



New Opportunities

-Health Conscious Consumers-

Mario Parisi – Green Nature Marketing

GNM
Sustainable
Foodservice &
Vending Broker



GNM / History

Green Nature Marketing (GNM)

Connecting green brands with foodservice/vending operators and distributors on a platform of sustainability, education, and values.

GNM was established in 2007 and is headquartered in Dayton, Ohio. As true **pioneers** in sustainable foodservice & vending we are leading the movement and represent over 30 brands in 26 states throughout the eastern United States.



My History

- Parent company I Supply Co. is a 3rd generation family owned and operated \$300 million dollar Foodservice Distributor
- Member of UniPro Buying Cooperative
- Stepped away from I-Supply in 2007 to establish GNM Brokerage as a pioneer in the clean food and beverage movement
- Since 2007 GNM has grown in coverage to all states east of the Mississippi, handled by a Director of Sales, Director of Marketing and several regional based Territory Managers



BE BRAVE. GO GREEN.

Green Nature Marketing connects green brands with foodservice operators and distributors on a platform of sustainability, education, and values. We represent only the best brands in organic, fair trade, allergy friendly and vegan/vegetarian. We secure operators with healthier menu options. More choices means happier consumers, vibrant family farms and a healthy planet.

WE ARE PROUD TO REPRESENT THESE BRANDS:

	ORGANIC VALLEY	ORGANIC PRAIRIE	CLIF	BRINLEY	Red Bull	Bluebird	Once Again	Two Pies	Tofurky
Organic	✓	✓	✓	✓	✓	✓	✓	✓	✓
Non-GMO	✓	✓		✓		✓	✓	✓	✓
Allergy Friendly	✓		✓	✓	✓	✓	✓	✓	
Fair Trade									
Vegan/Vegetarian			✓	✓		✓	✓	✓	✓

	BARV	SPICE OF THINGS	IN GORGIA	BOOM CHICKA POP	bare	MEDICINAL	WANTFIELD	MARY'S	nature's bakery
Organic		✓				✓		✓	
Non-GMO	✓	✓		✓	✓	✓	✓	✓	✓
Allergy Friendly		✓	✓	✓	✓	✓	✓	✓	✓
Fair Trade									
Vegan/Vegetarian		✓	✓			✓	✓	✓	✓

	HOME FREE	gummy bakes
Organic	✓	✓
Non-GMO	✓	✓
Allergy Friendly	✓	✓
Fair Trade		
Vegan/Vegetarian	✓	✓

Sustainable Foods

Sustainable Foods

Sustainable Foods

Please note that those brands identified as Allergy Friendly offer additional products not considered allergy friendly. Please contact your GNM Territory Manager for clarifications.

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	STAY ORGANIC	purity organic	METROMINT	RUNA	SIBAZ	NUMI ORGANIC TEA	Orgain	MARLBORO
Organic	✓	✓		✓	✓	✓	✓	✓
Non-GMO	✓	✓		✓	✓	✓	✓	✓
Allergy Friendly	✓	✓	✓	✓	✓	✓	✓	✓
Fair Trade				✓	✓	✓	✓	
Vegan/Vegetarian	✓	✓	✓	✓	✓	✓	✓	

Sustainable Beverages

LEAVE NOTHING BEHIND.

Green Nature Marketing specializes in assisting food service operators in their understanding of alternatives in waste diversion. We can help you create and implement strategies for effective, environmentally friendly waste management programs. These strategies can help reduce your environmental footprint and position your organization as a committed environmental steward. Implementing a waste management program can help improve inefficient policies, procedures and behaviors and can save in costly waste disposal fees.

3 WAYS WE CAN HELP YOU WITH WASTE DIVERSION:

1 Help in selecting compostable packaging

GNM is proud to represent the following compostable packaging brands:



2 Help to develop a waste diversion program

GNM is uniquely proficient in helping foodservice operators develop and implement waste diversion strategies by assisting them with the following:

- Establish and analyze cost effectiveness and ROI on transition from conventional waste operation to a compostable waste operation
- Source a broad range of truly 3rd party certified compostable foodservice packaging
- Provide leading point of disposal equipment with easy to follow instructions of proper waste placement for operator's customer base
- Establish a relationship with an operator's local commercial compost facility (if one is logistically located near the operation)
- Assist with proper on site compost handling equipment

3 Help with employee training

GNM has helped numerous foodservice operators of all sizes – from single store restaurants to large institutional feeding cafeterias – transition to a compostable waste diverted operation. During transition GNM has assisted operators in the following ways:

- Conduct training and assist in highlighting and emphasizing how significant this transition is to management as a commitment toward a more sustainable operation
- Provide knowledge of compostable product detail and what makes a product compostable or not
- Assist in the point of disposal of operation's waste stream (either front of the house or back of the house systems)
- Train employees in sort separation and minimizing "polluted" compostable waste stream

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The Sustainable Consumer



Who is the sustainable consumer?

Savvy

Resourceful

Willing to source and pay for clean healthy options.

Engaged

Takes Ownership

Understands that they deserve better and can get better.

A lifestyle

Forward Thinking

Putting it all together for a better future

Concerned

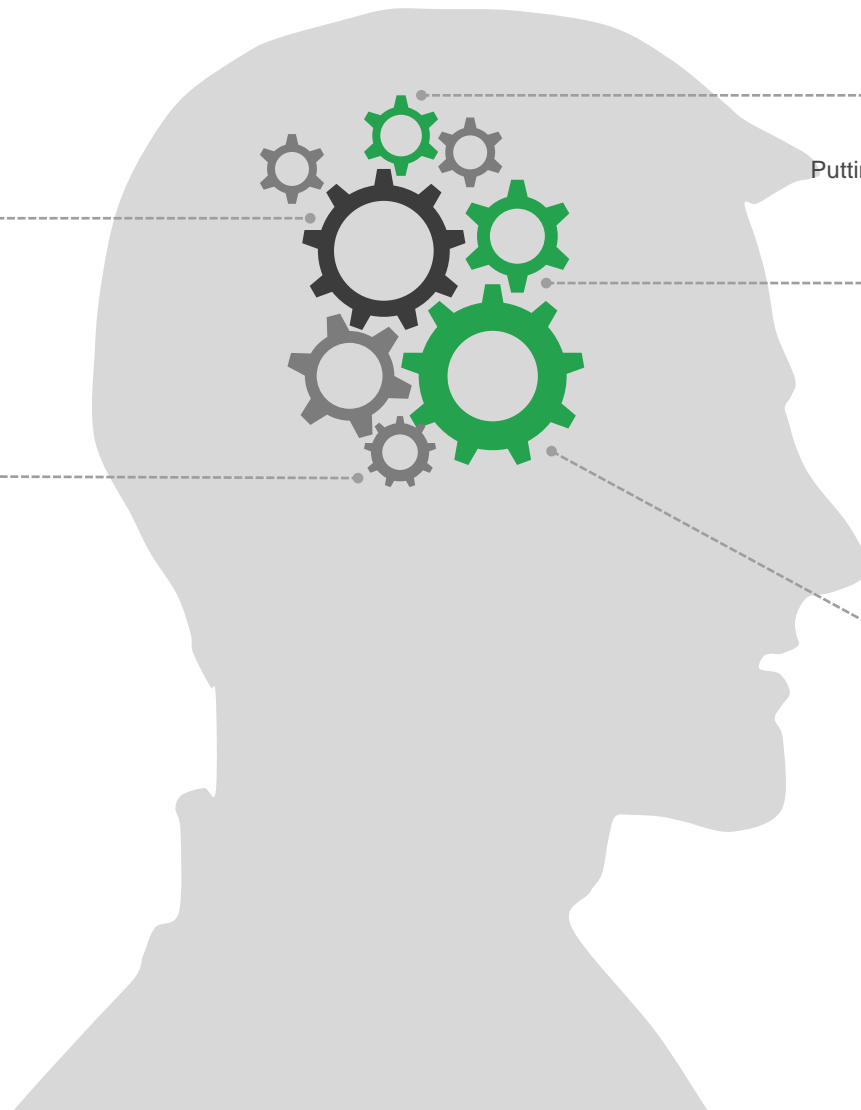
Placing Environment First

Aware of health and environmental concerns

Informed

Knowledgeable

Know what to look for and understand labels and certifications.



What is sustainability to the consumer?

A Movement

~ A common ideology shared by many consumers that believe in giving equal weight to the future and the present.

A Fad

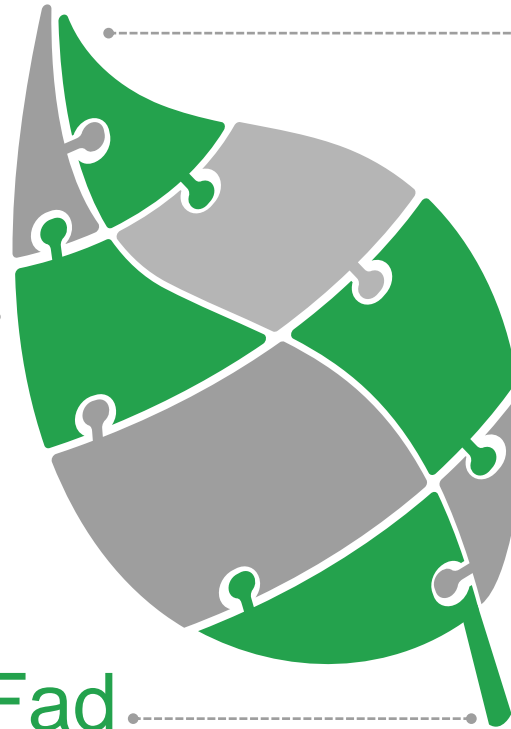
~ A form of behavior that develops among a large population and is collectively followed enthusiastically for a period of time.

A Lifestyle

~ A lifestyle typically reflects an individual's attitudes, way of life, values that forego a sense of self.

A Trend

~ A *trend* simply reflects what seems to be going around at any given time.



Sustainable Buzzwords

Non-GMO Verified

~ A non-profit organization committed to preserving and building sources of non-GMO product and educating consumers while assuring them that food items have not been contaminated with genetically modified organisms.



Allergy Friendly/Gluten-Free

~ A certification for products that do not contain the protein gluten. Gluten is a protein found in grains such as wheat, rye and malts. A gluten-free diet is used as a treatment for celiac disease



Certified USDA Organic

~ The National Organic Program (NOP) develops, implements, and administers national production, handling, and labeling standards for organic agricultural products.



Vegan / Vegetarian

~ A certification for products that do not contain animal products and that have not been tested on animals.



Fair Trade

~ Fair trade certification is a product certification system designed to allow people to identify products that meet agreed environmental, labor and developmental standards.



Evolution of market acceptance



Emerging Channels

Foodservice, Vending,
Micro Markets, C-stores

Limited Supply Chain Participants

Natural / Organic Specialty
Retailers & Distributors



Innovative Operators

Select foodservice and
vending operators
leading the charge.



New Phase

Traditional distribution is
now investing in this
category / lifestyle
making sustainable
products more available.



The effect on the vending industry

Expanded Customer Base

By offering clean and healthy options you will grow your customer base while catering to the changing needs of your current customer

New Targets

A new crop of sustainable consumers.

Evolved Customers

Current consumers with new consumption behaviors



Vending Categories & Emerging Brands

Salty Snacks

Kettle Chips
Boulder Brands

Potato Chip Alternatives

Beanitos
Beanfields

Protein Drinks

Orgain
Organic Valley Fuel/Balance

Functional Beverages

Naked
GT's Kombucha
Evolution

Chocolate Bars

Chocolove
Amy's Andy Dandy

Protein Bars

Clif Bar & Co.
Go Organic
Probar

Energy Bars

Clif Bar & Co.
Kind Bar

Sodas

Virgils
Izzy
Hansen's

RTD Teas

Steaz Organic Teas
Honest Tea
Inko's



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