

NEW

A SWEET, FRESH
INNOVATION



berryLush™

> S T R A W B E R R Y C A N D Y <

Real fruit. Real good. Reimagined.

THE OPPORTUNITY

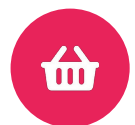
The candy aisle is sweet — but stale.

Candy is a habit America never breaks — but shoppers are reading labels like never before. They still crave a proper sugary treat; they just no longer want artificial dyes, gelatin, and mystery flavors in it. The result is a widening gap between legacy gummy brands built on artificial everything and joyless "diet candy" that forgets fun. BerryLush lands squarely in that gap: real-fruit indulgence with zero apology.



 **\$41B+**

U.S. confectionery market in 2025, still growing every year

 **47%**

of consumers at least occasionally buy candy they see as "better-for-you"

 **~4%**

projected annual growth as reduced-sugar, plant-based & clean-label lines expand

OUR STORY

A fresh take on sweet. A fresh take on sweet.



***“Candy should taste like fruit,
not like a factory.”***

— The BerryLush founding idea

BerryLush started with one stubborn question: why does strawberry candy almost never contain strawberries? We tasted our way through the aisle and found "strawberry" that had never met a berry — red dye, gelatin, and a flavor lab's best guess. So we flipped the recipe. Our chews begin with real strawberry purée and juice concentrate, get their blush from fruit and vegetable juice, and set with plant-based pectin instead of gelatin. The result tastes like biting into a sun-warmed strawberry — juicy center, chewy sugared shell, pure happiness.

MISSION

Reimagine candy with real-fruit goodness and feel-good ingredients — so every bite tastes amazing and makes you feel good too.

VISION

Become the definitive fruit-forward candy brand: the first pouch shoppers reach for when they want joy without junk.

Bold. Playful. Unapologetically strawberry.



BRAND ESSENCE

Pure strawberry joy.

One fruit, obsessively celebrated. We don't do 12 flavors — we do strawberry better than anyone on earth.



BRAND PROMISE

Real fruit. Real good.

Every BerryLush product leads with real strawberry, uses plant-based ingredients, and never touches artificial colors.



PERSONALITY

The joyful optimist.

Bold, cheeky, warm and a little bit extra — like your funniest friend who happens to care what's in the food.



POSITIONING

Candy, not compromise.

Not "diet candy," not medicine gummies. A full-joy treat that simply happens to be made the right way.

Brand values: Fruit first · Joy is serious business · Nothing to hide · Made to share

THE PRODUCT

Juicy inside. Chewy outside. Pure happiness.



NEW · JUICY · CHEWY · YUMMY

BerryLush Original Chews

A soft, sugar-kissed chew with a molten strawberry heart. Bite through the delicately crisp sanded shell into a juicy center made from real strawberry purée — bright, jammy, and intensely berry.



Real strawberry, first and foremost

Strawberry purée & juice concentrate lead the recipe — fruit you can actually taste, not just read on the front.



Plant-based, gelatin-free

Set with fruit pectin. Vegan, gluten-free, and made in a nut-free facility.



No artificial colors or flavors

That gorgeous pink comes from fruit & vegetable juice. Nothing synthetic, ever.



Portion-friendly joy

Individually wrapped minis and a resealable pouch — about 100 calories per 5-piece serving.

BETTER-FOR-YOU, NEVER BORING

What's inside — and what will never be.

IN EVERY BITE



Real strawberry purée & juice

The star of the recipe and the first flavor note you taste.



Fruit pectin

Plant-based structure for the perfect juicy-chewy bite — no gelatin.



Cane sugar, honestly used

This is candy. We use real sugar, thoughtfully portioned.



Fruit & vegetable juice color

Radish, blackcurrant and carrot give us that signature pink.



Natural strawberry flavor

Rounded out with citrus for a bright, just-picked finish.

NEVER, EVER

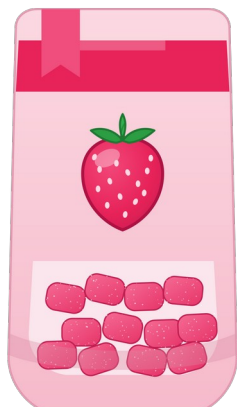
- ✗ Artificial colors or dyes (no Red 40 — ever)
- ✗ Artificial flavors or sweeteners
- ✗ Gelatin or animal-derived ingredients
- ✗ High-fructose corn syrup
- ✗ Gluten, nuts, or top-8 allergens

SPEC TARGETS

≈100 cal per serving · 20% real fruit content · Vegan ·
Gluten-free · Non-GMO ingredients

Start with one perfect pouch. Grow the lush universe.

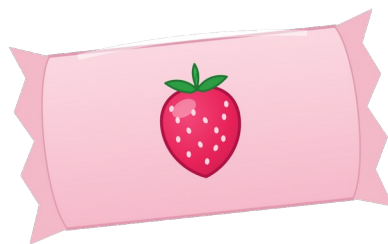
LAUNCH · NOW



Original Chews

4 oz resealable stand-up pouch. The flagship — juicy strawberry chews, sugar-sanded, molten center.

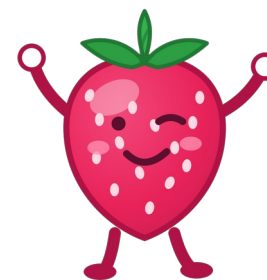
WAVE 2 · +6 MO



Lush Minis

Individually wrapped share-size minis in a 10 oz family bag. Lunchboxes, desks, and “take two” bowls.

WAVE 3 · +12 MO

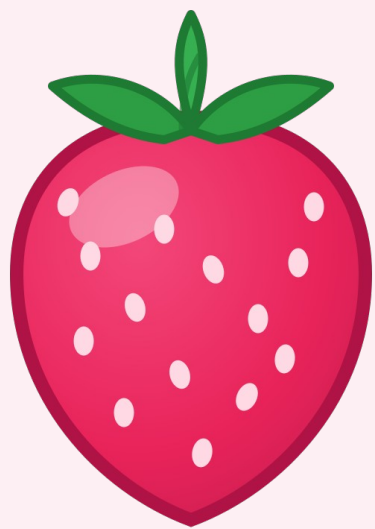


Flavor Drops

Limited seasonal runs that stay on-brand: Strawberry Lemonade, Berries & Cream, Sour Lush.

Principle: one hero fruit, many moments. Every extension must still taste — and look — unapologetically strawberry.

The mark: a berry with a wink.



berryLush

Primary lockup: wordmark over the berry mark



The berry mark

A glossy, seed-flecked strawberry with a proud green calyx. Friendly curves, no sharp angles — it should look ready to hug.



The wordmark

Lowercase “berry” flows into a capital “Lush” — humble fruit, luxurious payoff. The heart-dot under the k is our signature.



Clear space

Keep one seed-height of padding on all sides. Never crowd the berry.



Never do this

Don’t recolor the berry, stretch the wordmark, add outlines/drop shadows, or place the logo on clashing reds.

Color & typography: pink, committed.

Lush Berry

#E8235A

Hero color - 60% of every layout

Deep Berry

#B01345

Depth, buttons, dark moments

Blush

#FDEFF3

Default light background

Petal

#F9D2DD

Tints, cards, soft blocks

Leaf Green

#2E9E44

The fresh accent — calyx only

Berry Ink

#5C1030

All body text

Display — “Berry Bubble”: a chunky rounded script (Baloo 2 / Fredoka class) used only for the wordmark and hero headlines. **Headlines — Arial Bold:** tight, confident, sentence case. **Body — Calibri:** warm and effortless, 14–16pt, always Berry Ink. Letterspaced ALL-CAPS labels are our seasoning — use sparingly.

We talk like the happiest fruit in the room.

Three rules: lead with joy, never preach, keep it juicy. We're confident about what's inside the pouch, but we'd rather make you smile than lecture you about dyes. Short sentences. Big flavor words. A wink whenever possible.

SAY THIS

"Made with real strawberries. Obviously."

"Juicy inside. Chewy outside. Pure happiness."

"No fake colors. This pink is all fruit."

"Made to share. We won't judge if you don't."

NOT THIS

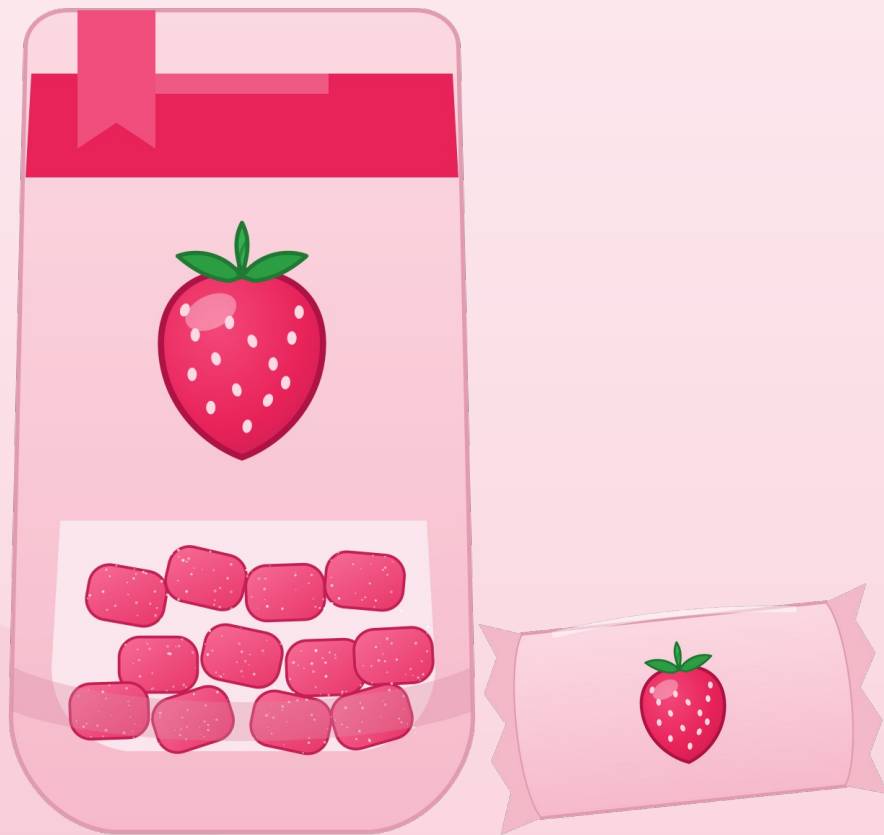
"Contains fruit juice concentrate for enhanced flavor delivery."

"A dual-texture confectionery experience."

"Free from artificial colorants as defined by FDA regulation."

"Family-size format for multi-occasion consumption."

A pink beacon on a beige shelf.



Structure

4 oz matte stand-up pouch with resealable zipper and tear notch; minis in soft-touch pillow wrap. Film is store-drop recyclable.



Front hierarchy

1) Berry mark & wordmark 2) “Strawberry Candy” descriptor 3) “Real Fruit. Real Good.” banner 4) Product window — real candy visible, nothing to hide.



Color blocking

Blush-pink body with a Lush Berry banner. On a shelf of browns and neons, the soft pink + glossy berry reads instantly at 10 feet.



Honest window

A generous clear window is a brand rule: if you can’t show the candy, don’t ship the candy.

NET WT 4 OZ (113 G) • SRP \$4.49

WHO WE'RE FOR

Three shoppers, one craving.



The Label Reader

28–45 • buys organic-ish

"I still want candy. I just want candy I don't have to think twice about."

Flips the pouch before the front sells her. Wins: real fruit first on the label, no dyes, vegan mark.



The Nostalgic Millennial

30–42 • treats = self-care

"Give me the strawberry candy of my childhood — grown up, like me."

Buys with the heart. Wins: nostalgic strawberry-candy cues, premium texture, adorable mascot merch.



The Gen Z Flavor Chaser

16–27 • lives on TikTok

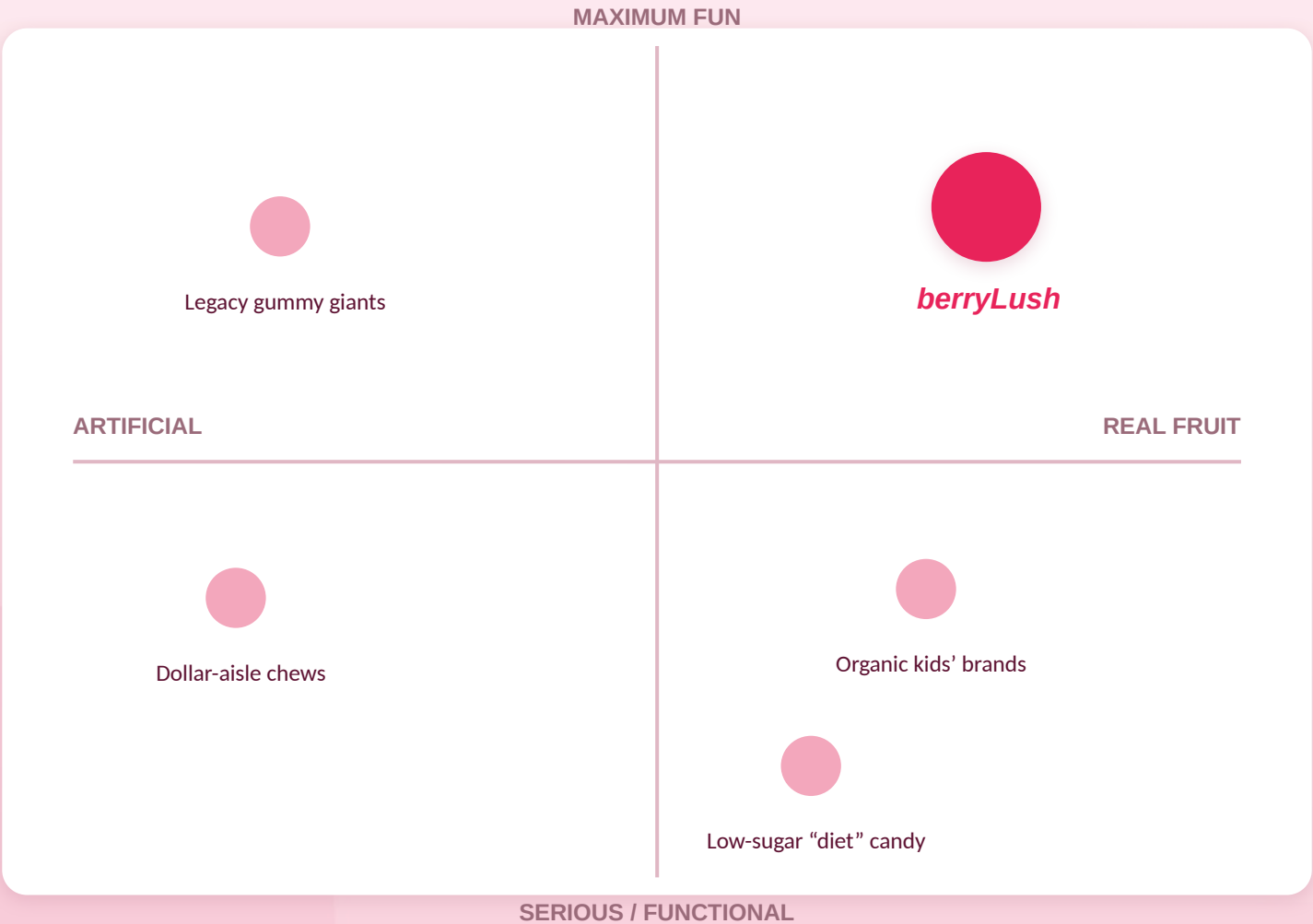
"If the candy isn't phone-eats-first cute, did it even happen?"

Discovers via feed, buys via impulse. Wins: the winking mascot, ASMR-worthy molten center, shareable minis.

Shared truth: none of them want "diet candy." They want real candy that respects them.

COMPETITIVE LANDSCAPE

Alone in the sweet spot.



The white space

High-fun + real-fruit is nearly empty. Legacy brands own fun with fake ingredients; better-for-you brands got clean but forgot the joy.

Our wedge

One iconic flavor executed flawlessly beats 12 mediocre SKUs. Single-fruit focus makes the brand instantly legible.

Defensibility

Ownable mascot & pink-forward identity, real-fruit recipe with 20% fruit content, and a name that is the category.

Sell where the snackers scroll and stroll.



DTC & social shops

berrylush.com + TikTok Shop. Launch exclusives, merch, subscriptions (“The Berry Drop”).



Specialty & natural grocery

Better-for-you sets at natural grocers — our label-reader’s home turf and first proof of velocity.



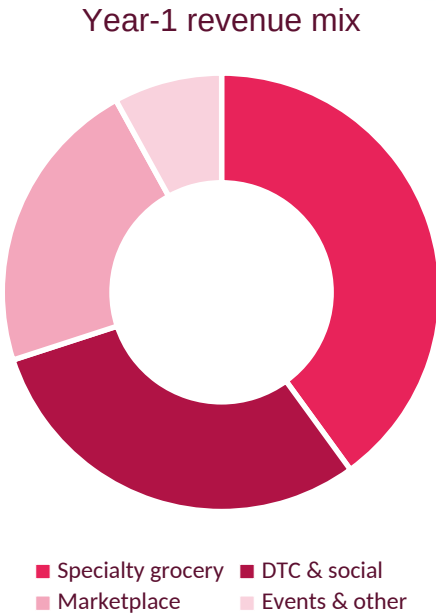
Mass retail checkout

Year 2: front-of-store singles and 4 oz pouches in mass & drug — the impulse jackpot.



Marketplace

Amazon Subscribe & Save multipacks; reviews engine and search shelf for “strawberry candy.”



PRICING

\$4.49 4 oz pouch **\$1.29** single mini **\$9.99** 10 oz Minis bag — premium to legacy gummies, ~15% under boutique BFY candy

Target: \$1.8M year-1 net revenue · 1,200 doors by month 18

LAUNCH CAMPAIGN

“Unapologetically Strawberry.”

A 90-day launch built for feeds first and shelves second — every asset stars the wink, the pink, and the pull-apart molten center.

01



TEASE · WEEKS 1–3

Mascot-first mystery

The winking berry appears across TikTok/IG with zero explanation. Seed 500 creators with unmarked pink pouches. #WholsBerryLush.

02



LAUNCH · WEEKS 4–8

The juicy reveal

Hero film: slow-mo bite, molten center, “Real fruit. Real good.” Sampling at farmers’ markets & campuses; TikTok Shop exclusive drop.

03

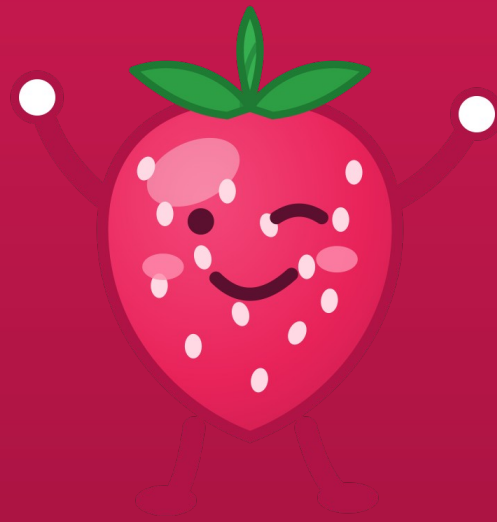


SUSTAIN · WEEKS 9–13

Made to share

UGC engine: “berry face” AR filter, duet-able mascot memes, creator affiliate codes, and a retail push kit as velocity data lands.

KPIs: 25M organic impressions · 40K DTC orders · 65% repeat-intent in sampling exit surveys



Bold. Playful.
Unapologetically strawberry.

berryLush™ · Real Fruit. Real Good. · hello@berrylush.com · [@berrylushcandy](https://www.instagram.com/berrylushcandy)