Introducing Our Pitch Slam Companies

Cien Chiles

Kekoa Foods

Painterland Sisters Organic Skyr Yogurt

Philosopher Foods

Fair & Square

Dr. NOAH

Farmer Foodie™

Chuza

brune Kitchen

Ringa

Maspanadas

lentiful™

Theo's™ Plant-Based

Alice's Sweet Tooth®

Natural Products EXPO WEST

Fair & Square

Alex Duong

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

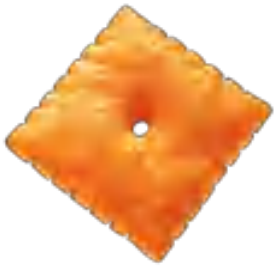
New Hope NETWORK

By Informa Markets

FAIR & SQUARE

Since 2022

EXPO WEST PITCH SLAM



?

REMEMBER

THESE

THEN	→	NOW
	→	
	→	
	→	?

?

WHAT'S

BETTER FOR YOUR GUT

INTRODUCING

FAIR & SQUARE®

GUT *Friendly* CRACKERS

INSPIRED BY CHILDHOOD FAVORITES

OUR SOLUTION

GUT FRIENDLY CRACKERS

First to market with prebiotic crackers that nurture your gut

FREE FROM TOP 14 ALLERGENS

BEYOND CELIAC GLUTEN-FREE

USDA ORGANIC

OUR SECRET SUPERFOOD

GREEN BANANA FLOUR

40% prebiotic fiber by weight

Sustainable and supports banana farmers

Tastes nothing like bananas

ABOUT F&S

Our mission is to make fun, delicious, feel-good snacks that improve wellbeing through gut health.

ALEX DUONG,
FOUNDER & CEO

NOSH NOTABLES 2025

WHOLE FOODS MARKET

THRIVE MARKET

THE GOODS MART

Garden School Foundation

USC

GRAINGER

COMPETITIVE LANDSCAPE

Innovating the cracker aisle with **gut friendly prebiotic ingredients** and **inclusive formulations**

	Fair & Square	Annie's	Simple Mills
Gut Friendly / Prebiotic	☑	-	-
Top 14 Allergen Free / School Safe	☑	-	-
Organic	☑	☑	-
Plant Based	☑	-	-
Retail Price	5.99	4.99	5.99

GO-TO-MARKET

SAMPLING

Driving trial among core customer segments in markets **near our key retail accounts**

Uber

LinkedIn

paloalto NETWORKS

CORPORATE FOOD SERVICE

SCHOOLS

SAMPLE BOXES

GROWTH

STRATEGY

PRODUCT

ROADMAP

?

Q2 2023 | **Q4 2023** | **2024**

THANK YOU

INVEST WITH YOUR GUT!

ALEXANDER DUONG • ALEX@ITSFAIRANDSQUARE.COM • 818.378.0910

Natural Products EXPO WEST®

Kekoa Foods

Danny Auld

David Fullner

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

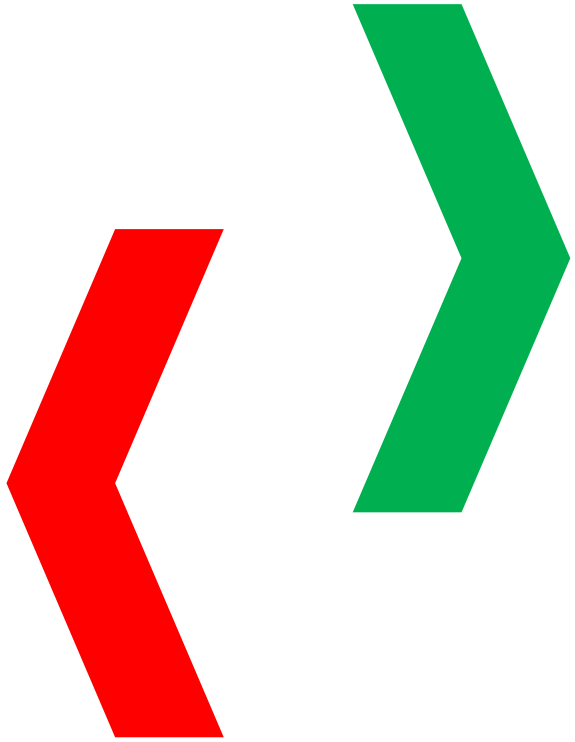
By Informa Markets

KEKOA FOODS®

Healthy Eating Begins in Childhood

Born 8 weeks prematurely. From day one he fought to survive. Bravely.

Kekoa in Hawaiian means… *brave warrior*.



The choices were unhealthy, unappetizing, and uninspired.

Fruits. Veggies. Herbs. All-natural, organic foods.

Fathers & Founders of

KEKOA FOODS®

The Problem…

93%

of children in the US **DO NOT** eat the Recommended Daily Allowance (RDA) of vegetables.

20%

of children in the US **ARE OBESE**.

A Challenge to Overcome is…

Developing adventurous eaters who love healthy food!

KEKOA FOODS

Source: https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop.html

The Solution

Palate-expanding, globally-inspired, herbs & spices

Wider variety of nutrient-dense vegetables

Infused with healthy oils for brain development

“Good bacteria” promoting better gut health

KEKOA FOODS

The Solution

100% Daily Recommendation of Veggies

Each of these pouch purees = 100% RDA for children aged 6mos to 2yrs.

KEKOA FOODS

Revolutionizing the Category

	KEKOA FOODS Beets Fennel & Kale
Sugars	5g
Plant-Based Protein	3g
Shelf-Stable	✓
Excellent Source of Vitamins/Minerals	✓
Veggie-Rich	✓
Health-Training & Palate-Expanding	✓

https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/cfrsearch.cfm?fr=101.54

And so far in '24 we've been…

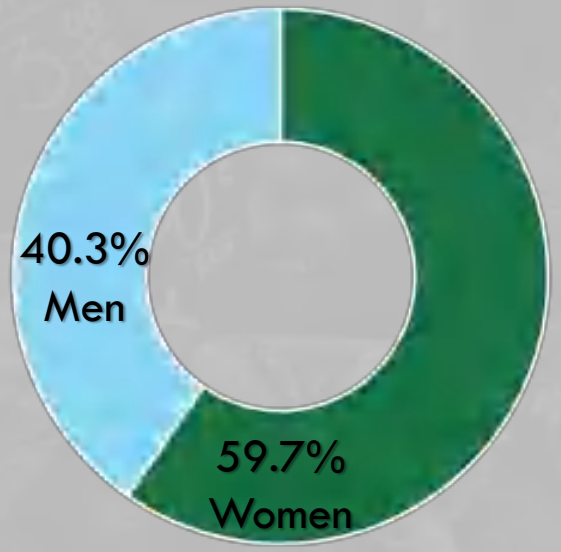
… the fastest growing brand in the category.

- 4 weeks ending 2/24, **+154%** ($4k, sales)
- 4 weeks ending 2/17, **+224%** ($4k, sales)
- 4 weeks ending 2/10, **+370%** ($3k, sales)
- 4 weeks ending 2/3, **+400%** ($2k, sales)

Verses the prior 4-week period

Our Customers

AS FEATURED ON
DAILY MOM
Top 24 Best Baby Products of 2023



We promote and celebrate
INCLUSIVE PARENTING

Mary Magdeline

★★★★★ **The Gastronomic Delight for the Diapered Diner!**

Reviewed in the United States on July 11, 2023

Flavor Name: Beets, Fennel & Kale Size: 5 pack **Verified Purchase**

KEKOA FOODS

The Market Opportunity

The North American ORGANIC Baby Food Segment 2024 to 2032:

CAGR: 9%

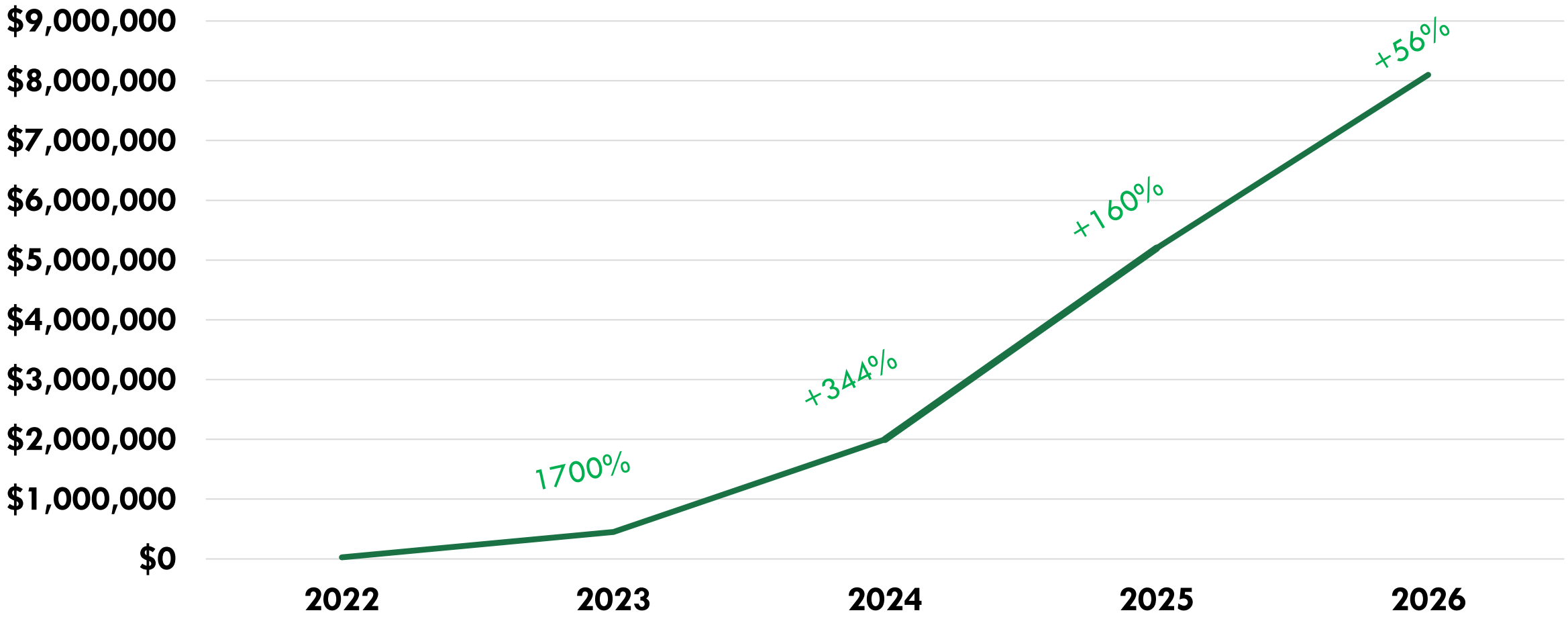
Segment forecasted to reach $6.8B by 2032.

Through 2026…

2022 LAUNCHED	2023	2024 Targets	2025-2026 Targets
amazon shopify	SPROUTS FARMERS MARKET THRIVE MARKET Pete's MARKET PCC COMMUNITY MARKETS Central Market HUNGRYROOT HARMONS iHerb MARKET OF CHOICE DOROTHY LANE MARKET OLESONS	Wegmans MOM's Organic Market GREEN ACRES MARKET Your healthy food experts New Leaf Community Markets LAZY ACRES natural market WOODMAN'S MARKETS Healthy Living MARKET & CAFÉ WHOLE FOODS MARKET ISLAND NATURALS Market & Deli FRESH THYME MARKET	Kroger TARGET Stop&Shop Publix. Walmart

Retail Launch

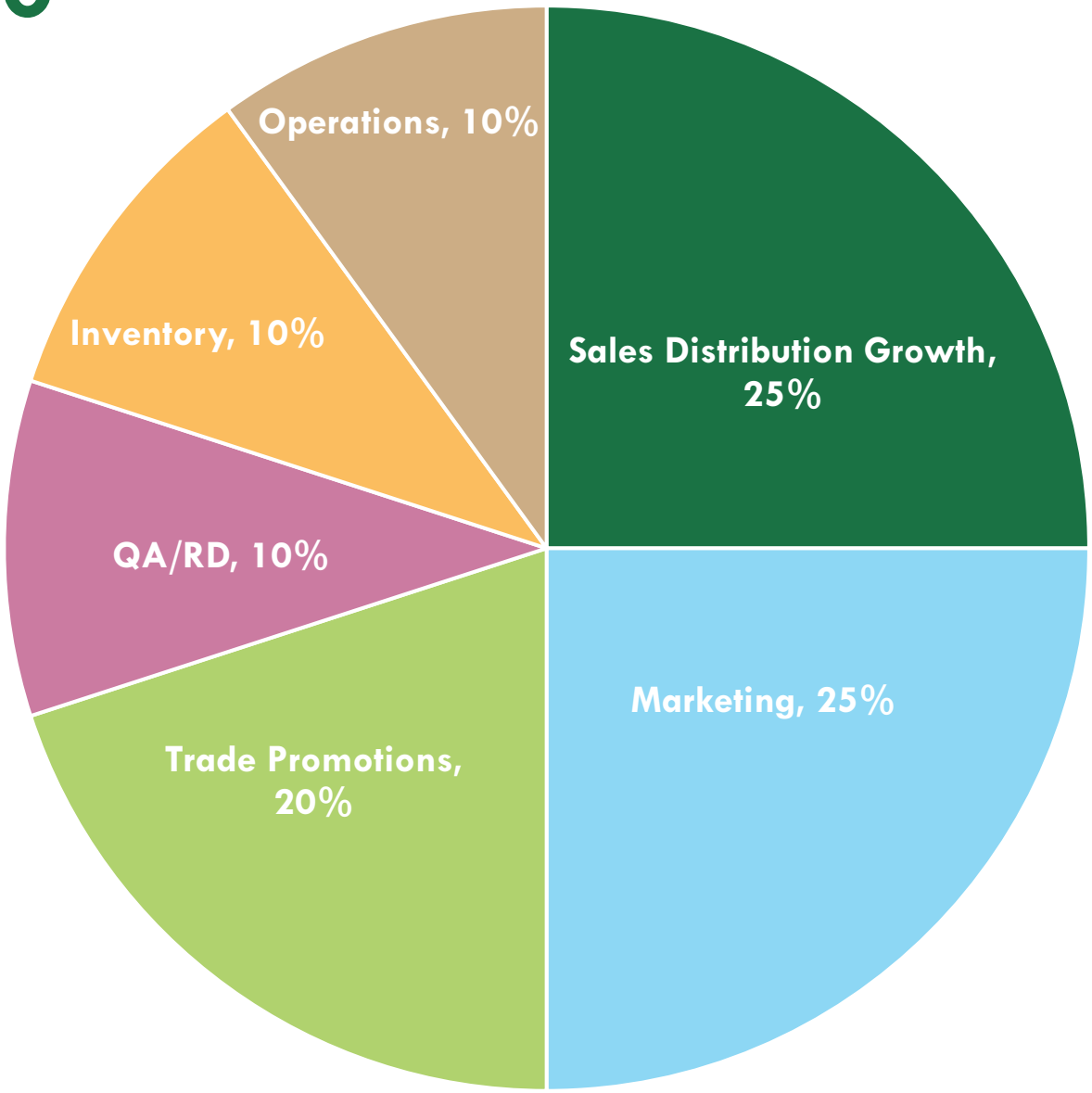
Revenue Forecast



The Ask: $1,000,000

Capital Raise

Funds 12 months of Continued Growth



KEKOA FOODS

Leadership, Direction & Vision

David Fullner
Co-Founder, CEO

- Product innovation, strategic priorities, advertising

Danny Auld
Co-Founder, President

- Sales strategy, finance, growth

Sharon Fullner
Director Operations

- Procurement, business operations

- Over 60 years of combined experience

KEKOA FOODS

Advisors & Consultants

BEYOND SKU


Mike Arresta


Vincent Biscaye


Mark Doskow


Brad Hamburger


Orion Kelly


Steve Kessler


Mike Lieberman


Veronica Park


Kara Rubin


Eric Schnell


Cynthia Tice

Sales & Ops

FDM

BLACK INK OPS

KEKOA FOODS

Creative & Media

Seasons Communications

MODERN SPECIES

Finance & Legal

Accountfully

GIANNUZZI LEWENDON

Community Partnerships Est. 2022 and 2023

MAUI FOOD BANK
Helping the Hungry

#TaskforceLahaina

CareSparc®
community connections

the YMCA

GRACE

Contributed ~$130K in proceeds, product & time.

KEKOA FOODS

Healthy eating begins in childhood

KEKOA FOODS®

nglcc National LGBT Chamber of Commerce

REGISTERED SMALL BUSINESS ENTERPRISE

Thank you

Founders. Fathers.
David Fullner & Danny Auld
david.fullner@kekoafoods.com & daniel.auld@kekoafoods.com
www.kekoafoods.com
917-553-5666

Natural Products EXPO WEST®

Farmer Foodie

Alison Elliott

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

Alison Elliott | Founder & CEO

Founding Story

2017-2020

Organic Farm Education Director

2020 - Present

Recipe & Product Developer

2020-2022

MBA Social Impact Brandeis University

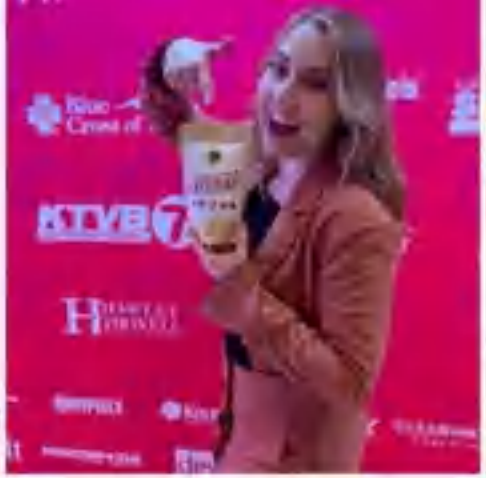
MA Sustainable Development

2022 - Present

Founded The Farmer Foodie LLC

Farmers Market Launch

Rebrand: Retail Ready Packaging



Market Potential

U.S. Dairy-Based Parm Market Size

$4B

Global Powdered Dairy Parm Market Share

Global Dairy-Based Parm Market Size

$16B

Target Audience

Flexitarian
47% U.S.
(1)

Vegan/ Vegetarian
~10% U.S.
(2)

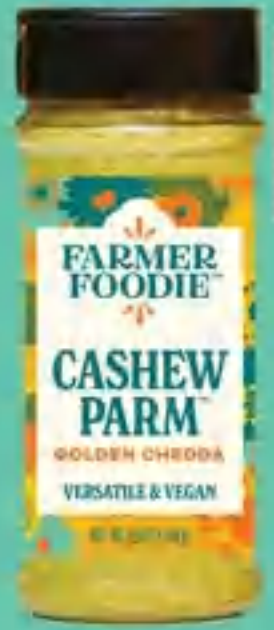
Lactose Intolerant
44% U.S.
(3)

Picky Eater
99.9% Kids

Shaking Things Up!

Golden Chedda

SRP:
$11.99



Nutrition Facts	
about 20 servings per container	
Serving size	1 Tbsp (5g)
Calories per serving	25

Amount/serving	% Daily Value*
Total Fat 1.5g	2%
Sodium 70mg	3%
Total Carbohydrate 2g	1%
Protein 1g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium

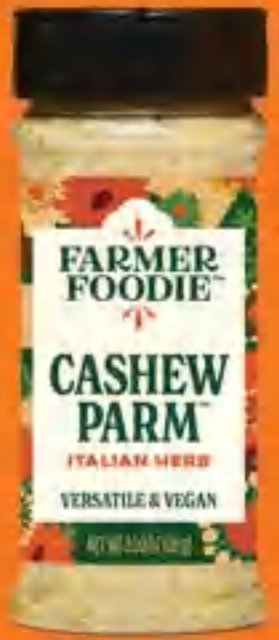
Ingredients: *cashews, fortified nutritional yeast, salt, *onion powder, *garlic powder, *turmeric, *black pepper.

*Organic Ingredients
Contains Tree Nuts (Cashew)

3.5
Ounces

Italian Herb

SRP:
$11.99



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Protein 1g	

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron and potassium

Ingredients: *cashews, fortified nutritional yeast, salt, *onion powder, *garlic powder, *oregano, *basil, *red pepper flakes, *black pepper.

*Organic Ingredients
Contains Tree Nuts (Cashew)

3.5
Ounces

We're the Sustainable Option

- Shelf stable product line, mitigating greenhouse gas footprint from refrigerants (hydrofluorocarbons)
- Fairtrade organic cashews that are carbon negative when harvested
- Deliciously dairy free mission

WOMAN OWNED

1% FOR THE PLANET
– MEMBER –

~ Inherently Sustainable & Shelf Stable Cashew Parm~

Sales Channels

Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q1 2025
Amazon Launch, 77 Reviews, 4.5 Stars, Amazon's Choice	63 Big Y Stores, Local Distributor, 15 Specialty Stores	New Co-Branded Product, National Meal Kit Launch	UNFI UpNext, Roche Bros, The Giant Company	Enter Natural Channel & Exclusive Flavor Launch

amazon

shopify

Etsy

Big Y

Pop Up Grocer

Pemberton Farms
MARKETPLACE

GUIDO'S FRESH
MARKETPLACE

Roche Bros.

The GIANT Company

UNFI upnext
inspiring possibilities

WHOLE FOODS MARKET

SPROUTS FARMERS MARKET

Wegmans

Growth Projections

Earned Press

ARTICLES

WholeFoods MAGAZINE

wework

ADADAPTED

Brandeis Innovation

Brandeis
THE HELLER SCHOOL FOR SOCIAL POLICY AND MANAGEMENT

MADE TO SUSTAIN

PODCASTS

ELEVATOR TALK

Startup Life LIVE!

Bold Like HER PODCAST

FOUNDERS LIVE THE PODCAST

Brandeis Innovation

PARTICIPATED PROGRAMS

BOISE ENTREPRENEUR WEEK

TiE BOSTON

BOSTON UNIVERSITY

MC ALUMNI

Startup CPG

HULT

sfa

Spark

NOSH LIVE
SUMMER 2022 • JUNE 13 - 14 • NYC

Emerson College

1 wework + LY!
SUSTAINABILITY CHANGEMAKERS

30 UNDER 30 NORTH AMERICA 2024
NOMINEE

Advisory Board

KAREN GRINTHAL

Past EVP Ad Sales at
Warner Bros Discovery
CPG Investor: Golden Seeds

WARNER BROS. DISCOVERY

COOKING CHANNEL food

ANDREW LAWRENCE

Trade Promotion
& Business Analytst
Oatly

THE ORIGINAL OATLY!

CAROLE SIOUFI

Past COO Branchfood

branchfood

SARAH NATHAN

Bloom CPG Consultant,
Founder & CEO
Nooish Foods

NOOISH

A Newish Take on American Jewish Food

FARMER FOODIE

We're shaking things up!

Alison Elliott
Founder & CEO
914-260-8361
Alison@thefarmerfoodie.com

Natural Products EXPO WEST®

Lentiful

Ben Bacon

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

lentiful


lentiful
Instant Lentils
Thai Coconut
lentiful
Instant Lentils
Mexican Green Chile
lentiful
Instant Lentils
Pineapple "Chorizo"
lentiful
Instant Lentils
Vegetable Harvest
lentiful
Instant Lentils
Cinnamon Apple
lentiful
Instant Lentils
French Mirepoix
lentiful
Instant Lentils
lentiful
Instant Lentils

America's Lentil Belt

The lentil belt

Americans may not eat a lot of this legume, but they grow a ton

By Donna St. George
NEW YORK TIMES NEWS SERVICE

FARMINGTON, Wash.—At harvest time in this ada emerged as a force on the world lentil market, times have grown tougher. Because Canadians have lower land costs and for

New York Times, December 1997

USA Lentil Growing Regions

lentiful

LENTIFUL INSTANT LENTILS

150,000+
LENTIL CUPS SOLD

1,000+
FIVE-STAR REVIEWS

$1M+ RR / $2.5M 2024
REVENUE

7%
WEBSITE CVR

$12
NEW CAC

LENTIFUL WEBSITE ORDERS, 2023

lentiful

Retail Traction

Q4 2023	April 2024	June 2024	Q3 2024
THE FRESH MARKET	THRIVE MARKET	WHOLE FOODS MARKET	Walmart

$4.95 SRP / 50%+ GM

lentiful

lentiful


lentiful
Instant Lentils
Thai Coconut
lentiful
Instant Lentils
Mexican Green Chile
lentiful
Instant Lentils
Pineapple "Chorizo"
lentiful
Instant Lentils
Vegetable Harvest
lentiful
Instant Lentils
Cinnamon Apple
lentiful
Instant Lentils
French Mirepoix
lentiful
Instant Lentils
lentiful
Instant Lentils

Cien Chiles

Maria Covarrubias

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By Informa Markets


Cien
CHILES
CHILES
JALAPEÑO
CHILES
THAI BIRD
CHILES
MUSTARD
CHILES

MEET THE FAMILIA

Authentic Mexican hot sauces made with real ingredients, zero sugar and certified Non-GMO.

OUR JOURNEY

CHILES ON A MISSION

200+ STORES

40% GROWTH IN THE LAST 18 MONTHS

amazon

UNFI
BETTER FOOD. BETTER FUTURE.

WHOLE FOODS MARKET

Bristol Farms

HARMONS
NEIGHBORHOOD GROCER

FRAZIER FARMS

Seaside Market

BUILDING COMMUNITY

SERVE

TEACH

COME TOGETHER

Cien

CHILES

"FOOD BRINGS US TOGETHER!
SAVOR THE FLAVORS OF MEXICO
AND TURN MEALS INTO MEMORIES"

Chef Maria

GRACIAS!

BESOS BYE!

Natural Products EXPO WEST®

THEO's Plant Based

Theo Mourad

Co-located with Fresh Ideas ORGANIC MARKETPLACE

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New Hope NETWORK

By Informa Markets


THEO,
AGE 5

IN A WEEK...

49% OF KIDS DO NOT EAT A DAILY VEGETABLE.


THEO, AGE 22
BLUE HILL
AT STONE BARNS


AARON BRODKEY
CO-FOUNDER
THEO MOURAD
CO-FOUNDER


THEO'S
BEET JERKY
THEO'S
BEET JERKY
THEO'S
BEET JERKY
THEO'S
BEET JERKY
THEO'S
BEET JERKY
THEO'S
BEET JERKY
SESAME-GINGER TERIYAKI
THEO'S
BEET JERKY


THEO'S
BEET JERKY
SALT & PEPPER
3 SERVINGS
THEO'S
BEET JERKY
GINGER TERIYAKI
3 SERVINGS
THEO'S
BEET JERKY
SPICY SRIRACHA
3 SERVINGS
THEO'S
BEET JERKY
SAVORY BBQ


WHOLE FOODS MARKET
BEET JERKY

BEET JERKY BEATING CATEGORY AVERAGE BY 2X!

RETAIL

LAUNCHED / LAUNCHING SOON!

WHOLE FOODS MARKET

SPROUTS FARMERS MARKET

THE FRESH MARKET

Pop Up Grocer

7-ELEVEN

HOUSE OF JERKY

GO grocer

2X **sales per store selling**
versus category average


THEO'S
SWEET POTATO JERKY
GARLIC HERB
2 SERVINGS
THEO'S
SWEET POTATO JERKY
MAPLE DIJON
THEO'S
SWEET POTATO JERKY
KOREAN BBQ
THEO'S
SWEET POTATO JERKY
MISO NORI
2 SERVINGS

Sweet Potato jerky launching in may!

Retail

Launching May!

Sprouts Farmers Market

Coming Soon!

Whole Foods Market

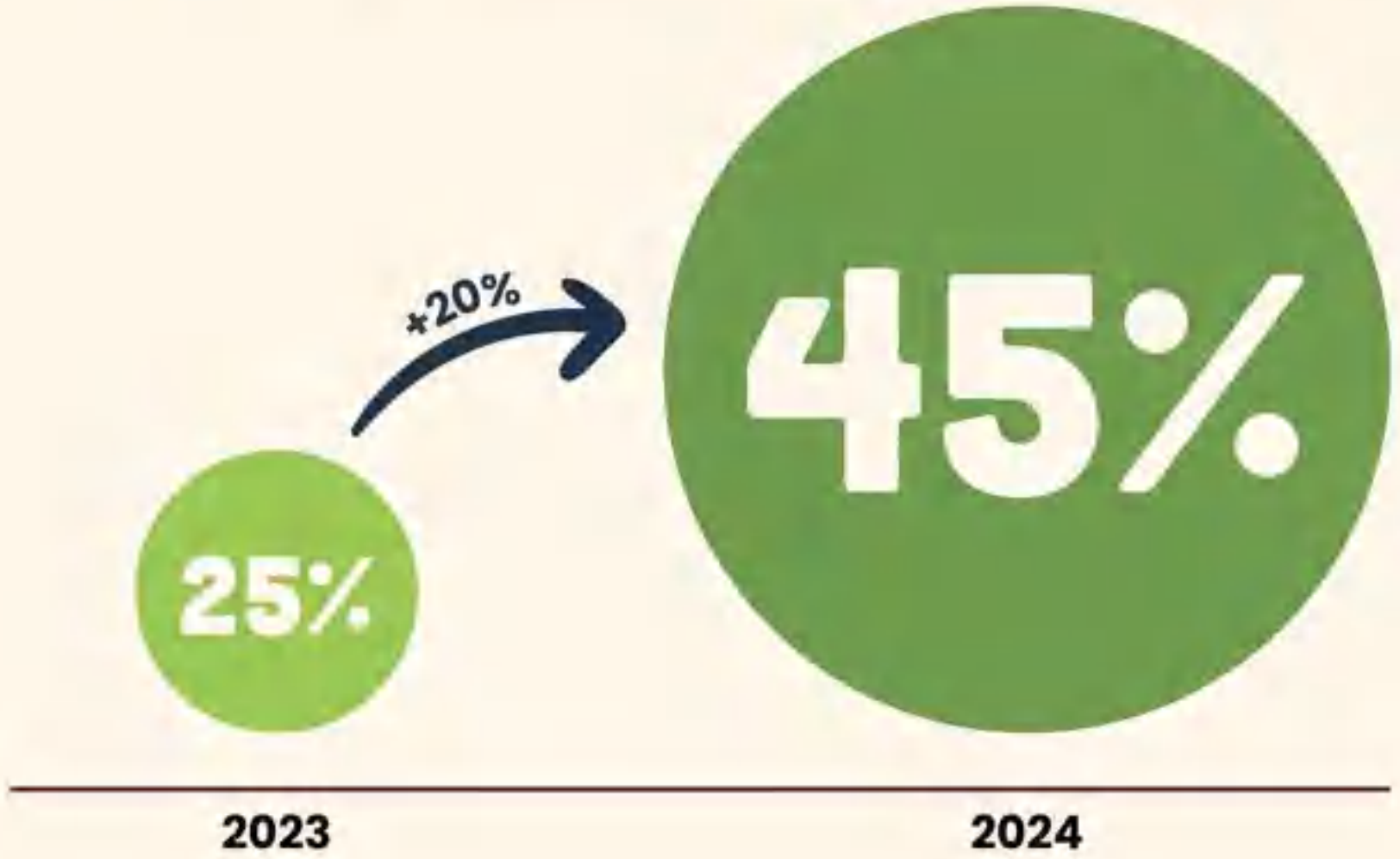
The Fresh Market

Pop Up Grocer

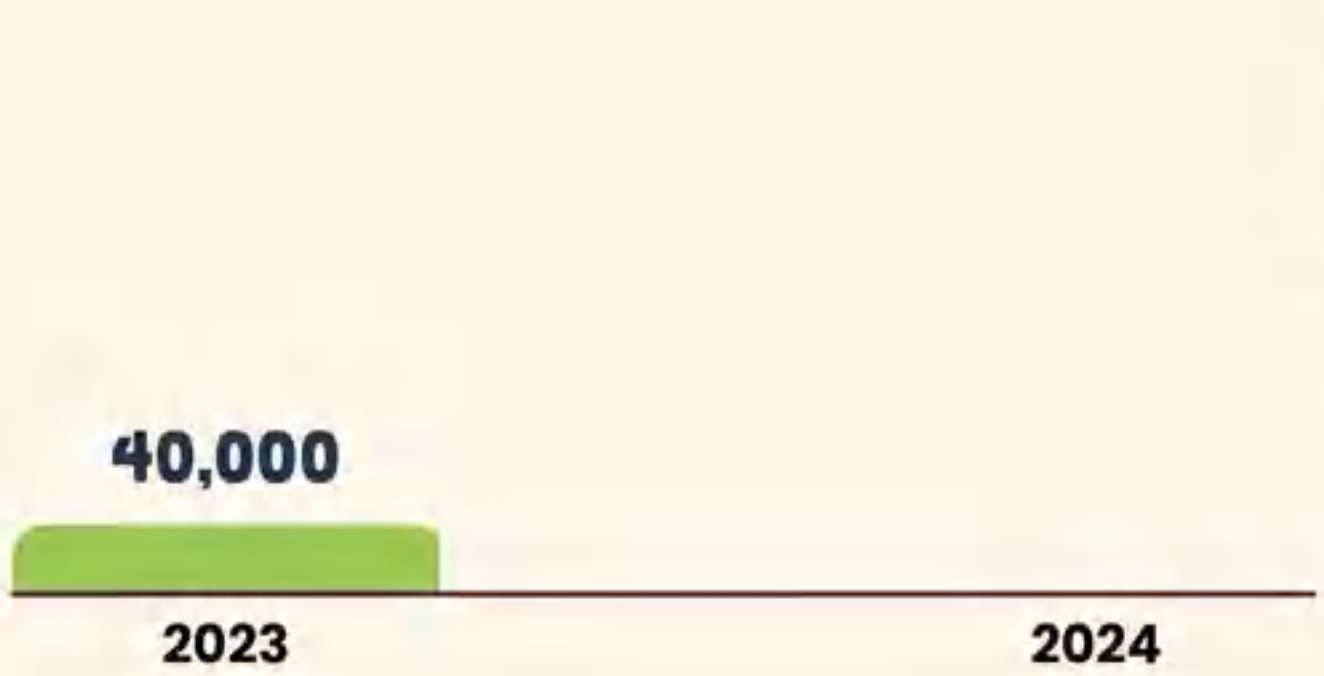
House of Jerky

MARGINS STARTED AT 25% IN 2023

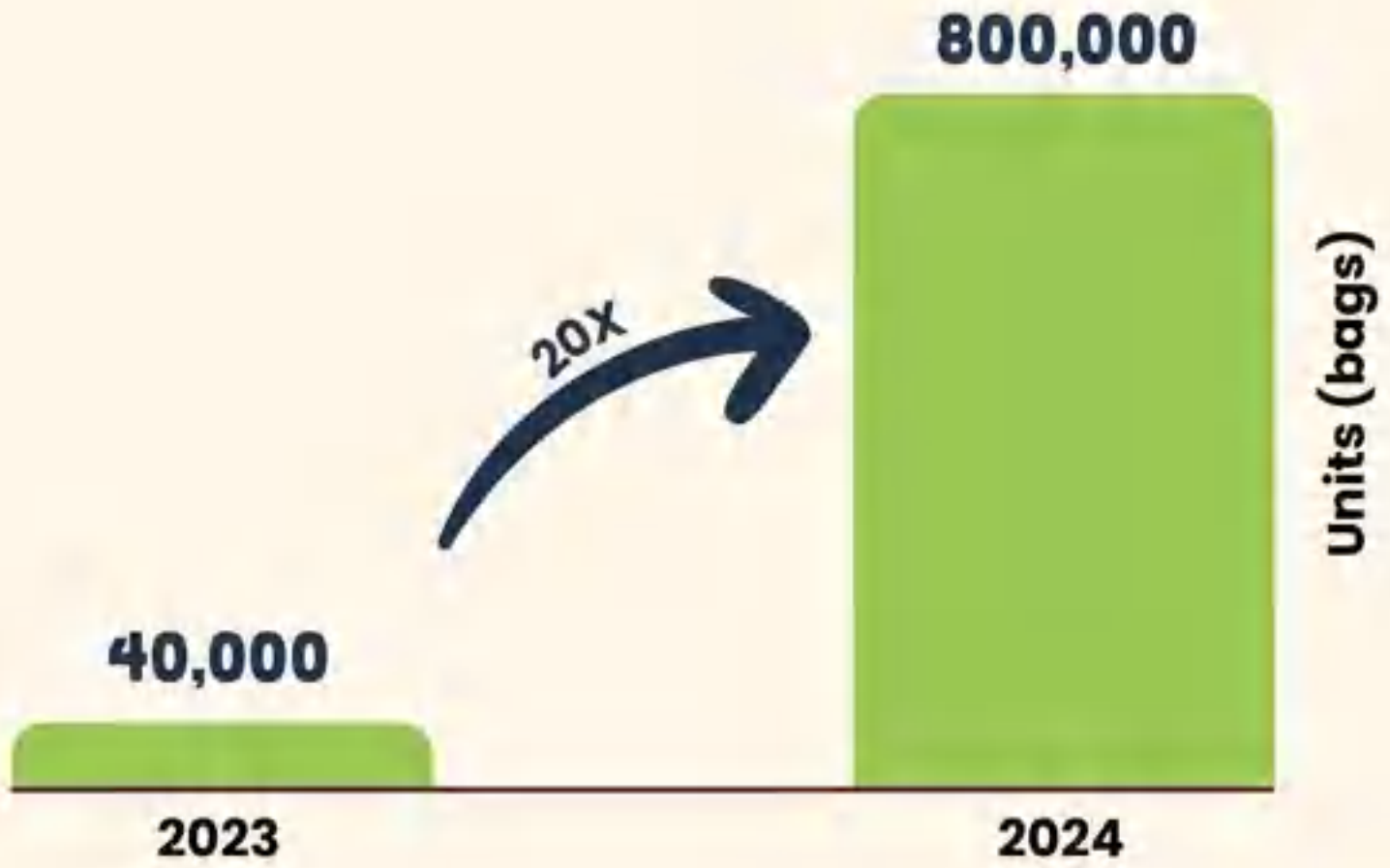
MARGINS HAVE INCREASED 20% SINCE LAUNCH!



ANNUAL CAPACITY STARTED AT 40K UNITS IN 2023



PRODUCTION CAPACITY HAS INCREASED 20X!



AND THE NEWEST WAY TO EAT YOUR VEGGIES...

WHOLE FOODS MARKET × THEO'S PLANT-BASED

COMING FALL 2024


Get your veggies in!
THEO'S
PLANT-BASED
BOOTH 8402
HOT PRODUCTS
ACC LEVEL 3
BOOTH 8402
THEO MOURAD
theo@theosplantbased.com

Natural Products EXPO WEST®

CHUZA

Daniel Schwarz

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

FROM MEXICO
EST 2020
WITH LOVE

CHUZA

ABOUT US

CHUZA means to achieve something great (literally, to hit a homerun).

CHUZA introduces innovative and authentic products to elevate the snacking category.

Inspired by our culture, we're on a mission to share the flavors of Mexico with the world.

INSPIRATION

Born in Monterrey, Mexico, my first taste of spice was as a kid, sharing tostadas con chile from a food cart with friends after a fútbol game. Since then, spicy food has become an essential part of my daily life.

After moving to the US, I craved my hometown snacks and created CHUZA to share our culture of happiness, family, & fiesta!

It has inspired us to pursue our dream of bringing Mexico's flavors into your home and sharing our flavors, culture, and flair with the world.

–DANNY

PRODUCT LINEUP

Premium authentic spicy snack, with 100% Mexican spices, with no artificial flavors or colors added

SPICY MANGO	3 AND 4.5 OUNCES
SPICY PINEAPPLE	3 AND 4.5 OUNCES
SPICY STRAWBERRY	4.5 OUNCES
SPICY APRICOT	4.5 OUNCES
SPICY CRANBERRY	4.5 OUNCES
SPICY NOPAL	3.5 OUNCES

SHELF LIFE: 12 MONTHS

THE MEXICAN INFLUENCE IS REAL

+230 million or 70% of US consumers utilize Mexican ingredients at home

Spicy Flavors are growing 9.4% and 11.1% in Chips Pretzels and Snacks and Jerky

Hispanics currently have +$2 trillion in purchasing power. 5th largest economy (up from 8th in 2020)

NMSDC
National Minority Supplier Development Council

EATING SPICY IS ON FIRE

50% of consumers
are open to trying any
food/flavors

95% of consumers
enjoy spicy foods
at mild or above

+60% of consumers
are eating spicier foods
than a year ago

- Source: Natural And MULO + Convenience Channels, 52 Weeks Ending 10/17/2021
- https://www.prnewswire.com/news-releases/global-health-and-wellness-food-market-to-reach-1-trillion-by-2027-301554265.html
- https://www.foricom/images/cycling-weight/hot-spicy-food-beverage.jpg

CONSUMERS ARE CHOOSING CHUZA!

ORGANIC INFLUENCER LOVE

bon appétit

SHOPPING

The Only Thing Better Than Dried Fruit Is Spicy Dried Fruit

Chuza dried mango, pineapple, and strawberries get their kick from Mexican chile powder.

BY NICO AVALLE

September 18, 2022

DIELINE

Home Popular Award Winners Watch

Shop

FOOD PACKAGING

The snacks we munch on as children often leave an indelible mark on our memory. Just the mere thought of a favorite treat elicits fond memories and can transport us back, if even temporarily, to our childhood.

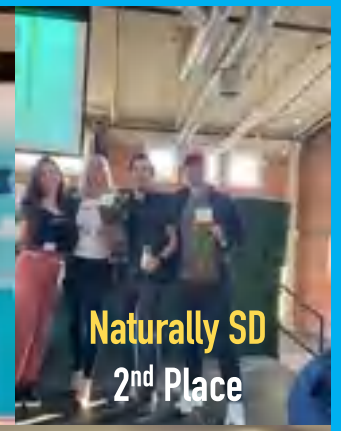
TODAY ON THE SHOW WELLNESS PARENTS POP CULTU

Mix up your usual shopping list with these new supermarket finds

RECENT ACCOLADES

7-Eleven
Brand W/Hearts – Winner

PepsiCo Juntos Crecemos
Grand Prize Winner



Naturally SD
2nd Place

ABC 10
Interview

California Grocers
Winner 1st Prize and Audience Vote

ACCOLADES

STORE COUNT

RETAILERS

Seaside Market CARDIFF

Central Market

Gelson's

SAFEWAY

Ralphs

Bristol Farms

WHOLE FOODS MARKET

7-ELEVEN

meijer

Hudson

STATER BROS. markets

MILAM'S MARKETS

DISTRIBUTORS

UNFI BETTER FOOD. BETTER FUTURE.

KeHE

McLANE

AUTHENTIC + PREMIUM + SPICY SNACK

CHUZA

#chooseCHUZA
@CHUZAsnacks

MUCHAS GRACIAS!!!

Natural Products EXPO WEST®

RINGA

Stephanie McGregor

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

RINGA

Consciously crafted, plant powered products inspired by nature’s tree of life

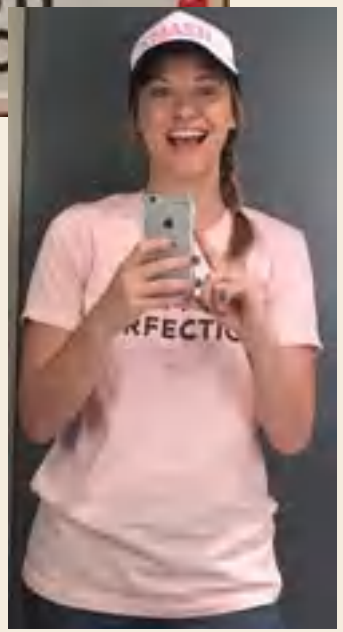
HOLISTIC
HYDRATION

RINGA

Hi there. I'm stephanie

Founder

vitaminwater · popchips · KRAVE JERKY · barkTHINS snacking chocolate · SMASH MALLOW



HOLISTIC HYDRATION

RINGA


MORINGA OLEIFERA
THE TREE OF LIFE

Not just a superfood.
A literal miracle tree

Antioxidant powerhouse
44x pomegranates, **22x** cranberries, **20x** blueberries, **13x** elderberries, **9x** dark chocolate, and **2x** acai
(gram for gram)

Vitamin & mineral monster
25x iron of spinach, **7x** Vitamin C of oranges, **4x** Vitamin A of carrots, **4x** calcium of milk, **3x** potassium of bananas
(gram for gram)

A Complete plant protein
Amino acids are the building blocks of proteins and neurotransmitters like serotonin and dopamine. Moringa contains all 9 essentials, making it a complete plant protein.
(essential amino acids are ones your body cannot synthesize, and these MUST be obtained from the food and beverages we consume)

drought tolerant, fast growing, Viable from tip to tip. Supports regenerative agricultural practices and can help 'future proof' our ability to nourish an ever-growing global population on dwindling resources.

Regulate blood sugar, immunity boosting, caffeine-free energy and adaptogenic
Digestive health is important to our overall immunity and stress is a leading cause of cellular damage. Free radical fighting and anti-inflammatory agents found in moringa can help us adapt and manage the stresses of everyday life.

HOLISTIC HYDRATION

RINGA

THE $4 TRILLION PROBLEM

Chronic health disease is the leading cause of death in the us

50%

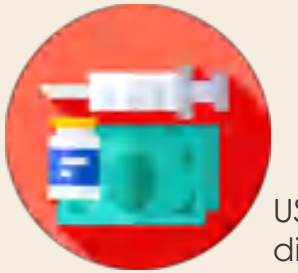
US adult population with pre/diabetes

https://www.healthline.com/health-news/more-than-half-of-us-adults-have-diabetes-or-prediabetes-090

20X

Droughts more likely to occur due to climate change

https://www.pbs.org/newshour/science/climate-change-made-global-summer-droughts-20-times-more-likely



20%

US GDP is spent on chronic disease. That's almost $4 TRILLION

https://www.fiercehealthcare.com/hospitals-health-systems/fitch-rain

60%

Increase in food production to feed the world in 2050 (from 2012)

https://www.un.org/en/chronicle/article/feeding-world-sustainably

300%

Increase in quarterly prescriptions for GLP-1 drugs from 2020, hitting 9M in the last 3 months of 2022

https://www.cnbc.com/2023/09/27/ozempic-wegovy-drug-prescriptions-hit-9-million.html

HOLISTIC HYDRATION

RINGA

introducing

HOLISTIC HYDRATION™

CONSCIOUSLY CRAFTED

- Made with nutrient dense moringa
  - Contains bioactive compounds, anti-inflammatory agents & antioxidants
  - Can help regulate blood sugar
  - Naturally adaptogenic & nootropic
  - Complete plant protein
  - Naturally occurring electrolytes (potassium)
  - Supports regenerative agricultural practices
- Combined with the benefits of apple cider vinegar & organic agave inulin
  - Fully fermented means no residual sugar (like kombucha)
  - Pre & Probiotics
  - Fiber
- NO sugar alternatives, sugar alcohols, synthetic ingredients or natural flavors.

15 CALORIES
0g ADDED sugar
11% RDV FIBER
2% RDV POTASSIUM
& VITAMIN c

SRP: $3.99

Additional flavors in development!

ORGANIC INGREDIENTS

PLANT POWERED

1% FOR THE PLANET

ZERO ADDED SUGAR

NON-GMO INGREDIENTS

Perfectly positioned

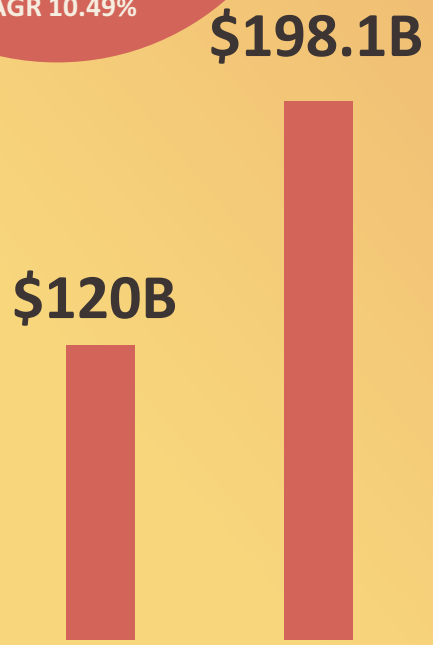
MASSIVE, RAPIDLY GROWING GLOBAL CATEGORIES

FUNCTIONAL BEVERAGES

$198B

BY 2026

CAGR 10.49%



https://foodinstitute.com/focus/functional-beverage-market-percolating/

DIGESTIVE HEALTH

$90B

BY 2030

CAGR 8.2%

https://www.grandviewresearch.com/press-release/global-digestive-health-products-market

SPARKLING WATER

$94B

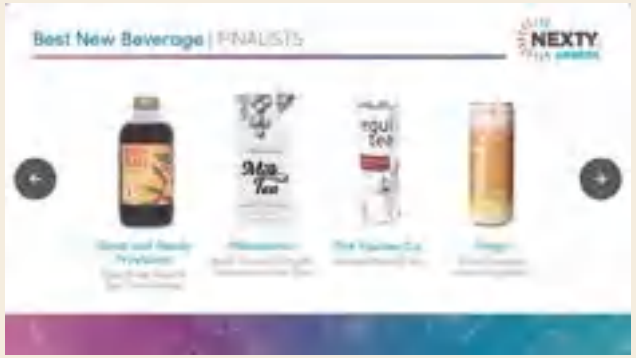
BY 2030

CAGR 12.6%

https://www.thebrainyinsights.com/report/sparkling-water-market-13127

love

2023 EXPO EAST NEXTY FINALIST
“best new beverage”



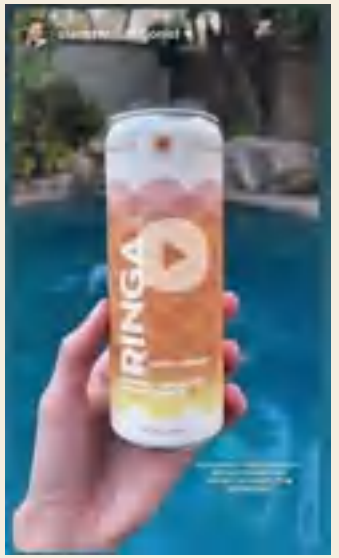
https://www.newhope.com/nexty-awards/nexty-awards-finalists-2023-natural-products-expo-east

Founder series highlight

https://assembledbrands.com/blog/founder-series-stephanie-mcgregor-ringa-holistic-hydration

LOCAL TV FEATURE ON DRY JANUARY OPTIONS

https://www.fox13seattle.com/video/1390853



Claire the nutritionist
125k followers

lifeofpipess
25k followers

HOLISTIC HYDRATION

RINGA

More ringa, please!

REDEFINING OPTIONS ACROSS CATEGORIES

CONFECTION

$37b

4.8% CAGR

SNACKS

$114B

3.84% CAGR

https://www.skyquestt.com/report/us-confectionery-market

https://www.statista.com/outlook/cmo/food/confectionery-snacks/snack-food/united-states


RINGA
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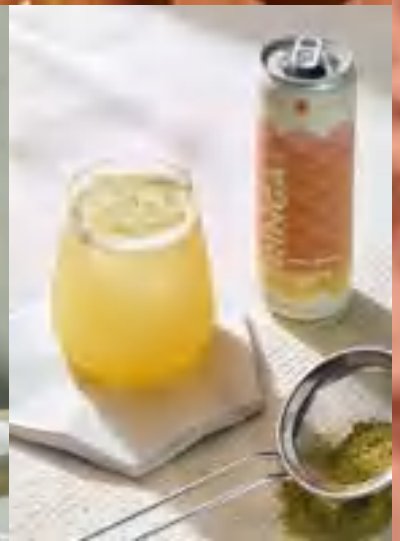
RINGA


RINGA


RINGA


RINGA

Natural Products EXPO WEST®

MasPanadas

Margarita Womack

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

MASPANADAS®

LATIN
GOODNESS
FOODS

WE ARE manufacturers

A multichannel approach

Lower risk and faster path to profitability

IT IS ALL ABOUT MAS

- Convenience
- Nutrition
- Taste
- Versatility

THE FREEZER IS HOT

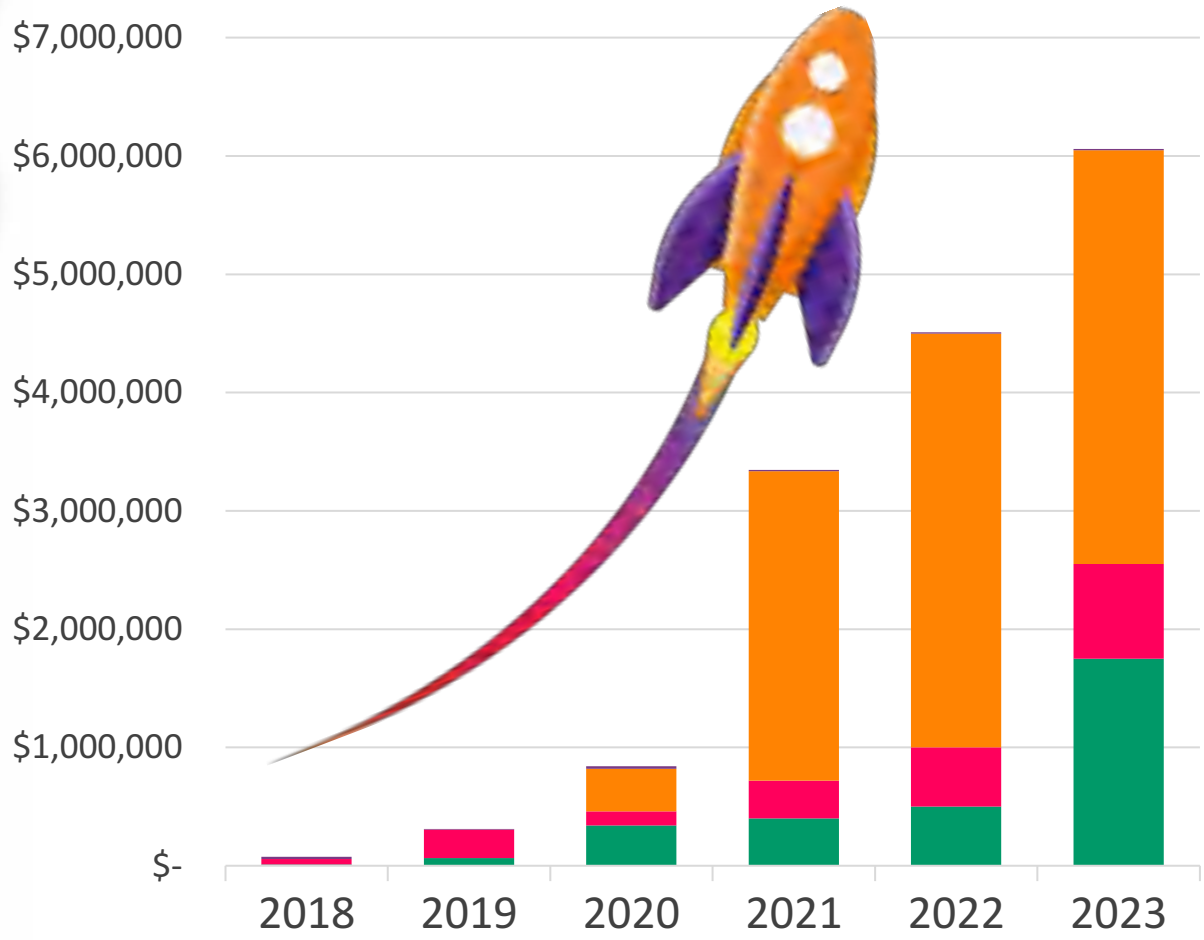
Frozen foods:
66 billion

Frozen appetizers:
9 billion
22% growth in 2023

Largest growth in
"ethnic"
products

growth of
250% YOY

2018-2023



FAST MOVING ITEM

Maspanadas

WFM

Average 3.2 UPSPW vs category average 1 UPSPW

Maspanadas

Stop and Shop

Average 1.1 UPSPW vs category average 0.5 UPSPW

Sustained Growth

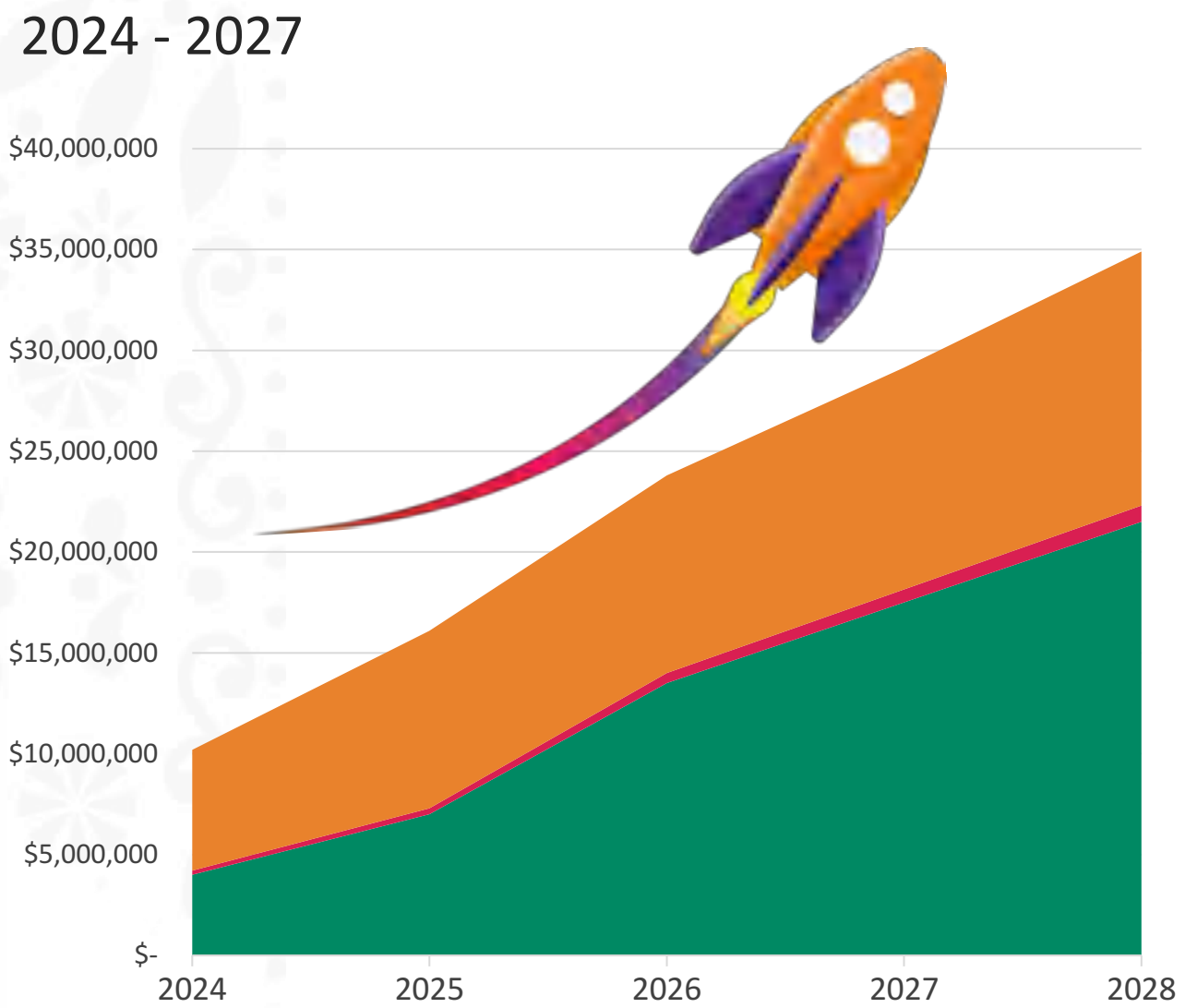
WHOLE FOODS MARKET

HOME CHEF

Giant

The GIANT Company

- Private Label
- Food Service
- Branded Retail



A strong team

Margarita Womack
FOUNDER & CEO
PHD, MBA

Federico Meade
COO
FORMER NESTLE

Barry Octigan
HEAD OF SALES
30 YEARS in CPG
STRATEGIES

80% female

95% immigrant

95% minority

MAS FOR ALL

LATIN GOODNESS FOUNDATION

Empowering vulnerable Hispanic women with BETTER NUTRITION, BETTER JOBS, BETTER LIVES, and BETTER COMMUNITIES.

READY FOR MAS?

WE'RE READY FOR YOU, GET IN TOUCH…

Margarita Womack

FOUNDER & CEO

PHD, MBA

margarita@maspanadas.com

609.240.5583

MASPANADAS.com

Natural Products EXPO WEST®

Dr. Noah
John Kye

Co-located with Fresh Ideas ORGANIC MARKETPLACE

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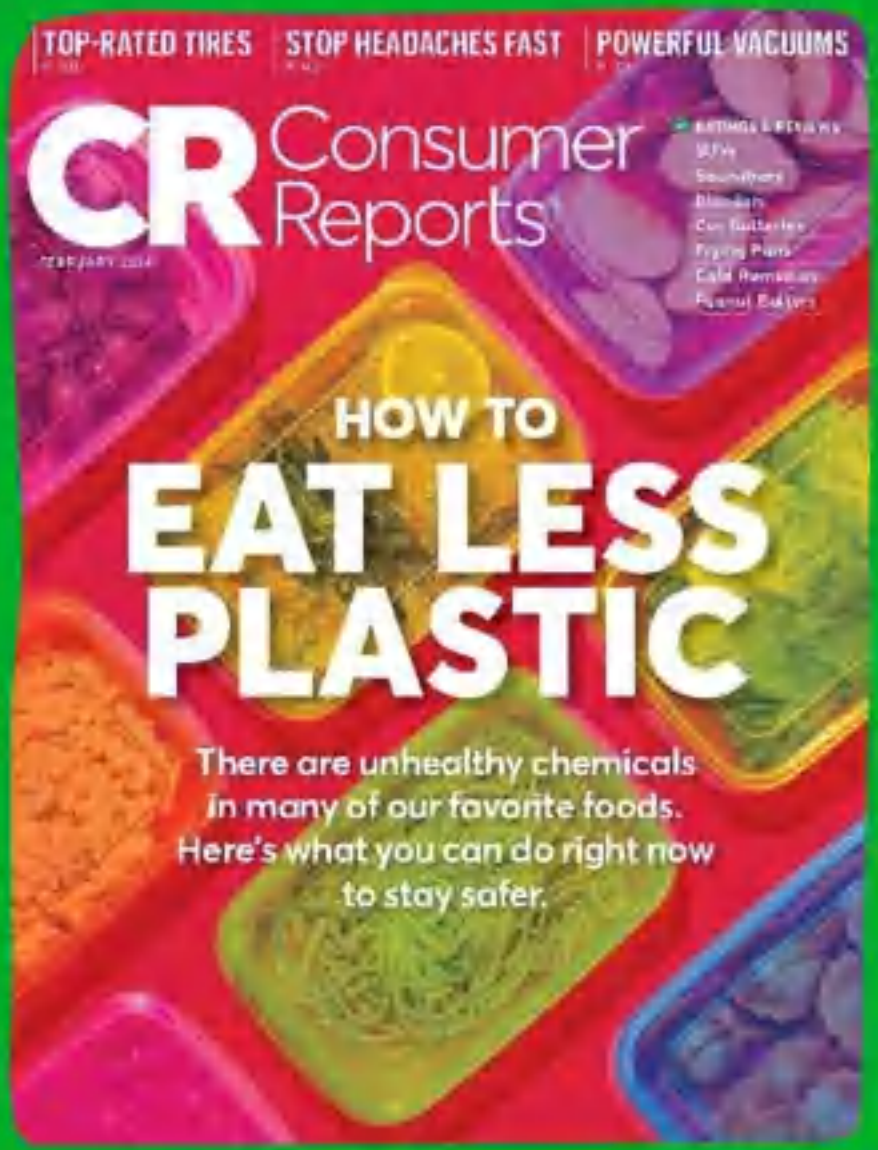
New Hope NETWORK

By Informa Markets

BAMBOO SHAKES

THE WORLD

Dr.NOAH



CBS NEWS BOSTON

SOURCE: CONSUMER REPORTS

PLASTICS FOUND IN FOOD

NANOGRAMS OF PHTHALATES PER SERVING

CHEERIOS ORIGINAL

10,980

BURGER KING WHOPPER W/ CHEESE

20,167

WENDY'S CRISPY CHICKEN NUGGETS

33,980

Dr.NOAH

Dr.NOAH

REMOVE PLAQUE REPLACE PLASTIC

HOT PRESSING TECH

ULTRA SOFT TWO-LEVEL

BEAUTY THAT LEAVES NO TRACE

Durable + Bacteria & Mold Resistant

Multi-levels of 3,900 ultra-soft bristles like ADA recommends

iF DESIGN AWARD 2021

GOOD DESIGN AWARD 2020

red dot winner 2020

Grand Slam Design Award Winner

Plastic Replaced

156,420 lbs

Updated Jan 2024

Dr.NOAH

Dr.NOAH IMPACT CYCLE

Plant Bamboo

Create Jobs

Replace Plastic

JOHN KYE

Co-CEO

14 Yrs,
Social Businesses

FRAN PARK, DDS

Co-CEO

18 Yrs,
Preventive Dentistry

TAERRY LEE, PhD

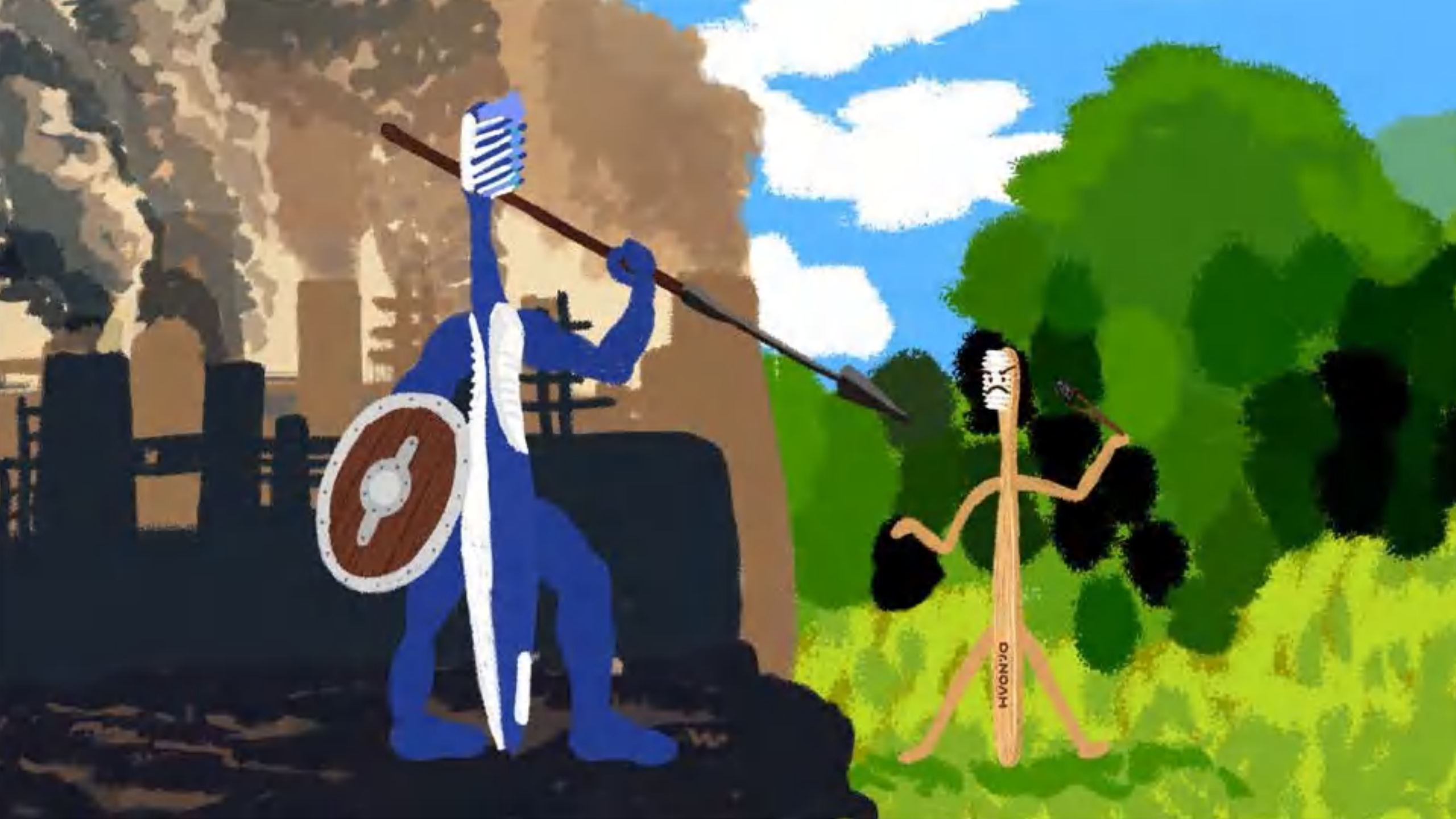
CTO

17 Yrs,
Appropriate Technology

ZOE SONG

CBO

15 Yrs,
Brand Strategy


HEONJO

Natural Products EXPO WEST®

Brune Kitchen

Tania Sweis

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

brune

KITCHEN

ORGANIC GLUTEN-FREE VEGAN

TAHINI-BASED COOKIES

WE MAKE CLEAN TREATS A FIRST CHOICE. NOT AN ALTERNATIVE.

CLASSIC TASTE & TEXTURE

HERITAGE INSPIRED INGREDIENTS

CLEAN LABEL

MEET OUR COOKIES

ORGANIC

VEGAN

GLUTEN FREE

GRAIN FREE

NO SUGAR ALCOHOLS

FAIR TRADE

SOY FREE

GUM FREE

NO REFINED SUGAR

"so f*****ing good."

VICE

OUR SECRET SAUCE...

TAHINI

ALLERGEN-FREE & HEART HEALTHY

LUSCIOUS TEXTURE

100% ORGANIC SESAME SEEDS

HERITAGE INSPIRED

SUSTAINABLE, DROUGHT RESISTANT & WATER EFFICIENT

TIGERNUTS

(not a nut!)

ALLERGEN FRIENDLY & GLUTEN/GRAIN-FREE

GUT-HEALTHY & PACKED WITH PREBIOTIC FIBER

SUSTAINABLE, DROUGHT RESISTANT & WATER EFFICIENT

THE MARKET IS READY FOR BRUNE

51% PREFER GLUTEN-FREE

$10 BILLION COOKIE INDUSTRY

47% PREFER ORGANIC

40% PREFER PLANT-BASED

57% WANT NOSTALGIC DESSERT

BRUNE BUZZ

retailers

EREWHON

LASSENS
NATURAL FOODS & VITAMINS

Pop Up Grocer

activations

COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

SOHO HOUSE

SXSW

press

VICE

TODAY

the spruce

SET UP FOR SUCCESS

FULL SCALE PRODUCTION FACILITY

BACK-UP SUPPLY CHAIN IN PLACE

STRONG RETAIL AND DTC MARGINS

WOMEN OF BRUNE

Tania Sweis - CEO

BerkeleyLaw Skadden orrick

Jahan Shahryar - COO

BerkeleyLaw Skadden RESTORE HER VOICE

THE NEW AMERICAN TABLE

SUSTAINABILITY

DIVERSE INNOVATION

CLEAN INGREDIENTS

COMFORTING CLASSICS


thank you!
booth #8812
PALEO GLUTEN-FREE VEGAN
brune
KITCHEN
SOFT-BAKED
chocolate fudge cookie
GLUTEN-FREE VEGAN GRAIN-FREE
chocolate chip cookie
peanut butter

Natural Products EXPO WEST®

Alice's Sweet Tooth

Elyse Eisenberg

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

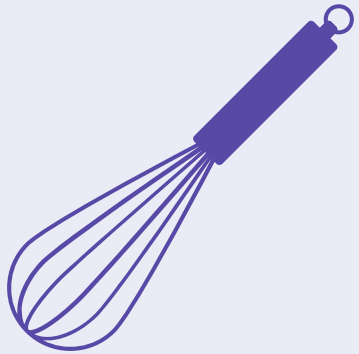
ALICE'S SWEET TOOTH®

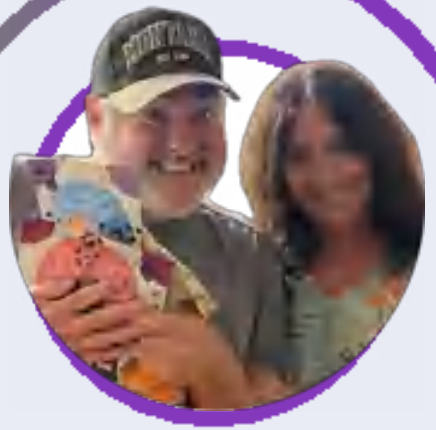
Classic Snacks. Modern Values.

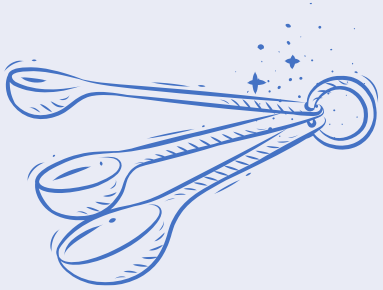
Elyse Eisenberg

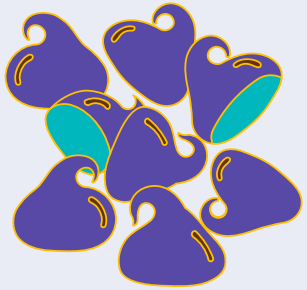
Founder & CEO

From here to eternity









the best tasting healthy cookie!

OUR MISSION is to make the
BEST TASTING, HEALTHY SNACKS
in the BETTER FOR YOU category.
Healthy, planet-friendly, sustainable delicious cookies are our first step.

Alice's Sweet Tooth Cookie Bites is a line of
Gluten-Free, Plant-Based, Vegan, Dairy-Free, Grain-Free, Soy-Free,
Kosher, non-GMO cookies.

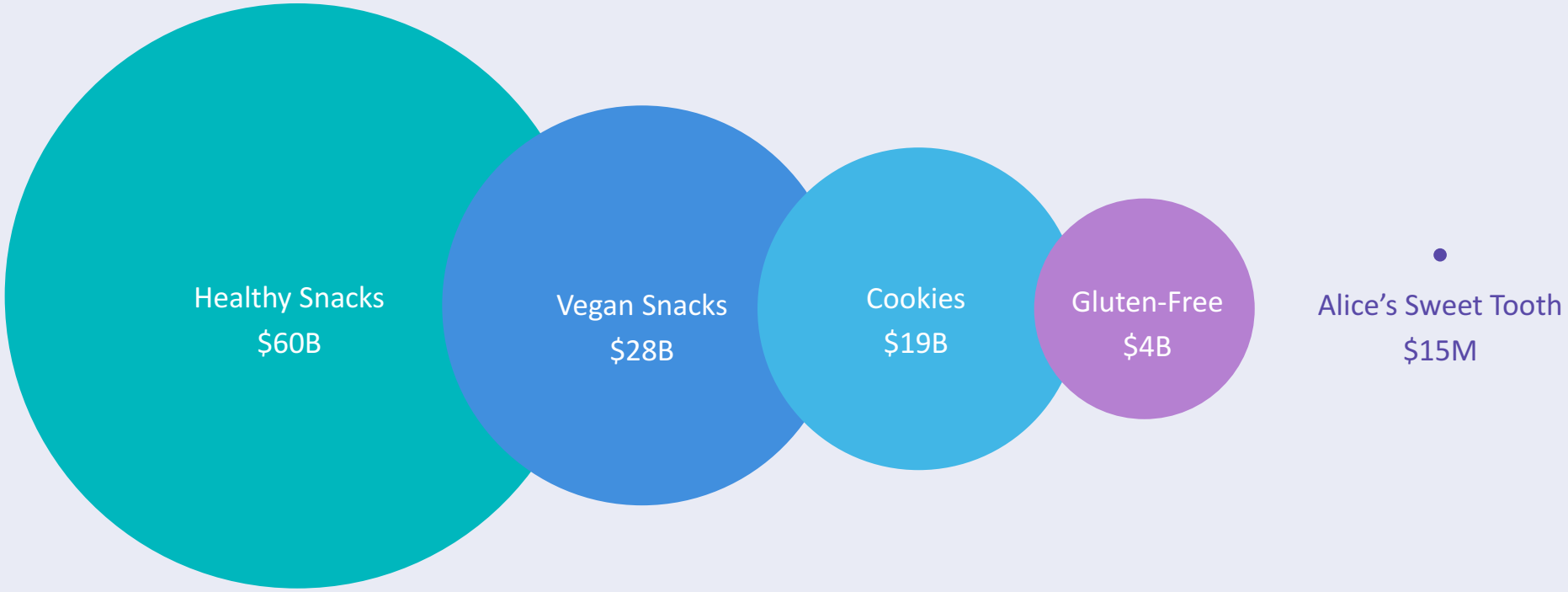
We are a certified Women-owned small business with a goal to be a leader in this category within six years.

Better for You Snacks - Scalable - Sustainable

we exist across multiple growth categories! goal > $15M company by 2030!

NielsenIQ: Snacking category growth outpaces global average FMCG growth.
72% of Americans snack at least once/day (IFIC, Apr 2023)
Demand for Clean-Label, Gluten-Free processed foods is the fastest growing segment

The U.S. Cookie market is expected to be $12.5B in 2024. It is expected to be $19B by 2030.
Healthy Snacks are the market trend.
Alice's Sweet Tooth Cookie Bites aims to capture a leading share in the Natural B4Y Cookie category by 2030.



Source: Various Sources

three delicious flavors now! three more on the way!

Chocolate Chip

Double Chocolate

Lemon Almond

CERTIFIED GLUTEN FREE GFCO.ORG

NON GMO Project VERIFIED nongmoproject.org

DE

certified WBENC WOMEN'S BUSINESS ENTERPRISE

WOMEN OWNED CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

Flavors to come: Pumpkin Spice, Chocolate Mint, Cinnamon Stick

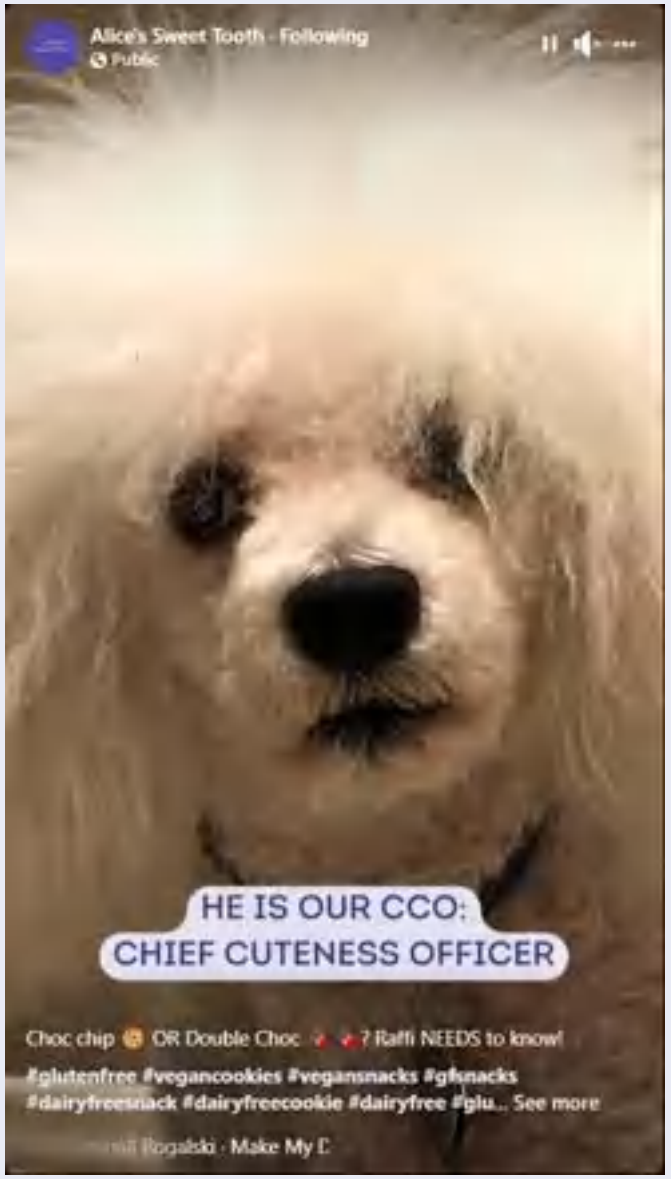
ALICE'S SWEET TOOTH®

media surround! we are fun!

- Entertaining ads, informational content
- Fun, Young, Lighthearted, a Little Cheeky
- Live Consciously & Guilt-Free

WHERE YOU'LL FIND US

- Integrated AMZ / FB / Google ads
- Social media
- Influencers
- Ecommerce
- Retail grocery



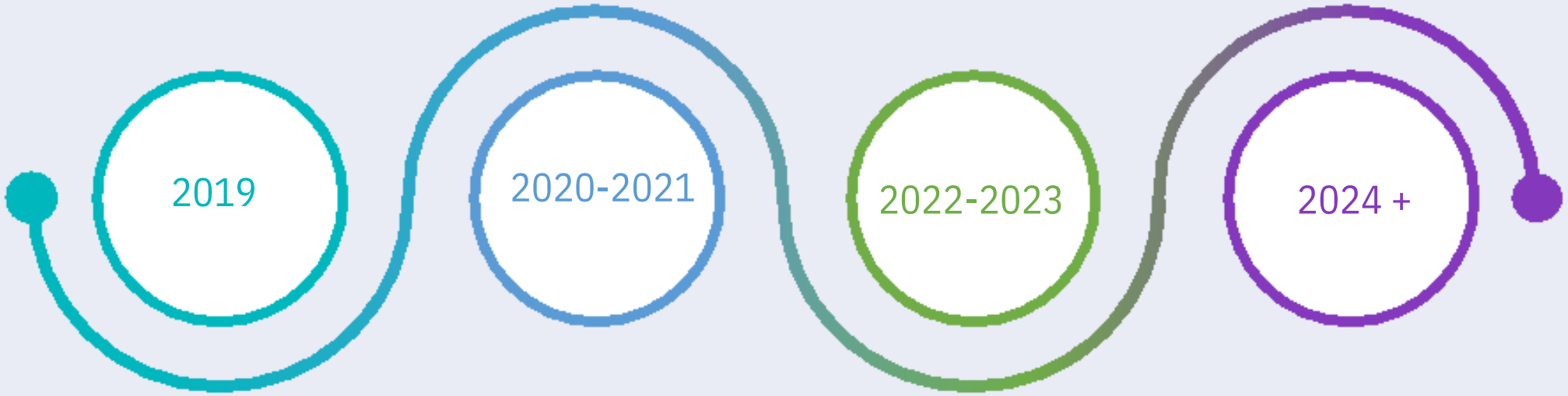
we will be widely distributed!

Local / Regional / National
- Scalability Supports National Distributor Growth
- Multiple channels create greater opportunities

TARGETING - FUTURE PARTNERS

Albertsons
EREWHON
SPROUTS FARMERS MARKET
Wegmans
WHOLE FOODS MARKET
COSTCO WHOLESALE
Walmart

milestones accomplished!



MILESTONES

Alice's Sweet Tooth Established.
First Customers -

MILESTONES

Expanded distribution network.
New regional markets.

MILESTONES

Introduced new line - Cookie Bites
First Expo West
New Distributors & Retailers

MORTON WILLIAMS

MILESTONES

Expanding Regional Distribution
New Retailers
2025 - Expanding to National Distribution, additional channels, New skus.

OUR TEAM!

Elyse Eisenberg
Founder & CEO

Advisory Board

Jamie Valenti-Jordan, Catapult, Senior Advisor
Scott Corsi, Catapult, Marketing & Strategy
Brad Rostowfske, Food Finance Institute, UW-Madison

DeWitt Law Firm

R/SER DESIGN

Good Now Foods
Clean · Organic · Non-GMO

Professional Team

Attorney: DeWitt Ross Stevens SC
Banker: BOA, Small Business
Accounting: Summit Business Management
Branding: Riser Design
East Coast/National broker: Atlantic Sales & Marketing
West Coast/National broker: Good Now Foods
Logistics: Gray Shipping Solutions

Bank of America

Atlantic Sales & Marketing Group

GRAY SHIPPING SOLUTIONS
GET SHIPPED DONE.

ALICE'S
SWEET TOOTH®

North Hall
Booth 1644

Healthy Choice. Great Taste. Guilt-Free.

Natural Products EXPO WEST®

The Cracker King

Jovani Prince

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

the cracker king
ARTISAN CRACKERS

- Black-Owned
- Portland, Oregon

- Gluten-Free Cracker Company
- The only one in the nation!

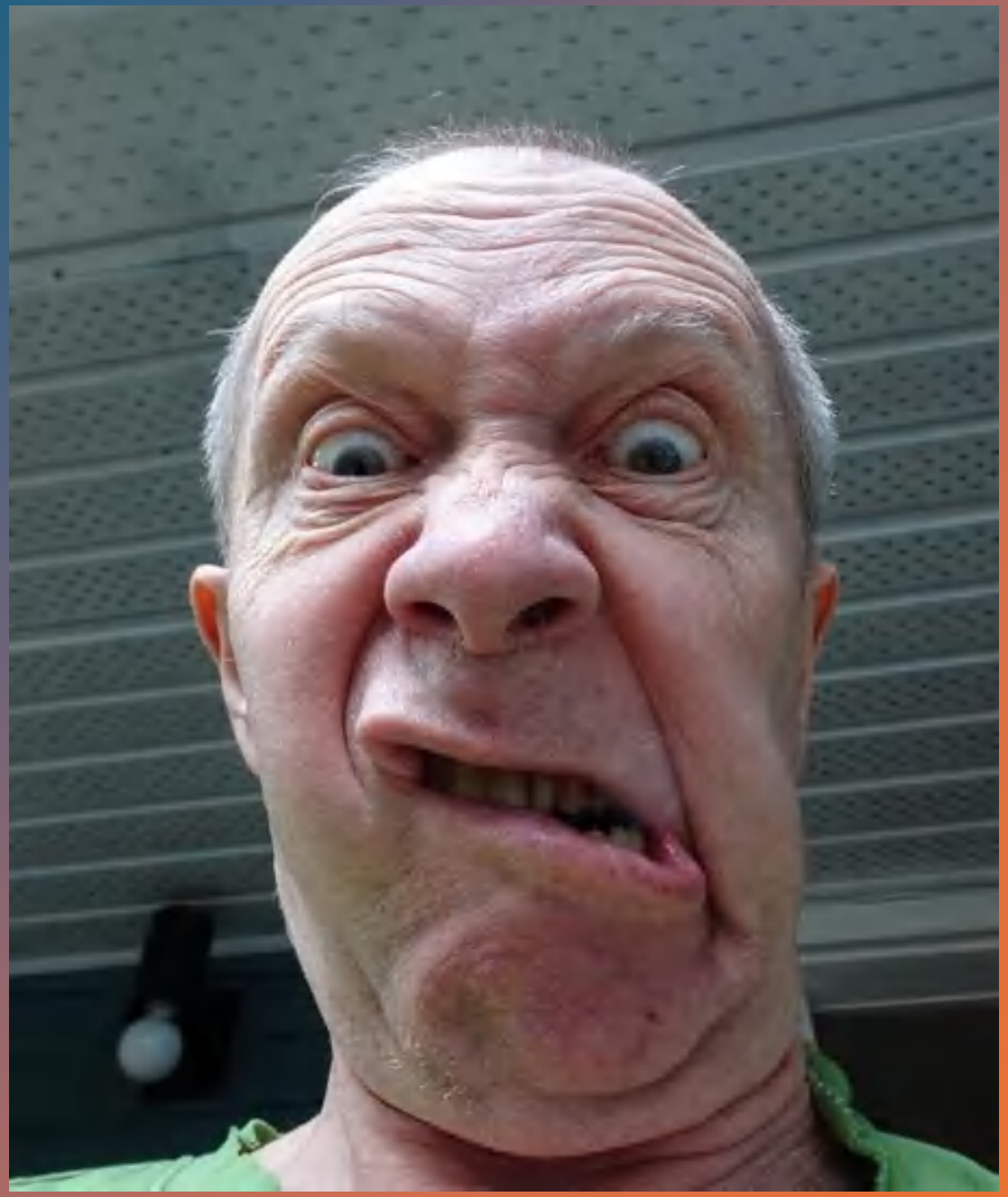
FOOD

Press-Courier Friday, November 27, 1992

Just say no (to meat)

Vegetarians find tasty alternatives

Juanita Prince holds Her Creamy Three Sprout Salad with Creamy
Dressing. Sitting in front of the Oxnard resident are dishes contain
Hickory-smoked Black-eyed Peas, Vegetarian Brown Rice and Berry
Good Cobbler



THE PROBLEM

- Most Gluten Free Foods Taste Awful!
- Texture
- Flavor Profile

the cracker king
ARTISAN CRACKERS

SOLUTION

- Specialized Process
- Blend of Binders and Flour
- Perfect Texture
- Crispy
- Crunchy
- Buttery
- Packed with Flavor

Our Delicious Products

TOP SELLER
Cheddar N' Pepper

Rosemary & Sea Salt

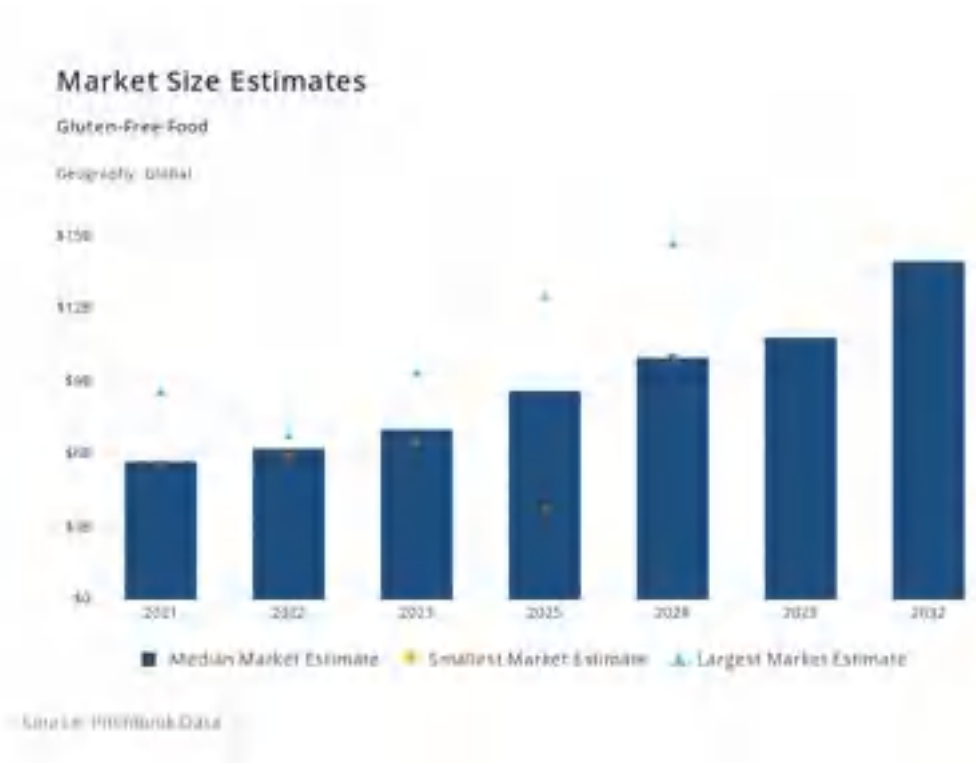
Sea Salt

Coming Soon
The Cracker King
Crowns

the cracker king
ARTISAN CRACKERS

MARKET SIZE

- **2023 Market Size 7B**
- **Compound Annual growth rate 9.8%**
- **2032 Projected Value 14B**



Year	Estimates by Year	Implied CAGR	Median Market Size Estimate
2021	3	—	$5.72B
2022	4	[illegible]	$6.23B
2023	3	[illegible]	$7.01B
2025	4	[illegible]	$8.64B
2028	3	[illegible]	$10.00B
2029	1	[illegible]	$10.81B
2032	1	[illegible]	$14.00B

PitchBook

BUSINESS MODEL

- COGS $1.35
- Retail $5.99
- Margins 59%
- Future Margins 65%

TRACTION

NEW SEASONS MARKET

PCC COMMUNITY MARKETS

WHOLE FOODS MARKET

MARKET OF CHOICE

town & country MARKETS

Competitive Analysis

INGREDIENTS

	the cracker king ARTISAN CRACKERS	Milton's CRAFT BAKERS Where JOY is the Flavor!	MARY'S GONE CRACKERS	Simple Mills	Goldfish BAKED
CLEAN LABEL	●		●	●	
NUTS FREE	●	●	●		
SEED FREE	●				●
CORN FREE	●			●	
NON-GMO	●	●	●	●	●
GLUTEN FREE	●	●	●	●	

AWARDS

2021 Good Food Award Winner Best Snack Food

2020 Oregon Angel Food Award Winner

2022 Good Food Award Winner Best Snack Food

ROADMAP

2024

Costco Canada Launch

Whole Foods Market Expansion

Cracker King Crown

2025

Costco West Coast Launch

Whole Foods Nationwide

Safeway/ Albertsons Regional Launch

2026

Cookie Line Launch

Cracker Pretzels

Costco U.S. Nationwide Launch

Meet our Cracker King Family

JOVANI PRINCE, FOUNDER & CEO

Jovani has 20+ years of experience working as a Sales Director in the Advertising Industry. He's worked for The Oregonian, San Francisco Weekly, and United Brands, to name a few. Jovani's sales background and passion for creating healthy food alternatives are why The Cracker King is a successful business.

s entrepreneurial spirit and love for food spawned the eation of The Cracker King.

DIANA DUTHIE, OP'S MANAGER

Diana has a BA in Psychology from the University of Puget Sound. She has an extensive background within the food industry, coupled with over a decade of experience managing various food brands in the Portland area.

Investment Opportunity

Based on future orders we're looking to raise $750k:

- **Inventory**
- **Cashflow**
- **Upcoming expansion and launches**

the cracker king
ARTISAN CRACKERS

THANK YOU

Peace, Love, and Crackers!

- **Contact Information:**
- **Jovani Prince**
- **503-207-8946**
- **Email: jovani@thecrackerking.com**

the cracker king
ARTISAN CRACKERS

Natural Products EXPO WEST®

Philosopher Foods

Tim Richards

Co-located with Fresh Ideas ORGANIC MARKETPLACE

Product Discovery Powered by Beacon DISCOVERY

New Hope NETWORK

By Informa Markets

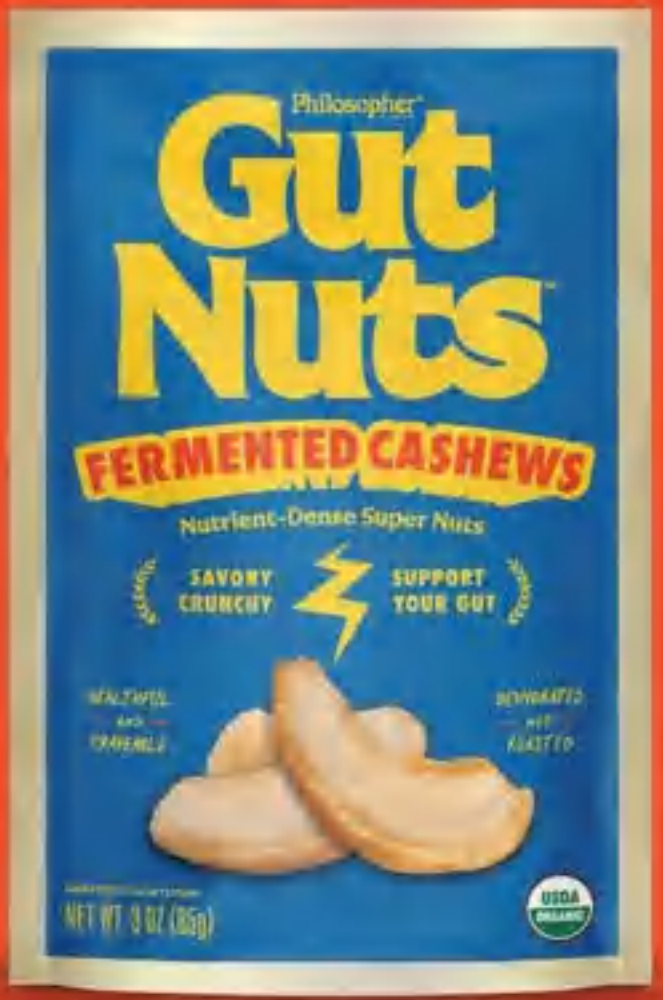
Philosopher®

FOODS

EUREKA!

Know
Thy
Foods


Philosopher
Gut Nuts
FERMENTED ALMONDS
Nutrient-Dense Super Nuts
SAVORY CRUNCHY
SUPPORT YOUR GUT


Philosopher
Gut Nuts
FERMENTED CASHEWS
Nutrient-Dense Super Nuts
SAVORY CRUNCHY
SUPPORT YOUR GUT
NET WT 3 OZ (85g)


Philosopher
FOODS
SPROUTED
ALMOND BUTTER
NAKED CREAMY
6OZ (170g)
NAKED CRUNCH
6OZ (170g)
ED CRUNCHY
160Z (454g)


2
CUPS


SAVORY
TANGY
UMAMI
SOURDOUGH
Gut
Nuts

Functional Benefits

15× more antioxidants that are more bioavailable

2× more B vitamins;
35% DV of Vitamin D (0% before)

More prebiotics + postbiotics = support gut health

REGENERATE

GUT:
FERMENTED
FOODS

SOIL:
REGENERATIVE
AGRICULTURE

MICROBIOMES

GUT HEALTH

Philosopher

Gut Nuts™

SNACKIFICATION

SNACK NUTS MARKET
~$5 BILLION

Dynamic Team

TIM RICHARDS
CEO & CHIEF PHILOSOPHER

ELLIOT BEGOUN
STRATEGIC ADVISOR/
TARDIGRADE PROGRAM

JARED LOVENDUSKI
FRACTIONAL CFO

STEVE MOURTOKOKIS
FRACTIONAL
DIRECTOR OF SALES

Traction

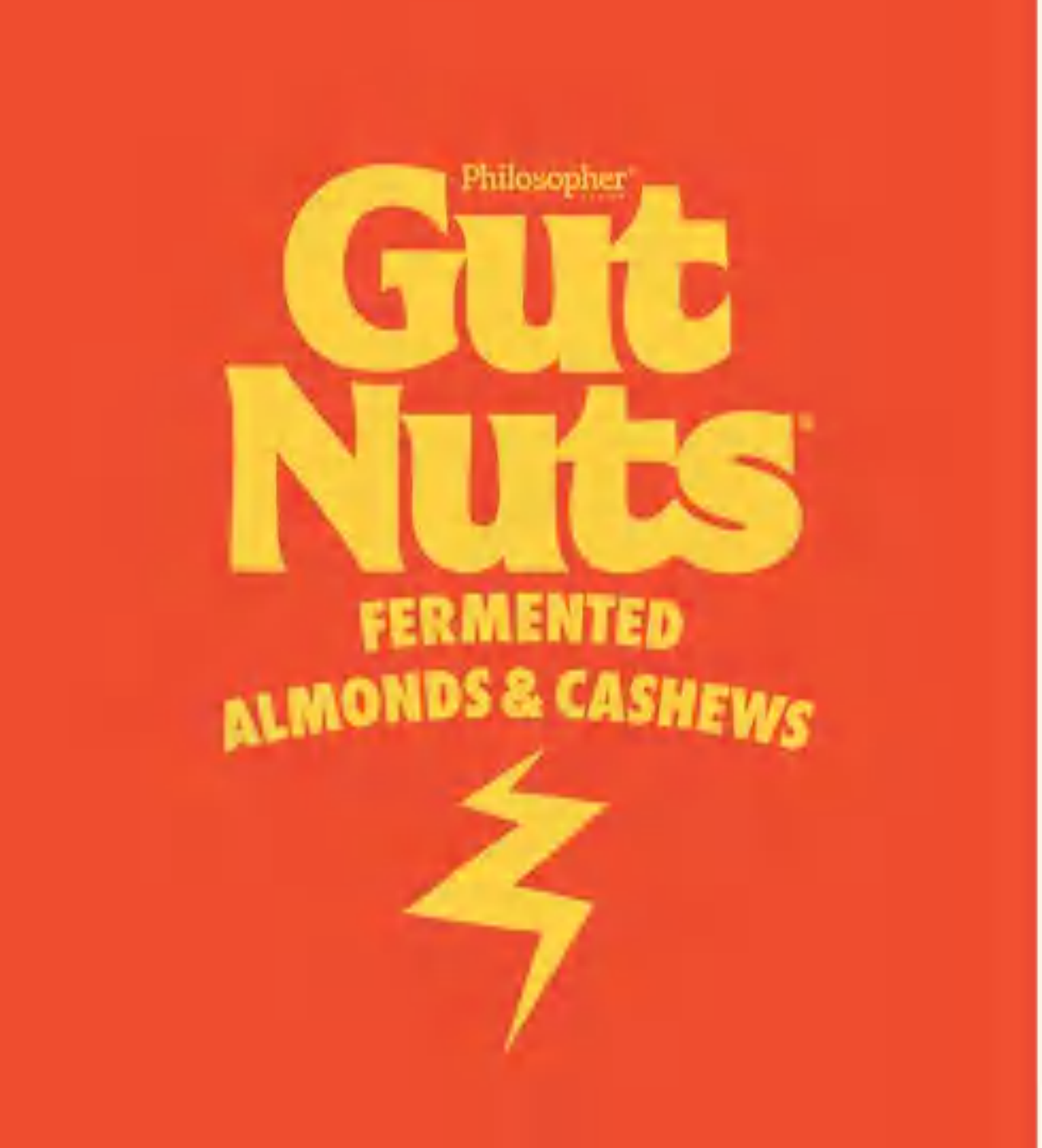
SPROUTS FARMERS MARKET

THRIVE MARKET

amazon prime

THE FRESH MARKET

EREWHON



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Natural Products EXPO WEST®

Hayley Painter

Stephanie Painter

Painterland Sisters

Co-located with Fresh Ideas ORGANIC MARKETPLACE

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New Hope NETWORK

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SISTERS
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And the Finalists Are...

Cien Chiles
Maria Covarrubias

THEO's Plant Based
Theo Mourad

Dr. Noah
John Kye

Philosopher Foods
Tim Richards

Painterland Sisters
Hayley Painter

Painterland Sisters
Stephanie Painter

Audience Choice Winner

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Audience Choice Winner

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Runner Up

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