

Dimi



Cake in a Jar

For me moments, and we moments

Dimi - for (dimin)ishing portion size- is making dessert more accessible, convenient, and fun.

- ~250 calories per jar
- Baked in glass, refrigerated ready-to-eat
- Microwave and oven safe
- 100% plastic-free, recyclable packaging
- Batch-made in Philadelphia
- NMSDC certified black-owned

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www.eatdimi.com



Case Studies

Philadelphia University Foodservice

A

University

- Avg. of **39 units per week, per SKU**
- **7 reorders** in 11 weeks, since launch
- **\$14K retail** revenue
- 2 demos

B

University

- Avg. of **13 units per week, per SKU**
- **6 reorders** in 6 weeks, since launch
- **\$3K retail** revenue
- 1 demo

C

University

- Avg. of **13 units per week, per SKU**
- **7 reorders** in 11 weeks, since launch
- **\$4.6K retail** revenue
- 4 demos





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Apple Crumble

Ingredients: APPLES, WATER, BROWN SUGAR, WHEAT FLOUR, ROLLED OATS, BUTTER (CREAM, NATURAL FLAVORS), SOLUBLE TAPIOCA FIBER, CANOLA OIL, SUGAR, CINNAMON, KOSHER SALT, CITRIC ACID, PLANT FIBERS (POTATO FIBER, PSYLLIUM), NUTMEG, BUTTER FLAVOR
Contains: Milk, Wheat.



Chocolate Fudge Cake

Ingredients: SEMI-SWEET CHOCOLATE (COCOA, SUGAR, COCOA BUTTER, SOY LECITHIN, VANILLA EXTRACT), SUGAR, WHEAT FLOUR, EGGS, BUTTER (CREAM, NATURAL FLAVORS), MILK, CANOLA OIL, ORGANIC TAPIOCA SYRUP, HUMECTANT SYRUP (RICE SYRUP, FRUIT JUICE), VANILLA EXTRACT, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORN STARCH, MONOCALCIUM PHOSPHATE), VEGETABLE FIBERS (PEA FIBER, POTATO FIBER, PLANTAGO FIBER, BAMBOO FIBER, FLAXSEED FIBER), KOSHER SALT
Contains: Milk, Egg, Wheat, Soy.



Raspberry Cheesecake

Ingredients: CREAM CHEESE (PASTEURIZED MILK AND CREAM, CHEESE CULTURE, SALT, GUAR GUM, CAROB BEAN GUM, XANTHAN GUM), RASPBERRY JAM (SUGAR, RASPBERRY CONCENTRATE, WATER, GLUCOSE SYRUP, PECTIN, CITRIC ACID, SODIUM CITRATE, NATURAL RASPBERRY FLAVOR, RED RADISH CONCENTRATE), GRAHAM CRACKER CRUMBS (WHOLE WHEAT FLOUR, ENRICHED FLOUR [WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID], SUGAR, CANOLA OIL, MOLASSES, HONEY, CORN SYRUP, CONTAINS 2% OR LESS OF LEAVENING [BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE], SALT, SOY LECITHIN, EGGS, SOUR CREAM [CULTURED CREAM, SKIM MILK, VITAMIN A PALMITATE]), SUGAR, LEMON JUICE, EGG YOLK, VANILLA EXTRACT, CULTURED DEXTROSE, VEGETABLE FIBERS (PEA FIBER, POTATO FIBER, PLANTAGO FIBER, BAMBOO FIBER, FLAXSEED FIBER), KOSHER SALT
Contains: Milk, Egg, Wheat, Soy.



Gluten Free Chocolate Fudge Cake

Ingredients: SEMI-SWEET CHOCOLATE (COCOA, SUGAR, COCOA BUTTER, SOY LECITHIN, VANILLA EXTRACT), SUGAR, GLUTEN FREE FLOUR (GARBANZO BEAN FLOUR, POTATO STARCH, TAPIOCA FLOUR, WHOLE GRAIN SWEET WHITE SORGHUM FLOUR, FAVA BEAN FLOUR), EGGS, BUTTER (CREAM, NATURAL FLAVORS), CANOLA OIL, MILK, ORGANIC TAPIOCA SYRUP, VANILLA EXTRACT, KOSHER SALT, VEGETABLE FIBERS (PEA FIBER, POTATO FIBER, PLANTAGO FIBER, BAMBOO FIBER, FLAXSEED FIBER), BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORN STARCH, MONOCALCIUM PHOSPHATE), HUMECTANT SYRUP (RICE SYRUP, FRUIT JUICE)
Contains: Milk, Egg, Soy.



Vegan Carrot Cake

Ingredients: VEGAN CREAM CHEESE (WATER, EXPELLER PROCESSED NATURAL OIL BLEND (SOYBEAN, PALM FRUIT AND OLIVE), MALTODEXTRIN, SOY PROTEIN, TOFU, NON DAIRY LACTIC ACID, BLEND OF NATURAL GUMS (LOCUST BEAN, GUAR, CELLULOSE, XANTHAN AND CARRAGEENAN), ORGANIC SUGAR, VEG. MONO AND DIGLYCERIDES, SALT), CARROTS, WHEAT FLOUR, POWDERED SUGAR, CARROT PUREE, SUGAR, BROWN SUGAR, PINEAPPLE, CANOLA OIL, ORGANIC PALM OIL, EGG REPLACER (POTATO STARCH, TAPIOCA FLOUR, BAKING SODA, PSYLLIUM HUSK FIBER), APPLE CIDER VINEGAR, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORN STARCH, MONOCALCIUM PHOSPHATE), CINNAMON, VANILLA EXTRACT, KOSHER SALT, NUTMEG, PLANT FIBERS (POTATO FIBER, PSYLLIUM), HUMECTANT SYRUP (RICE SYRUP, FRUIT JUICE), BAKING SODA
Contains: Wheat, Soy.



To place an opening order, please contact jeff@eatdimi.com

Technical Info

Unit Size:4 oz jars
Unit Dimensions:3"L x 3"W x 1.5"H
Case Pack: 6 units
Case Dimensions:9.7"L x 3.2"W x 3.2"H

Demo Support Available
Guaranteed sales for first 30 days
Shipped and Stored: Frozen
Shelf life: **12 months Frozen, 1 month after thaw**
Meant to be sold refrigerated.

