

# UNDERCOVER®



## 2022 MEDIA KIT



# GO *Undercover*

**Undercover Snacks is a covert operation, crafting delicious chocolate snacks that are secretly better for you. Satisfying the truest chocoholics, Undercover Snacks offer tasty, guilt-free, gluten-free and allergen-friendly treats with superfood protein and lower sugar & calories.**

**It all started around founder Diana Levy's kitchen table. After two of her three chocolate-obsessed daughters were diagnosed with celiac disease, Diana became determined to make a delicious chocolate treat that was gluten-free too.**

**When all the chocoholics in the family could agree that she had developed a truly original, tasty treat (that happened to be healthier), the Undercover mission moved into a rented commercial kitchen and Undercover Snacks launched in 2017. Stores quickly discovered Undercover Snacks, and as sales grew, so did a need to increase production.**

**No ordinary equipment can produce Undercover Snacks, which has a first-of-its-kind nearly 50/50 ratio of chocolate to quinoa. This led to Diana helping to innovate custom-engineered equipment, and the opening of the brand's on-site, state-of-the-art manufacturing facility, which received the elite SQF Level 3 certification for food safety and quality. Today, Undercover HQ's East Hanover, NJ facility and team have the ability to produce over 40,000 bags of crispy, chocolate satisfaction per day, with plans of expansion!**



# Meet the SNACKS

Undercover Snacks sneak in healthy ingredients under the cover of premium chocolate for a deliciously satisfying snack that's secretly better for you - in six ridiculously yummy flavors:

Winner!



Dark Chocolate + Pomegranate



Dark Chocolate + Sea Salt



Dark Chocolate + Blueberries



Milk Chocolate + Currants



Milk Chocolate

- 120-140 calories per serving, 6-10 grams of sugar
- Certified Gluten Free
- Certified Peanut and Tree-Nut Free
- School Safe and Allergy Friendly

- Source of protein, fiber and nutrients
- Ethically & sustainably sourced ingredients
- Dark chocolate flavors are vegan!
- Ask us about our limited edition seasonal flavors!

# *These are the* Certifications





# Our PRESS

## Recent Press

- **Forbes** 30 Healthy Sips, Snacks, And Sauces To Stock Up On This Summer
- **N J M O M** Diana Levy, Undercover Snack {Our NJMOMpreneur...}
- **POPSUGAR** Our Editors Share the 19 Comfort Snacks They're Relying on Right Now
- **rachaelray** 6 Things Rach Is Loving Right Now: Hello Mello Sweats, Wayan Restaurant, and More

## News Releases

- [Undercover Snacks Announces National Retail Expansion into Kroger, And Wegmans Food Markets](#)
- [Undercover Snacks Announces \\$13.7 Million Equity Investment to Expand Operations and Accelerate Major Growth Initiatives](#)
- [Undercover Snacks Announces Significant Retail Expansion: Launches Enterprise-wide In Kroger, Rite-aid, Loblaws, And Stop & Shop](#)
- [Undercover Snacks Announces Costco Launch](#)

## Research and Data

- Survey Reveals Increased Snacking Habits in the 'New Normal'
- Global Gluten-Free Products Market Is Expected to Reach USD 9.98 Billion by 2027 : Fior Markets
- Parents have been turning to caffeine and snacks to get through the coronavirus pandemic
- Food allergies affect 1 in 4 consumers, study says
- Free-from-food Market- Growth, Trends, And Forecast (2020 - 2025)

## Press Contact:

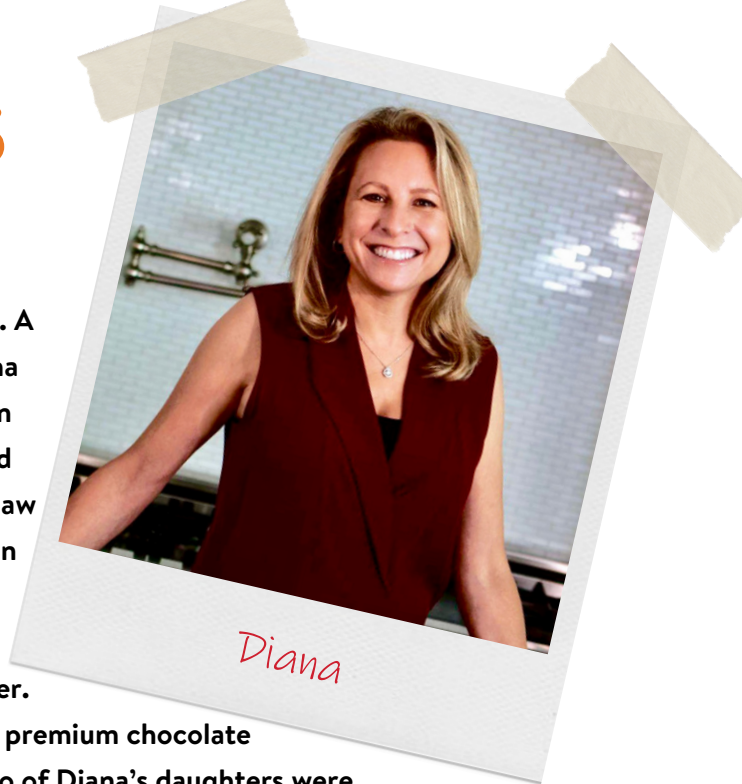
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# Our Founders

## Diana Levy, CEO / Co-Founder

Diana Levy is the chief secret agent behind Undercover Snacks. A health-conscious chocoholic and mom of three daughters, Diana developed the concept for Undercover Snacks from her kitchen table to a 12,000 square foot manufacturing facility she helped engineer. Diana pursued a career in media, politics and almost law before she, like many parents, had to make the difficult decision to stay home with her young family. After 15 years out of the conventional workforce, Diana created her own path back in, becoming a self-taught chocolatier, scientist and business owner.

Undercover Snacks combines two of Diana's greatest passions: premium chocolate and accessibility for allergen and gluten-free families. After two of Diana's daughters were diagnosed with celiac disease, the company formally launched in 2017, scaling rapidly from neighborhood stores to regional Whole Foods Markets to 4,000+ retailers nationwide. She has innovated every step of the way, including sourcing custom-designed factory equipment that can handle Undercover Snacks' 50/50 blend of chocolate and crispy quinoa – a first of its kind. Diana conducts operations from Undercover HQ and production facility located in East Hanover, New Jersey.



## Michael Levy, Co-Owner/ Chairman

Michael Levy is a veteran spymaster for Undercover Snacks, engaged in a number of critical missions ranging from operations and sales, to strategy and finance. While his involvement was initially clandestine as advisor and lead investor, Michael joined forces with Diana in 2018 to focus on helping build the company into a leading manufacturer of innovative, better-for-you snacks. Prior to going Undercover, Michael had a successful 28-year career as an investment banker and investor, including extensive experience guiding top confectionary and food companies. Michael was the founder and CEO of Octagon Capital Group, a merchant banking firm he continues to oversee, specializing in M&A, financings and other value-creation transactions. Previously, Michael was the founder and co-head of Paragon Capital Partners, an investment banking firm he sold in 2014. Prior to launching these companies, Michael served as a senior M&A banker in the mergers & acquisition groups of Lehman Brothers, and Banc of America Securities where he also served as COO. He has received numerous professional honors during his career, including the 2018 Investment Banker of the Year by M&A Advisor. Michael is the husband to CEO Diana Levy, father of three college-age daughters, and co-parent to Undercover Snacks' custom engineered, SQF Level 3 certification for food safety and quality.



# Stores NEAR YOU

Undercover Snacks are available at  
**UndercoverSnacks.com**

on Amazon and in over 10,000 stores nationwide

Including:



ROUNDY'S.

