

WORTHY

*we are all Worthy*

# Table of Contents

Page 3 - Worthy History

Page 4 - Worthy Story

Page 5 - Demos and Consumer Data

Page 6 - Social Media, Website, & SEO

Page 7 - Online Sales Channels

Page 8 - Production Partners

Page 9 - Distribution

Page 10 - Store Partners

Page 11 - Ingredients & Raw Materials Suppliers

Page 12 - Student Employees

Page 13 - Digital Data & Historical Records

Page 14 - Thank You



# Worthy History

**2016**

With production in Priddis Ashlee starts making jam pails for two restaurants, Blue Star Diner and Dairy Lane Cafe under the name Indulgence Collective.

**2018**

Listing at Sobeys/Safeway & Calgary Co-op

**2020**

-Move to CFIA approved production facility in Leduc. We can now sell outside of Alberta!  
-Hired first marketing student

**2022**

-Canadian Rocky Mountain Resorts contract  
-Worthy surpasses 150 locations sold through Canada  
-Worthy featured in Sobeys Alberta Box with 4200 boxes sold

-Ashlee decides to re-name her business with the emphasis on her personal story of addiction recovery. Worthy is born!  
-First BIG market at Spruce Meadows  
- First grocery retail listing at Save-On-Foods

**2017**

Worthy named "25 Best Things to eat in Calgary" by Avenue Magazine.

**2019**

-Worthy featured in Sobeys Alberta Box with 3000 boxes sold  
-Gingersnap apple holiday flavour launched

**2021**

Dufry contract (YYC airport duty free)

**2023**

# Worthy Story

The Worthy story started in late 2014 when Ashlee stumbled into an addiction recovery room. Having spent most of her adult life in active addiction, it was high time. But shifting to a sober life did not happen overnight - it was tough work. In 2016, Ashlee started to get her zest for life back with the help of 12 Step groups. She found a passion for preserving, and decided to make jam for a living. Her hope is that, one jar at a time, we can normalize conversations about addiction and remind everyone:

*we are all worthy.*

Over the years Worthy as a brand has emphasized Ashlee's personal story of addiction as the backbone of Worthy's fruition. Wanting to differentiate the brand from the personal story of Ashlee, In 2023 we have made a shift away from the personal story to a more collective message of self love and worthiness. We achieve this messaging through our social media channels.



# Worthy Marketing

## demos and consumer data



Marketing is achieved mostly through in-store demonstrations. At the peak of our demo campaign in 2019 Worthy was running 8+ in-store demos per month in Edmonton and Calgary. In-store sales are run through Sobeys, Safeway and Calgary Co-op

A research project was conducted by our marketing student in 2020. Sales data showed that Worthy's target market is:

## target market

- Female
  - Age 25-50
  - Married with kids
  - In search of healthier and higher quality food products.
- 68% of millennials prefer health-conscious food alternatives and will pay more money for a product they enjoy.
- Source: Fona International(2019).

# Worthy Marketing

social media, website, and SEO

## social media



3100 followers, approx 4000 user accounts reached every quarter



177 followers, 209 user accounts reached per post



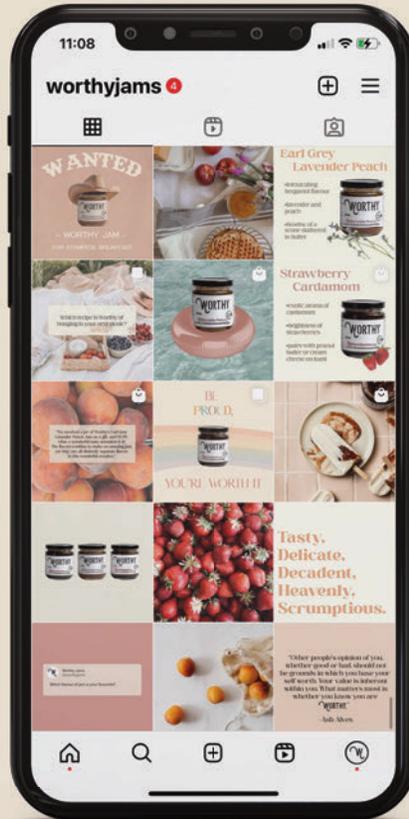
45 impressions



17 followers



23 followers, 175 likes, 6917 views



## SEO initiatives

Keyword research

Blog posts

Optimizing meta tags

Backlinking

Internal linking

Recipe postings

# Online Sales Channels

## Etsy

Etsy page  
Since 2017  
22K visits  
Conversion rate of 1.6%

Over \$8k in sales

 **shopify**

Shopify website  
Since July 2022  
7K visits  
Conversion rate .35%

Over \$6k in sales

## F A I R E

Faire Wholesale  
Since April 2021  
700 visits  
Conversion rate 5.5%

Over \$14K in sales

# Production Partners

## Food Processing Development Centre

As of 2023, Worthy jam production (jar & pail) occurs at the Food Processing Development Centre in Leduc, AB. The FPDC is a 65,000 sqf food production plant and is AB government run rental for the wet processing area includes access to two technicians and a food scientist. The FPDC supports food producers at all levels of their business including: Food safety, CFIA and Haccp support, product development & distribution, and access to new markets.  
<https://www.alberta.ca/food-processing-development-centre.aspx>

## Mini Kitchen

Mini Kitchen, a co-packing facility located in Edmonton, produces Worthy's salsa.



# Distribution



Alberta wide distribution  
Pallet pick ups  
Worthy Jam storage

Our valued distribution partners are a vital part of our network. We work with the following distributors & shipping companies to make sure our stores get their orders reliably and safely.



Distribution to all Calgary Co-op's and Freson Bros



Online platform for shipping through all major carriers.  
Used to ship parcels outside of Alberta

## World Wide Specialty Foods

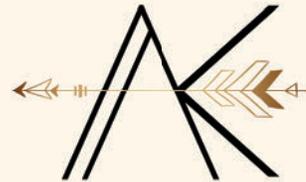
Distribution to Sunterra  
Other network of buyers



Calgary City limits delivery

# Store Partners

Worthy supplies yummy jams and salsa to over 150 stores throughout Canada!  
Below are some of our store partners:



# Ingredients and Raw Materials Suppliers

Worthy needs the best ingredients to make the best jam! Below are some of our suppliers:



# Student Employees



ventureforcanada

To keep the wheels of the jam cog turning we have utilized subsidized student employees from Venture For Canada. VFC has been instrumental in helping Worthy show up professionally in digital and real world spaces, while keeping in mind our bottom line. Since 2020 Worthy has hired 5 student workers through VFC to manage marketing & socials, website development & E-commerce, SEO, digital materials, bookkeeping, in-store demos, and grant applications.





# Digital Data and Historical Records



At Worthy we see the value of keeping meticulous records and accurate & relevant historical data. Included in the sale of Worthy will be two Google Drives- Worthy Operations and Worthy Marketing. The data in these drives will provide you with all the information you need to continue with Worthy's growth. In addition to this we have fastidious financial records (2020 onward) which would be shared in the scenario of a pre-sale agreement.

## Worthy Operations



- Recipe formulations
- Recipe costing based on each production run
- Ingredient documentation for CFIA tracking
- CFIA Mock Recalls
- Promotion forms for grocery retail
- Previous grant applications
- Venture for Canada forms
- Accounting documentation
- Sales information

## Worthy Marketing



- Brand guide
- Sales deck
- Sell sheets
- Photography assets
- Product/label design
- Custom graphics and art
- Data from previous collaborations

# Thank You

 worthyjams

 worthy

 HelloWorthyJams

 Worthy Jams

 worthyjams

hello@worthyjams.com

(403) 831-4634

