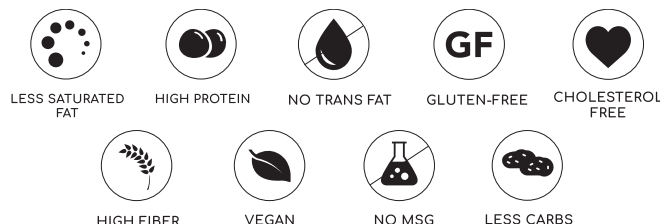
Quinoa



KEY ATTRIBUTES

Gluten free, clean and non GMO. We try to make all chips with the below attributes

OUR VALUES



PRODUCT OFFERINGS

70g



50g



35g



50g



OWN LABEL

- Our lentil chips are available both in canisters and pouch bags in different sizes.
- At present, we have 10 commercial flavours and 5 additional flavours in private label.



PRIVATE LABEL

- We also work on a private label under which we produce our lentil chips using differentiated flavors.
- For private label, the focus is on supplying direct to supermarkets in Europe and US, either as lentil chips or as 'Poppadoms'

CAPABILITIES – PRODUCT AND FLAVOUR DEVELOPMENT

**NEW
NEW
NEW**

Say hello to the latest addition to our poppadom family!

Our new flavours help increase our variety, each with their own unique tastes.

CHEESE



Say cheese with every bite you take! Enjoy the bold and nutty taste complemented by cheese seasoning, cumin and carom, for the ultimate cheese-lover!

HOT AND SPICY



Spice it up with a flavourful and fiery boost! Made from chili powder, paprika, onion and garlic, you will definitely get a kick out of these savoury snacks!

TOMATO KETCHUP



Savour the sweet and sour taste of your childhood favourite! The mix of exotic tomato, paprika and other tasty spices will deliver a tangy and zesty taste!

KOREAN BBQ



Enjoy sour, spicy and umami, all in 1 bite! Our awesome mix of paprika, chili powder and yummy spices is an updated twist on the traditional Korean flavour!

SOUR CREAM AND ONION



Enjoy the classic savoury and oniony snack with every crunchy bite. It's a perfectly tasty mix of onion, cumin, and carom for this traditional flavour!

PRODUCT DEVELOPMENT

- Based on customer requests, we have inhouse capability to develop not only custom flavours but also custom plant-based snacks and custom packaging formats, appropriate for a region.
- Custom flavours include Korean BBQ, Tomato Ketchup, Sour Cream & Onion, Cheese, Hot & Spicy Mala, Curry Masala, Salt & Vinegar
- We are able to produce the above as Poppadoms or lentil chips in canisters, pillow bags bags or 95% recyclable canisters.

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DISTRIBUTION AND PLANS AHEAD

AT PRESENT

ON THE SHELVES OF
2000+
SUPERMARKETS ACROSS

SINGAPORE



MALAYSIA



MIDDLE EAST



EUROPE / ASIA PACIFIC



FOCUS IN 2020

- Own & private label partnerships in Europe and US and other key markets
- New flavours in key markets
- Plant based variants – Hummus, Quinoa etc in stacked canisters



EXPORTS



EXPORTS TO
MORE THAN

25

COUNTRIES
WORLDWIDE

EXHIBITOR IN FOLLOWING
TRADE SHOWS



MEDIA COVERAGE

A preview of what you'll be snacking on next year

AMY ROSEN

SPECIAL TO THE GLOBE AND MAIL

PUBLISHED JULY 4, 2018

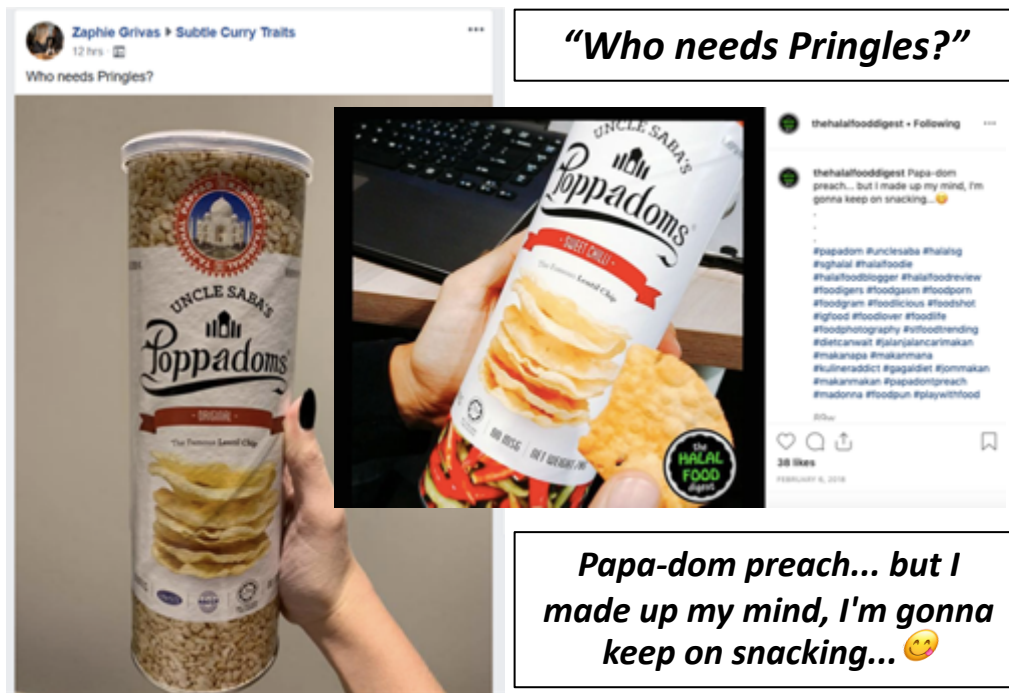
3 COMMENTS



PHOTOGRAPH BY JOSEPH SARACENO; STYLING BY WILSON WONG



ONLINE COMMENTS



"Who needs Pringles?"

Papa-dom preach... but I made up my mind, I'm gonna keep on snacking...

Prints sold online created by Japanese artist traveling though SE Asia



Referring to "Plenty of love and care"

"Well this is a first...smart move to include that in your ingredients...recommended for all papadom lovers! Say goodbye to potato chips"

Say goodbye to potato chips"



对您来说是绝对健康的。A healthy snack for you"

TEAM

Uncle Saba



Mr S.R. Saba, fondly known as Uncle Saba created Uncle Saba's Poppadoms. He also founded the Bhavani Group with operations in Singapore, Malaysia, India and subsidiaries in Europe and America.

In his long business career, he founded and ran numerous successful businesses, including Afro Asian Agro, a commodities trader in Asia and Africa.

He is a Singaporean citizen and an alumnus of National University of Singapore.

Sreenivas Saba



Sreenivas worked in the investment team at RB Capital in London, one of Europe's largest family offices and a global investor in real estate and logistics.

He has experience working with Prometheus Capital in Shanghai, a fund affiliated to Dalian Wanda group. He was also part of the Chairman's office at Arshiya, India's first Free Trade Zone operator.

Sreenivas is a co-founder of Uncle Saba's Poppadoms and of eCourierz.com, a logistics portal in India.

Sreenivas was educated at Winchester College, received his Bachelors from the London School of Economics and his MBA from London Business School.



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



NEXT STEPS

- BRC, IFS and FSSC at Malaysia plant in progress.
- Expansion across other snack food categories (Quinoa, Hummus, Pita chips etc) all with a healthy focus.
- Co-packing operations in the Netherlands.
- Focusing on exports in our label / private label especially in Europe and the United States.



Love at
First Bite





Thank You!

<http://www.unclesabas.com>



UNCLE  SABA'S
Poppadoms
 EST. 1918
 LIVE LENTILLY