

OLELEI

ESTD 2015



ANNUAL REVIEW 2017

VISION
TO PRODUCE
HEALTHY AND
GREAT TASTING
DAIRY-FREE
ALTERNATIVES.

MISSION



To produce a high quality yoghurt with almond milk.



To produce a high quality flour alternative with almond meal.



To produce a high quality ice-cream with almond milk.



To produce a high quality milk with almonds.

ORIGINAL COMPANY GOALS + ACHIEVEMENTS

- To manufacture and sell over 1000 units of our range before Dec, 1 2017.
- To turn over a profit margin of 15%.
- Expand the product range - **AL-ICE**, **AL-YO** and **AL-FLOUR**.
- To become a 100% sustainable company.
- To successfully develop and bring to market **ALL FOUR** products in the AL range.

VALUES

Teamwork

We strive to co-operate at all times to ensure a strong company.

Encouragement

We encourage and support each other's strengths while remaining individuals.

Respect

To apply respect to all our professional relationships with each other, customers, suppliers, stakeholders, our families and cultures.

Commitment

As a team we are committed to producing and bringing to market dairy free alternatives.

Leadership

While having only one CEO, we all practise leadership in our various roles.

Honesty

Our open door policy, ensures directors, mentors and supplies can voice their concerns and feedback.

THE STORY.

PAST

Formed in early 2015, **OLElei** overcame many obstacles which challenged by both the company's viability and production. The company powered through - receiving national recognition.

The overwhelming interest in our original product **AL-YO** (Almond Milk Yoghurt), re-ignited our flame for 2016.

Our focus was to expand our almond milk products to include **AL-ICE** (Almond Milk Ice-Cream).

CURRENT

OLElei produces all its own raw almond milk, inspiring us to launch our own range of "raw almond milk" (**AL-MILK**). This is also in response to the marketplace where currently "raw almond milk" is scarce/non-existent.

We have also used the almond pulp (current waste), to create almond meal/flour (**AL-FLOUR**).

We are currently re-developing and refining **AL-YO** before launching back to the retail market.

FUTURE

We are in current talks with large distributors and wholesalers regarding stocking shelves across the country.

We will have our range stocked nationwide by mid 2018.

OVERALL COMPANY OBJECTIVES

- Awarded \$400 from Seed Funding.
- Launched **AL-ICE** flavours at The Auckland Food Show.
- Placed first in the West Auckland Dragons Den.
- Secured a number of contracts and agreements with suppliers and manufacturers.
- Attended The Auckland Food Show for the **third** year running.
- Attended a number of high profile events and networking opportunities.
- Local, National and Global media exposure.
- Launched new products (**AL-FLOUR**) and become 100% sustainable.



BRAND

OLElei has been working with local Pasifika inspired graphic designer - Kate Key to create an eye catching and memorable brand. We have worked consistently with Kate and the public to ensure that our product stands out from the rest.

Our bright colours and strong contrast mean that we are impossible to miss.

UNIQUE PRODUCTS

With the growing demand and popularity for almond milk, **OLElei** was formed in 2015 and have since created TWO NZ first's (**AL-ICE** and **AL-YO**).

We are among the pioneers in this market (**Almond Milk Based Products**). We have also launched two further products (**AL-MILK** & **AL-FLOUR**) which allows us to continue to penetrate the dairy-free and gluten-free market and remain as one of the top competitors in this market.

By appealing to those with specific dietary requirements we have created an alternative to dairy based products.

FLAVOUR(S)

We have four key flavours;



Original
(Almond)



Kooky Koko
(Chocolate)



Velvet Vanilla
(Vanilla)



Blush Berry
(Strawberry)

These flavours have been developed for AL-ICE and are in the process of development for AL-YO. We only have six key ingredients for our ice-cream

- Almonds
- Water
- Sugar
- Glucose
- Xanthan Gum
- Guar Gum

We also have ingredients specific to flavour

Koko (Kooky Koko)

Cocoa Powder (Kooky Koko)

Vanilla Paste (Velvet Vanilla)

Strawberry Paste (Blush Berry)

OLElei produces all its own fresh, raw almond milk. Using Xanthan and Guar gum, makes our ice-cream thick and creamy while maintaining its vegan status. Even with a minimal amount of sugar and glucose used, we are currently working with an ex ice-cream producer to bring this ratio even further down.

REFLECTION

As the only company in New Zealand producing an almond milk based yoghurt and almond milk based ice-cream, **OLElei** is an innovative company. We have brought to market products that would otherwise not exist.

Launching the **AL-ICE** flavours at the start of 2017, allowed us to increase sales while in Summer to compensate for Winter. Reflecting on the year, we should have relaunched **AL-MILK** earlier than we did (September) to help keep engagement with our brand over the Winter months.

AL-FLOUR was launched at The Auckland Food show, which was a good time to launch to peak interest in our company while still in Winter. Working with Progressive Enterprises (Countdown), both parties agree the best time to launch **AL-ICE** to the shelves will be in the new year (2018) during Summer.

We will have ALL products manufacturing and selling (finished development of **AL-YO**) by the end of March 2018.

ECONOMICAL

OLElei's financial stability has fluctuated over the past few years, but with recent help from a number of financial experts, we believe that OLelei will be sustainable in the years to come.



With the release of **AL-FLOUR** (zero production cost), we hope this will allow OLelei to increase financial stability in the future.

OLElei has also been looking for ongoing fundraising opportunities and has been using previous contacts to look for funding opportunities.

SOCIAL

We have successfully released two New Zealand first's - **AL-YO** & **AL-ICE**. These two products fit into a very niche market and therefore place OLelei as a one-of-a-kind company in New Zealand.

All our products fit into THREE key markets. Dairy Free (DF), Gluten Free (GF) & Vegan.



REFLECTION

This year, **OLElei's** quadruple bottom line has been affected. We have been through a number of changes and price cuts when it comes to our range. We have brought down our pricing and increased margins FOUR times this year. This has meant our profit margins have been squeezed. While this is not immediately beneficial to the company, it was done with 2018 and beyond in mind. By lowering our profit margins, it has meant we are in the final stage of negotiation with a supermarket chain and it has encouraged retailers and distributors alike, to stock OLelei on the shelves. Once on their shelves, **OLElei** will be selling more, more often and therefore the profit margins will rise in alignment with COGS decreasing.

TARGET MARKET

Our primary target market are those following the DF, GF and Vegan lifestyle

Our secondary target market are those following a health conscious lifestyle.

CULTURAL / ETHICAL

OLElei in Samoan means "Good" and this is our way to pay respect to our Pasifika heritage.

OLElei has a diverse range of ethnicities - Cook Island, Niuean and European. This exposes us to many opportunities including SEED Funding and attending Pacifica events. It provides opportunity to grow our database and network. This has also created the option for OLelei to have access to Pacifica ingredients such as Samoan KoKo and Heilala Vanilla.

ENVIRONMENTAL

There are a number of ways in which **OLElei** tries to lower our environmental footprint. These include Packaging and Marketing.

PACKAGING // All packaging is 100% recyclable. By using either paper (**AL-ICE** / **AL-FLOUR**) or glass (**AL-YO** / **AL-MILK**) we are able to lower our output of waste.

MARKETING // A large amount of our marketing is done online allowing us to lower our waste of paper flyers and cards.

Using all waste of **AL-MILK** to produce **AL-FLOUR**, we have become a 100% sustainable company. No product goes to waste. This allows us to not only bring down costs (**AL-FLOUR**) but also make an environmentally sustainable range of products.

All packaging is recyclable and we are looking at ways to encourage customers to reuse their packaging in different ways

ZERO WASTE BI PRODUCT(S)

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Launching **AL-FLOUR**, has meant that **OLElei** has become a 100% sustainable company. This has resulted in a large increase in interest from health and environmentally conscious consumers.

As part of our future proofing, we are currently seeking engagement with Pasifika businesses to import products direct from the Pacific Islands. This will allow us to bring costs down, as well as having a stronger cultural and social sustainability plan.

With the growth of almond milk over the past five years, we have been on the constant look out for companies overseas that are interested in working with **OLElei** to bring our range to the world.

MARKET RESEARCH

As part of our marketing strategy, we undergo market research **AT LEAST** once quarterly.

We underwent market research in store Farro Fresh during Summer, The annual EcoWest Festival in April, The Auckland Food Show in August and will continue researching in October.

We have already pre-planned our market research events for 2018 - Great NZ Food Show, Homegrown Harvest & The Auckland Food Show.

PROMOTION

Social Media

As part of OLelei's marketing strategy, we have launched a new social media schedule to ensure regular updates are maintained with our customers.

Email

Following research, we knew we needed a personal domain name. At the start of 2017, we purchased both www.olelei.com & www.olelei.co.nz.

We have chosen to use .com which has also allowed us to have an email domain of contact@olelei.com. This has proven especially helpful when dealing with customers and businesses in the real world as it has given us credibility.



Flyers, Business Cards & Banners

The use of flyers, business cards and banners has allowed us to create an eye catching display when in public.

We have a number of these in which we use in different events.

PLACE

Product Launch

We came into 2017, having already launched THREE (**AL-ICE** & **AL-YO** & **AL-MILK**) of our products to the market. During our time at The Auckland Food Show, we launched our fourth product - **AL-FLOUR**.

In 2018, we have begun planning our re-launch of **AL-YO** as well as commercialising **AL-MILK**.

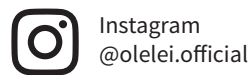


Countdown

We are currently in negotiation with Countdown (Progressive Enterprises) in regards to stocking shelves. They have come on board and agreed to launch **AL-ICE** to shelves in Auckland in February 2018.



1100+ Likes
113,071 Yearly Reach
Updated Regularly



300+ Likes
1000+ Weekly Reach
Updated Regularly



250+ Sign Ups
750+ Weekly Reach
Updated Regularly

Newsletter

OLelei
Stand L5 - VIEW MAP



OLelei is a Young Enterprise Scheme company from Henderson High School.

In 2015/16, OLelei developed and brought to market TWO New Zealand's firsts! These include:
AL-YO - ALMOND MILK YOGHURT
AL-ICE - ALMOND MILK ICE CREAM

This year, we bring to you two more products to our Almond range.

AL-MILK - ALMOND MILK
AL-FLOUR - ALMOND FLOUR

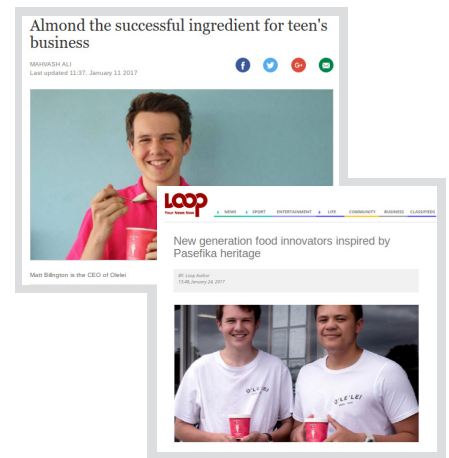
We have a bi-monthly newsletter which we send out to all on our database. This is to keep consumers and business on our network up to date with information on our company.

Celebrity Endorsement

We have received a large amount of celebrity endorsement. We have received commendation from those such as; Andrew Little (Former Leader of the Labour Party), Hon Alfred Ngaro (Minister for Pacific Peoples), Cindy of Samoa (Celebrity Chef) and Art Green (Former Bachelor NZ). We are currently on the lookout for a permanent celebrity endorser.

T-Shirts

As part of our marketing strategy, we have bright pink t-shirts with our company name printed on the front to enable us to stand out from the crowd. These have provided helpful when needing to stand out at markets or similar events.



Media Coverage

We have been fortunate enough to have had a number of local, national and even global news articles. These have reached hundreds of thousands of people and reached as far as Tonga, Samoa, Australia, Japan and The United States.

Wholesale // Retail

We are currently in negotiations with a number of high level retailers including; Foodstuffs, Progressives & BidFood. We are also in talks with a number of restaurants and cafes in regards to stocking our products. We have retailed in Farro Fresh for close to **SIX** months.

Website

We launched our website towards the end of 2016. It has been used to keep customers up-to-date with news, launches and any relevant information. We launched our E-Commerce platform in June 2017, which has proven to be a successful platform to sell our products.

