

# THE SUNNY SENTINEL

February 2019

Sunny Snacks Newsletter

Volume 1 Issue 3

## In This Issue

### Getting to Know Sunny Snacks

View products, social  
media, and meet the team

Page 1

### Company Updates

Learn about the passed and  
upcoming events

Page 2

### Employee of The Month

Find out who earned the  
title for January

Page 3

### Department in the Sunshine

See what the Administration  
department is up to

Page 3

### In the Industry

Read about the recent  
trends and future growth  
of the Snack Food Industry

Page 4

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# Getting to Know Sunny Snacks

Our **MISSION** is to expand the choices of those seeking an allergy-safe tasty treat. We will create and inspire communities that welcome a new understanding of health and happiness with just the bite of a snack.



## MEET THE SUNNY SNACKS FAMILY

One business, 22 employees, an infinite amount of teamwork

## FOLLOW OUR SOCIAL MEDIA

@SUNNYSNACKSVE



## Product Previews

### A NUT-ALLERGY SAFE SNACKING EXPERIENCE

Sunny Snacks' main ingredient is the sunflower seed, which is healthy, environmentally friendly, and most of all peanut/tree nut allergy safe. We replicate the delicious taste of nuts but without the risk of allergic reaction! Sunny Snacks are also produced in a nut free facility ensuring the safety of our products.





# Sunny Snacks Updates

January 11 - February 28



## SOUTH FLORIDA TRADE SHOW

FINANCE DEPARTMENT

At the trade show on January 28, at Nova Southeastern University, Sunny Snacks was able to make over \$75,000 in sales and forge new partnerships with other South Florida firms.



## FLORIDA BUSINESS PLAN COMPETITION

PRESENTATION TEAM

Sunny Snacks' presentation team competed at the Florida Business Plan Competition on January 28, 2019. Sara Weiss, Caitlin Andrei, Alec Stofsky, Kristina Smith, and Gaby Horenstein brought home 1st place and will be representing Florida in New York in April!



## FUTURE BUSINESS PARTNER

SALES DEPARTMENT

One of the upcoming partnerships that the Sales team will form this month is with Orange Theory. This will allow Sunny Snacks to be found in Orange Theory gyms all over the country.



## INTRODUCTION OF SEASONAL VALENTINE'S DAY PACKAGING

IT DEPARTMENT

For the month of February Sunny Snacks will be introducing special packaging to celebrate Valentine's Day. Sweet messages will make each product fun and appealing during this special season.





## Employee of the Month:

*Cailin Reto*

Being the external communications manager is no easy task. But, since day one Cailin Reto has done a phenomenal job at maintaining a positive social media presence, establishing business to business partnerships, and communicating with customers from all parts of the United States. Cailin is hardworking, with creative ideas and a strong sense of leadership. Sunny Snacks is lucky to call Cailin the employee of the month for January 2019.



## Department in the Sunshine: *Administration Department*

### PAST ACTIVITIES

The administration department has been fervently working on maintaining business operations and bringing mass awareness to the Sunny Snacks name building our company brand through emails and social media.

### THE TEAM

Chief Operations Officer:  
Caitlin Andrei  
External Communications:  
Cailin Reto  
Internal Communications:  
Desi Fuentes  
Business Analyst:  
Michael Kenneth

### FUTURE ACTIVITIES

In the coming months, the Administration team will look into new partnerships with other VE firms and expand Sunny Snacks' social media presence to promote more customer engagement.





# In the Snack Food Industry



## PERMISSIBLE, PORTABLE, BENEFICIAL EATING SOLUTIONS

A group called the NPD created a report called the "The Future of Snacking", showing what the growth of snack food consumption will look like in the next five years. Nearly 386 billion ready-to-eat snack foods were consumed in America last year. Snack habits are changing with the vast majority of snacks being eaten between main meals and certain snacks being used during meals and as meal replacements.

## RISE OF THE SUNFLOWER SEEDS

According to the National Sunflower Association, a lot of money will be coming in to the industry with the growing popularity of sunflower seeds. *Baking & Snack* asked 14 snack industry experts what ingredients to look out for. The experts pointed out that consumers are becoming more health aware so snacks will be seeing more grain/seed, protein, and fiber ingredients.



## GROWTH OF THE PLANT-BASED SNACK MARKET

The plant-based snack market is predicted to increase to over USD 73,610.2 from 2018-2028. Target markets are showing a greater interest in health and wellness due to the increase in health issues, food-borne allergies, and intolerances bringing a shift towards a need for healthier and more natural snack options.

