



nusachi

Winning the Gummy Wars

How Quality-Obsessed Brands Drive Growth with Chef-Inspired Gummies





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Case Study

Flying off the shelves...

When Perfect Plant started selling NuSachi gourmet 10:1 gummies, their first run sold out fast and they had to rush their 2nd order within 29 days.

They now dominate the gourmet gummy market in Nashville.

“NuSachi is providing high-quality, premium differentiation for retailers and dispensaries like ours. Perfect Plant is a lifestyle brand, and our customers trust us to provide the highest quality, great-tasting products, with full transparency and traceability from seed-to-shelf. NuSachi is an exceptional partner to deliver on our brand promises.”

Jackson Campbell, Owner, Perfect Plant Hemp Co.



**Perfect Plant
Hemp Co.**

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Gummies That Actually Work?



What's different about NuSachi gummies, and why is it so hard for clients to keep them in stock?

Simple: we're starting with something crafted by a chef.

Most other gummies are produced by high volume machines and use out-of-the-box formulas. NuSachi gummies are gourmet, chef-inspired, and artisanally hand-crafted with love in Nashville. We are practically obsessed with flavor, function, and consistency.

We're hearing it over and over again: they taste amazing, people love them, and they "work" And for some people it's even the first time they've eaten a CBD gummy and could actually feel a positive effect...



There's a Problem with Mass Production

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We started tasting products from some of the biggest names in the industry that are making big promises, and quickly realized they fall drastically short on taste and quality. We won't embarrass anybody but let's just say, you've likely trusted these brands for a very long time...

We were SHOCKED to realize that across the board, high volume gummy manufacturers with assembly line operations are cranking out product that's weak, bitter, inconsistent, and based on formulations that lack creativity and imagination.

The sad reality is that most gummies are broken.

Thankfully, there's a way to fix this, and it starts with returning to the two fundamentals: fantastic flavors and functional formulations.

The Future is Chef-Inspired



The market is begging for better flavors and real functional formulations.

High volume manufacturers haven't caught up yet, and continue to crank out weak, mass-produced assembly line gummies that lack creativity and true efficacy.

Seeing this pattern, we decided to go the opposite direction and create a line of defined spectrum gourmet gummies that stand out on flavor and formulation. And we went further: our gummies are also organic with gluten free options, and fully transparent and traceable.

NuSachi gummies will elevate your brand and product set with uniquely fantastic flavors that drive real effects through functional formulations.





Introducing Full Spectrum Chef Inspired 10:1 (CBD:THC) Gourmet Gummies

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Artisanal Flavors

Formulated with intent and true efficacy, our gourmet gummies include gluten-free and vegan options. These functional confections are chef-designed for the true and inspired connoisseur. They are carefully crafted with organic ingredients to create balanced flavor profiles.



Choose from 4 standard options: Pineapple Coconut, Mango Chili Lime, Peanut Butter & Jelly, and Grapefruit Negroni. Seasonal options like Smoked Apple Pie and Strawberry Yuzu are also periodically available.

Ask about our exclusive locally sourced seasonal offerings, or let us create one inspired by your brand.

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Precision Formulated With Intent and Efficacy



The NuSachi 10:1 CBD:THC Gourmet Gummy Line is a full spectrum gummy enhanced with CBC and CBG, elevating it to a “Defined Spectrum” product.

Defined Spectrum products from NuSachi unlock the full potential of the plant and contain a variety of compounds that interact with one another with precision.

Our medical-grade cannabis supply chain and product formulation expertise was built with a very clear mission: to differentiate the “cannaseur” lifestyle brands of our clients by providing private label product portfolios hyper-focused on effect-driven formulations and artisanal flavors.



Defining Premium

Defining something as “premium” quality is often a simple matter of taste, but we include effect.

Those who have tasted NuSachi’s gourmet craft gummies continue to shout “Yes!” followed by “Wow, these gummies actually work!”

You’re a premium brand; now you can prove it with a premium product powered by NuSachi.

Your customers will pay more for your brand the more they recognize value; reward them with the highest quality gummies available on the market today. Each batch comes complete with a sharable compliance report providing full transparency and traceability.

What People Are Saying...

“I’ve tried numerous gummies and these are by far the most subtle and effective. There is no head rush or sudden fatigue. It’s like being embraced by calmness gradually... I sleep deeply and awaken easily feeling ready for the day.”

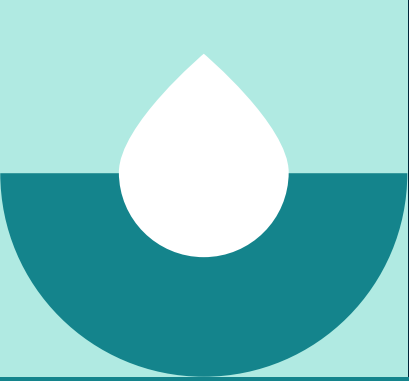
Ellen W., Massena NY

“I would consider myself a gummy aficionado. Your gummies are the best edibles I’ve had... great product!”

Reed W., Nashville TN

“Last night was my first night sleep with the Pineapple Coconut gummies! I had the best nights sleep I have had in ages. Completely knocked out the leg shaking... I am so relieved. I so wanted to find an alternative that wouldn’t hurt my lungs. So grateful. Will love watching your company grow!”

Nicole C., Dallas, TX



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“It’s refreshing to see a company like NuSachi pushing the envelope. Their innovative and qualitative approach is unprecedented... It will be no surprise when they emerge as leaders in the global marketplace.”

-Joel Atchison, VP Quality - Perfect Plant

“Why does everybody love our gummies? They’re different. We put a lot of thought around our flavors, our formulations. And we’re really just getting started. The gummies win because they taste great and they work right. Pretty simple. Chef inspired, defined spectrum. Win-win.”

-J Mitchell, President, NuSachi



A Note From One of Our Founders

I'm Tonya Lewis, East Nashville based entrepreneur and co-founder of NuSachi.

I'm here today to share a simple truth: no matter how tempting it may be to lower prices and standards in a world of low-cost competition, it really is possible to go premium.

In a world of broken products and broken promises, NuSachi is making premium hemp derived tinctures, gummies, and topicals, that actually work.

But don't take our word for it. Try it for yourself. If you're as customer-obsessed as we are, you'll be thrilled to share these with your customers too.

Reserve your sample by booking a complimentary Strategy Session:

nusachigrowthadvisors.com

For more information,

please contact us at:

hello@nusachi.com

423 Houston St
Suite 100
Nashville, TN
37203
nusachi.com

