



crack-  
āmaC





**Fun &  
Heart  
Healthy  
Snack**

**crack-  
āmac**





**Dry Roasted & Salted**

# CRACK-A-MAC SNACK

## ABOUT

- In Shell Macadamia Nuts
- Ready 2 Crack
- Use KEY to Crack open the nuts

## A SOUTH AFRICAN FIRST

Crack-A-Mac is the first in SA to produce this type of product. Its innovative & fun way to enjoy macadamia nuts.

# How to open the nut?

1. Stick twist key into the slit of the macadamia shell.
2. While holding the nut and key begin to twist the key until the macadamia nut cracks open.





# TWO SIZES:







**Opened & Enjoyed Together**

**Innovative Snack**

**A Shared Experience**

**Natural Flavour**

**Mindful Eating**

**Guilt Free**

**In Natures Packaging**



# IN STORE MARKETING OPTIONS

Crack-A-Mac is the first of its kind across SA. So made different marketing options to educate customers in store.



Shelf Wobblers



Display Units





# Cracked, mac's

We use only the **premium macadamia nuts** for our kernel. We then dry roast and salt to make them extra **crunchy & delicious**.

**160g**







**COLD PRESSED**  
**MACADAMIA**  
**OIL**





**750ML**

## **KING OF THE KITCHEN**

Packed with **omega oils**, this **heart healthy** gem is the guilt-free superstar of the kitchen!  
**Local hero straight from KZN!**



**500ML**

**EASY  
SQUEEZY**





# HEALTH BENEFITS OF MACADAMIA NUTS

## SUPERFOOD

A nutrient-rich food.

Vitamins/minerals, antioxidants & phytonutrients combined with good fats make them a 'superfood'.

Help us stay full for a long time without causing a spike in blood sugar.

Help us absorb fat-soluble vitamins.

## GOOD FAT

Rich in monounsaturated fatty acids (MUFAs) - higher than any other tree nut. Omega 7 & Omega 9 which is known to reduce inflammation, Improve heart function through lowering of 'bad cholesterol' levels. Polyunsaturated fatty acids (PUFAs) in the form of Omega 3 & Omega 6 humans need both however we typically over consume omega 6. The ratio 6:1 found in macadamias is known to be an ideal balance for optimal health.

## INFLAMMATION

Helps reduce inflammation through the presence of good fats with a favourable ratio of omega-3 and omega-6 & an array of vitamins and minerals.

Consumption of mac nuts help address inflammation related issues - digestive, brain & heart.

Brain Function



Heart Health



Gut Health

