

PRODUCT MESSAGING GUIDE

The working reference for anyone writing a brief, script or ad for Mucho. **Who we are talking to, what stage they are at, what they need to hear, and how we answer them when they push back.**



01 AVATAR RESEARCH Three avatars, 24 sub-avatars, formats and angles	02 ANGLE LIST The 20-word shared vocabulary	03 USE CASES Seven occasions the bar gets eaten	04 KEY OBJECTIONS Seven objections and how we answer them	05 VALUE PROPS Ten core benefits, and what's in and out	06-07 DIFFERENCE & OFFER Competitor sets, the offer and membership
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Source. Notion — 🇺🇸 Creative Research One-Pager (Creative Strategy Handbook → Growth), with sub-avatars from the 🌈 Subavatar List and the shared vocabulary from the 😊 Angle List. This guide follows that document's structure section for section. **The One-Pager remains the source of truth — update it first, then this.**

01 Avatar research

Mucho operates across three primary clusters, each carrying a distinct funnel position, emotional motivation and content requirement. Understanding how they differ — and where they overlap — is what determines whether a piece of content performs or gets ignored.

BODY COMPOSITION

TOFU · MOFU · BOFU

EMOTIONAL ARC

Fear of not being enough — an identity wound, not a surface inconvenience. The direction differs (some are adding mass, some are losing fat) but the wound is the same. Content that validates the feeling before offering a solution outperforms feature-led content.

SUB-AVATARS

- **Skinny / Skinny-Fat.** Has not started a structured bulk. Motivated by insecurity, not ambition. Needs validation and a simple entry point.
- **Gym Guy (No Results).** Consistent in the gym, scale will not move. Already open to new solutions — needs credibility first.
- **Dirty Bulker.** Tried it, hated the fat gain. Sold on bulking, not on the method.
- **55+ Losing Muscle Mass.** Protein and muscle preservation are urgent. Speak to longevity and function, not aesthetics.
- **Gym Girl.** Curves over mass, toning over size. Aesthetics and feeling strong, with emphasis on glute growth.
- **GLP-1 Meal Replacement.** Appetite suppressed by the medication. Needs maximum protein and micronutrients from the few bites they can manage — a full meal is a chore, this is not.
- **Overeater.** Losing weight, not gaining it. Portion control and food noise are the problem. A fixed, complete meal removes the decision and caps the calories without feeling like restriction.

FORMATS THAT WORK

- **Listicles.** “5 reasons you’re not gaining weight” — signals authority fast and lets Mucho appear as one item without feeling like an ad.
- **Skits & POV.** Dramatise the pain of bland chicken and rice, or six meals a day with no appetite, then introduce Mucho as relief.
- **Transformation.** Before/after and physique glow-ups. Earns the right to give advice by showing results first.
- **Food breakdown & ranking.** Taps existing nutrition-content interest and positions Mucho in a credible, educational frame.
- **Common myths.** “Why eating more doesn’t always work” — plays the contrarian algorithm and attracts curious, motivated viewers.

ANGLES

- **Fast.** Not just convenience — momentum. Removes friction around consistent caloric intake.
- **Healthy.** No more dirty bulking. Clean ingredients, no fillers, no compromise.
- **Convenient.** Grab and go. Bulking fails on logistics, not motivation.
- **Tastes good.** Crunchy texture is the differentiator. A retention driver, not just a hook.
- **Cheap.** \$2–\$3 a bar against a \$12 meal deal. The math speaks for itself.

BUSY

TOFU

EMOTIONAL ARC

Not energy or health — the feeling of having one part of the day sorted. “I finally have something that works every day” is an identity statement, not a nutrition claim.

SUB-AVATARS

- **Busy Student.** Classes, studying and a social life on a limited budget. Skipping meals is a habit, not a choice. Must feel like real food, not a supplement.
- **Working Professional.** Eats at the desk or between meetings. Does not want to look like they are dieting. One-handed eating is a real requirement.
- **Busy Parent.** Eating happens in stolen moments. The dimension here is self-care — acknowledge the sacrifice before offering the solution.

FORMATS THAT WORK

- **Tips for career / busy life.** Sit-down, advice-from-a-friend. Mucho fits as one of the tips, not as the sponsor read.
- **Meal prep.** Validates the desire to be organised while showing a shortcut. Mucho is the one item requiring no prep.
- **Day in my life.** Career or parent edition. Mucho shows up in the natural flow — grabbed from a bag, eaten at a desk, pulled from a stroller pocket.
- **Raw in-car monologue.** No production value required. Talking to a phone in a parked car before work resonates deeply.
- **Office pantry discovery.** “I found this.” The discovery narrative removes any sense of being sold to — the most shareable format here.
- **UGC raw authentic.** What I do to get ahead in my busy life. Trust through realness rather than production.

ANGLES

- **Saves time.** The core hook. No prep, no wait, no cleanup.
- **Reduces decision fatigue.** Removing one daily choice delivers relief far beyond the price.
- **Full meal feel.** Not a snack between snacks. Replaces a meal without leaving them hungry 45 minutes later.
- **Effortless health.** “Better choices without trying so hard.”
- **Grab and go.** Car, desk, stroller, trail, classroom. Psychological relief more than literal logistics.

ON-THE-GO

MOFU

EMOTIONAL ARC

They are watching people living a life they want but have not stepped into. The key split is **fuelling** (before and during) versus **recovery** (after) — the macro profile fits steady-state fuelling and recovery better than mid-race carb loading, and saying so builds credibility rather than costing it.

SUB-AVATARS

- **Serious Trail Seekers.** Primary. Think in calories per ounce. Mucho must earn its place in the pack — the pitch is efficiency, not taste.
- **Gen Z Hikers.** Hike for the experience and the content. Aspirational rather than technical — a “smart packing” discovery.
- **Travel Hikers.** Face the airport problem as much as the trail problem. Cost comparison and portability dominate.
- **Mountain / PNW Hikers.** Colder, harder, higher burn. The micronutrient and recovery angle earns its place here.
- **Van Life / Nomads.** No kitchen, no fridge, no schedule. “No refrigeration, no prep, no cleanup” is a requirement, not a convenience.
- **Endurance Recovery.** New. Finishes the long run and has nothing to eat. Protein for synthesis, carbs for glycogen, micros for repair in the 30–90 minute window.

FORMATS THAT WORK

- **What’s in my bag.** Every item is a signal. The creator explaining why they pack it — without overselling — is the most credible integration available.
- **Day on the road / trail.** Mucho appears at the natural low point: mid-hike, between flights, at the edge of exhaustion.
- **What I eat in a day.** Travel or adventure edition. Mucho is the cleanest, simplest item on the list.
- **POV journey.** No talking. Wrapper, crunch, wind. Sensory moments do more brand work than voiceover.
- **Gear I regret / wish I brought.** “I wish I’d had Mucho” is more credible than “Mucho is amazing.”
- **Real Talk at a beautiful location.** Cinematic and reflective. The hard parts first, then Mucho as something discovered through experience.
- **Post-workout / post-race recovery.** The 30-minute window is urgent, relatable and emotionally charged.

ANGLES

- **Lightweight fuel that goes the distance.** Carry less, perform more. Every gram matters.
- **Consistent energy.** No spikes or crashes. Extended exertion punishes sugar spikes badly.
- **Complex carbs and healthy fats.** The macro story matters more here than anywhere. Explaining why it works is educational content.
- **Protein and micronutrients.** For recovery and repair — the most underused angle in current positioning.
- **Ready for adventure anywhere.** Backpack, hip pouch, tent. Shelf-stability most food cannot match.
- **Honest on carb-loading.** Not a mid-race gel; the best thing in the recovery window. Say what it is and is not.

02 Angle list

The shared vocabulary — 20 angles

Every brief names its angle from this list. If the angle you want is not here, add it to the Notion Angle List first so the naming convention and the reporting stay aligned.

Reach Goals Faster

Look Better

Be More Consistent

Lock in More

Self-Control

Recover Better

More Energy

Stay Satiated

High Protein

Balanced Macros

Complete Nutrition

Healthy

Convenient

Save Time

Save Stress

Less Overwhelmed

More Free

Reduce Food Noise

Save Money

Tasty

03 Use cases & occasions

GLP-1 / Ozempic users

Eat less, get more from every bite

Smaller appetite needs protein and nutrient density. Big meals feel like a chore; this is easy to finish.

Breakfast

Breakfast in 30 seconds

No time, no appetite, no desire to cook. Replaces skipping or grabbing something low-quality.

Bulking / mass eating

Eat more without force-feeding

Hard to hit calories and protein consistently. Stay consistent without feeling stuffed.

Controlled fitness meal

Precision nutrition made simple

Reliable macros every time. Removes guesswork from dieting, cutting or maintenance.

Last-minute meal

When you forgot to eat

An immediate fallback that prevents fast food, junk, or skipping entirely.

On-the-go, nothing around

Your backup plan everywhere

Airports, meetings, travel, random gaps. Always have a real meal on you.

Socially easy eating

Eat anywhere, no awkwardness

Desk, meetings, between things — clean, quick and discreet, without it being a production.

04 Key objections

- 1

“Not enough protein”

34g of protein per bar — more than a Chipotle bowl or most “high-protein” meals. Designed to replace a meal, not be a snack.
- 2

“It has seed oils”

No industrial seed oil. We use **sunflower butter**, a whole-food ingredient rather than a processed oil. Very different, and much cleaner.
- 3

“It’s inflammatory”

Built with **anti-inflammatory eating in mind**. Clean ingredients, and we avoid anything that disrupts hormonal balance or causes systemic inflammation.
- 4

“It tastes bad”

Most bars taste like chalky protein paste — we hated that too. Ours tastes like a **chocolate rice crispy treat**: light, airy, satisfying.
- 5

“This is probably bad for you”

Designed to be **nutritionally complete** — supports satiety and portion control with a smart balance of macros and micros. Built like a meal, not junk food.
- 6

“Calories are too high”

Fewer calories than a normal meal but far more nutrient-dense — antioxidants, prebiotics, and **more protein per calorie** than most home-cooked meals.
- 7

“It’s too expensive”

More affordable than eating out, or even prepping a full high-protein meal at home. If you value your time and health, it is worth it for the convenience.
- 8

“I don’t want to buy that much”

It is a **backup meal option** — you stock up on it the same way you would meal prep. It is shelf-stable, so it keeps until the day you need it and nothing goes to waste. And the **30-day satisfaction guarantee** means the first order carries no risk.

05 Value props

Grab & go

Portable fuel for busy lives

Compact, shelf-stable, no prep. No mess, no cooking, no cleanup.

Effortless nutrition

Hit your macros without the hassle

Balanced macros, no tracking, no planning.

Curb your appetite

Stay full. Stay focused

34g complete protein. Full for hours, no grazing or crashes.

Delicious & crunchy

Actually tastes good. Wild, right?

Smooth chocolate, light crispy texture. Doesn't feel like a health product.

Portable meal

A real meal, anywhere

Fits in a pocket. Removes reliance on groceries, takeout or planning.

Zero friction eating

Nutrition without effort

Healthy eating usually fails because it's inconvenient. This makes it automatic.

High-protein, actually filling

Not a snack — this is a meal

Most bars leave you hungry. This replaces a meal.

Sunflower butter

Real ingredients that work

Protein and healthy fats. Slows digestion, prevents spikes and cravings.

Protein crisps

High protein, zero heaviness

Light and crispy with serious protein. Easy to eat consistently.

Built like a meal

Designed to replace meals

Complete macro profile. Breakfast, lunch or on-the-go without needing another meal after.

✓ **ALL OF THE GOOD STUFF**

Long lasting

Complex carbs

Complete

BCAAs

12 vitamins & minerals

Prebiotics

Antioxidants & flavonoids

High in fibre

✗ **NONE OF THE BAD STUFF**

Low sugar

Low saturated fat

Soy free

Gluten free

No artificial flavours, colours or preservatives

06 How we're different

Meal replacement shakes (RTD)

Huel RTD · Soylent · YFood

“A real meal you eat, not something you force down.”

- **Solid beats liquid** on satiety — it actually feels like eating.
- Crunchy and chocolatey rather than drinking your calories.
- No bottle, no shaking, no bulk. More portable and more discreet.
- Huel RTD feels like drinking fuel; Soylent is survival, not enjoyment.

Meal replacement powders

Ka'Chava · Huel Powder · Plenny Shake

“Meal replacement without the routine.”

- **Zero prep** versus scooping, blending and cleaning.
- Truly grab-and-go — powders are not actually convenient in real life.
- Consistent taste every time. No mixing errors, no texture issues.
- Powders break down the moment you leave the kitchen.

Meal replacement bars (traditional)

MET-Rx · ProBar · Off The Farm

“Not a brick. A real, modern meal.”

- **Light and crispy** versus dense and heavy.
- Higher-quality protein experience, not calorie-dense filler.
- Modern macros: high protein, lower sugar, less sluggish.
- Actually enjoyable to eat every day.

Crisp-based protein bars

Mezcla · Promix

“Same light crunch — built like a meal, not a snack.”

- **Meal-level protein (34g)** versus snack protein.
- Designed for satiety, not just taste.
- More complete nutrition than a light snack substitute.
- Replaces a meal rather than filling a gap.

07 The offer

30-day

Satisfaction guarantee

Risk-free trial. Removes hesitation about switching from current meals.

31%

Standard first order

Up to \$60 off with four free gifts: shipping, Welling AI tracking, mystery gift, sampler.

46%

High-intent offer

Email/SMS capture. Six free gifts including a 60-day supply, lunchbox and 8-pack.

\$3.30–\$4.80

Per bar

Packs of 8–40. Subscription 20% off first order, 10% ongoing; 60- and 90-day supply lowest.

Subscription = free membership

Every subscriber is enrolled in Mucho Membership automatically. It is not a discount — it is a value stack that compounds the longer they stay, which turns a routine reorder into something they look forward to instead of something they cancel.

 **Free gifts, every order**

Merch, sticker packs and samplers today — subscriber-only flavour drops next.

 **Early access to flavours**

First to try what's launching, and eventually subscriber-exclusive.

 **Loyalty points**

Redeem against free or discounted product the longer they stay.

 **Flexible delivery**

60- or 90-day supply options for the lowest cost per bar.

 **Merch ecosystem**

Lunchbox, shaker and gym towel as standard; premium merch unlocks at 6+ months.

 **Subscriber pricing**

20% off the first order and 10% ongoing, on top of buy-more-save-more tiers.