

1 Overall spending increase rise in adult spending on snacks in the last 5 years (2013 figures).

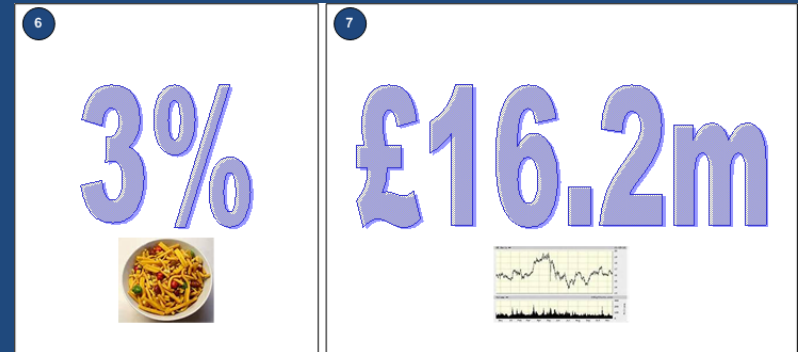
2 Proportion of adults in the UK who regularly settle down in front of the TV and open a packet of snacks. With the other proportion being split between; Cinema, Clubs and Pubs.

3 Percentage of adults admit they have skipped meals using snacks as a replacement and the percentage by which men are more likely to be 'big snackers' than women.

4 Percentage of adults fall into the category of being "minimalist" snackers who never, or hardly ever, open a packet of nibbles

5 The highest concentration of enthusiastic snackers is in Anglia and the Midlands Followed closely by the enthusiasts in South West and Wales, who are followed by London and the South of England. With the lowest percentages in Scotland, Yorkshire and the North East.

Analysis Area	Statistic / Highlight for Rani's Mixture
Pricing Considerations	High quality ingredients and cooked in pure sunflower oil. Contents include cashews, peanuts, cassava, curry leaves, <i>channa dahl</i> which are all expensive, high quality ingredients. Product is available in 60g, 180g, 300g or 1kg (for Bulk orders)
Economies of Scale	Most efficient production output target reached @ 5000 Tones / Month = ~17,000 x 60g bags OR ~5,600 x 180g bags OR
Sample Testing	Independent 'blind test' with 100 people with the top selling Bombay mix in comparison to Rani's Mixture. Results show 98% preferring Rani's Mixture in taste and quality.
Contents	From 50 different products analysed no other mix contains the 7 different varieties of content that are present within Rani's Mixture (Cassava, cashew, peanuts, <i>channa daal</i> , curry leaves, <i>boonthi</i> , noodles). Our independent analysis results show Rani's Mixture has fully organic contents with no artificial colours, preservatives or E-numbers.
Packaging	Product durability test on Rani's Mixture shows an average shelf life of 1 year due to nitrogen packing.
Featured	Specialty Fine food magazine 2013 Great Taste 2013 awarded 1-Star
Highlighted Suppliers	Bridges in St Pauls - 1 New Change London EC4M Pied Bull - Farningham High Street, Farningham, England.



6 Percentage of the snack £540m UK snack industry attributed to just the Bombay mix product



7 Actual value of the Bombay mix industry in UK alone in 2013

Area	Reference		Reference Coverage
Market View	[1] BBC Business [2] Naturally Good Food [3] Mintel Retail Analysts [4] The Sun		Statistical analysis and market research sources
Nutrition Info	[1] Rani Mixture Ltd		Product content and ingredient comparison against main competitors
<u>Typical Values</u>	<u>Per 100g</u>	<u>Per</u>	
Energy	2114KJ, 506kcal	634KJ, 152kcal	
Protein	11.94g	3.58g	
Carbohydrates (of which sugars)	50.54g 2.02g	15.16g 0.6g	
Fat (of which saturates)	27g 4.47g	8.19g 1.34g	
Fibre	5.21g	1.56g	
Sodium	0.66g	0.2g	