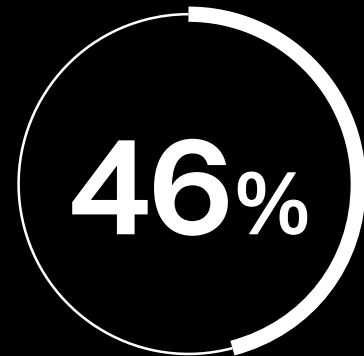


EVERY BODY

by MY MUSCLE CHEF



Spring 2023



Value share of
Fitness Meals



Value share in Petrol
& Convenience



Food delivery service
6 years in a row

#1 IN RETAIL



2018-23 AWARDS / WINNER

MY MUSCLE CHEF



ALL ABOUT
TASTE

The Every Body range is all about taste. Seasonal ingredients, cooked with loving care, delivering a delicious balance of flavour and spice.

Alan Parrish,
Culinary Director

Chicken Fried Rice

PRODUCT RANGE

RRP
\$9.95

Basmati rice stir fried with chicken, peas, carrot and corn kernels in a sweet soy sauce.

28g	58g	9g
PROTEIN	CARBS	FAT



Beef mince mixed in a tasty teriyaki sauce with vegetables served with basmati rice.

25g	60g	8g
PROTEIN	CARBS	FAT

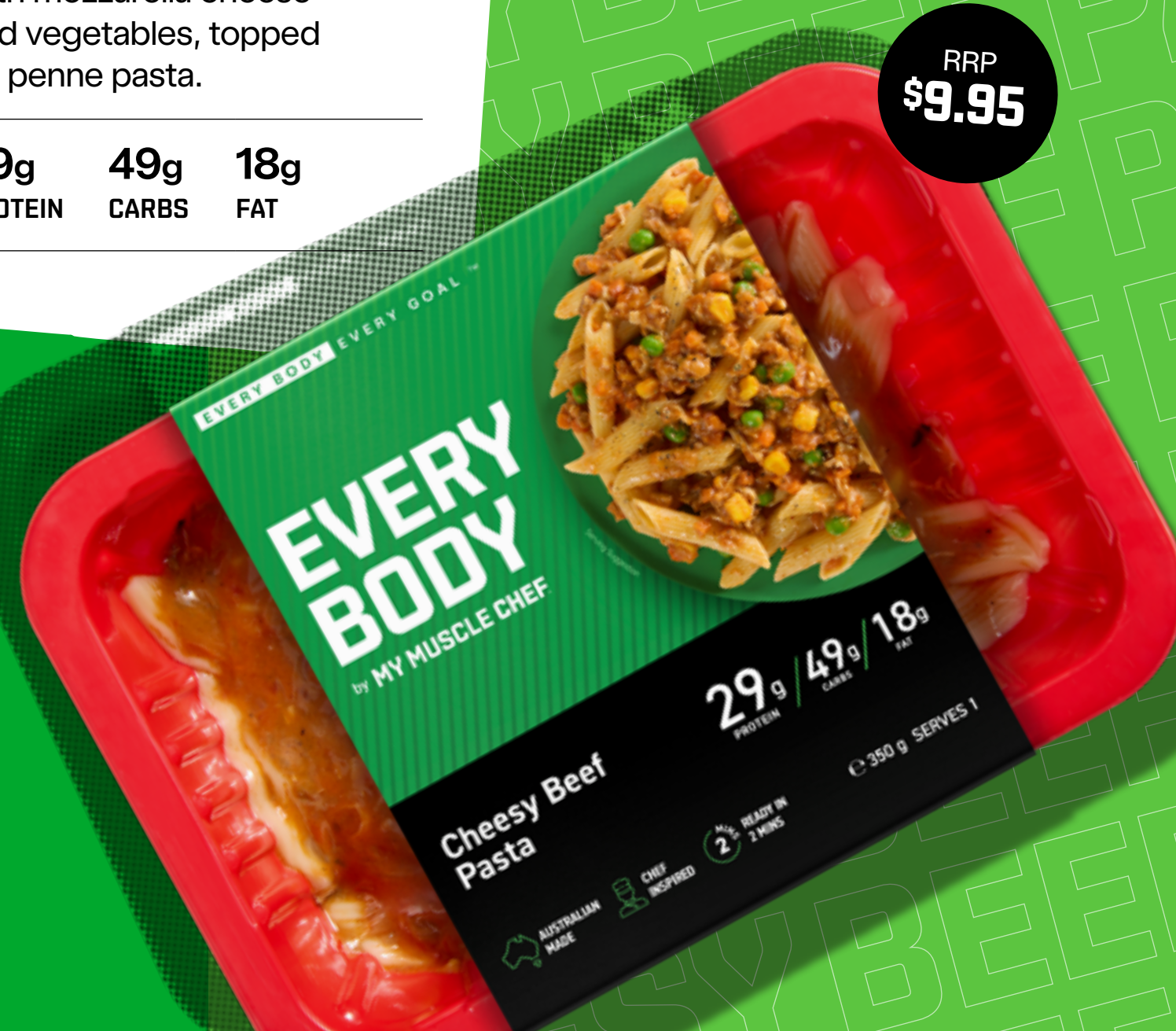
RRP
\$9.95

Teriyaki Beef Bowl

Cheesy Beef Pasta

Beef mince slow cooked in a crushed tomato sauce with mozzarella cheese and vegetables, topped on penne pasta.

29g	49g	18g
PROTEIN	CARBS	FAT



Diced chicken marinated in a creamy tomato tikka masala sauce served with basmati rice.

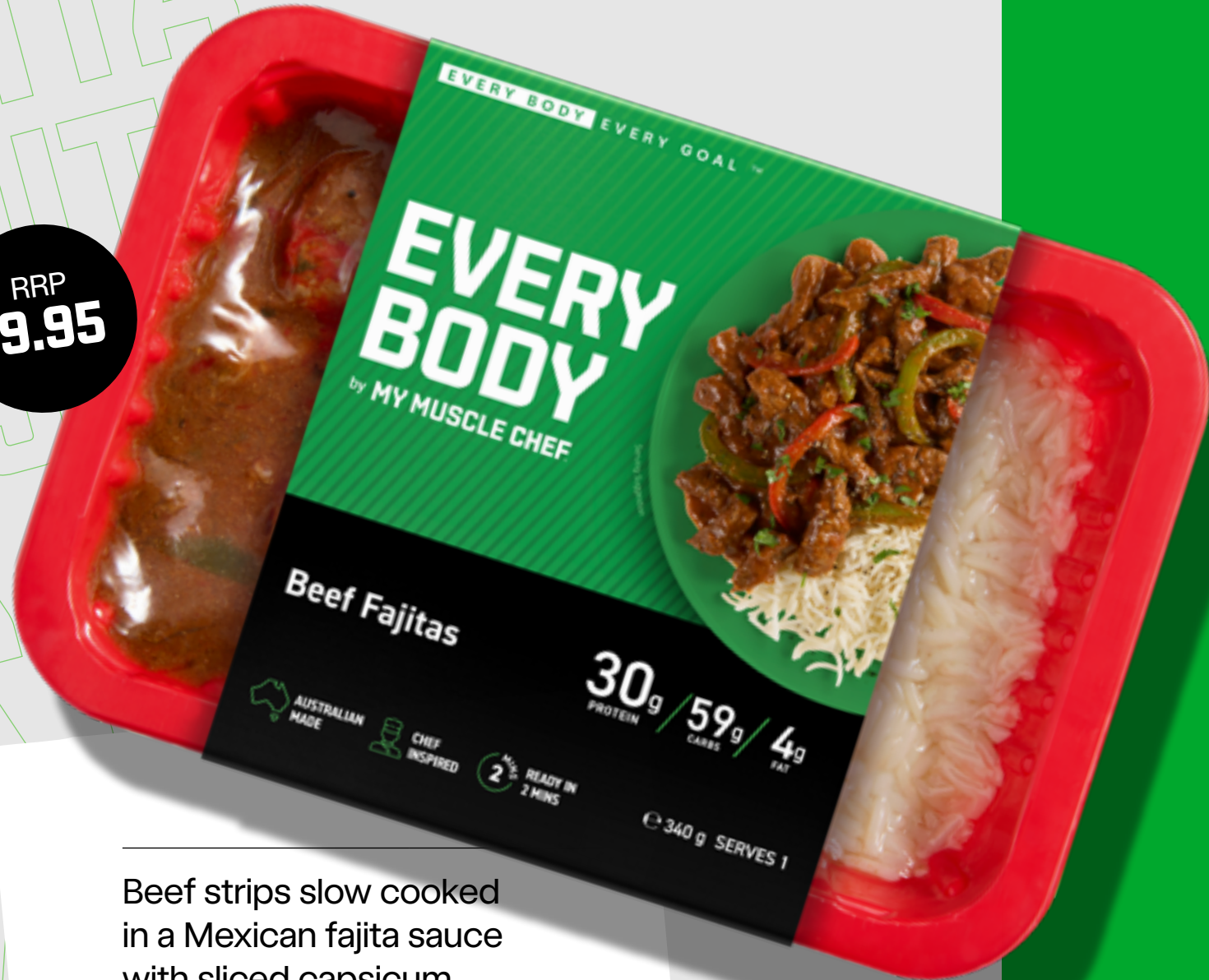
25g	52g	21g
PROTEIN	CARBS	FAT



Chicken Tikka

Beef Fajitas

RRP
\$9.95



Beef strips slow cooked in a Mexican fajita sauce with sliced capsicum, served with basmati rice.

30g	59g	4g
PROTEIN	CARBS	FAT

Tender chicken lightly simmered in a Thai chilli basil sauce with green beans, capsicum and baby corn served with basmati rice.

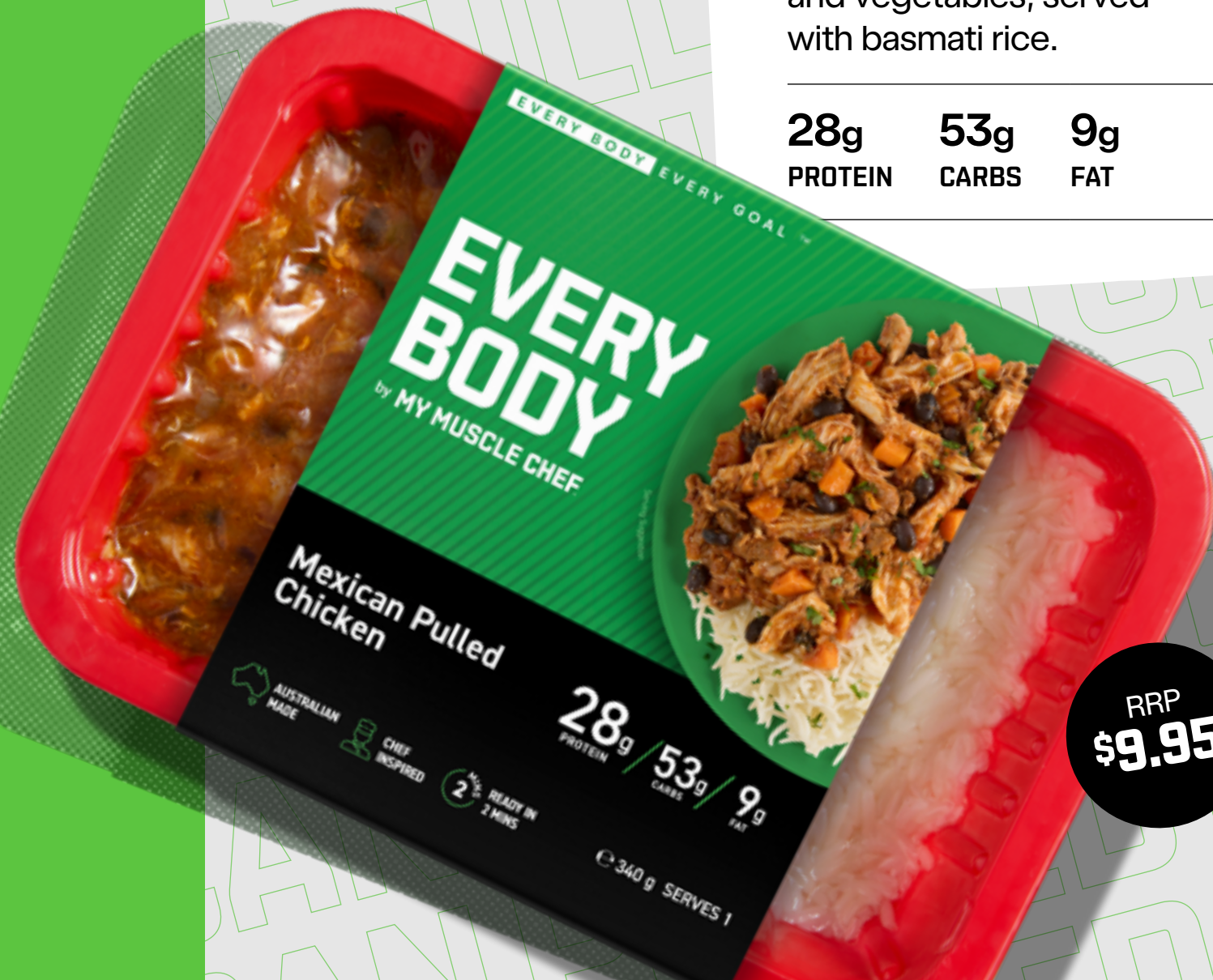
25g	59g	6g
PROTEIN	CARBS	FAT



RRP
\$9.95

Thai Chilli Basil Chicken Stir Fry

Mexican Pulled Chicken



Pulled chicken lightly simmered in a Mexican tomato and chipotle sauce mixed through black beans and vegetables, served with basmati rice.

28g	53g	9g
PROTEIN	CARBS	FAT

RRP
\$9.95



Diced beef slow cooked in a spicy madras sauce, served with basmati rice.

29g	49g	9g
PROTEIN	CARBS	FAT

RRP
\$9.95

Beef Madras

CURRENT MARKET

\$781m
Chilled meals
total market

+19%
growth p.a

\$220m
Functional
Fitness Meals

+49%
growth p.a



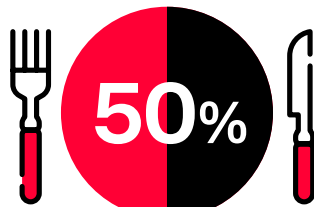
Shoppers of this segment are:

**younger &
more affluent**

CATEGORY CHALLENGE

11.1m
Australians

claim to have eaten
a ready meal in
the last 12 months



have a yearly
spend over
\$70



Bring in 2 million
shoppers, buying
3 meals per year
into the category

To grow category
revenue by:

\$49m

Chilled meals

+6%
growth p.a

OPPORTUNITY

My Muscle Chef is known for great
taste and uncompromising quality.

**We can leverage the My Muscle
Chef brand equity to attract
a new group of convenience
and meal for one shoppers.**

**MY
MC**
MORE TIME. MORE TASTE. MORE CHOICE.



PORTFOLIO ROLE

EVERY BODY

TASTE PRICE
NUTRITIONALLY BALANCED

TASTY AND NOURISHING.



Wants an easy alternative to cooking



Happy to pay for good tasting RTEMs, not interested in macros and fitness messaging

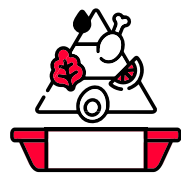
- Quick, easy, tasty, balanced
- Appeal to a broader audience
- Channel specific
- Convenience & taste
- Lower entry price to brand

BODY RANGE. EVERY BODY RANGE. EVERY BODY RANGE. EVERY BODY RANGE.

HIGH PROTEIN

PROTEIN TASTE PRICE
NUTRITIONALLY BALANCED
MUSCLE GAIN GOAL BASED

HIGH PROTEIN



They see RTEMs as a provider of nutrition that supplements exercise



Consume RTEMs to help with nutrition, health fuel and weight management

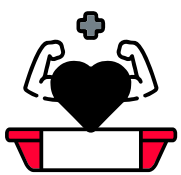
- High quality nutrition for fitness goals
- Goal focussed
- Attract shoppers to category
- Overall category growth
- Highly engaged customers

GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE.

PLUS+

PROTEIN GOAL BASED
MUSCLE GAIN TASTE

HIGH PROTEIN & CALORIE.



Consume RTEMs to help with nutrition, health fuel and weight management

- High quality nutrition for muscle gain
- Appeal to a new customer
- Goal focussed
- Category diversification
- Compliment core range

GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE.

LO-CAL

PROTEIN TASTE PRICE
NUTRITIONALLY BALANCED
WEIGHT LOSS GOAL BASED

UNDER 400 CALORIES



They see RTEMs as a low cost way of approaching weight loss

- Less than 400 calories
- Appeal to a niche customer
- Channel specific
- Category diversification
- Goal focussed

GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE. EVERY GOAL RANGE.

EVERY BODY

by MY MUSCLE CHEF



Convenience

Meal for one

Core target
shopper age

18-35

The Every Body consumer typically lives and eats alone. They're not overtly health or fitness conscious. They want a healthy, tasty and convenient alternative to cooking; and are not bothered by fitness messaging.

CORE CONSUMER NEED

Something quick and healthy when there's no time for a home cooked meal.

VALUE PROPOSITION

Healthy and clean, no fuss, no mess, and something for everyone.

MESSAGING

Chef inspired, tasty and healthy meals. For a convenient choice for lunch or dinner that's good to go.