



snackmagic

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**Our Story:** SnackMagic is the snack box that takes all the pressure off of gifting. Here's how it all began!



**How it Works:** Let your recipients build their own, or pick one of the pre-curated themes.



**Key Features:** Treats your recipients no matter where they are in the world and manage it all right from your treat's dashboard



**Branding & Customization Options:** Make your treat extra special by adding your company swag and branding.



**Our Menu & Brands** Choose from 500+ items including Snacks, Beverages, Pantry items and more.



**Our Customers** Hear from our customers and why they love SnackMagic



**Case Studies** Check out just a few of our many use cases



**SnackMagic in the Press** Read more about us!

# Welcome to snackmagic

Hi, we're **SnackMagic**. Our goal is to deliver magic with each snack stash. Our mission is to bridge the gap between gift givers and receivers. We foster feelings of appreciation, delightful surprise, which if accomplished, provides priceless value to our gift givers. Whether it's employer-to-employee, professional-to-client, event host-to-attendee, friend-to-friend, we go beyond simple snack delivery.

We believe that food creates unforgettable memories and moments, unlike anything else. A great nosh or sip helps us maintain productivity, feel celebrated, or spark feelings of tender moments with family and friends. None of this would be possible without our network of brand partnerships. We rely on our global artisan makers who use their craft, and dedication to ensure each product we deliver makes our customers smile.

# Our Story

# Our Story



STADIUM, our office lunch business, was growing 17% month over month. \$9M Run Rate Revenue.



COVID shuts down STADIUM, temporarily



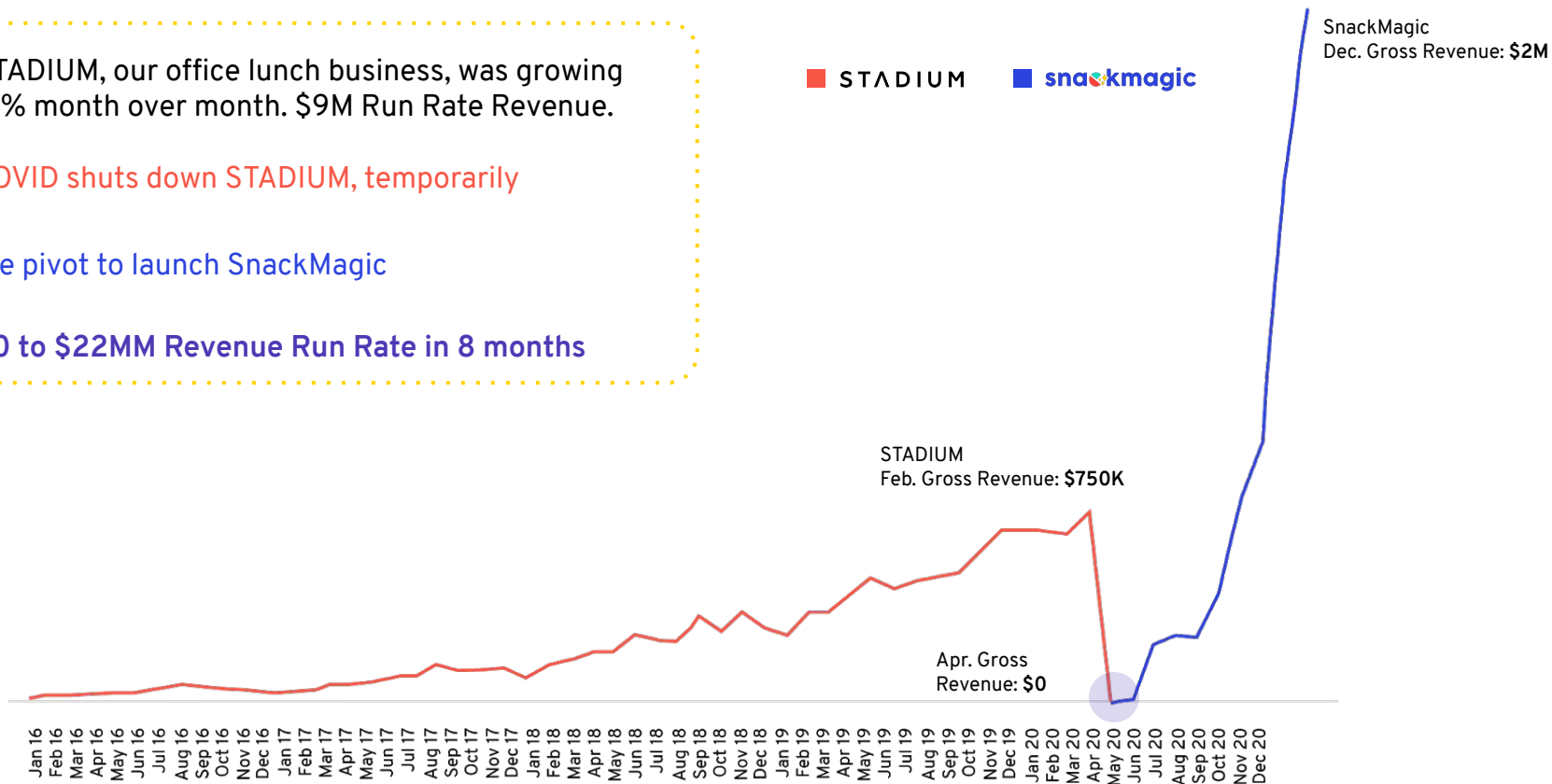
We pivot to launch SnackMagic



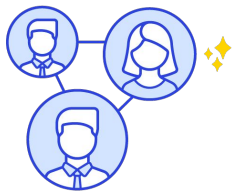
\$0 to \$22MM Revenue Run Rate in 8 months

STADIUM

snackmagic



# People Use Us For...



## For your team

Keep your  
work-from-home  
team fueled up



## Treat your clients

Let clients know  
you're thinking  
about them



## For virtual events

A gift for attendees,  
whether you've got  
10 or 10,000



## Friends & family

Send some love in the  
form of snacks



## Just for you

Treat yourself and spice  
up your snack life



# How it Works

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## ORGANIZER STEPS

1. Set per person budget
2. Enter emails (or generate open link to share)
3. Send invite

## RECIPIENT STEPS

1. Select snacks
2. Enter shipping address
3. Confirm

## How it Works

Set up a budget and send your gift order



Hi all! Here's \$50 for your home snack stash.

Everyone customizes their own order and adds their address



We ship to everyone's home office **NATIONWIDE**



Lily in New York



Andrés in California



John in Wisconsin

# Build-Your-Own

Starting at

# \$45

Set a budget and recipients choose every snack from their stash, from an option of 500+

1

You set up a budget and enter your recipients email addresses

2

Recipients enter their shipping address and build their snack stash

3

We pack and ship the boxes

# Curated Stash

Starting at

# \$45

Choose a themed box curated by our expert tastemakers - your recipients set their preferences and their address

1

Pick a curated stash and enter your recipients email addresses

2

Recipients enter their shipping address and note any dietary restrictions

3

We pack and ship the boxes

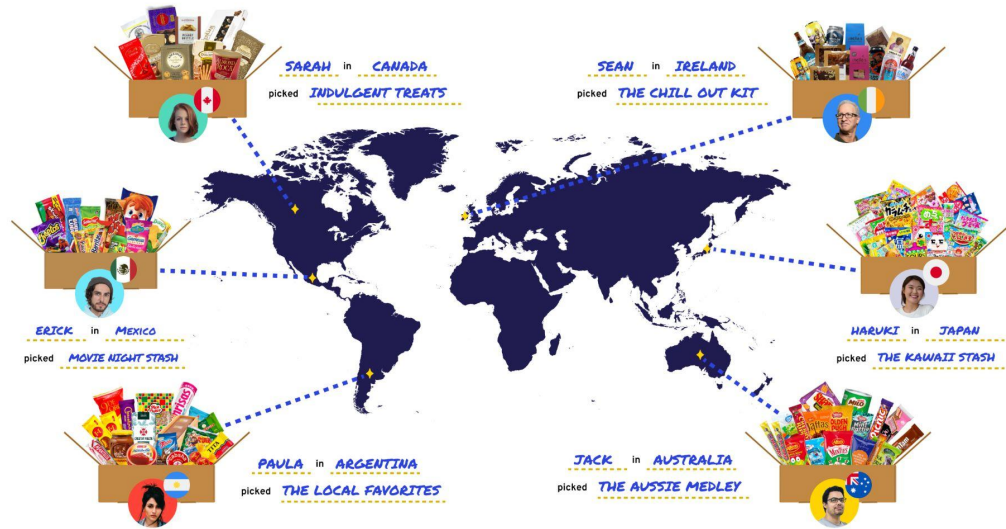
# Key Features



## Not a Gift Card

Gift cards are great in theory, but they have a fatal flaw: if the recipient doesn't redeem them, you've wasted your money. That's why SnackMagic comes with a Snack Giver Guarantee, so you only pay for gift orders that get redeemed. We also provide:

- ◆ Detailed, itemized receipts to make accounting happy
- ◆ Real-time order tracking so you know the status of every gift
- ◆ Auto reminders for unredeemed orders



## Global Gifting

Give the gift of snacks anywhere in the world and invite your entire global team with one single link. Depending on the address of the recipient, they will be shown a local menu to select from with 15+ pre curated options covering all tastes, dietary preferences and local favorites.

Our large global network of local partners means no stress for you!



We avoid exorbitant shipping fees and issues with international customs.

*\*We charge a flat \$18 fulfillment fee per non US recipient to cover shipping and partner costs*

1

International residents receive the treat invitation link, just like everyone else.

2

Non-US recipients (Outside US/Canada) choose a pre-curated box theme from a local menu and let us know their dietary restrictions.

3

We work with local partners in each region to fulfill the order

# VIRTUAL EVENTS

## That special touch for your virtual event, solved!

Our personalized snack boxes add some tasty fun to your overall event experience. Give event attendees a unique, personalized stash of goodies, with a partner who's there every step of the way.

As an organizer you can generate an open link upon starting your order to embed into your own event registration.

## Virtual, in person, or in between?

Whatever style of event you're hosting, we'll bring the magic.



### 100% Virtual Events

We'll deliver snack boxes on time to all your guests, wherever they're located on Earth



### In-Person Events

We'll ship individual goodie bags to your event venue or other central location-each one clearly labeled with the attendee's name



### Hybrid Events

Mixing it up? In-person guests get their goodie bags shipped to a central location, while virtual attendees get boxes shipped directly to them

# We'll ship boxes just-in-time for your event

Here is what we recommend

## Start order as early as you can

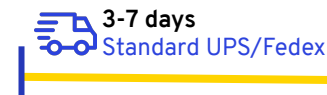


1. Start your order as early as possible to give recipients enough time to make their selections
2. Share order link and monitor activity in treats dashboard
3. Recipients make their selection. Enter shipping info and confirm

## We'll start packing 14 days prior



We start packing, kitting and shipping boxes



Boxes may arrive earlier but no later than event day  
*Note: Additional 4 day buffer time included (for worse case scenarios)*



### If you're sending swag:

Send us swag/conference material to include in the box so that it reaches our warehouse at least 5 days prior to the boxes shipping date (20 days prior to event date)

### About recipient orders:

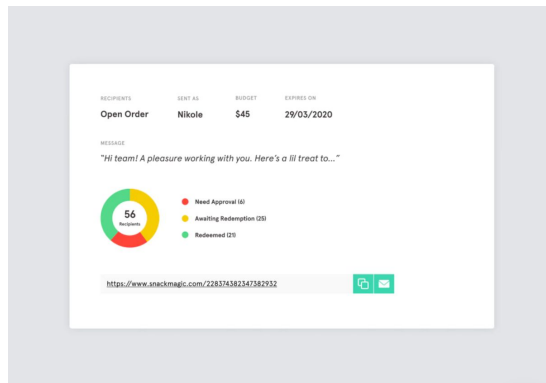
- Recipients build-their-own boxes, and submit their order with shipping address.
- We hold the orders until ship date so they arrive close to the event date

### About shipping:

- Note shipping timeline above
- We use UPS/Fedex

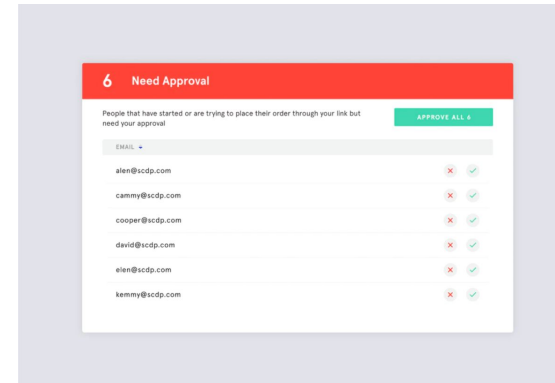
# Treats Dashboard

Know the status of every gift by using our treats dashboard. Track redemption, see your recipients' thank you messages, download detailed itemized receipts to make accounting team happy.



## View as summary of your order

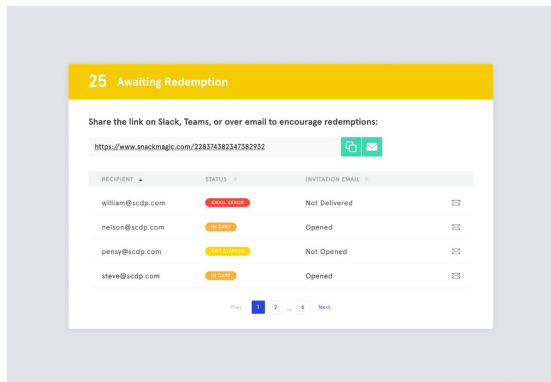
View an overall summary of how many recipients have redeemed your treat.



## Approve recipients from your open order

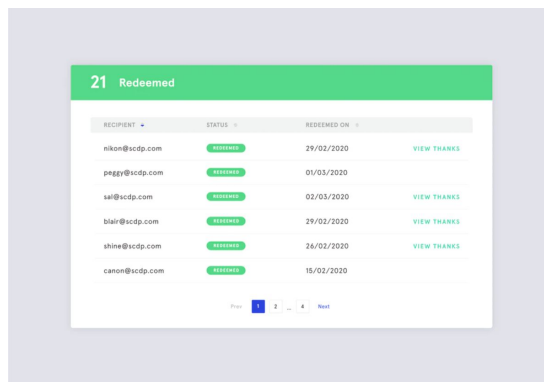
If you set up an Open Link order, approve your recipients who are waiting to get their treat shipped

# Treats Dashboard



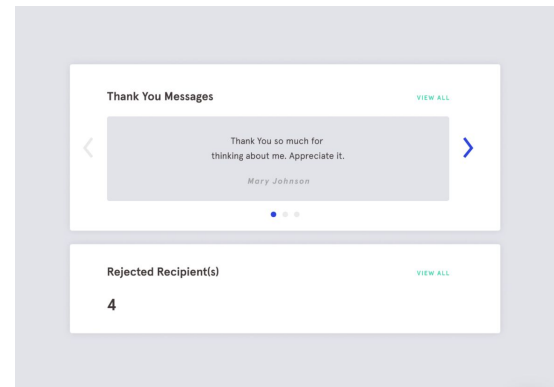
See who has opened the invitation and view recipients that haven't redeemed yet

You'll see if they even opened the email or declined the treat



View who has already redeemed

You'll also be able to see their thank you messages



Read and download thank you notes and view rejected recipients

View all the rejected recipients and read all thank you messages from your grateful recipients

# Branding & Customization Options

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## Branded Stickers (US Shipments only)

Showcase your brand, your sponsors, or anything you want on our jumbo-sized sticker - 11 inches wide and 4 inches long. Add as many colors and as many logos as you'd like.

|                 |                               |
|-----------------|-------------------------------|
| PRICING         | \$4/box                       |
| ORDER MINIMUM   | No Minimums                   |
| SIZE            | 11" by 4"                     |
| LEAD TIME       | 2 days before first box ships |
| SENT ARTWORK TO | hi@snackmagic.com             |



# Branded Digital Experience

Include custom banners in the digital experience for your recipients

PRICING

\$2/recipient

LEAD TIME

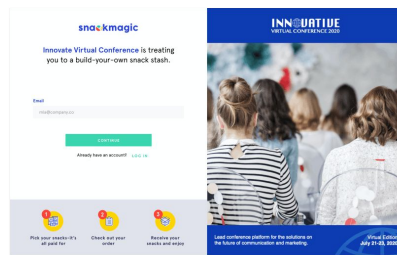
At least 2 business days prior to invitations going out

SENT ARTWORK TO

[hi@snackmagic.com](mailto:hi@snackmagic.com)

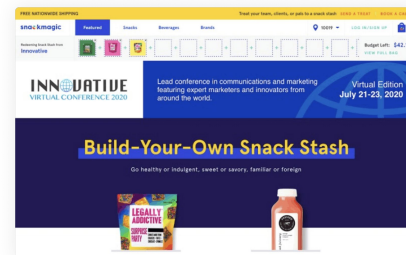
ARTWORK SPECS

Image sizes for Custom conference page  
2400\*2400 px, Menu top banner 1680\*236 px, Menu mid banner 1215\*450 px in JPG/JPEG OR PNG format



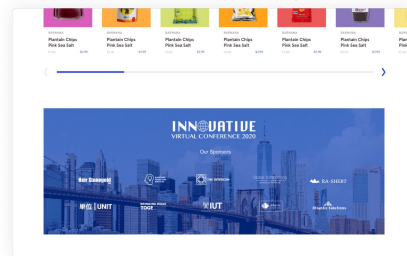
Recipient Landing Page

2400x2400 px



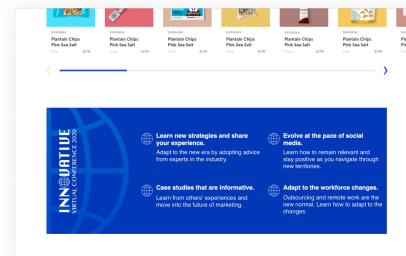
Menu Top Banner

1680x236 px



Menu Mid Banner # 1

1215x450 px



Menu Mid Banner # 2

1215x450 px

## Include your Swag (US Shipments only)

Send us your brand's most killer swag, and we'll include it in each of your gift recipients custom snack boxes, so they can show up in style.

Need to purchase Swag? Our team can help.  
Email: [swag@snackmagic.com](mailto:swag@snackmagic.com)

|               |                                                                                                                      |
|---------------|----------------------------------------------------------------------------------------------------------------------|
| PRICING       | \$3/item-box                                                                                                         |
| ORDER MINIMUM | 50 Boxes                                                                                                             |
| LEAD TIME     | Need at least 2 business days before boxes start shipping. If you have a specific event date, we need 20 days prior. |
| SENT TO       | 4233 12th Street Long Island City, NY 11101<br>Phone: +1-646-693-3964                                                |

ATTN: Swag receiving for  
\_\_\_\_\_ (Name and Order #)



## Custom Notecard

Include a custom printed note in each of your gift recipients snack boxes. There's a 500-character limit. This is printed in house so just share verbiage with us.

|                |                                        |
|----------------|----------------------------------------|
| PRICING        | \$3/item-box *                         |
| LEAD TIME      | 2 business days before first box ships |
| Share Verbiage | hi@snackmagic.com                      |



# Our Menu & Brands

# Our Brands



UNITED SODAS OF AMERICA®



FREE RAIN



# Our Menu



## SNACKS

Cookies

Baked Goods

Confections

Candies

Jerky & Plant Based Jerky

Meats

Nuts, Seeds and Legumes



## BEVERAGES

Wellness & Functional

Wellness Shots

Soft Drinks

Energy

Seltzer & Sparkling Water

Coffee

Mixers



## PANTRY

Condiments, Dips, Sauces,

Spreads

Cooking & Baking

Mixers

Speciality Staples

Entertaining

Coffee & Tea



## WORK & PLAY

Office

Pets

Kids

Home

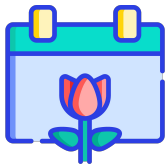
Entertainment

Self Care

# Medleys



Down to Earth



Spring Medley



Party in a Box



Most Unique Medley



Snack Good, Feel Good



Women &  
Minority-Owned



Crowd Pleasers



Around the World



Family Approved



For the Healthy Nut



Movie Night



Personal Wellness  
Journey Medley

# Our Customers

# Our Customers

NETFLIX

coinbase

amazon

Bloomberg



the  
Skimm

twitter

Pinterest

ROCKETMILES

DAILY BEAST

Google



gumgum



healthline

MEADOWS  
office interiors



ZEFR

# Customer thank you notes



Thank you again for this awesome treat! Super excited. BTW I actually have a lot of food allergies, but there were tons of options for me :) thank you again

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This was just the sweetest, most thoughtful gesture. It is so incredibly nice to be so appreciated. I am so grateful to work for such an amazing company. Thanks again for making my night!

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This is such a neat idea! I had way too much fun picking out my snacks -- thank you for thinking of us :)

Thank you all very much for this wonderful snack box! It is a great pick me up during these times. I can't wait to snack away!

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This is beyond thoughtful and generous. You have kept me snacked up the entire time and I am so so grateful! I feel so appreciated! Thank you so much!

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Almost fell off my chair when this email came in- I LOVE IT!! Thank you again for thinking of us and being such a great partner!

# Case Studies

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# Case Study #1

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“Everyone’s virtual now, so we can just email them the link, they could pick what they want, they put their address and away we go.”

[Read More >](#)

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# Case Study #2

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## Right Networks®

“The Right Network team gets SnackMagic as a recurring employee perk, so team members have something special to look forward to every month.”

[Read More >](#)

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# Case Study #3

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“One of the reasons we chose SnackMagic was because they were able to service all of our employees. We have folks around the globe”

[Read More >](#)

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# SnackMagic In the Press

# Press



Five Ways Employee Experience  
Changed in 2020

[Read More >](#)



SnackMagic brings small brands  
directly to consumers

[Read More >](#)



SnackMagic picks up \$15M to expand  
from build-your-own snack boxes  
into a wider gifting marketplace

[Read More >](#)



Stadium Launches SnackMagic to  
Provide Office Snacks at Home

[Read More >](#)



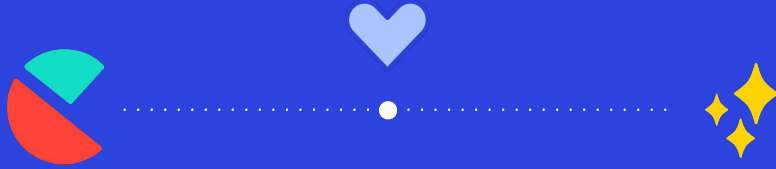
The Mother of Invention: Pandemic  
Innovation in the Food Industry

[Read More >](#)



21 Best Snack Subscription Boxes  
You Won't Regret Signing Up For

[Read More >](#)



# SNACK AND GIVE BACK

A portion of the proceeds from every  
stash is donated in the form of snacks  
to a worthy cause.







AS EASY AS GIFT GIVING GETS!

# Treat your remote team, clients & pals

to the only 100% customizable snack & beverage gift service

[Book a call](#)



[Start an order](#)

