

TROO[®]



EST. 2017

eattroo.com

The Story of Troo...

The idea for 'Troo' came to my husband and I late in 2015. We'd been investigating opportunities for a food start up for a number of years and decided we had hit finally upon the 'one'. We're delighted to share it with you.

Troo is a food brand that lives up to it's name – simple, authentic, straightforward and good in every way. Our initial product is granola, developed in an attempt to get healthy food into our son. Over 18 months we tested our granola in a number of forms, selling it online and at fairs & markets whilst we refined it to tick all of the necessary boxes.

At the same time the Troo brand evolved both in design and in meaning. The non negotiables were confirmed – Troo is:

- A **gut health** brand
- Focusing on **prebiotics** – the special plant fibre that feeds and nourishes your good gut bacteria
- Low sugar, high fibre, gluten free
- **100% natural** – contain no emulsifiers, preservatives or bad additives
- **Really tasty**, something people trooly enjoy
- In **plastic-free** packaging as much as we can
- Honest, transparent, real, true - **authentic to the core**
- Fun, not too serious, **bringing a smile** to gut healthy eating
- From a company with a **social conscience**, aiming to leave a positive mark on the world



We have started with breakfast as morning is the time of day that people are generally more receptive to healthy eating and fibre intake. We'll make sure all our new products tick the non-negotiables and help grow Troo into a **brand of today, ready for tomorrow**.

We'd love to hear from you - ideas for new products, feedback on our existing product, issues you believe we should think about, do get in touch at **hello@eattroo.com**.

You can also follow our journey and get gut health inspiration through our social channels - look out for **@eattroo**.

Thanks for your interest in Troo!

Best wishes,

Helenor - Co-Founder, TrooFoods Ltd