

EXCLUSIVE PRESENTATION

FOODY M.K. INC.

Bind Chocolate Portfolio

US MARKET PRE-LAUNCH & PENETRATION — 2026

PREPARED SPECIALLY FOR:

KRASDALE FOODS INC.

North-East Distribution & Retail Network Selection

Corporate Leadership Profile

FOUNDER & EXECUTIVE MANAGEMENT



Kamila Umirova
Founder & CEO, Foody MK Inc. Distributor

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CEO & FOUNDER, FOODY M.K. INC.

Kamila Umirova is the visionary entrepreneur, CEO, and founder of Foody M.K. Inc., a premier US-based import and wholesale distribution enterprise specialized in sourcing high-end confectionery and snack portfolios. Under her strategic leadership, Foody M.K. Inc. focuses on bridging top-tier international candy manufacturers with major US supermarket chains and wholesale networks like Krasdale Foods.

Committed to uncompromising quality and market-forward innovation, she directly oversees structural compliance, premium brand alignment, and exclusive product customization—ensuring clean-label, high-demand portfolios that seamlessly resonate with the modern American retail consumer.

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Corporate

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Strategic Market Alignment

VALUE PROPOSITION FOR KRASDALE FOODS

Foody M.K. Inc. proudly presents this hand-curated portfolio of **Bind Chocolate (Est. 1971)**, engineered specifically to address the evolving premium confectionery demands of Krasdale's extensive supermarket banners (such as C-Town and Bravo). By monitoring real-time digital engagement and high-velocity purchasing trends across the United States, we have isolated four high-performing product segments: groundbreaking social media innovations (Ube Series), unmatched kids' impulse lines (Crunchick), hyper-growth clean-label superfood snacks, and premium gourmet flavor pairings.

1. The Innovation: Ube Series (Trend-Setter)

HIGH-VELOCITY PURPLE YAM CONFECTIONERY SEGMENT

UBE CHOCOLATE SELECTION

Ube & Coconut White Chocolate Bar

TOP INNOVATION / VIRAL POTENTIAL

A stunningly vibrant, natural purple chocolate bar combining rich European white chocolate with the smooth, earthy-sweet notes of authentic Asian Ube (purple yam) and toasted coconut flakes. Crafted to capture the massive Gen-Z and millennial aesthetic consumer trends on digital channels.

Packaging: 80g Premium Box Case • **Compliance:** Halal, Non-GMO, Pectin-Based

UBE YOGURT PRETZEL

Ube & Yogurt Glazed Crunchy Pretzels

SWEET & SALTY SNACK

Premium, oven-baked salted pretzels drenched in a magnificent purple ube-infused yogurt glaze. Delivers the perfect dual-flavor sensory balance ("Sweet & Salty") optimized for heavy placement in snack and impulse purchase aisles.

Packaging: 120g Stand-up Resealable Pouch • **Category:** High-Margin Grab-and-Go

2. Kids & Lifestyle: The "Crunchick" Phenomenon

UNMATCHED VISUAL FORMATS FOR EXCEPTIONAL CHECKOUT TURN



Crunchick — Chocolate Chicken Drumsticks

EXPO BESTSELLER / HIGH CHECKOUT VELOCITY

The ultimate breakthrough novelty product from the 2026 expo trail. Artfully molded in the playful shape of a miniature chicken drumstick, the exterior features an ultra-crunchy layer of caramelized crispy rice and artisanal biscuit crumbles, while the core is filled with a rich, velvety milk chocolate cream. Designed to maximize parent-child retail interaction.

Packaging: 45g Individual Counter-Display Unit • **Display Type:** Ready-to-Merge PDQ

3. Healthy Snacking: Fruit & Superfoods

PREMIUM CLEAN-LABEL & PLANT-BASED SNACK SOLUTIONS

FREEZE-DRIED STRAWBERRY

Freeze-Dried Whole Strawberry Collection

CLEAN LABEL / NO TITANIUM DIOXIDE

Whole, farm-fresh strawberries freeze-dried using non-thermal moisture extraction to lock in 100% of natural vitamins, texture, and flavor profile. Encased in exquisite coats of Dark, Milk, or premium Matcha Green Tea White Chocolate. Completely free from artificial dyes, chemicals, or gelatins.

Varieties: Dark, Milk, Matcha White Coated • **Certifications:** 100% Pectin-Based / Vegan Friendly

QUINOA PEANUT CLUSTERS

Cluster Quinoa & Peanut Milk Chocolate

SUPERFOOD WELLNESS SNACK

A nutrient-dense crunch cluster combining toasted premium Andean organic quinoa puffs and protein-rich split peanuts, held together by luxury European milk chocolate. Perfectly aligned with modern health-conscious snack preferences.

Packaging: 100g Multi-Serve Resealable Pouch • **Focus:** Healthy Confectionery Aisle

4. Gourmet Pairings: Sweet & Savory Indulgence

SOPHISTICATED CONFECTIONERY FOR DISTINCTIVE PALATES



Gourmet Potato Chips Milk Chocolate Bar

GOURMET CONNOISSEUR CHOICE

A spectacular blend featuring continuous, ultra-thin crispy salted potato chip ripples embedded within premium, high-cacao European milk chocolate. Offers an premium, sophisticated snacking profile that targets high-ticket grocery consumers seeking unconventional flavor boundaries.

Packaging: 90g Slim Elegant Bar Case • **Profile:** Premium Sweet & Savory Fusion

Supply Chain Operations & Seasonal Readiness

OPERATIONAL FRAMEWORK FOR Q4 PEAK SEASON LAUNCH

- 1. Brand Authenticity & Co-Branding Respect:** In compliance with global wholesale standards, all original Bind Chocolate packaging aesthetics will remain 100% intact, fully enhanced with the official "Curated & Distributed in the US by Foody M.K. Inc." co-branding clear label markings.
- 2. Climate-Controlled Logistics Protocol:** To preserve the pristine texture and structural temper of premium chocolate, Foody M.K. Inc. implements high-grade temperature-monitored reefer transport containers. Shipments depart Europe in mid-to-late August to entirely bypass summer heat waves, guaranteeing arrival by late September / early October.
- 3. Regulatory Compliance & Certification:** All items listed are guaranteed under FDA regulatory review. Product formulation changes are specifically adjusted to meet rigorous Clean-Label requirements (including zero Titanium Dioxide and strict reliance on vegan pectin instead of industrial animal-derived gelatins).