

the
ginger  people®

2021



USA

About Us

#1 Ginger Brand
Worldwide

World's Leading
Supplier of Ingredients

Family Owned
and Operated

Headquarters
in Marina, California



Health Benefits

GINGER

- 1 | Digestive Health
- 2 | Anti-Nausea
- 3 | Circulation Booster
- 4 | Anti-Inflammatory
- 5 | Antioxidant



TURMERIC

- 1 | Anti-Inflammatory
- 2 | Antioxidant
- 3 | Brain/Memory Function
- 4 | Heart Health
- 5 | Joint Pain



Fiji Ginger and Turmeric



OUR POINT OF DIFFERENCE

- Many of our products contain high concentrations of ginger and turmeric from Fiji - one of the purest ecosystems in the world.
- Unique varieties rich in health compounds
 - **Queensland Pink Ginger**
 - **Wild “Red” Turmeric** (*Curcuma Aromatica*)
- Packed with antioxidants and countless beneficial compounds - promote wellness and healthy aging.
- Unique climate and growing conditions contribute to the health properties found in Fijian ginger and turmeric.
- Working directly with the local ginger farmers, The Ginger People supports small-scale, sustaining farming methods.
- Foraged, not farmed, our growing turmeric business promotes sustainable agricultural methods in Fiji's pristine mountain highlands.



Categories



Candy



Asian/
Condiments



Juice
(Shelf Stable)



Digestive/
Wellness Aids



Baking

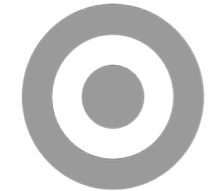


Breakfast/Dessert/
Beverage Mixer



Hot Beverage
Mix

Partners



TARGET



Publix



Stop & Shop



piggly wiggly
Down Home, Down The Street



piggly wiggly
Down Home, Down The Street





Asian / Condiments



Organic Ginger Juice



5oz (147ml)

- Nielsen +8.3% dollars VYA* #1 Ginger Juice
- +21% dollars – SPINs 3/22/2020*
- Time-saving liquid alternative to fresh ginger
- Recipe-ready. On-pack usage suggestions
- Sugar free and organic

USES

- Splash into tea, fruit/vegetable juice, stir fries, soups, vinaigrettes, sauces, marinades and over fish
- Adds exotic taste to cocktails

Organic Sushi Ginger



6.7oz (190g)

- Nielsen #3 Pickled Ginger SKU +108% \$ VYA
- SPINS +14% \$ VYA
- Crisp, delicate slices of organic ginger pickled in rice vinegar
- Colored only by nature: No artificial pink dyes

USES

- Serve with sushi, sashimi, spring rolls, smoked fish
- Add to chilled noodle salads and coleslaw
- No waste: Use the remaining ginger-vinegar liquid in homemade salad dressing

Organic Minced Ginger



6.7oz (190g)

- Nielsen #5 Pickled Ginger SKU +50.8% \$ VYA
- SPINS +26% VYA
- Recipe-ready
- Labor-saving alternative to fresh ginger

USES

- Great in marinades, salad dressings, sauces, jams and chutneys
- Brighten up grains and rice, stir fry, curries, tomato-based sauces, fish, veggies
- Concoct jazzy ginger cocktails

Ginger Sauces



12.7oz (375ml)

SWEET GINGER CHILI SAUCE

- +27% \$ VYA
- Sweet-spicy dip and cooking sauce
- Top-selling sauce, with more ginger than any other brand
- No artificial colors, flavors or additives

GINGER PEANUT SAUCE

- +64% \$ VYA
- Deliciously rich and nutty, a healthier alternative to satay sauce.
- No artificial flavors, colors or additives.
- Rich and satisfying texture

Additional Flavors





Juice

SHELF-STABLE



Ginger Soother[®] - Lemon & Honey



12oz (360ml) | 32oz (960ml)

- Uncarbonated gingerade drink
- Sweetened only with honey - no sugar
- Not made with juice concentrate
- Made with Peruvian ginger juice and lemon juice - no dried spices or flavorings

USES

- Drink this elixir to soothe the throat, settle the stomach and drive away chills
- Can be enjoyed hot or cold

Ginger Soother[®] with Turmeric



MADE WITH
REAL
JUICE



12oz & 32oz

- Uncarbonated gingerade drink with turmeric
- Sweetened only with honey - no cane sugar
- NOT made with juice concentrate
- Made with Peruvian ginger juice and wild Fijian turmeric juice - no dried spices or flavorings
- Winner “Best Functional Drink” Queen’s Choice Award, National Honey Board (2019)

USES

- Drink this elixir to soothe the stomach and rejuvenate the body
- Can be enjoyed hot or cold
- Adds a fresh, earthy and warming twist to cocktails

WOW

2.5 LBS GINGER
=
32 OZ JUICE



Organic Ginger Juice



32oz (946ml)

Shelf stable: 24 months

- #1 selling ginger juice on Amazon
- Larger format of top-selling 5oz Ginger Juice
- Made from 2.5 lbs of fresh ginger
- Labor-saving alternative to peeling, boiling and pressing fresh ginger
- Proprietary juicing process retains valuable ginger actives, flavor and heat.
- No sugar or water added, just pressed ginger juice
- CRV-ready

USES

- Ideal for flavoring water and tea, and making kombucha, detox and Keto tonics, chai, smoothies, fruit juice blends, ginger beer, cocktails and ciders
- Great in cooking and baking. Add to sauces, stews, curries, rice

Wild Fiji Turmeric Juice



NEW

32oz (946ml)

Shelf stable: 24 months

- Made from wild Fijian turmeric
- Labor-saving alternative to fresh turmeric
- No sugar or water added, just pressed turmeric juice
- Leverages strong consumer demand for turmeric
- Proprietary juicing process retains valuable turmeric actives, flavor, color
- CRV-ready

USES

- Ideal for flavoring water and tea, and making detox and Keto tonics, shots, kombucha, golden milk, smoothies
- Great in cooking and baking. Add to sauces, stews, curries, rice

Fiji Ginger & Turmeric Juice



NEW



8oz (237ml)

Shelf stable: 24 months

- Ideal immunity drink for front-end cold case
- No sugar or water added, just pressed turmeric and ginger juice
- Fijian turmeric and ginger
- Leverages strong consumer demand for immunity-boosting products
- One bottle = 8 shots
- Proprietary juicing process retains valuable actives, flavor and color.

USES

- Ideal for flavoring water and tea, and making detox and Keto tonics, shots, kombucha, golden milk, smoothies
- Great in cooking and baking. Add to sauces, stews, curries, rice



Ginger Candy

WORLD'S #1 SELLING GINGER CANDY BRAND



Candy Textures



Gin Gins®
Ginger Chews



Gin Gins®
Double Strength
Hard Candy



Gin Gins®
Super Strength
Ginger Candy



Gin Gins®
Spice Drops



Gin Gins®
Crystallized Ginger

Gin Gins® Fresh Ginger Scale

Supercharged with more fresh ginger than any other brand

GIN·GINS®

FRESH GINGER SCALE

67%	Crystallized Ginger
30%	Super Strength Ginger Candy
16%	Double Strength Hard Candy
16%	Spicy Turmeric Ginger Chews
10%	Original Ginger Chews
10%	Spicy Apple Ginger Chews
10%	Peanut Ginger Chews
8%*	Sweet Ginger Spice Drops

**Made with Ginger Juice*



Pouches - Boxes - Bulk



POUCHES



BOXES



11 LBS BULK

Travel Pack - Impulse



1.6oz (45g)

#18 Rank in USA*



1.1oz (31g)

#85 Rank in USA*

- Individually wrapped pieces in a convenient small travel pack
- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Nothing artificial
- 100% Canadian bilingual

ORIGINAL GINGER CHEWS

- Spicy-sweet chewy ginger candies
- Made with 10% fresh ginger

SUPER STRENGTH

- Potent ginger candies with a caramel-like texture to soften its kick
- Made with 30% fresh ginger
- Our “Little Potion for the Motion”

Peg Bags



3 FLAVORS

- Original Ginger Chews
- Spicy Turmeric Ginger Chews
- Double Strength Hard Candy
- Individually wrapped pieces
- Nothing artificial
- 100% Canadian bilingual
- Top selling US flavors in our new 60g format
- Peg-able starting March 2021

Peg Bags



NEW



2.1oz (60g) x 12 BAGS PER DISPLAY UNIT



Center Store Box



4.5oz (128g)

#36 Rank in USA*

GIN GINS® ORIGINAL GINGER CHEWS

- Individually wrapped pieces
- Spicy-sweet chewy ginger candies
- Made with 10% fresh ginger
- Nothing artificial

USES

- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Healthy snacking

Center Store Box



4.5oz (128g)

GIN GINS® DOUBLE STRENGTH HARD CANDY

- Individually wrapped pieces
- Throat-soothing, long lasting hard ginger candies
- Made with 16% fresh ginger
- Nothing artificial

USES

- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Tasty substitute for cough drops

Center Store Box



4.5oz (128g)

GIN GINS® SUPER STRENGTH HARD CANDY

- Individually wrapped pieces
- Potent ginger candies with a caramel-like texture that softens its kick
- Made with 30% fresh ginger
- Nothing artificial

USES

- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Our “Little Potion for the Motion”

Soft Chew | STAND-UP POUCH



3oz (84g)

#2 Rank in USA*



3oz (84g)

#34 Rank in USA*

- Individually wrapped pieces
- Resealable bag
- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Made with 10% fresh ginger
- Spicy-sweet chewy ginger candies
- Nothing artificial

GIN GINS® ORIGINAL GINGER CHEWS

- The original ginger chew. A classic!

GIN GINS® SPICY APPLE GINGER CHEWS

- Delightful apple-spice chewy candies reminiscent of baked apple pie

* 2019 SPINS Non-Chocolate Candy US Natural Grocery

Soft Chew | STAND-UP POUCH



NEW



3oz (84g)

GIN GINS® SPICY TURMERIC GINGER CHEWS

- Individually wrapped pieces
- Resealable bag
- Yummy, functional candies made with two of today's most popular superfoods
- Made with 19% fresh ginger and 17% fresh turmeric
- Nothing artificial

USES

- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Healthy snacking

Hard Candy | STAND-UP POUCH



3oz (84g)

#20 Rank in USA*



3oz (84g)

#73 Rank in USA*

- Individually wrapped pieces
- Resealable snack bag
- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Nothing artificial

GIN GINS® DOUBLE STRENGTH

- Throat-soothing, long lasting
- Made with 16% fresh ginger
- Tasty substitute for cough drops

GIN GINS® SUPER STRENGTH

- Potent ginger candies with a caramel-like texture that softens its kick
- Made with 30% fresh ginger
- Our “Little Potion for the Motion”

* 2019 SPINS Non-Chocolate Candy US Natural Grocery

Crystallized Ginger | STAND-UP POUCH



3.5oz (100g)



GIN GINS® CRYSTALLIZED GINGER

- Made with 67% fresh ginger
- Made from succulent chunks of Queensland Pink baby ginger grown in Fiji
- Traditional crystallized ginger candy cut into cubes – a centuries-old delicacy
- Great for motion sickness and a powerful digestive aid
- Nothing artificial – sweetened with cane sugar

Ginger Spice Drops | STAND-UP POUCH



3.5oz (100g)



GIN GINS® GINGER SPICE DROPS

- Plant-based, vegan spice drops
- Made with pectin - no animal-based gelatin
- Soft, easy-eating texture
- Made with 13% ginger juice
- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Nothing artificial – sweetened with cane sugar

2021 Consumer Advertising

It's too early for wine.

IT'S NEVER
TOO EARLY
FOR CANDY.



GIN GINS® • FOR GROWN-UP KIDS
NOW AT Walmart*

Find Near Me

Endure the tricks.

KEEP THE
TREATS FOR
YOURSELF.



GIN GINS® • FOR GROWN-UP KIDS
NOW AT Walmart*

Find Near Me

You worked
59 hours last week.

YOU
DESERVE
CANDY.



GIN GINS® • FOR GROWN-UP KIDS
NOW AT Walmart*

Find Near Me



Digestive / Wellness



Ginger Rescue® Ginger Shots



2 fl oz (60ml)



- Shelf stable wellness shot for digestion, inflammation and vitality.
- Made with 30% Ginger Juice
- No artificial flavors, preservatives or colors
- Glass bottles for purity, health, and environment

USES

- Daily health shot
- Caffeine free, yet naturally energizing through ginger's circulatory-boosting properties

Ginger Rescue® Chewable Tablets



0.55 oz (15.6g)



- Convenient, tasty chewable tablets with potent ginger actives
- Drug-free
- Highest active ginger compound of any brand:
 - Mighty Mango - 5/6 on ginger actives scale
 - Strong - 6/6 on ginger actives scale
- Mighty Mango – Winner 1st place Scovie Award for Kid Friendly 2020

USES

- Digestive health
- Relieve motion sickness
- Ease gas and indigestion

Gin Gins® Super Strength



3oz (84g)

#73 Rank in USA*

GIN GINS® SUPER STRENGTH STRONG CANDY

- Individually wrapped pieces
- Potent ginger candies with a caramel-like texture that softens its kick
- Made with 30% fresh ginger
- Nothing artificial

USES

- Great for travel and nausea-related conditions. A natural alternative to anti-nausea medicine.
- Our “Little Potion for the Motion”





Baking



Crystallized Ginger Chips



7 oz (198g)

- Made with Queensland Pink baby ginger grown in Fiji
 - No artificial ingredients
 - Amp up anything ginger flavored
 - Never use powdered ginger again
-

USES

- Ideal for baking anything ginger
- Best-ever ginger snap recipe on pack
- Add to quick breads, carrot cake, muffins, fruit cobblers, granola, oatmeal, pancake batter, fruit salads



Syrup & Spread

BREAKFAST | DESSERT | BEVERAGE MIXER



Organic Fiji Ginger Syrup



8oz (237ml)

- Inspired by a favorite dish at one of San Francisco's most popular breakfast diners
- Nothing artificial, organic
- Sweetened with cane sugar
- Made in Fiji

USES

- Delicious on pancakes, waffles and French toast
- Ideal for glazing chicken and vegetables
- Used by innovative mixologists in premium cocktails
- Adds a unique kick to yogurt and desserts

Organic Ginger Spread



8oz (237ml)

- Made with Queensland Pink baby ginger grown in Fiji
- Sweetened with cane sugar
- A new and innovative spread

USES

- Glaze anything with the sweet heat of ginger
- Serve with gourmet cheese
- Delicious on pancakes, waffles and French toast
- An ideal ice cream topping
- Adds a unique kick to yogurt and desserts
- Used by innovative mixologists in premium cocktails



Mark Wilson, VP Sales North America

mark.wilson@gingerpeople.com | (831) 242-0121

GINGER PEOPLE GROUP

215 Reindollar Ave | Marina, California 93933

info@gingerpeople.com | (800) 551-5284

gingerpeople.com

