



FAQ Sheet

A bit about us

It all began in our small kitchen at Two Spoons Café where we set out to create a healthy breakfast option with quinoa, so we made KEEM™! A plant-based granola packed with fibre, protein and all nine essential amino acids that the body needs and cannot produce on its own. Each batch is gently baked with passion and care, right here in our Honor Oak Park headquarters. We think you'll love it!

Rosy and Luca

Why quinoa?

Quinoa has a rich nutritional history spanning back around 7000 years where the Aymara people of Bolivia began calling it the Golden Grain. Nowadays, it is still considered an international super-food as it is naturally rich in protein and fibre, contains all nine essential amino acids, and minerals such as manganese, phosphorus, iron, magnesium and zinc.

For granola, we chose it for its crunchy texture, naturally nutty flavour and delicious pairings with dried fruit and sweet seasoning like cinnamon, goji berries, apple, strawberry and many more to come.

Fun fact: quinoa is a key part of the NASA astronauts' diet for its rich nutritional profile!

Is your product

Yes! We are big on sustainability, in our café and in our granola, so it is vitally important to us to create a sustainable product, from its origins to its packaging.

The pouch we developed is **100% recyclable** with the hope of going compostable in the future.

To recycle our product, simply dispose in your designated recycling bin when product is consumed, otherwise dispose of your granola in a food waste bin beforehand.



Is your granola gluten-free?

While our granola is **gluten intolerant friendly**, we cannot guarantee there are no traces of gluten in any of our products due to our lack of third-party developers, we make everything in our café's small kitchen where there is **risk of cross contamination**.

Is it vegan?

Absolutely, we do not add any animal products to our granola, not even honey!

Is it sweet?

Naturally so, we don't add any sugar to our granola, instead we use **erythritol which is a natural, non-GMO, vegan and gluten free sweetener**, which ties together as well with the natural sweetness from the dried fruit.

What flavours do you have?

We currently have two flavours of our granola:

Quinoa Granola with Cranberries, Pecan, Apple and Cinnamon

and

Quinoa Granola with Strawberries, Goji Berries, Mulberries and Walnuts

and we are excited to say we are developing a third flavour.

How should I eat it?

Our slogan is **Brunch it, Snack it, Eat it your way**, and we encourage you to do just that. A few possible recipes may include

- Soya or Greek yoghurt topped with our granola and fresh seasonal fruit
- In a smoothie with any milk, banana, strawberries and blueberries for an antioxidant packed protein smoothie with a nutty and natural sweetness
- Topped on pancakes or French toast for an extra bit of a fruity and nutty crunch
- In the palm of your hand! Or in a takeaway bag to pack with you on a long nature walk – it's naturally preserved and travels well

How long does it last?

The product lasts **one month once opened** and should be stored in a cool and dry place sealed shut or in one of your home containers. **Unopened, six months**.

The pouch has a resealable zip to prolong freshness, so when you're finished dishing out your granola, simply squeeze the air out and reseal the packaging until you fancy it again, store in your cupboard or pantry.

What makes KEEM™ different from competing brands?

We are a small business with big aspirations. Not only are we passionate about providing a **high quality, highly nutritious and affordable product**, but we believe in it! Our product is unique as it is a more nutritionally dense and natural approach to a breakfast and snack classic. All homemade, baked with care in small batches, using year-round delicious flavours and versatile enjoyment options, KEEM™ is an instant granola classic and encompasses many staple ingredients that the body needs to thrive.

-and baked right around the corner in Honor Oak Park, London, UK

Brunch it



Snack it



Eat it your way





Brand Goal

Handcrafted granola made in small batches in London using puffed quinoa, dried fruits, nuts and natural flavourings. We believe in simple, nourishing breakfast and snack options with no refined sugars and sustainable packaging

Commercial Page

Overview

Brand: KEEM™ Granola

Product range: Quinoa-Based Granola

Location: London, UK

Contact: Lia – Sales and Marketing Associate
07469804704 (Mondays 9-5)

lia.keem@twospoons-cafebar.co.uk

Instagram: @keemgranola

Product Line-up

Flavour	Pack Size	Case Size	Shelf Life	RRP	Trade price (per pack)
Quinoa Granola with Cranberries, Pecan, Apple and Cinnamon	320g	6 x 320g	6 months	£6.5	£2.85
Quinoa Granola with Strawberries, Goji Berries, Mulberries and Walnuts	320g	6 x 320g	6 months	£6.5	£2.85

(All prices inc. VAT)

Trade Information

Key Selling Points

- High in protein and fibre, quinoa-based and nutrient-rich
- Handcrafted independent brand, made in London
- No refined sugar
- Excellent shelf preservation (6 months)
- Eco-friendly packaging, fully recyclable
- Great profit margin and customer appeal
- Gluten free with traces – gluten-intolerant friendly
- Resealable pouches
- Little to no delivery cost
- Supported by active social media promotion and exposure at local markets and cafés
- Excellent shelf presence

Term	Detail
Minimum order	1 case (6 units)
Delivery Lead time	1-3 days (excluding Tuesdays)
Delivery Fee	Free – hand delivered from Honor Oak
Payment terms	30 days from invoice
Storage	Cool, dry place
Barcode (EAN)	In development
Country of Origin	United Kingdom

Marketing Support

- Mutual local exposure
- Social media features for stockists
- Sampling packs for launch weekends
- Shared online marketing content

Sales and Marketing

lia.keem@twospoons-cafebar.co.uk

Orders

keem@twospoons-cafebar.co.uk



Snack it



Eat it your way





Product Page

Product description

KEEM™ Granola is the quinoa granola brand out of Two Spoons Café in Honor Oak Park. It is handcrafted in small batches using puffed quinoa, dried fruits, nuts and natural sweeteners. The product is gluten-free with a moreish, nutty, crunchy flavour.

Product Details

Feature	Detail
Pack size	320g resealable pouch
Case size	6 x 320g
Shelf Life	6 months (1 month once opened)
Storage	Cool, dry place
Barcode	In development
Country of Origin	Honor Oak Park, London, UK
Dietary Info	Vegan and Gluten Intolerance Friendly with Traces

Ingredients and Nutritional Info (per 100g)

KEEM™ Strawberry, Goji berry, Mulberry & Walnut

Energy	Protein	Fat	Carbs	Sugars	Fibre
1922kj/460kcal	11.1g	23.7g	45.57g	14/3g	10.3g

KEEM™ Apple, Pecan, Cranberries & Cinamon

Energy	Protein	Fat	Carbs	Sugars	Fibre
2011kj/482kcal	10.9g	26.3g	46.17g	12.9g	8.5g

Allergens

Contains: nuts (pecan, walnut) may contain traces of other nuts, traces of gluten, traces of sulphites.



Trade & Pricing

Field	Example
Suggested RRP	£6.5
Wholesale price	£3.65
Gross profit Margin	43%
Cash Margin	£2.85
Delivery	Free – by hand from Two Spoons Café within 3 miles

Sales and Marketing

[lia.keem @twospoons-cafebar.co.uk](mailto:lia.keem@twospoons-cafebar.co.uk)

Orders

[keem @twospoons-cafebar.co.uk](mailto:keem@twospoons-cafebar.co.uk)

Brunch it



Snack it



Eat it your way

