

REACH MORE DAIRY-FREE BUYERS

Why Oolie is the Game-Changer Your Set Needs



oolie

THE OPPORTUNITY

Flexitarians Are Redefining Dairy-Free. It's About Protein & Taste.

Shopper behavior is changing the dynamics of the CPG industry. Natural food products have tripled in size since 2007,¹ now \$325B in sales. One example is the dairy-free set. No longer the domain of vegans and those who are lactose intolerant, flexitarians are now key players within the category.

62% of Dairy-Free Shoppers Are Flexitarians²

²Circana, 2024

The post-COVID shopper has increasingly turned to factors such as indulgent taste, high protein, and clean ingredients in their decision process, blurring traditional lines that have defined first-generation dairy-free products.

First-generation dairy-free products relied on plant-based solutions for eliminating dairy which came with notable weaknesses in flavor, protein, texture, and viscosity. The influx of flexitarians into the category, free from lactose intolerance or vegan standards, simply want great taste, protein, and clean label ingredients. The result has been flat or declining sales.³

¹Nutrition Business Journal, 2025

²Circana Core Outlets, 52 Weeks Ending December 31, 2023





WE CRACKED THE CODE IN DAIRY-FREE CONVENIENCE

Flat Growth for Almond & Coconut. Surging Demand for New Formats.

Plant-based dairy-free products' inherent weaknesses in taste, protein, and texture have slowed growth. For example, almond and coconut-based yogurts saw just a 1.5%¹ increase in sales during Q1 2025. Yet, next-generation alternatives grew 24%¹ in the same period.

A New Era For Eggs

Oolie represents the next generation as the world's first egg-based dairy-free brand. Years in development by a team of chefs and food experts, the brand solves the weaknesses of traditional dairy-free products.

Naturally high in protein, the egg-base offers a richer flavor and thicker texture without the eggy taste or use of artificial thickeners.

Protein Power

Shoppers have made protein a top determining factor in the products they buy. In fact, within the natural foods category, protein-rich products have commanded 9 of the top 10 growth categories for the past two years, led by yogurt at #1 and eggs at #10².

The Lactose-Intolerance Problem

According to the Food Intolerance Network, primary lactose intolerance affects approximately 44% of Americans (152 million people), approximately 50% of Latino/Hispanic people, and 60–80% of Africans and Asians. Secondary lactose intolerance normally occurs when the small intestine is impaired due to an illness, injury, surgery, or more serious issue like Celiac disease or Crohn's disease.

Lactose is the main carbohydrate in milk and other dairy products. Thus, "intolerant" of lactose means the consumer does not produce enough of the enzyme lactase to break down lactose.

The Rising GLP-1 Factor

Current GLP-1 weight loss users now represent 8.5%³ of the U.S. population. However, several pharmaceutical companies are in a race to bring a pill form of their weight-loss drug to market that will dramatically increase the number of users. The expansion will create an even higher demand for protein since the drug's side effect is a loss in muscle mass. Overall, a new study³ projects GLP-1 users will buy up to 9% fewer groceries with up to a 20% reduction in calories simply because their eating habits have changed.

¹SPINS Natural Channel Data Q1 2025

²SPINS Total U.S. Natural Foods Expanded Channel Informed By Circana Past 52 Weeks Ending 1-26-25

³Technomic, Consumer GLP-1 User Survey, Dec. 2024



WHY EGG-BASED DAIRY-FREE WINS WITH SHOPPERS

Real Protein Makes Sense

Eggs are America's most trusted protein, with 91% of shoppers viewing eggs as a "trusted, wholesome food."¹ Egg-based dairy-free products represented by the Oolie brand thus instantly connect with existing shopper attitudes for natural goodness.

Oolie Yogurts offer up to 11 grams of protein per serving and dairy-free yogurts are the fastest-growing segment within the category.² Oolie Dips are also protein rich with up to 2 grams per serving. Thus, the nutritional punch of eggs without dairy allergens brings flexitarian shoppers to the dairy-free set.

Oolie Yogurts and Dips are made from Free-Range eggs provided by a network of family-owned farms. Free-Range eggs have vibrant orange yolks that are packed with extra nutrients when compared to traditional eggs. Higher levels of omega-3 fatty acids and fat-soluble vitamins³ (A, D, E, and K) are all part of the natural diet and special, natural feed consumed by the hens. The eggs offer more carotenoids, linked to better eye health and lower risk of cancer, diabetes, and inflammation.⁴

¹American Egg Board, 2024

²SPINS Total U.S. Natural Foods Expanded Channel Informed By Circana Past 52 Weeks Ending 1-26-25

³American Egg Board Nutrition Center

⁴National Institute of Health, Overview of Potential Health Benefits Of Carotenoids, 2023



THE EXTRAORDINARY OOLIE EGG STORY

Oolie is the brand that represents innovation from eggs. The brand is owned by HBF Foods, the leading provider of hard boiled eggs to retailers. Using Free-Range medium-size eggs from family farms that are dispersed across America, HBF Foods has avoided shortages compared to other factory farms that have been impacted by Avian flu outbreaks.

The HBF Foods hard boiled egg peeling process is exacting. Previously, imperfect eggs from peeling were disposed of. Today, the use of the imperfect peeled eggs was a significant driver of the innovation that Oolie represents.

Even more innovation is on the way from Oolie that will continuously serve as the game-changer brand within not just the dairy-free set, but within the natural foods space.



THE GAME-CHANGING OOLIE PRODUCT LINE UP

Deliciously Extra. Uniquely Craveable Dips.

Dairy-free creaminess with no need for fillers, Oolie Dips offer protein-rich and unique flavors, including:
Yellow Curry Dip | Mediterranean Tomato Dip
Garlic & Herb Dip | Red Beet Bliss Dip | Spicy Pepper Dip

Here's More:

- More than one whole Free-Range egg in each serving
- 2 grams of natural egg protein per 2 Tbsp serving
- Only 50 calories or less per serving
- All clean, organic ingredients
- Free-Range eggs from a network of small family farms



Oolie Reinvented Yogurts

Oolie yogurts are simply irresistible because of their creaminess, vibrant flavors, and high protein content per serving. Flavors include:

Vanilla Yogurt | Key Lime Yogurt
Berry Blend Yogurt | Banana Cream Yogurt

Here's More:

- Nearly two whole Free-Range eggs in each serving
- 11 grams of natural egg protein
- Only 5–6 grams of added sugar
- All clean ingredients
- Eggs from a network of nearly 200 small family farms
- 5.3 oz., per cup



WHY SHOPPERS AND RETAILERS ARE ALREADY MAKING THE SWITCH TO OOLIE!

Just announced at the Natural Foods Expo in 2025, Oolie products are already driving shoppers to major retailer sets with more retailers on the way.

Oolie drives sales for both natural foods and traditional supermarket retailers as well as club

and mass merchants. Retailers are placing Oolie in both their conventional Dip sets as well as dairy-free. The same can be said for the Yogurt set as well. The Yogurt and Dips also make sense for the Prepared Foods and Grab & Go sets in your store.

Request Your Free Samples Today.

HBF Foods is so convinced Oolie products are right for your brand, they are happy to ship you samples for your own tasting and testing. Ask for any or all of Oolie products today.

Oolie Dip Product Specs

Flavor	Item #	Item Pack Size	UPC Case #				Item Shelf Life	Retail Units Per Case
Yellow Curry	814-0808	8 oz.	1 98386 81408 0	4.6	4.6	1.72	180 days	12
Garlic & Herb	824-0808	8 oz.	1 98386 82408 9	4.6	4.6	1.72	180 days	12
Mediterranean Tomato	834-0808	8 oz.	1 98386 83408 8	4.6	4.6	1.72	180 days	12
Spicy Pepper	844-0808	8 oz.	1 98386 84408 7	4.6	4.6	1.72	180 days	12
Red Beet Bliss	854-0808	8 oz.	1 98386 85408 6	4.6	4.6	1.72	180 days	12

Oolie Yogurt Product Specs

Flavor	Item #	Item Pack Size	UPC Case #				Item Shelf Life	Retail Units Per Case
Vanilla	714-1253	5.3 oz.	1 98386 71453 3	3.56	3.03	2.36	180 days	12
Key Lime	734-1253	5.3 oz.	1 98386 73453 1	3.56	3.03	2.36	180 days	12
Berry Blend	774-1253	5.3 oz.	1 98386 77453 7	3.56	3.03	2.36	180 days	12
Banana Cream	784-1253	5.3 oz.	1 98386 78453 6	3.56	3.03	2.36	180 days	12

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