

SnackPar

A little fun. For the long game.

A golf-born snack brand
Proposed partnership with Bryson DeChambeau

Partnership + investment discussion / October 2026



The snack break is part of the round

**An enjoyable snack that belongs
in a golf bag and feels like part of
the game.**

Coconut strips give SnackPar a focused first taste.
Product quality and repeat demand decide what
comes next.



Golf is the starting point

48M+

U.S. on- and off-course participants in 2025

+41%

Participation growth
since 2019

A focused launch audience for product testing.
A starting point for expansion beyond golf.

One launch hero. Room to build the bag

Launch candidate

Coconut strips

Other formats follow product and economic validation.



Protein Balls

Product concepts. Timing follows taste, costs, shelf life and fulfillment readiness.



Food first. Golf in the attitude

Bold product colors. Familiar snacks.
A playful world people can join.

The ambition is everyday appeal, with golf
as the point of introduction.

Bryson as a potential brand partner

A tangible way for fans to take part

The right partnership would connect a product he wants to share with a brand people want to buy again.

Product involvement

Taste, format and brand fit.

Creative leadership

A paid scope led by his team.

Commercial participation

Rights and economics that reflect each side's contribution.

Content earns the first taste

What's in the Bag?

Introduce the coconut product and the reason behind it.

At the Turn

A natural snack break, with an honest guest reaction.

Build the Bag

Let viewers follow taste and product development.



Each proposed integration leads to a clear product page. Measure visits, purchases and repeat orders.

A measured route to the shelf

01

Direct launch

A focused online offer

Validate purchase intent, delivery quality and contribution per order.

02

Golf venues

A small wholesale pilot

Test sell-through, reorder behavior and viable retailer economics.

03

Wider retail

Expansion after repeat demand

Prove capacity, working capital and the offer's relevance beyond golf.

The first 90 days

Illustrative plan, beginning after scope and budget approval

Days 1-30

Product + fit

Coconut samples, taste feedback and costed manufacturing options.

Gate: a product worth testing.

Days 31-60

Offer + operations

Pack and pricing tests, fulfillment trial and partnership scope.

Gate: a feasible paid pilot.

Days 61-90

Controlled trial

A limited test with agreed measures for purchase, quality and repeat demand.

Gate: expand, revise or stop.

The economics we need to prove

Decision	Inputs required	Evidence before scale
Direct sales	Price, landed COGS, royalties, giving, fulfillment, fees, returns and acquisition.	Positive contribution per order and credible repeat demand.
Wholesale	Wholesale price, COGS and freight, royalties, giving and trade terms.	Viable margin for SnackPar and the retail partner.
Capital required	Inventory deposits, lead times, production scope and operating costs.	A funded pilot budget and a working-capital plan.

A financing ask follows cost validation and pilot scope

Clear roles and a giving program

Who brings what

SnackPar operator

Product, manufacturing and fulfillment.

SnackPar creative

Brand, packaging and campaign assets.

Bryson's team

Approved participation and paid content scope.

Play It Forward

SnackPar funds an agreed amount for each eligible pack sold.

A recurring golf challenge shares the cause and contributions paid.

Bryson's team selects the cause. Terms cover eligibility, timing, caps and reporting.

All roles and giving terms are proposals. No beneficiary, contribution rate or partnership has been confirmed.

Bryson's Bag

A giftable introduction to the brand

A future kit could bring the range together for samples, launch storytelling and gifting.

Final contents, storage and economics follow product validation.



The first bag starts here

The proposed next step

Coconut sample review and a scoped partnership discussion.



Outcome: agree product fit, rights to explore, responsibilities and a costed validation brief.

Evidence and open decisions

National Golf Foundation

2025 participation and change since 2019

Birdie Balls

Existing golf-focused protein balls and gifting

Par Bar Protein

Existing golf-positioned bar range

Known

The brand concept, product roadmap and proposed partnership model.

Still to establish

Taste, costs, shelf life, repeat demand, rights, partner fit and funding scope.