

CRAZY RICHARD'S

2020

Annual Report



Do The Next Right Thing

Presentation Overview

OUTLINE OF TOPICS

CR 2020 Theme
Sustainability Report
Healthy Kids Happy Future project
National Partnership
CR 2020 Donations
Marketing Report
CR 2020 Highlights



CR 2020 ANNUAL REPORT



Crazy Richard's 2020 Theme

Do The Next Right Thing

We started off the year by sharing this message with our team and customers. We encouraged them not to get overwhelmed by a long list of New Year's Resolutions. Instead, just do the next right thing! How does this relate to peanut butter? Easy. Simple. Declutter. Don't try to change everything in your diet at once. Just do the next right thing and then start the next one. Switch out your current peanut butter for a great natural option like Crazy Richards Creamy or Crunchy. Done.

REDUCED WASTE

We met our goal to increase our recycling tonnage and we currently recycle anywhere between 70% - 75% of our waste in our office.

PROJECT GIGATON

This was our second year participating in Walmart's Project Gigaton to increase sustainability. We achieved the level of "Giga-Guru" for our efforts in recycling.

Sustainability Report

LOWERED CARBON FOOTPRINT

We ceased all work travel for 10 months, holding business meetings virtually and significantly increased employees work from home hours.

SHOP LOCAL. SHOP SMALL.

Our office consciously tried to increase the amount of small & local shopping for our business needs including a locally catered holiday lunch.

Healthy Kids Happy Future

Beginning of QI we were able to volunteer at the Mid-Ohio Food Collective. But because of newly implemented social distance regulations, the remainder of our all-staff in person service activities through our Healthy Kids Happy Future project were cancelled. We pivoted by holding peanut butter & jelly sandwich making events with our own families at our own homes. We were able to donate hundreds of sandwiches to the Jordan Reiser Foundation in Columbus, Ohio.



CR 2020 Donations



POND'S CHURCH FOOD PANTRY

Oakland,
New Jersey



CARE TRAIN OF UNION COUNTY

Marysville,
Ohio



INPREM HOLISTIC FOOD PANTRY

Columbus,
Ohio



LIFT UP FOOD BANK

Steamboat Springs,
Colorado



FEED THE CHILDREN ORGANIZATION

Oklahoma City,
Oklahoma



JORDAN REISER FOUNDATION

Columbus,
Ohio



TASHA EDWARDS HIPHEALTHYCHICK

Chicago,
Illinois



MID-OHIO FOOD COLLECTIVE

Columbus,
Ohio



NORTHERN ILLINOIS FOOD BANK

Geneva,
Illinois



FEEDING AMERICA

Chicago,
Illinois

APRIL 2020

National Partnership

Crazy Richard's was chosen as one of the first small businesses to join the Fight Hunger. Spark Change. campaign with Walmart and Feeding America™!

In our first ever large scale monetary donation, Crazy Richard's was able to contribute proceeds from over 150,000 jars of Crazy Richard PB to 200 food banks across the US with Feeding America.



Marketing Report



**133.4 MM IMP
PRESS RELEASE**



**30% OPEN RATE
EMAIL CAMPAIGN**



**53% INCREASE IN
PAGE LIKES**



**86% INCREASE IN
WEBSITE TRAFFIC**



**155 MM IMP
AD CAMPAIGN**



**IMPROVED ALL
BRAND ASSETS**

CR 2020 Highlights



NATIONAL WR DISTRIBUTION

We successfully gained national distribution of Wholly Rollies through Kroger, Walmart and Albertsons/Safeway banners.



HIGHEST SALES EVER

We had our highest week, highest month and highest year of sales both through retail and e-commerce exceeding all of our sales goals.



THRIVED IN A GLOBAL PANDEMIC

We were able to fulfill all of our orders in time and mostly in full despite the huge surge in pantry stockpiling due to COVID-19.



EXPANDED OUR TEAM

We successfully launched a brand ambassador program with over 60 influencers of diverse backgrounds and experience across the country.



FIRST NATIONAL AD CAMPAIGN

We launched our first national ad campaign titled "For All Moms" promoting Wholly Rollies digitally.



NEW MANUFACTURING PARTNER

We started a new partnership to help with improved product quality and future innovations and capabilities.

WHOLLY ROLLIES GOES NATIONAL



We got distribution of Wholly Rollies in multiple different national retail chains.

RECORD BREAKING SALES



Our warehouse team worked extra hard extra long hours keeping up with our excessive PB orders.

OUR TEAM THRIVED DESPITE THE OBSTACLES



Amazon sales were through the roof so our shipping team brought in family reinforcements to help.

NEW BRAND AMBASSADOR PROGRAM



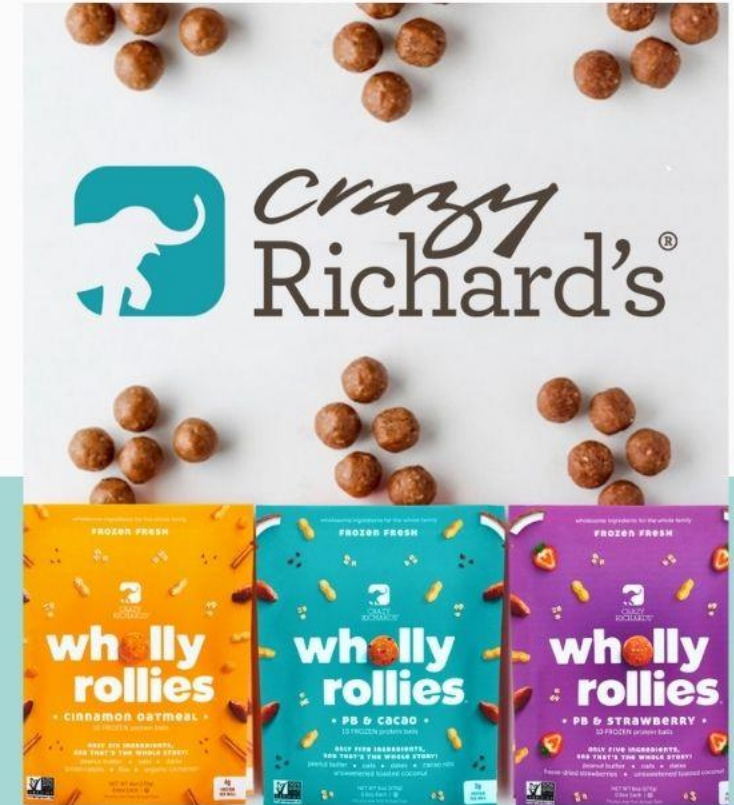
We grew our CR Family this year with ambassadors of various demographics from all over.

FIRST EVER NATIONAL AD CAMPAIGN



We had moms and more laughing throughout the pandemic with our humorous "For All Moms" videos.

NEW MANUFACTURING PARTNERSHIP



We were able to enter a new partnership to help streamline our manufacturing process.



Click on each of these thumbnails to watch the humorous videos from our first national ad campaign titled, "For All Moms"





Stay Connected

EMAIL ADDRESS

info@crazyrichards.com

WEBSITE

www.crazyrichards.com

SOCIAL MEDIA

[@crazyrichardspb](https://www.instagram.com/crazyrichardspb)



*From the "Whole" Crazy
Richard's Family,*

**THANK
YOU!**

*We are grateful to be
"Rolling" out of 2020
...and into the New Year!*

