



**MOMA**  
MAKING OATS MORE AWESOME

**BORD BIA**

**THE MOMA JOURNEY**

**OUR PRODUCTS**

**SALES**

**MARKETING**

**PRODUCT DEVELOPMENT**



# The MOMA Journey



## 01 A Farmer's Son



# The MOMA Journey



**01** A Farmer's  
Son



**02** Management  
Consultant



# The MOMA Journey



**01** A Farmer's  
Son



**02** Management  
Consultant



**03** Breakfast



# The MOMA Journey



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**04** Research



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**05** Friends'  
survey



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**06** TASTY, Healthy,  
Filling, Fast



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**08** Station pitch



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**09** Recipes, suppliers, design, kitchen & team



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**09** Recipes, suppliers, design, kitchen & team



**10** Launch 24/2/06









**THE MOMA JOURNEY**

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 **MAKING OATS MORE AWESOME**

**MOMA**  
MAKING OATS MORE AWESOME

# Meet our awesome range



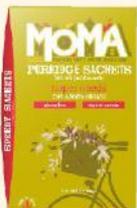
**BIRCHER MUESLI**



**BIRCHER MUESLI MIX**



**BREAKFAST SMOOTHIE**



**PORRIDGE**





**THE MOMA JOURNEY**

**OUR PRODUCTS**

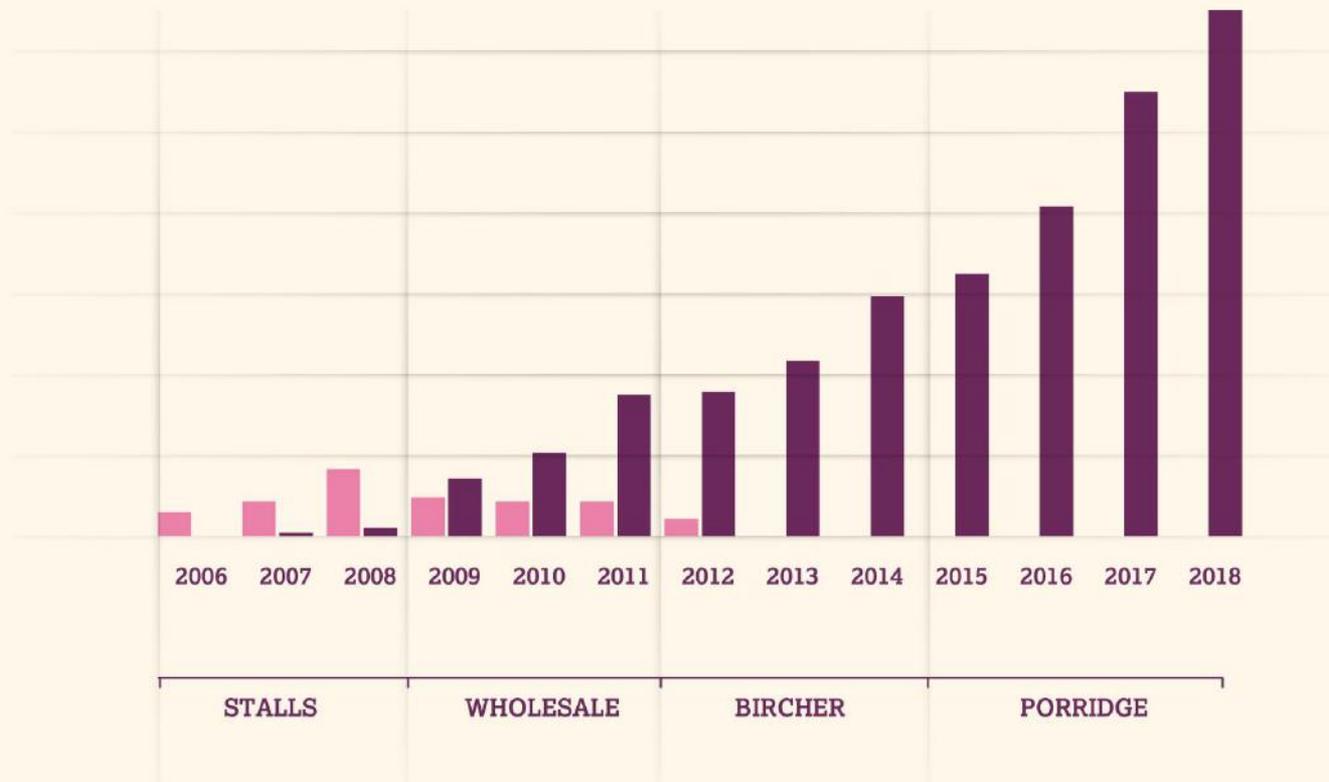
**SALES**

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# MOMA'S growth



WHOLESALE  
STALLS



# MOMA is bucking the trend



MOMA INCREASED  
SALES BY  
**144.2%**



# Some of our customers



## TRAVEL



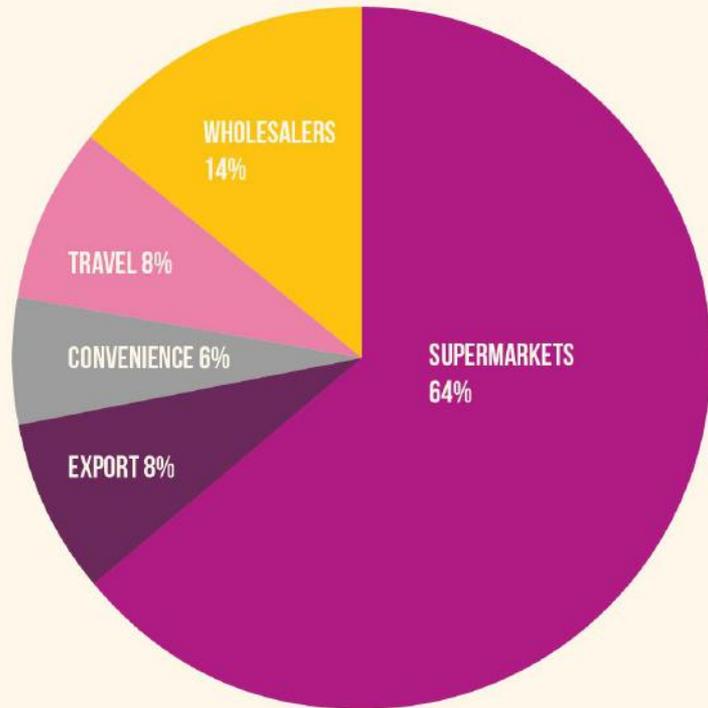
## FOOD SERVICE



## HIGH STREET



## Gross sales split by retail channel



**THE MOMA JOURNEY**

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**MOMA**  
MAKING DAYS MORE AWESOME



**AM MAYHEM**



**MOMA MORNINGS**



# Consumer Insight – the MOMA target audience



## AGE



18 to 24	2%
25 to 34	21%
35 to 44	26%
45 to 54	28%
55 to 64	16%
65 to 74	5%
75 and over	2%

## GENDER



Female	78%
Male	22%

## ABC1



ABC1	67%
C2DE	33%

## FAMILY INCOME SPREAD



Less than £20,000	15%
£20,000-29,000	17%
£30,000 - 39,999	14%
£40,000 - 49,999	14%
£50,000 - 74,999	13%
£75,000 - 99,000	8%
£100,000 or more	3%

## LOCATION



North East	2%
North West	8%
Yorkshire & the Humber	9%
East Midlands	8%
West Midlands	6%
East of England	8%
London	22%
South East	17%
South West	10%
Wales	3%
Scotland	

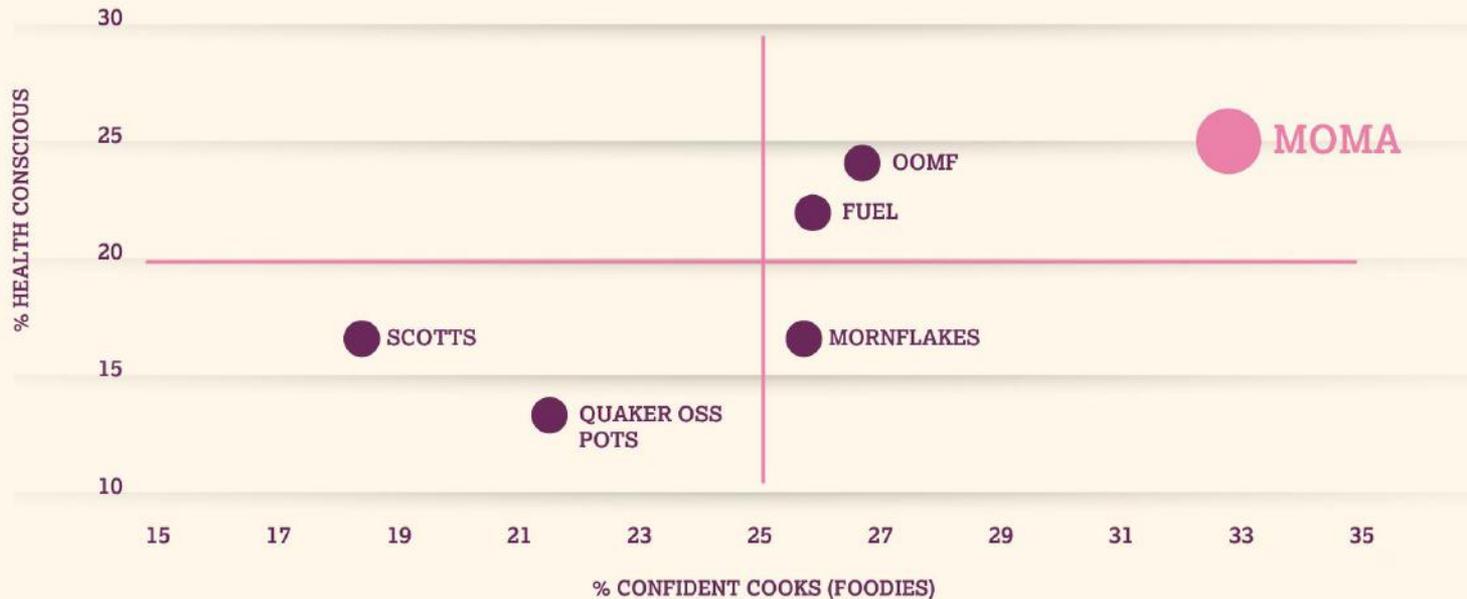
## EMPLOYMENT



Working full time	47%
Working part time	19%
Full time student	8%
Retired	13%
Unemployed	4%
Not working/Other	9%



# MOMA attracts a different kind of shopper





PR





PR



DIGITAL





PR



DIGITAL



DESIGN





PR



DIGITAL



DESIGN



SAMPLING





PR



DIGITAL



DESIGN



SAMPLING



EVENTS





PR



DIGITAL



DESIGN



SAMPLING



EVENTS



ADVERTISING





PR



DIGITAL



DESIGN



SAMPLING



EVENTS



ADVERTISING



PRICE PROMO





**PR**



**DIGITAL**



**DESIGN**



**SAMPLING**



**EVENTS**



**ADVERTISING**



**PRICE PROMO**



**TRADE MARKETING**



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## CONVENIENCE

Breakfast out of home  
is growing



## FREE FROM

Gluten free is now mainstream  
Plant based dairy alternatives  
are gaining traction



## FILLING

Still one of the fastest  
growing need states  
(along with health & natural)



## NO ADDED SUGAR

Continued focus on reducing  
sugar consumption



## GUT HEALTH

Fibre and probiotics  
are making a come back



# Product Development

## Commercial

- Market size
  - + Trends
- Margin



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## Quality

- Better
- Consistent



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- Manufacture



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# Product Development



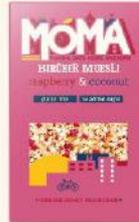
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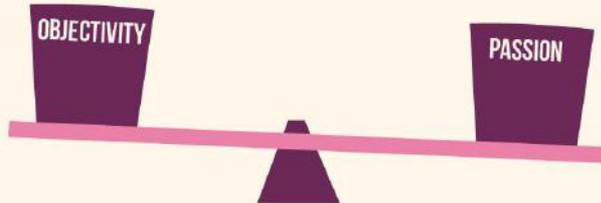
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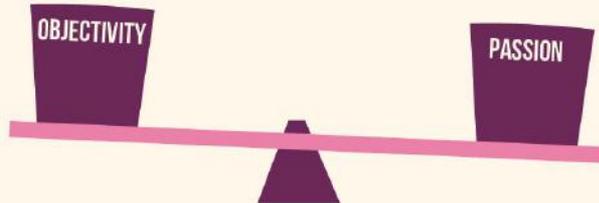
## Sales

- Market access



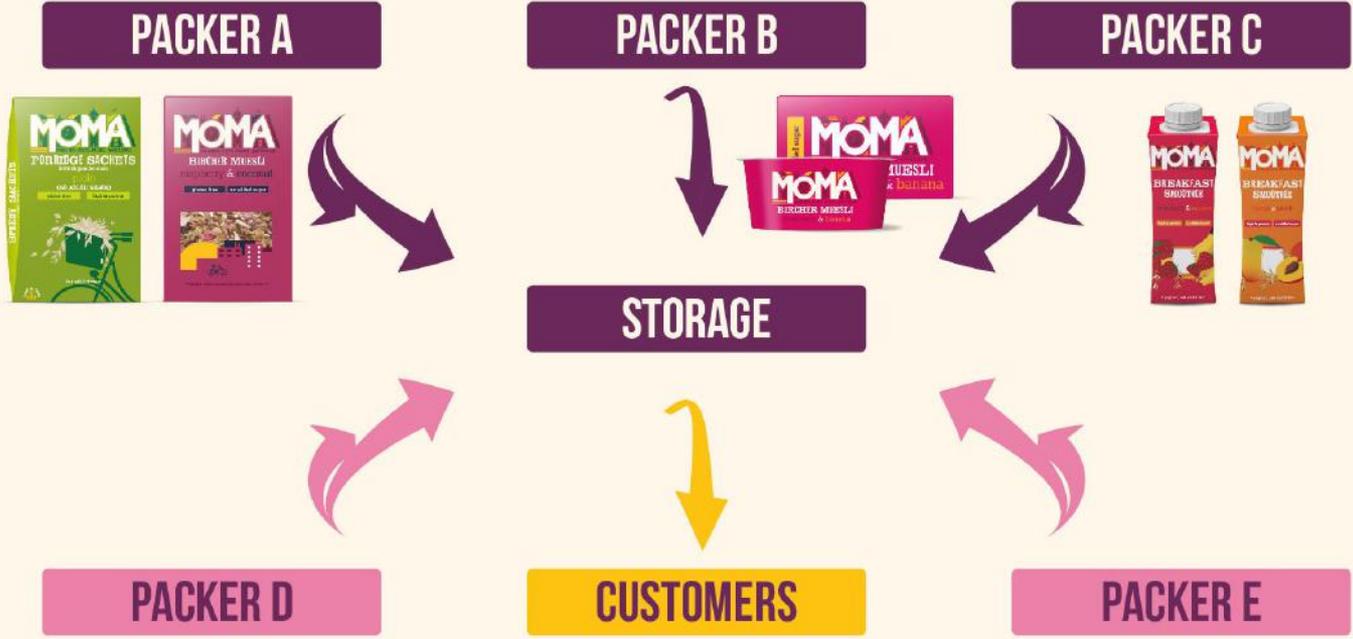
## Capability

- Manufacture



“I can't change the direction of the wind, but I can adjust my sails to always reach my destination”





# Our team



EXEC CHAIR & FOUNDER

MANAGING DIRECTOR

DIRECTORS/ADVISORS  
EXTERNAL ACCOUNTS

ACCOUNTANT

OPERATIONS  
MANAGER

INNOVATION &  
PRODUCT MANAGER

MARKETING  
MANAGER

HEAD OF  
GROCERY

HEAD OF  
OUT OF HOME

WAREHOUSE  
MANAGER

ASSISTANT BRAND  
MANAGER

NATIONAL SALES  
EXEC

YEAR IN INDUSTRY  
STUDENT PLACEMENT



**THANKS**



[www.momafoods.co.uk](http://www.momafoods.co.uk)