



Mitten Bites,

brought to you by DukeEngage Detroit.

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Detroit Food Academy

4444 2nd Ave, Detroit, MI 48201



Overview

DukeEngage Detroit is aimed at assisting innovative social enterprises that are tackling the Motor City's most pressing social, environmental, and economic problems to achieve increased effectiveness, sustainability, and scale of impact.

Detroit Food Academy is one of the main partners of the program, and it has been hosting Duke students for over 4 years. Its mission is to connect Detroit high schoolers to leadership opportunities through culinary arts programming. One of the key features of the programs is to give the opportunity to each student to design and launch his/her own product or business idea.

Mitten Bites are one of the products that the students created. They have become a substantial source of funding for the after school program, in fact all revenues of Mitten Bites are redirected to fuel the mission of Detroit Food Academy: helping the youth of Detroit.



The Product

Mitten Bites are pocket sized granola bars made by the students. These all-natural snack bars are packed with nutrition and flavor. There are no additives or preservatives, just 7 carefully curated wholesome ingredients to make one perfectly satisfying snack. All flavors are soy-free, wheat-free, dairy free, and cholesterol-free. Each case comes with 16 delicious bars.



Ingredients and Allergens

Dark Chocolate + Peanut Butter: Oats, **Peanut Butter**, Michigan Honey, Shredded Coconut, Organic Fair Trade Dark Chocolate(soy free), Organic Vanilla Extract, Organic Cinnamon

*** Soy-free, wheat-free, dairy-free, cholesterol-free, 55 mg sodium*

Apple + Cinnamon: Oats, Slow Jams Apple Jam (Michigan Apples, Michigan Sugar, Fruit Pectin, Lemon Juice, Cinnamon), **Sunflower Seeds**, Cranberries, Dates, Organic Vanilla Extract, Organic Cinnamon

*** Soy-free, wheat-free, dairy-free, cholesterol-free, sodium-free*

Blueberry + Lavender: Oats, Slow Jams Blueberry Jam (Michigan Blueberries, Michigan Sugar, Fruit Pectin, Lemon Juice), **Sunflower Seeds**, Cranberries, Dates, Organic Vanilla Extract, Organic Cinnamon

*** Soy-free, wheat-free, dairy-free, cholesterol-free, sodium-free*

Rhubarb + Ginger: Oats, Slow Jams Rhubarb Jam (Rhubarb, Ginger, Michigan Sugar, Fruit Pectin, Lemon Juice, Cinnamon, Vanilla), **Sunflower Seeds**, Cranberries, Dates, Organic Vanilla Extract, Organic Cinnamon

*** Soy-free, wheat-free, dairy-free, cholesterol-free, sodium-free*

Any potential allergens have been highlighted in green above.



Product Specifications

Each Mitten Bite bar contains two servings each measuring 2" x 2"

The packaging per bar measures 5" x 2.5" (length x breadth)

The product can be divided into two based on the ingredients used and this results in a slight difference in shelf life

Samples can be made available for each flavor



Honey Based <ul style="list-style-type: none"> - Dark Chocolate Peanut Butter 	120 Days
Jam Infused <ul style="list-style-type: none"> - Blueberry + Lavender - Apple + Cinnamon - Rhubarb + Ginger 	90 Days

Refrigeration increases the life of the product as well however, so far, the products have been sold without needing any.

Pricing and Distribution

The pricing is based on the number of cases ordered. The product can be ordered based on demand. Each case contains 16 Bars of Mitten Bites. The pricing will include shipment charges since the product is made in Detroit, MI. The chart will work out to be as under :

Number of Cases	Price per Case	Shipment	Wholesale Price per bar (Including shipment)
0 - 9	\$21	\$10	\$1.40
10 -19	\$20	\$20	\$1.32
20 - 49	\$19	\$30	\$1.25
50+	\$18	\$30	\$1.15

The retail price is suggested at anywhere between \$2.00 - \$2.25 since the vast majority of targeted consumers will be students



Branding and Selling



Our product is very strongly marketable. We are currently designing stickers to attach to each box that say “Brought to You by DukeEngage Detroit”. The popularity of the program will catch student’s and faculty’s attention very easily, and separate Mitten Bites from other granola bars on campus. It can easily be integrated into the many dining locations on campus such as Bella Union, Trinity Cafe’ or the Cafe’ on East Campus to name a few. Furthermore, the mission of Detroit Food Academy is extremely relatable for the student body. The high schoolers making these products are of a very similar age and their enterprise and innovation will be well received by the students.

Goals

1. Bring tangible results of Duke Engage’s impact back on campus
2. Provide an healthy snack to Duke students, while giving back to the city of Detroit.
3. Supporting the enterprise of teens

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