



A bit about us

FAQ Sheet

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 & 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?

A few possible recipes may include

- Soya or Greek yoghurt topped with our granola and fresh seasonal fruit
- In a smoothie with any milk
- Topped on pancakes or French toast for an extra bit of a fruity and nutty crunch
- In the palm of your hand! – great as part of a trail mix

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.

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** : 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 standout and contains many staple ingredients that the body needs to thrive. Better yet, we are **- baked right around the corner** in Honor Oak Park, London, UK

Brunch it



Snack it



Eat it your way





Commercial Page

Brand

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

Overview

Brand: KEEM™ Granola
Product range: Quinoa-Based Granola
Location: London, UK
Contact: Lia – Sales and Marketing Associate
07469804704
(Mondays 9-5)(Thursdays 11-6)
lia.keem@twospoons-cafebar.co.uk
Instagram @keemgranola

Product	Case Size	Shelf Life	RRP (suggested)	Trade Price
Granola Bag	320g	6 Months	£6.50	£3.90
Refill 1kg	1kg	6 Months	£17	£12.60
Refill 2kg	2kg	6 Months	£32	£25.20
Refill 3kg	3kg	6 Months	£53	£34.10

Trade Information

Term	Detail
Minimum order	Flexible
Delivery Lead time	1-3 days (excluding weekends)
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

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
- Eco-friendly packaging, fully recyclable
- Great profit margin for a gourmet product 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

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

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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
Bulk 1kg	1kg – 3.12bags
Bulk 2kg	2kg – 6.25 bags
Bulk 3kg	3kg – 9.5 bags
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)

Strawberry, Goji berry, Mulberry & Walnut

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

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.

Note that the pouch also contains a small oval window not displayed in images below under 'Quinoa Granola'

Trade & Pricing

Field	Example
Suggested RRP	£6.5
Wholesale price	£3.90
Gross profit Margin	40%
Cash Margin	£2.60
Delivery	Free – by hand from Two Spoons Café within 3 miles



Sales and Marketing

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