



# YARO

VEGAN and  
GLUTEN FREE  
NO REFINED  
SUGAR





WE BELIEVE THAT **HEALTHY** SHOULD BE TASTY. WHEN CREATING OUR **GUILT-FREE SWEETS**, WE USE ONLY PURE INGREDIENTS THAT THE NATURE PROVIDES TO US. TASTE IT AND YOU WILL FEEL OUR LOVE WITH EVERY CELL OF YOUR BODY.

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## WHY WE USE PLANT-BASED INGREDIENTS?

**We strongly believe that plant food:**

- Is easier to digest
- Improves metabolism
- Prevents body systems from the toxic build-up
- Cleans up the blood vessels

Our food makes your body healthier and more energetic

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## ABOUT US

YARO – is a family business established by Yulia Privalova and Daniel Privalov in 2016. We believe that food can be healthy and tasty at the same time. A healthy lifestyle can be pleasant to follow. We united the knowledge collected from healthy nutrition gurus around the world and created the food that helps people to feel better, and makes their transition to a healthy lifestyle much easier.

In the beginning, when we just started, we created the smoothie and puree detox programs that helped gently cleanse the body. In three years, we were able to increase the number of products we produce by 10 times. In addition to detox programs, we added nutrition programs, deserts, no sugar sweets and much more healthy foods. Here in YARO, we like experimenting. We are the first brand in Ukraine that started using carob for candy glazing.

We are extremely proud of the results that we were able to achieve so far. Before, we used to buy recipes from health clinics around the world and now, our confectioners are creating the recipes locally that we can introduce to the rest of the world. Today, YARO – is not only healthy delicious food, but it is also a philosophy based on the founders' healing experience.

The main rule of our business is to be ecological and sustainable in everything that we do. In YARO, we choose people that support brand's vision. In YARO, we choose the best ingredients and packaging. In YARO, we choose to care for the wellness of our customers and the planet as a whole.

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# OUR CORE VALUES

We believe that healthy food makes us better.

We know that healthy food can also be delicious.

We believe it should be about creating a healthy lifestyle, not dieting

We believe that together we can change the world

We know that sweets can also be healthy

We believe in the laws of nature

We know that we should protect the Earth as it is our only home



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# CANDIES

## FACTS TO KNOW ABOUT OUR CANDIES:

- They have no sugar, gluten, lactose, chocolate and preservatives
- We use only natural sweeteners: dates, syrup of Jerusalem artichoke, coconut sugar
- Instead of cacao, we use carob
- Our candies contain: nuts, seeds, berries, and dried fruits
- Instead of conventional flour, we use coconut flour\*  
\*coconut flour is blended and dried coconut pulp
- You can eat them refrigerated or at the room temperature

We have more than 20 types of candies and 6 types of healthy cookies

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TO MAKE OUR SWEETS AS HEALTHY AS POSSIBLE,  
WE USE NATURAL SWEETENERS WITH THE LOWEST  
GLYCEMIC INDEXES.

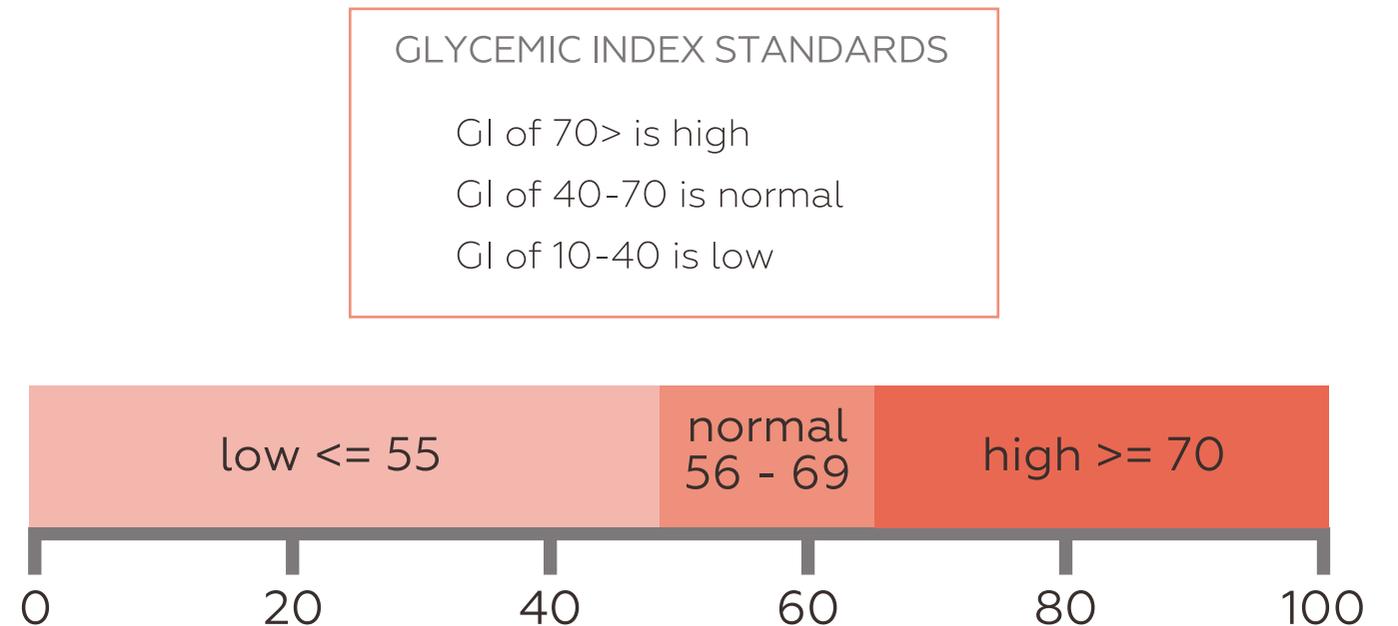
Sweetener type	Glycemic index (GI) in points
Glucose	100
Refined white sugar	70
Brown sugar	55
Maple syrup	55
Cane sugar	50
Date syrup	50
Honey	50-70
<b>Coconut sugar</b>	<b>35</b>
Agave syrop	17
<b>Jerusalem Artichoke syrop</b>	<b>15</b>

The glycemic index (GI) is the rate, which shows how fast carbohydrates are absorbed by the body and increase blood sugar.

THE RESULTS OF REGULAR CONSUMPTION OF FOODS WITH HIGH GI ARE:

- Violation of metabolic processes in the body
- Negative effect on blood sugar
- A constant feeling of hunger and overweight problem

YARO USE ONLY LOW GI SWEETENER



## SOME FACTS ABOUT OUR SWEETENERS:

### JERUSALEM ARTICHOKE SYRUP

- Syrup of the vegetable root of sunflower family plant
- Has the lowest glycemic index among natural sweeteners
- Contains a big amount of vitamins
- Decreases the blood sugar level

### COCONUT SUGAR

- Made from a sugary circulating fluid of the coconut plant
- Has traces of iron, zinc, calcium and potassium
- Contains fiber called inulin, which slows down glucose absorption
- Coconut is a permanent crop and is environmentally friendly. Which means coconut sugar is a sustainable product

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## SALTED CARAMEL

Our tender-sweet candy with caramel, pink Himalayan salt and two types of dates. It comes with 2 different fillings:

- Peanut



- Almond



- COCO & CARAMEL

Carob-glazed coconut flour and cashew bar with a hint of vanilla.



- OLD SCHOOL PEANUT

Peanut, caramel, nougat will make you fall in love with candies at first bite. The taste of childhood.



- VEGAN WHEEL

Three layers of amazing taste: coconut cookie, delicate cream and sweet nut caramel, covered with carob. For those, who adore flavorful sweet taste.



- MARZIPAN BAR

Perfetct marzipan bar, which comes from smooth cashew and date paste, with whole almonds and carob glaze.



- COCO BAR

This candy will surprise real gourmet. Flavorful sweet and airy taste of coconut with nuts inside is the real coconut pure bliss.



- CHILI

The mix of carob, walnut, fig and date. The combination of chili, paprika and a bit of cranberry brings t this candy special flavour.



## WHAT IS CAROB?

Carob is the powder made from ground dried pods of the carob tree, also known as *Ceratonia siliqua*, which grows in Mediterranean countries, like Spain, Portugal, Morocco, Cyprus and Crete.

Compared to usual cacao powder, carob doesn't contain caffeine and is not allergenic. It is suitable for kids, pregnant women and people with diabetes.

## HEALTH BENEFITS

- Detoxifies the body
- Decrease the blood sugar level and has a low GI
- Contains lots of vitamins and antioxidants, such as B group vitamins, vitamins A and D, calcium, magnesium, iron, phosphorus, potassium, copper, manganese and nickel
- Perfect for those who look after their weight and health
- If consumed regularly can reduce blood cholesterol

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# COOKIES

**CHOCO COOKIES** –  
super chocolaty cookie with the seed and raw-cacao base. By adding a bit of coconut oil, we managed to create a healthy version of the famous American cookie.

**YARO CLASSIC OAT COOKIE** –  
our inspiration from childhood, with coconut sugar and oat flour.

**YARO CHOCO DROPS OAT COOKIE** –  
almost the same as YARO CLASSIC OAT COOKIE, but with delicious drops of Columbian cacao.

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# COOKIES

## OAT COOKIE PISTACHIO –

Oat cookie with ground pistachio - is unbelievable combo your favourite taste from childhood and delicate pistachio flavour. Whole grain flour base, flax seed and coconut sugar as a natural sweetener.

## OAT COOKIE ALMOND –

Oat cookie with almond, without refined sugar, eggs, lactose and wheat flour. Nutty flavour will warm your heart in all weather and seasons.

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# GRANOLA

GREEN BUCKWHEAT - is whole unprocessed buckwheat, which contains lots of healthy nutrients. It is a perfect source of plant-based protein.

We don't use any sweeteners in our granola to make sure you have a light feeling in your stomach after a meal.

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## WE USE GREEN BUCKWHEAT BASE AND HAVE 2 DIFFERENT TASTES:

- Granola CAROB & BANANA with dark raising and pumpkin seeds
- Granola FLAX SEED AND CINNAMON with white raising, apple and oats

\*We recommend eating our granola with plant milk (cold or warm) or as a healthy snack on its own.

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# CRUNCHES

Our crunches are a perfect solution for both healthy breakfast and snack. The mix of nutritious nuts and natural sweeteners will pleasantly satisfy your taste buds.

- **NUT CRUNCH CHOCO** –  
it is a mix of nutritious flax seeds with various nuts. Supplemented by the carob and cacao glaze.
- **OAT COCONUT CRUNCH** –  
Coconut cream oat crunch is an awesome choice for breakfast. Because of its oat base, it reminds the airy taste of a cookie. Supplemented with flax seeds and vanilla. This crunch has an unforgettable texture, and it perfectly goes with plant-based milk or yoghurt.

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\*We recommend eating our granola with plant milk (cold or warm) or as a healthy snack on its own.

We use a dehydrator to dry it at a low temperature (40 °C) which creates the perfect consistency and preserves all the healthy nutrients.

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# NUTS

## CAROB GLAZED HAZELNUTS –

Selected whole carob-coated hazelnut – is simple, but recherche snack. The harmony of nutty texture with melting in the mouth carob. You can feel, how less ingredients create more taste!



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# PACKAGING





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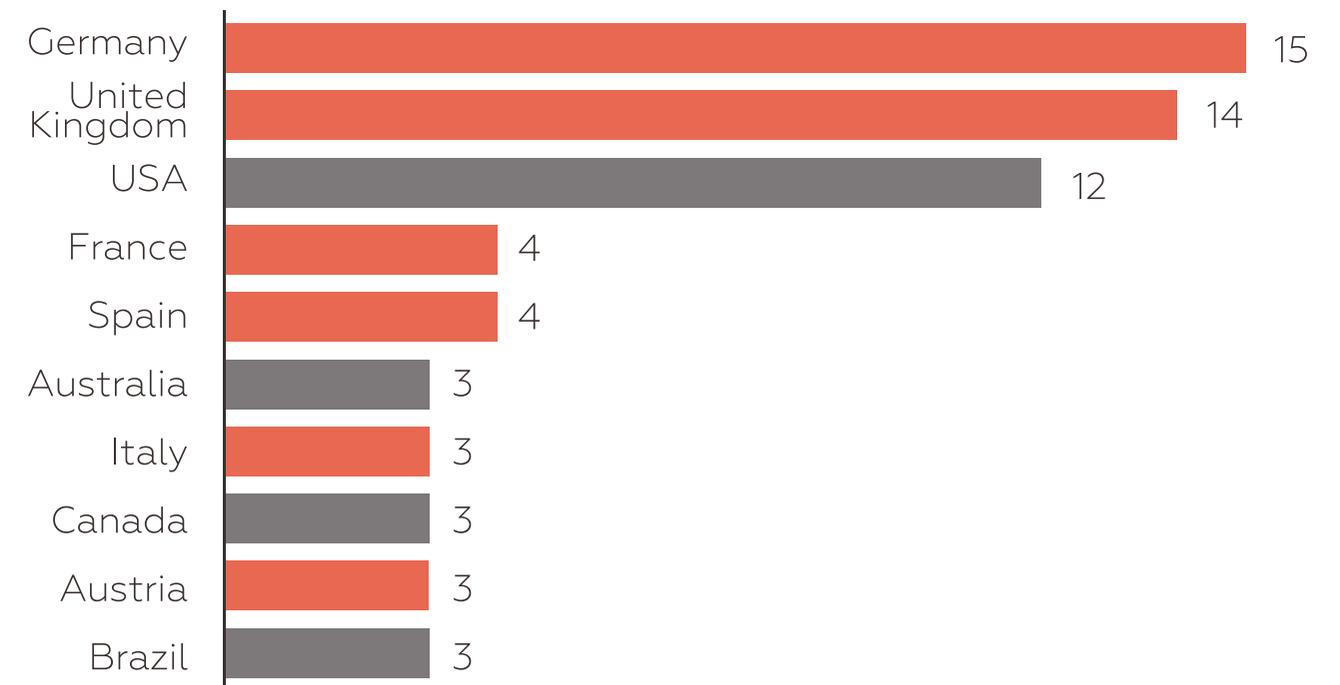


# FACT ABOUT WORLD VEGAN MARKET

- According to SPINS data, the total food and beverage retail market (\$448.2 billion) is growing by 1.7% year over year. In comparison to the market of natural food and beverage products is growing at a rate of 5%.
- In 2026 global vegan market is expected to be worth \$24.3 billion.
- Plant milk has 13% market share. In 2019 its sales grew by 6% and sales of cow's milk dropped by 3%.
- In the past 5 years, the number of people identifying themselves as vegans increased by 600% in the USA and by 350% in UK.
- In Asia plant-based diet is growing rapidly. China's vegan market will grow by 17% between 2015-2020.
- Governments in China and Canada released new dietary guidelines. In China, they ask citizens to cut down meat consumption by 50%, and in Canada, they promote plant-based foods.
- US Retail Giant Walmart is asking suppliers to produce more vegan food. This is due to the high amount of consumers that are ditching animal products.

## TOP 10 COUNTRIES WITH HIGHEST SHARE OF GLOBAL VEGAN NEW PRODUCT LAUNCHES IN FOOD AND DRINK

As a percentage of the overall vegan new product launches (2018).







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