

OWL GO GRANOLA BARS





Owl Go Granola Bars

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Owl Go Granola Bars

Founders

Our group was formed by a group of dedicated students with different dietary needs, but we all had the same goal: to make a healthy product! As you know, our product is gluten-free, diabetic-friendly, and, as always, vegetarian-friendly. For us, this was a necessity. Our very own Program Assistant, Renee Smagur, is a diabetic. Several of our 4-H members need to be gluten-free for various health issues. Knowing these issues made us more aware of how dietary wants and needs affect choosing a product. Although this product is excellent for these individuals, it is also friendly to people who don't have unique nutritional needs and wants.

Rachel Dailey: Rachel is a homeschooled 9th grader. She has been an active 4-Her since the 4th grade; enjoying everything from poultry judging to archery. Rachel has become proficient at the piano in the last eight years and enjoys reading, cooking, and going to 4-H events. This past year Rachel competed at District Project Achievement in the Food Fare Project and will compete at State Council soon.

Camden Hughes: Camden is a dedicated 11 Grade 4-H'er. She has been in 4-H since the 5th grade and has been part of her school swim team for the past six years. She just finished her first season of soccer. Camden is very involved with her county and strives to be a great leader!

Tabitha Ramey: Tabitha is an 11th grader and enjoys target sports and other outdoor activities. Being part of the Food Product Development Team and Cooking Club is very important to her. She competed in District Project Achievement for festive foods for health.

Tianna Ramey: Tianna is an 11th grader and has spent last year serving as a State Healthy Living Ambassador for Georgia 4-H. Tianna competed in District Project Achievement in the Health Category, where she placed first and hopes to master in this category during the summer.

Renee Smagur: Mrs. Renee has been a Program Assistant in our county for the past ten years and a 4-H mom, for 20 years. She began a cooking club for students for 4-12th gradeers and helped start the Farm and Food camp in Habersham County which has been running for over four years. She also coaches many other team activities.

* Christine Budd and Mercy Bowen were also founding members.



Owl Go Granola Bars

Product Description

In this day and age most people want to eat things that are healthy and going to be good for their bodies, however they rarely look for the right things. When at the grocery store, all you see on granola bar packages is high fructose corn syrup, sugar, and glycerin. Does that sound like a genuinely healthy snack? Definitely not.

That's why we created O.G. Bars. The O.G. stands for "On the Go," but it also means "original." Our bars are not only quick and easy, but are also made with all-natural food products. It is easy to replace all of those chemicals with natural ingredients like hand-rolled oats from our very own local growers.

Granny-Nola, our mascot, will help us spread the word that the O.G. bar gets its sweet taste from the natural sugars in locally grown foods such as strawberries, honey, and peanuts. The production is close to home and completely fresh. She also provides education of healthy eating via the online games that the QR code featured on the packaging will take customers to.

You may look at the O.G. company and ask, 'What makes us different from our competitors like Quaker, Cliff Bars, and Nature Valley?'. It's easy: we WANT you to have a tasty, healthy, and trustworthy granola bar. You can find an O.G. bar in a grocery store near you at a competitive, reasonable amount for an excellent purchase handmade and filled with love. There is no doubt that this is a great product. The taste of these granola bars is far superior to the overpriced name brands.

The first two days that our product hits the markets, we will be giving each store that sells them a credit and asking them to give free samples near where the boxes of the products will be on their shelves. When customers try the product, they will fall in love with our affordable, trustworthy granola bars and start buying them to eat and share with friends.

We have our own farms, farmers, and transportation. We keep a small staff of lovely retired men and women who take pride in their local granola creations; making and cutting them evenly and wrapping each bar by hand with biodegradable airtight packages. We want to make sure that we are taking care of our elderly community as well as the environment.

To advertise, we will share our ideas with fitness gurus on social media that have a tight group of followers and traditional outlets. Their followers are the audience that will be most interested in an organic granola bar, along with food blogs, people with dietary restrictions, vegetarians, and parents. If being a healthy, environmentally- conscious consumer is your goal, you will love our bars.



Owl Go Granola Bars

HABERSHAM COUNTY 4-H FOOD PRODUCT DEVELOPMENT TEAM

OWL GO STRAWBERRY & WHITE CHOCOLATE GRANOLA BAR

"The O. G. Snack"

Yield 24

YOU WILL NEED:

2 cups old fashioned oats
1 cup bite sized rice cereal- crushed
1 cup chopped plain almonds
3/4 cup flaxseed
2 cups freeze dried strawberries
1/2 cup honey

1/2 stick unsalted melted butter
1/2 cup raw sugar
24 grams of white chocolate melts melted
2 tsp. vanilla extract
1/2 tsp. salt

RECIPE DIRECTIONS:

1. Preheat oven to 400 degrees.
2. Measure rolled oats (2 cups), place in large metal bowl. Add crushed cereal (1 cup) to rolled oats. Add chopped almonds (1 cup) to oats and cereal.
3. Spread oat, cereal and almond mixture over a sheet pan in a single layer. Place in oven for seven minutes.
4. Measure flaxseed (3/4 cup) into the large metal mixing bowl. Mix in 2 cups of dried strawberries. When oat mix comes out, place in the bowl with flaxseed and mix.
5. In a medium sized pot combine butter (1/2 stick), sugar (1/2 cup), honey (1/2 cup), salt (1/2 tsp.) and vanilla extract (2 tsp).
6. Put butter mixture on stove over medium heat. Using a candy thermometer bring temp to 175 degrees Fahrenheit. Whisk continuously. When temperature is reached pour over dry mixture, folding to incorporate.
7. Spread granola mix onto a 9 x 13 pan lined with parchment paper. Make sure to press bars firmly into place. Set aside to cool.
8. Drizzle white chocolate over granola. Cut into 1 1/2" wide by 3" long bars.
9. When chocolate is hard wrap in packaging and store.

Food Product Development Coach: Renee Smagur
 raider@uga.edu | 706 754 2318
 Assistant coach: Maggie Smagur

Team Members:
 Rachel Dailey, Camden Hughes, Tabitha Ramey and Tianna Ramey



Owl Go Granola Bars

Formulation and Production: Strawberry

Recipe: Owl Go White Chocolate and Strawberry Granola Bars

Owl Go White Chocolate and Number of Servings: 24.01

(40 g Weight: 960.60 g Strawberry Granola Bars per serving)

Recipe

Item Name	Quantity	Measure
oats,steel-cut, dry, organic	2 Cup	
cereal, crisp rice	1 Cup	
almonds, raw, sliced	1 Cup	
Flax seed meal, ground	0.75 Cup	
honey, wildflower	0.5 Cup	
butter, unsalted	4 Tablespoon	
sugar, raw, washed	0.5 Cup	
salt, table	0.5 Teaspoon	
extract, vanilla	2 Teaspoon	
strawberries, freeze-dried	2 Cup	
baking chocolate, white, premium, bar	24 Gram	

Owl Go Granola Bars

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Owl Go Granola Bars

Nutrition: Strawberry

Nutrition Facts

12 servings per container

Serving size 1 bar (40g)

Amount per serving

Calories 170

% Daily Value*

Total Fat 7g 9%

Saturated Fat 1.5g 8%

Trans Fat 0g

Cholesterol 5mg 2%

Sodium 55mg 2%

Total Carbohydrate 24g 9%

Dietary Fiber 4g 14%

Total Sugars 10g

Includes 9g Added Sugars 18%

Protein 4g

Vitamin D 0mcg 0%

Calcium 30mg 2%

Iron 1mg 6%

Potassium 15mg 0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Organic Oats, Wildflower Honey, Almonds, Raw Turbinado Sugar, Flaxseed Meal, Butter (Cream, Natural Flavorings), Strawberries, Whole Grain Brown Rice, White Chocolate (Sugar, Palm and Palm Kernel Oil, Nonfat Dry Milk, Whole Milk Powder, Sorbitan Tristearate, Soy Lecithin, Natural Flavors, Salt), Pure Vanilla Extract (Water, Alcohol (35%), Sugar, Vanilla Bean Extractives), Salt.

Contains Milk, Soy, Tree Nuts.

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Owl Go Granola Bars

HABERSHAM COUNTY 4-H FOOD PRODUCT DEVELOPMENT TEAM



OWL GO PEANUT BUTTER & DARK CHOCOLATE GRANOLA BAR

"The O. G. Snack"



Yield 24

YOU WILL NEED:

2 cups old fashioned oats	1/2 cup honey
1 cup bite sized rice cereal- crushed	1/2 stick unsalted melted butter
1 cup chopped plain almonds	1/2 cup raw sugar
3/4 cup flaxseed	2 tsp. vanilla extract
2 cups Peanut Butter Powder Lite	1/2 tsp. salt
1/2 cup water	24 grams dark chocolate melts melted

RECIPE DIRECTIONS:

1. Preheat oven to 400 degrees.
2. Measure rolled oats (2 cups), place in large metal bowl. Add crushed cereal (1 cup) to rolled oats. Add chopped almonds (1 cup) to oats and cereal.
3. Spread oat, cereal and almond mixture over a sheet pan in a single layer. Place in oven for seven minutes.
4. Measure flaxseed (3/4 cup) into the large metal mixing bowl. Mix in (2 cups of peanut butter powder and 1/2 cup water.) Mix together. When oat mix comes out, mix in the bowl with flaxseed mixture.
5. In a medium sized pot combine butter (1/2 stick), sugar (1/2 cup), honey (1/2 cup), salt (1/2 tsp.) and vanilla extract (2 tsp).
6. Put butter mixture on stove over medium heat. Using a candy thermometer bring temp to 175 degrees Fahrenheit. Whisk continuously. When temperature is reached pour over dry mixture, folding to incorporate.
7. Spread granola mix onto a 9 x 13 pan lined with parchment paper. Make sure to press bars firmly into place. Set aside to cool.
8. Drizzle dark chocolate over granola. Cut into 1 1/2" wide by 3" long bars.
9. When chocolate is hard wrap in packaging and store.



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Owl Go Granola Bars

Formulation, Production: Peanut Butter

Owl Go Dark Chocolate and Peanut Butter Granola Bars Recipe: Owl Go Dark Chocolate and Peanut Butter Granola Bars Owl Go Dark Chocolate and Number of Servings: 31.87 (40 g Weight: 1275.00 g Peanut Butter Granola Bar per serving)

Item Name	Quantity	Measure
oats, steel-cut, dry, organic	2	Cup
cereal, crisp rice	1	Cup
almonds, raw, sliced	1	Cup
flax seed meal, ground	0.75	Cup
honey, wildflower	0.5	Cup
butter, unsalted	4	Tablespoon
sugar, raw, washed	0.5	Cup
salt, table	0.5	Teaspoon
extract, vanilla	2	Teaspoon
peanut powder	2	Cup
water, municipal tap	0.5	Cup
coating, dark chocolate, melting wafers	24	Gram

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Owl Go Granola Bars

Nutrition: Peanut Butter

Nutrition Facts

12 servings per container

Serving size 1 bar (40g)

Amount per serving

Calories 160

% Daily Value*

Total Fat 7g 9%

Saturated Fat 1.5g 8%

Trans Fat 0g

Cholesterol 5mg 2%

Sodium 45mg 2%

Total Carbohydrate 19g 7%

Dietary Fiber 4g 14%

Total Sugars 7g

Includes 7g Added Sugars 14%

Protein 7g

Vitamin D 0mcg 0%

Calcium 32mg 2%

Iron 1mg 6%

Potassium 2mg 0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS:

Organic Oats, Peanuts, Wildflower Honey, Almonds, Water, Raw Turbinado Sugar, Flaxseed Meal, Butter (Cream, Natural Flavorings), Whole Grain Brown Rice, Dark Chocolate (Sugar, Hydrogenated Palm Kernel and Palm Oils, Nonfat Dry Milk, Cocoa-Processed with Alkali, Cocoa Glyceryl Lacto Esters, Soy Lecithin, Salt), Pure Vanilla Extract (Water, Alcohol (35%), Sugar, Vanilla Bean Extractives), Salt.

Contains Milk, Peanut, Soy, Tree Nuts.

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Owl Go Granola Bars

Distribution

When we start taking orders, we will first keep our business within certain boundaries. We have decided that until our business is much bigger, we will keep our shipping orders within a radius of 200 miles. This may not seem like much, however a radius of 200 miles can get our bars to the northern border of Tennessee in Kingsport, Columbia in South Carolina, Macon and Columbus in Georgia, and even to Huntsville in Alabama. This boundary will save our company money until we can ship more efficiently. It will also ensure that the distribution process takes away as little shelf life as possible. In the beginning, we will use UPS services to get our product to our consumers and we can work up to having our own temperature-controlled delivery trucks.

Age requirement. Unless otherwise specified in the solicitation, contract, or purchase order, the granola bars shall be processed and packaged not more than 90 days prior to delivery to the purchaser. Age requirements for Department of Defense (DoD) procurements shall be specified in the solicitation, contract, or purchase order.



Owl Go Granola Bars

Package Design

When creating the concept of how our product would affect the consumer, we decided to look at the package as a whole. First, we wanted to keep our carbon footprint at a minimum by using a product that was environmentally friendly. Our labels will be directly printed on Eco Clear Flat Heat Seal Bags. These are compostable, high quality plant based material made from Polylactic Acid from corn. It is a stronger material to avoid rips and tears, pliable, food safe for direct food contact, static free, and heat sealable.

Our Owl logo reminds consumers that O.G. is the smart choice for nutrition and will remind them of the importance of recycling. The colors represented in the product symbolize both the ingredients used and the packaging being ecologically sound. A small portion of all sales will go to the Georgia Beekeepers Association to further research on colony collapse. It was also important to note on the label that most of our products are locally sourced. The QR code will lead consumers to rewards and information about the product. We proudly display the nutrition information and list of ingredients on the label so people can quickly see what they are consuming. The Owl Go Bar is a gluten-free, vegetarian friendly product with an identifiable label on the front of each bar.





Owl Go Granola Bars

Cost Analysis

Owl Go Granola Bars will be sold wholesale to businesses at a cost of \$1.79 per bar for orders over 100 and \$1.89 for less than 100. This leaves them room for their markup.

Ingredient	Wholesale Cost/ amount of batches created	Amount used in batch	Cost per 31 bars in each batch	Cost per bar
Gluten free oats	51.80/ 64	2 cups	.81	.026
Whole plain almonds	140.07/ 60	1 cup	2.33	.075
Bite-size rice cereal	2.50/ 13	1 cup	.19	.006
Whole ground flaxseed meal	21.95/ 21	$\frac{3}{4}$ cup	1.01	.03
Locally sourced honey	8.00/ 5.5	$\frac{1}{2}$ cup	1.45	.04
Unsalted butter	2.37/ 8	$\frac{1}{2}$ stick	.29.	.009
Raw sugar	29.61/ 200	$\frac{1}{2}$ cup	.15	.004
Pure vanilla extract	221.13/ 384	2 tsp.	.57	.01
Non-Iodized table salt	7.42/ 9,600	$\frac{1}{2}$ tsp.	.0007	.00002
Peanut butter powder (Peanut and dark chocolate bars)	18.48/ 8	2Tbsp.	2.31	.074
Freeze-dried strawberries	22.79/ 6	2 cups	3.80	.12
Dark chocolate coating wafers (peanut)	102.95/ 470	24 grams	.22	.007
White melting wafers (strawberry)	96.95/ 470	24 grams	.21	.007
Eco clear flat heat seal bags	104.00/ 4000	1 film	.80	.026
			\$13.85	\$.43



Owl Go Granola Bars

SWOT Analysis

Strengths

- Our company uses quality organic Gluten Free ingredients
- We have the ability to expand to many flavors from the base product
- Our packaging is environmentally friendly from sustainable resources
- Diverse target market
- Convenience
- Dedication to a safe clean work environment

Weaknesses

- Cost of high quality locally sourced ingredients
- Keeping item locally sourced with growth of area
- Cost for quality product
- Quantity of production for large orders
- Potential allergy related issues

Opportunities

- Our company has the choice to stay local to ensure the “locally grown” statement or go globally with plants using locally sourced items in that region
- Product flavor diversity
- Marketing freedom across many outlets
- To educate about the significance of bees in our community

Threats

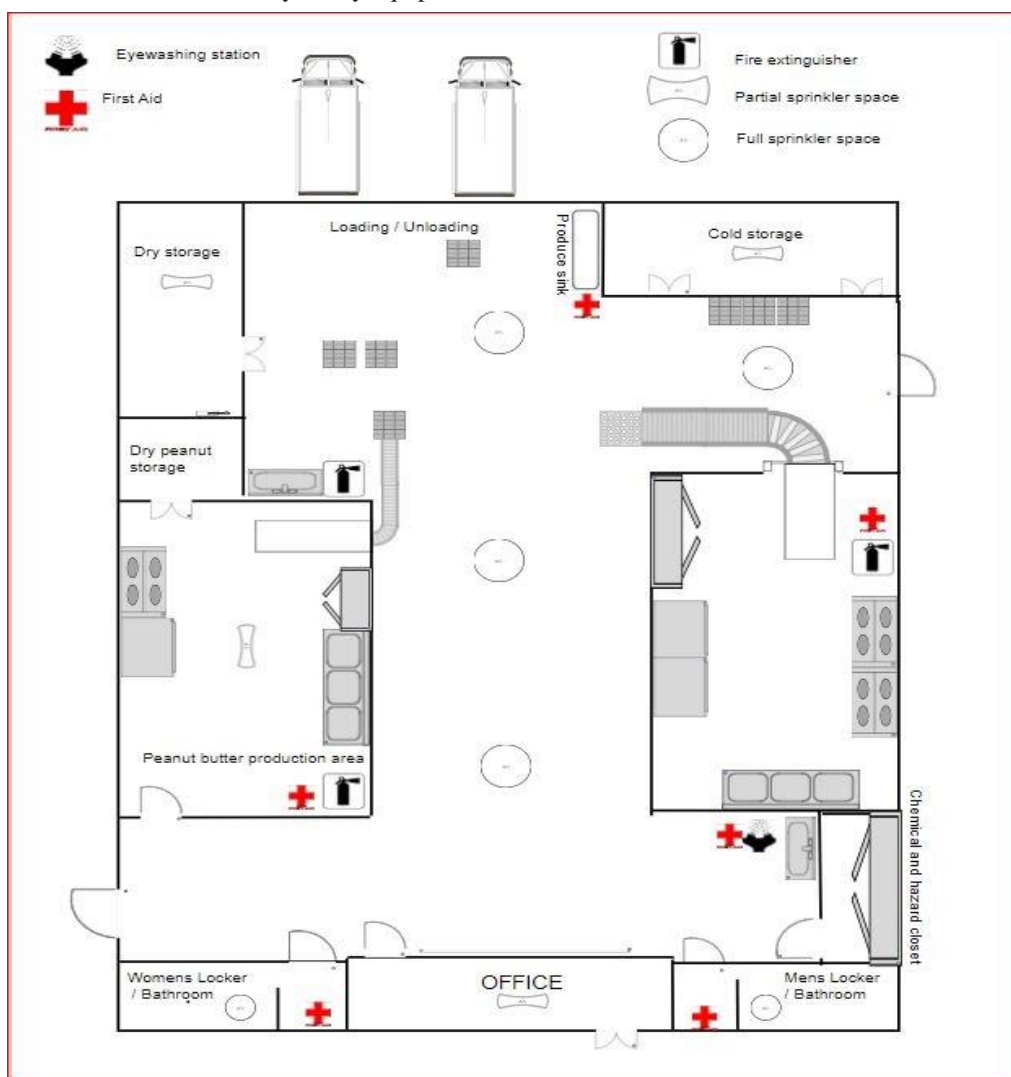
- Cheaper product
- There are a lot of granola bars on the market today
- Distribution restrictions
- Natural disasters reducing quality and quantity of ingredients
- Oversaturation of product



Owl Go Granola Bars

Floor Plan

Our floor plan is laid out to optimize production and allow ample space for products to be properly prepped, cooled, packaged and stored. All appliances and sinks are industrial to accommodate the large volumes of products. We also considered any safety equipment needed.



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Owl Go Granola Bars

Storage

Our granola bars have no preservatives, so they have a shorter shelf life than leading granola bars, but we are left with a healthier, tastier product. O.G. Granola Bars may be stored in the freezer for a longer shelf life of up to a year. We recommend fully thawing the bar before consumption.

Chocolate wafer storage: Should be stored in a well-ventilated area free from strong odors. The temperature should be between 60 & 70-degree Fahrenheit with relative humidity, 60% max. Shelf life - 12 months from date of manufacture.

Almonds: Since almonds have a high-fat content, it is important to store them properly to protect them from becoming rancid. Store shelled almonds in a tightly-sealed container in a cool, dry place away from exposure to sunlight. Keeping them cold will further protect them from rancidity and prolong their freshness. In the refrigerator, almonds will keep for several months; while in the freezer, they can be kept for up to one year. Shelled almond pieces will go rancid more quickly than whole shelled almonds. Almonds still in the shell have the longest shelf life. Shelf life - 2 years

Rice Cereal: Stored in dry storage location for up to a year or expiration date prior to opening. Shelf life - one year dependent on the expiration date on packaging

Flaxseed Meal: Store in a cool dry place. Refrigeration or freezer is best after opening. Shelf life - 12 months from date of manufacture.

Rolled Oats: Store in a cool, dry place. Keeps best refrigerated or frozen after opening. Shelf life - 18-24 months from date of manufacture.

Freeze-Dried Strawberries: Store in a cool, dry place. Shelf life - 10-15 years

Powdered Peanut Butter: Cool dry place
Shelf life - 12 months

Raw sugar: Store sugar in a cool, dry location (not the refrigerator). Moisture makes granulated sugar hard and lumpy. Always store all sugars in an odor-free area. Shelf life - indefinite when kept in correct environment

Honey: Keep it in a cool location away from direct sunlight and in a tightly sealed container. Shelf life - 2 years



Owl Go Granola Bars

Safety Plan

Owl Go Incorporated strives to give our consumers the best granola bar ever while maintaining a safe work environment for our workers and a safe product for our consumers! We are aware of the risk of having bars with peanut butter which is why we are prepared to have a separate manufacturing room to prevent any cross-contamination that may occur. A major employment in safety within our company is a health inspector who will be following FDA and FSIS guidelines to provide safety to our consumers. They will help enforce that all employees hired will become ServSafe certified so they are well informed on proper hygiene and uniforms, as well as safe food handling practices. All products will be packaged in a new and clearly labeled package. The packaging will be tested for damage or contamination due to the risk that if not properly handled dangerous bacteria will grow and affect the consumers. Owl Go Incorporated will also have someone over management over getting all required permits and the food storage and preparation areas are in compliance with the Department of Public Health Inspection. As a company, we will also implement for safety the Hazard Analysis Critical Control Point and create a plan which will help us avoid the spread of *Aspergillus flavin*. We will also ensure that our company will have OSHA regulation which will ensure the safety of our employees and our consumers.

Temperature: Here at Owl Go Granola Company, keep our warehouse refrigerators at or below a temperature of 40°F, and our freezers at 0°F. We also are diligent checking dates for expired, or near expired food items. Our food is kept in storage bins at least six inches off the floor. We use a dehumidifier to prevent moisture from getting into the food and causing mold. These are only a few of the precautions we practice to prevent food spoilage.

Baking: All ingredients are prepared on-site in a gluten-free environment.

Assembly: The assembly process is straight forward from the recipe. After the product is cooled it is ready to be cut and packaged. Our products will be stored in separate containers and kept at the appropriate temperature for each ingredient. Ingredients that need to stay at cooler temperatures will be kept in refrigerators. **Allergen Warning:** The allergen warning is extremely important in any food product. Thanks to the Food Allergen Labeling and

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Owl Go Granola Bars

Consumer Protection Act of 2004, it is necessary to list on the packaging if the product contains any milk, eggs, fish, crustaceans/shellfish, tree nuts, peanuts, or soy. These are known in the food industry as “The Big Eight” and should be taken very seriously. It must be on the packaging if the product contains any of these ingredients. Owl Go bars may contain milk, tree nuts, peanuts, and soy.

Hazard Analysis and Critical Control Planning

Critical Control Point (CCP)	Significant Hazards	Critical Limits for each Preventive Measures	Monitoring	Corrective Action	Verification	Records
Receiving Raw Peanuts	Raw Peanuts can contain <i>Aspergillus flavus</i> that produces a potential carcinogen called aflatoxin.	Obtain from licensed harvester and produced in the USA (strict monitoring needed) Have all peanuts with amount of aflatoxin greater than 20 parts per billion destroyed Processing peanuts through heating, roasting, boiling, or pasteurizing the peanut product can reduce the molds, which are killed by high heat, and thus reduce potential aflatoxin exposure	What Peanuts tag and transaction record or labeling Presence of aflatoxin How Visual check (includes electronic color sorting) Frequency Upon receipt of each shipment Who FDA or ServSafe/Peanut Personal as assigned	Reject any peanuts with aflatoxin greater than 20 parts per billion and discontinue use of supplier until evidence is obtained that practices have changed Verified raw peanuts be properly cooked at 350 degrees Store peanuts in a dry, cool place, or if shelled, in a freezer or refrigerator for up to 6 months if needed. Separate from other goods to prevent cross contamination that may spread the aflatoxin	Minimum weekly review of raw peanuts receiving records by a HACCP trained individual FSMA guidelines are followed	Raw Peanuts receiving records Corrective action record



Owl Go Granola Bars

Target Market

Our goal is to meet the needs of the fast-paced world we live in. Although Owl Go Inc. strives to meet the needs of the majority, our main target market will be young adults and busy parents.

We cater to those with specific dietary needs and those with various health issues. This is because of the healthy alternatives that are provided in the ingredients. Although most people that will purchase these bars will most likely be in the middle socio-economic class, we do not restrict these limitations. The bars are healthy, delicious and cheap enough for any class to enjoy. There are no limitations on who can enjoy these bars so long as there is not an allergy conflict. Owl Go Bars do not discriminate against any person for age, race, gender, sexual orientation, religion, or class.

For busy parents, it is a common struggle to provide kids with healthy foods due to time demands, affordability, and appetite. The Owl Go Fruity Granola Bar is a healthier, cheaper, on-the-go snack when compared to the competition. Parents will be able to give one to each member of the family on busy mornings or tightly-scheduled afternoons. In the afternoons, some parents have to get three different kids to three different activities after school. If they are busy getting to soccer practice or ballet rehearsal, there's no time to cut apple slices or celery sticks. Owl Go Bars provide a quicker and easier option that is just as healthy.

Our O.G. snack is also perfect for young adults who live active and involved lives. From high school to college ages, these bars are the perfect snack. The younger generation stays moving all the time. They are always rushing to class then to work and then to various events. As young adults ourselves, we hear our friends say daily that they never have time to get a healthy breakfast, or they are hungry but do not have time to get a snack. The Owl Go bar has all the nutrients needed by teens and younger adults while also staying able to be grabbed on-the-go. Our goal is to keep up in a world that revolves around efficiency.

Now more than ever, people are becoming more and more aware of the footprint they leave on our environment. We are a corporation that prides itself on creating the most healthy food choices possible and we also pride ourselves on making the most environmentally friendly choices we can. Our granola bars are packaged in Premium Eco Clear Heat Seal Bags. The O.G. Bar is the perfect snack for anyone environmentally conscious.



Owl Go Granola Bars

Commercials

Comm. 1: A Modern Life: This advertisement will feature a single mother going through college. She has to drop the child off at the babysitter's before she can go to the class that she is already late for. She runs out the door, completely forgetting breakfast. Once she gets to the babysitter's house, the baby starts to cry and cry. She goes back and forth from the car to the baby and sitter, bringing different toys and items she thinks the baby would like. She doesn't want any of them. Finally, she brings an OWL Go bar. The baby stops crying and starts being a happy bubbly baby. This advertisement aims to appeal to busy people who are trying to forge their way through difficult circumstances and shows the likeability of our product.

Comm. 2: Farm to Food: A farmer is tending to his field. He is riding on the tractor and is famished. It is a particularly hot day. Someone comes out with a bottle of water and a snack. She hands the farmer the bottle of water, which he takes a sip from, and then hands him the OWL GO bar. He looks at it and says "what is this?" She then begins to explain what it is. He takes a bite and immediately falls in love with the treat. He then says something like "That good AND it's healthy?? I think OWL Go for another one!" "This advertisement aims to appeal to the consumers who are hard-working and value a delicious healthy snack.

Comm. 3: Six Feet journey to OG: This scene would depict a group of students and their teacher on a Zoom session. They would have a "SNACK TIME!!" Then everyone will pull out their owl go bars. They will all laugh and eat their bar. Then they start talking about their break and what they are doing. Cut the screen to a voiceover talking about the bar and the QR code that can be used. This will appeal to the consumers that are having to deal with social distancing during this scary quarantine.

Radio and Podcasts: Podcasts are becoming more popular every day and are a good way to capture the attention of health-conscious consumers. We plan to sponsor a podcast that will talk about healthy decisions and affordable food choices. We will share our product with influencers to help us with advertising. This will include our tagline "I'll go for an OWL GO"+



Owl Go Granola Bars

Marketing Plan

Appeal: Today, In the market, feeding a child food full of empty calories is often cheaper than feeding them naturally, healthy meals. We strive to keep our prices low, giving every parent and child healthy opportunities. Our product is low in sugars, making it an ideal choice for diabetics and others wishing to keep their sugar intake down. We make sure to maintain a gluten-free facility so that all of our products are safe for gluten-free consumers. A portion of every bar's profits will be donated to the Georgia Beekeeping Association to ensure that the locally sourced honey that is crucial to creating our bar will be preserved for generations to come.

Taglines: The tagline for various marketing campaigns will be "I'll go for an Owl Go". Having one simple tagline will allow us to be easily recognizable and give us a catchy saying to keep us in the consumer's mind when shopping. This will go on all advertisements and be an easily identifiable part of our promotions.

Local Magazines: We will advertise O.G. Bars in various local magazines such as Mountain Traveler, Georgia Trend, North Georgia Living, Atlanta Magazine, Georgia Southern, and other publications relating to health and lifestyle. The ads will include a Q.R. code that readers can scan to get more information on our product. This Q.R. code will be the same as the one on the packaging that provides the educational games as well as the product information.

Promotional Booths: We will promote the Owl Go Granola Bar in the local grocery, health, and outdoor stores by using booth displays. We also plan to market them at health fairs, farmer's markets, community events, and promotions of agritourism. The booth will be a 6'x4' and will resemble a tree with our mascot, Granny-Nola. It will have spaces for the product to be displayed. Next to it will be a table attended by an Owl Go team member who will answer questions and promote the product to consumers if applicable.

Schools: Our granola bars fit the USDA regulations for being sold during school hours, so we plan to sell O.G. Bars in vending machines at local high schools. Our product will be offered in vending machines and campus stores on college campuses. O.G. Bars would be a good fit around the fitness centers on campus. We also wish to sell our product in concessions for both high school and college sports. We will offer a discount for schools wanting to buy in bulk.



Owl Go Granola Bars

STORE DISPLAY

O.G Bars will be sold in various locations. For our busy consumers, we will sell at convenience stores for easy access on the go. For parents, we will sell in grocery stores so they have a healthy alternative to leading granola bars. For the health conscious, we will sell in health stores so that people who prioritize nutrition more than the average person can enjoy our product as well.



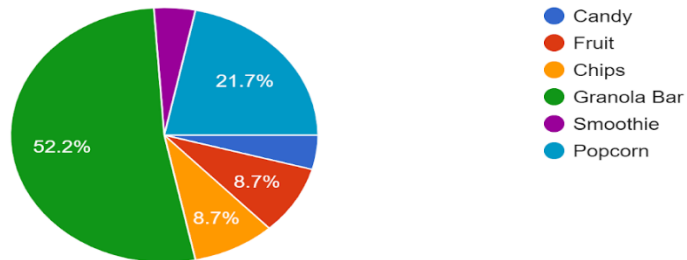


Owl Go Granola Bars

Market Research Survey Results

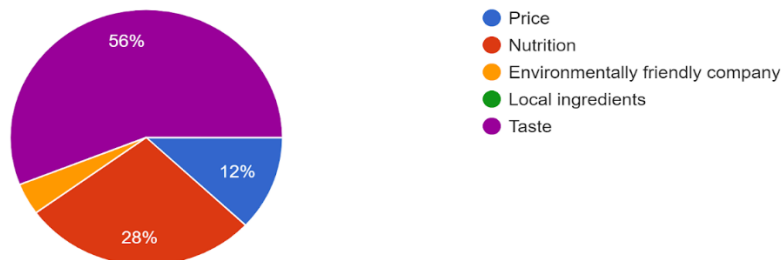
What is your favorite grab n go snack?

23 responses



What is most important to you in choosing a granola bar?

25 responses



What is most important to you in package design?

25 responses



Owl Go Granola Bars

-Rachel Dailey-Camden Hughes-Tabitha Ramey-Tianna Ramey -

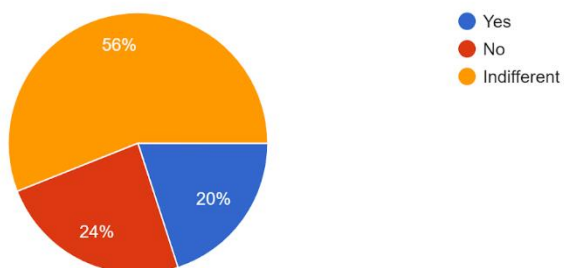
-Coach, Renee Smagur -raider@uga.edu • Habersham County 4-H • 706-754-2318



Owl Go Granola Bars

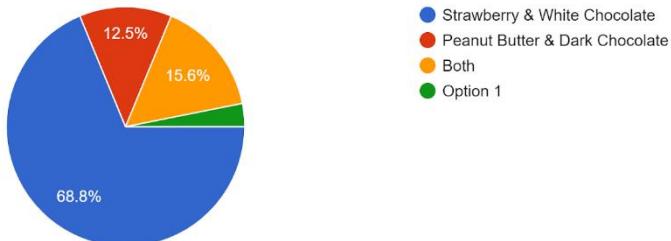
Are gluten-free and natural ingredients important to you?

25 responses



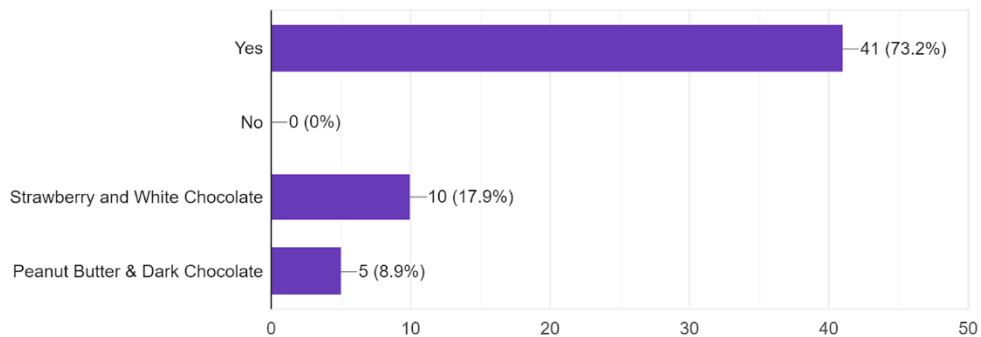
Which Owl Go Bar did you prefer?

32 responses



Would you purchase Owl Go Bars for yourself or your family?

56 responses



Owl Go Granola Bars

-Rachel Dailey-Camden Hughes-Tabitha Ramey-Tianna Ramey -

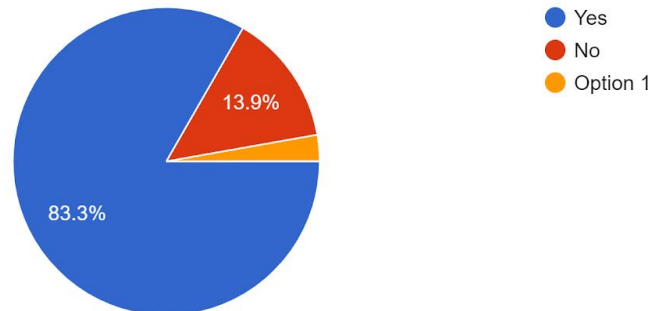
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Owl Go Granola Bars

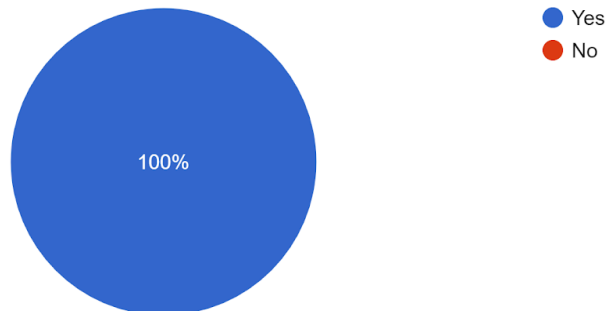
Would you be willing to pay a little more for a healthy snack?

36 responses



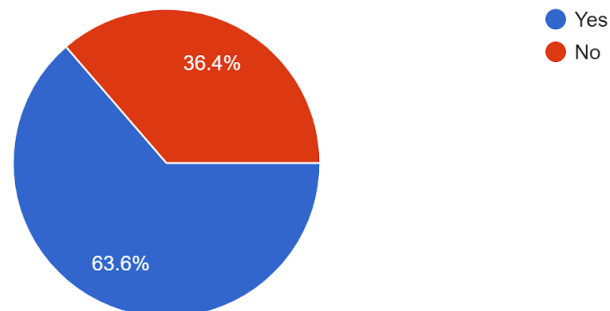
Would you recommend Owl Go Bars to a friend?

35 responses



Do our bars meet any special dietary needs in your family?

33 responses



Owl Go Granola Bars


-Rachel Dailey-Camden Hughes-Tabitha Ramey-Tianna Ramey -

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Owl Go Granola Bars

Social Media Advertisements




OWL GO GRANOLA BARS

"I'll go for an Owl Go"

In this day and age most people want to eat things that are healthy and going to be good for their bodies, however they rarely look for the right things. When at the grocery store, all you see on granola bar packages is high fructose corn syrup, sugar, and glycerin. Does that sound like a genuinely healthy snack? Definitely not.

That's why we created O.G. Bars. The O.G. stands for "On the Go," but it also means "original." Our bars are not only quick and easy, but are also made with all-natural food products. It is easy to replace all of those chemicals with natural ingredients like hand-rolled oats from our very own local growers.

Check out the QR code for fun information



OWL GO GRANOLA BARS



- Locally sourced
- Tasty
- High in Fiber
- Nutrient Dense
- Gluten Free
- Vegetarian Friendly
- Environmentally Conscious
- Made with Love
- Assorted Flavors

Next time you need a tasty snack remember...

"I'LL GO FOR AN OWL GO"



Owl Go Granola Bars

Future plans

In the future, we plan to revisit certain aspects of our business plan and improve them as our resources grow. As our product and company grows and develops, we will have the means to create new products and improve our faults. As stated before, we plan to build up to having our own delivery truck and distribution staff. The truck would be temperature controlled so that the delivery time doesn't affect the shelf life of the bars.

Our survey data showed that there are many flavor options and products we could create. A majority of participants showed interest in expanding our flavors, and also mentioned taking out the butter to make the bars vegan friendly. The information we discovered by asking our potential consumers what they wanted to give us many new ideas that we could explore. The feedback of our customers is vital to our company. Adding a dedicated marketing team to our business would ensure we have the latest strategies for a bright future.

One of our weaknesses is our short shelf life. This will take a lot of research to find a natural preservative to improve our shelf life that won't take away from the Owl Go Bar's nutrients. With a few new products, we could invest in new products that naturally last longer.

One goal we have is to create a sort of compost pile, minimizing waste, where we can use the compost of the leftover fruits and other ingredients to fertilize our fields instead of synthetic fertilizers or manures that release excessive amounts of methane.

Owl Go, Inc. is always thinking ahead, brainstorming ideas that could make us bigger and better. Overall, our goal is to keep researching methods to make less expensive bars while holding the same standards for quality.