

Natural Products Expo West Pitch Slam

Sponsored by



GREEN SPOON

Co-located with



Product Discovery Powered by



By Informa Markets

Welcome to the Natural Products Expo West Pitch Slam!



Asa Mckee

Director | Founder
Off-Piste Collaborative



Nate Rosen

Founder
Express Checkout

Thank you to our sponsors!


**Natural
Products**
EXPO WEST®



GREEN  SPOON

Co-located with

**ORGANIC
MARKETPLACE**

Product Discovery Powered by
beacon
DISCOVERY

 **New Hope.**
NETWORK.

By Informa Markets

Thank you to our judges!



Carley Nelson

Vice President, Investments
Manna Tree



Jason Murrell

Perishable Buyer
Jimbo's...Naturally!



Kathleen Cassanova

Founding Executive Director
Project Potluck



Tahaji Felder

Sr. Accelerator Program Manager
Target



Michael Jones

Vice President, Lending Business
Development
RSF

Thank you to our selection committee!



Emily Morgan
The Angel Group



Pete Brennan
Mattson



Lynda Doyle
Avant Nutrition



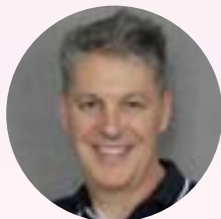
Monika Coyle
DFG Ventures



Benji Fitts
SPINS



Eric Schnell
BeyondBrands



Kenn Isreal
Innovation Nutrition
Consulting



Keith Kohler
K2 Financing



Angela Bozo
INFRA

Audience Polling!



Scan this QR code, or open your web browser and type in [Vevox.app](https://vevox.com)

Session ID: 152-827-466

Introducing Our Semifinalists!

Willa's
ORGANIC OAT MILK

ARBER

UNCLE
WAITHLEY'S
— "Vincy" Brew —
GINGER BEER

••• a better
treat



NEVE
— NUTRITION FROM THE GROUND UP —

recoup®



Growee

XINCA
authentic salvadorian food

A word from our Sponsors:



Kristen Harvey

Managing Director
301 Inc.



Doug Helbig

Chief Operating Officer
Green Spoon Sales

GREEN  SPOON
SALES

EDLINE
EMERGING BRAND ELEVATOR



CONNECTION

PEOPLE



People



PLANET!

CONNECTION

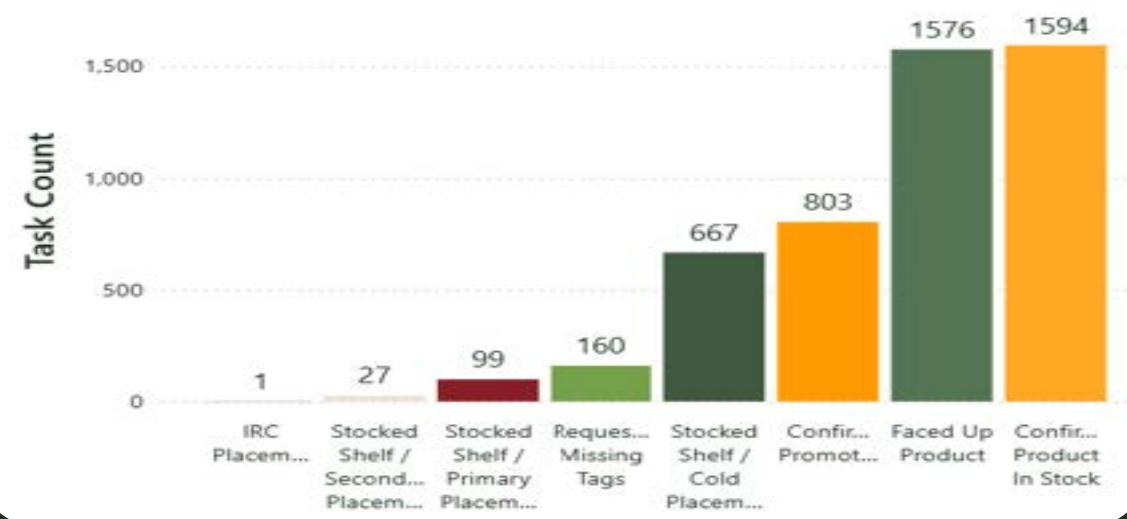




SPOONIVERSE



Merchandising Tasks









A Better Treat

Boris Chung





a better treat



ORGANIC. SINGLE INGREDIENT.

BORIS CHUNG



FOUNDER

EMI'S DAD





CENSORED

A NEW, FIRST TO MARKET TREAT



Grown & Made
in the USA

The perfect alternative to
messy pumpkin purees.



VS



ORGANIC. SINGLE INGREDIENT.



THE FIRST ORGANIC, SINGLE INGREDIENT DOG AND CAT TREATS!



ALL PRODUCTS MADE & SOURCED IN THE USA.

FREEZE DRIED RAW NUTRITION



7.5 oz. of Fresh
Raw Salmon



1.5 oz. of Freeze Dried
Alaskan Salmon



- ✓ Retains 61% more nutrients than baking or cooking.
- ✓ We keep ingredients in their recognizable form.



PLACEMENTS



LAZY ACRES
natural market

town & country
MARKETS

 **VITACOST**

Bristol Farms

 **THE
HEALTHY
EDGE™**
RETAIL GROUP

Gelson's



LASSENS
NATURAL FOODS & VITAMINS

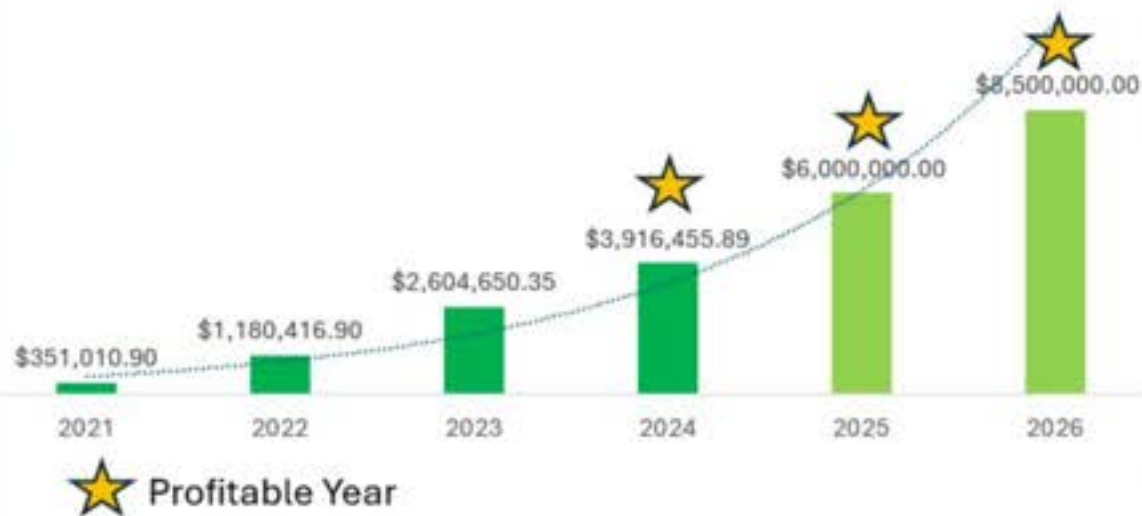
**OAKES
FARMS**



CUSTOMERS LOVE ä better treat



A Better Treat Sales



- 2025 Goals -
 - Customer Acquisition - 130,000 customers
 - Retail Expansion



KeHE elevate



Albertsons Companies 2025
**INNOVATION
LAUNCHPAD**



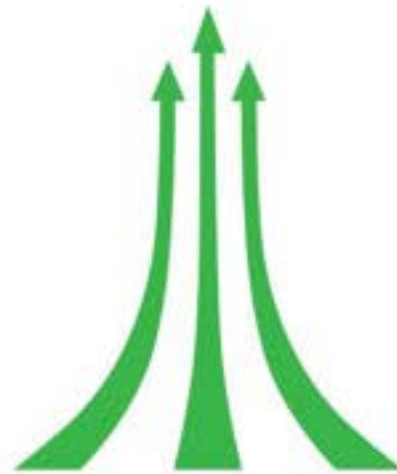
MARKET SIZE



Over the Last Two Years:

\$2.65

BILLION+
REVENUE GROWTH



53%

**MORE NATURAL
GROWTH THAN
CONVENTIONAL**

*Per SPINs

OUR TEAM



BORIS CHUNG



FOUNDER

EMI'S DAD

NICOLE LUCCA



**HEAD OF
CREATIVE**

KIARA'S MOM

SAM STATON



**BURST
BROKER PARTNER**

REESE'S MOM

RIKI BORDEN



**THE OAK GROUP
BROKER PARTNER**

CHUCK'S MOM

At A Better Treat, we think people should
feel better about what we feed our pets!

PRODUCT OFFERING



Product

Wild Caught
Salmon

Grass Fed &
Finished Beef

Chicken Breast

Pumpkin

Purple Sweet
Potato

MSRP: \$9.99

Affordable Organic Single Ingredient Products

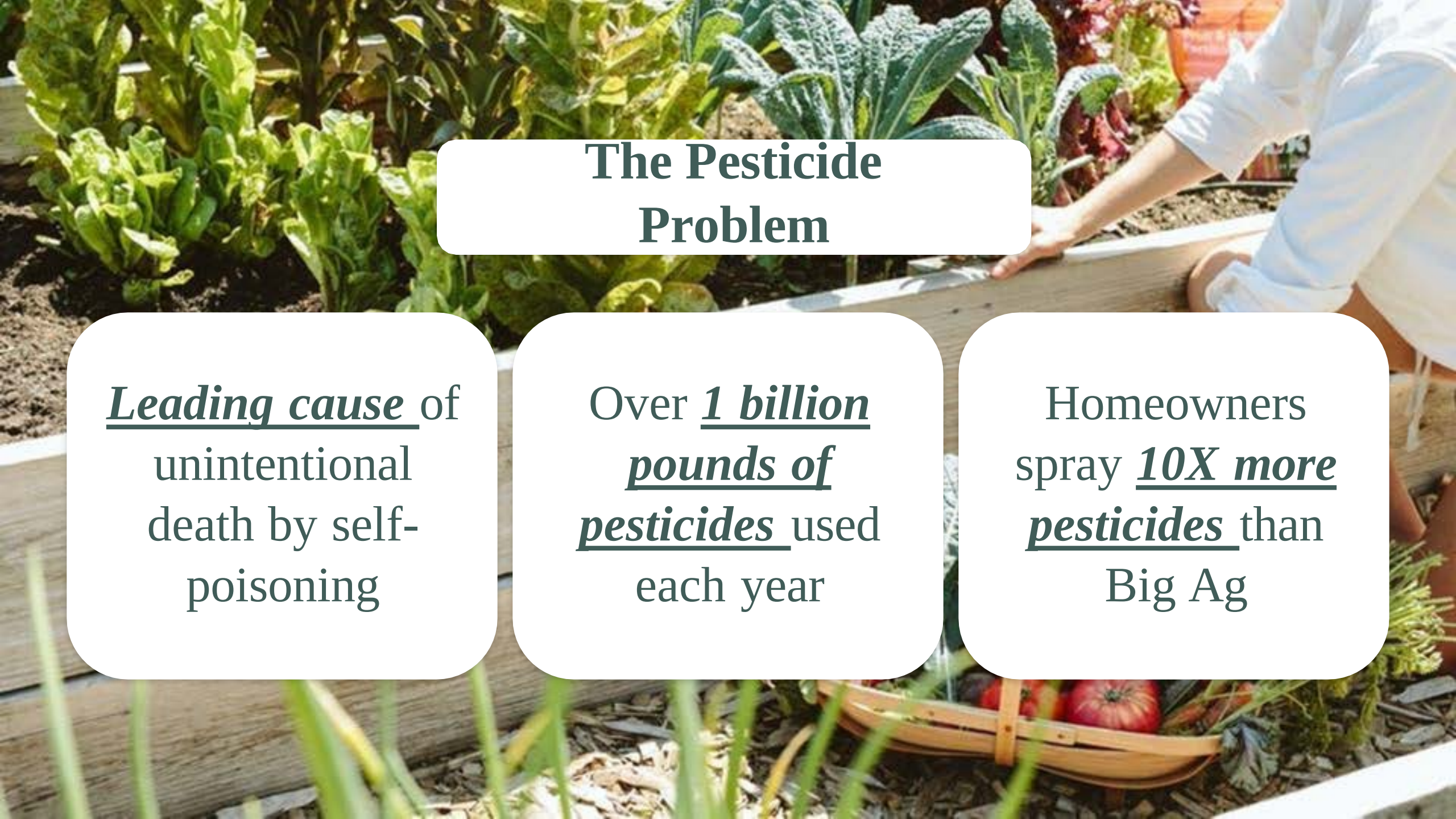


Arber
Vanessa Dawson



ARBER





The Pesticide Problem

Leading cause of
unintentional
death by self-
poisoning

Over 1 billion
pounds of
pesticides used
each year

Homeowners
spray 10X more
pesticides than
Big Ag

Hi, I'm Vanessa
Founder & CEO
of Arber!



80%

of Americans
Garden

67%

of adults are
growing
edible plants



Arber's Organic Bio Insecticide

Emerging leader for non-toxic
pest control

Plants & Gardens are Big Business

\$296B+

Home &
Garden

\$47B+

Plant Care
& Supplies

\$13B+

Plant & Garden
Care Consumables



ARBER

Category Void of Proprietary, Effective Organics



Three Years Into Building a Billion-Dollar Brand



“ I’ve been having problems with powdery mildew in my garden and seen **amazing** results after using these products!

- Mary D, Arber Customer

\$30M+

LIFETIME REVENUE

7,000+

BIG BOX DOORS

5000+

CUSTOMER REVIEWS

17%

REPEAT PURCHASE

RETAILERS

Walmart

THE HOME DEPOT

Fred Meyer

meijer

TARGET

NEW SEASONS MARKET

NORDSTROM

PRESS

Forbes

HUFFPOST

SHARK TANK

VOGUE

VERANDA

HouseBeautiful

FOOD52

Reader's Digest

Sunset



Positioned
for Scale

25%+ BETTER THAN COMPETITORS

30%+ REDUCTION IN COGS

50%+ GROSS MARGIN

The A Team

Investors

30+ Years of Investor Experience



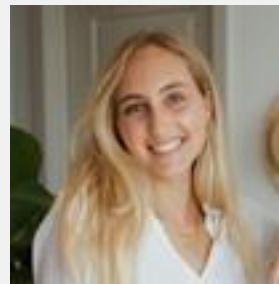
CPG / Retail

30+ Years of Retail & CPG Experience



Product / R&D

45+ Years of Biological R&D



Grow with us!



Scan to follow us on social!



Growee Foods

Aman Blana



Come, Veg Out!





1st wave (late 1900s)
Convenience



2nd wave (early 2000s)
Better-for-you



3rd wave (2025 +)
Global Flavors

**where's
the dip
that
truly
excites?**

watery or bland • mostly tomato-based • lacking versatility

Global flavors: the new craving

65% OF CONSUMERS ARE
‘Very Curious’
About **Global
Flavors**



FoodNavigator

International
Snacking is

#1 Trend

FOR 2025



Global Veggie Inspired



**Party in
my mouth**

Surprised by how
much flavor there
was ... buying 3.

-Alex

**Curry in
a spread?
Mind. Blown.**

-Jamie

**Oh My
Goodness!**

-Fatimah



more than just a dip

sandwich spread • cracker + wine pairing • salad dressing



the big opportunity

\$5.2B

US Dips, Salsa and Spreads

2024

4X

PRIMAL KITCHEN
GROWTH since 2023
led by Spicy Queso

-17%

Frito-Lay shelf
stable dips
since 2023

WHOLE FOODS MARKET
SHELF STABLE DIPS

+29%
YOY SINCE
2023

driven by
flavor-forward SKUs

NIELSEN IQ

2025 & beyond

traction



Gelson's



THRIVE
- MARKET -
in progress

**&
200+
independents**

msrp

\$7.99 ↓

distributors



**~30% repeat
purchase**



current targets

JIMBO'S

Wegmans

*Central
Market*
H-E-B



SPROUTS
FARMERS MARKET

EREWON

MOTHER'S
MARKET & KITCHEN

Growee



Aman Blana
Founder/CEO



Aishwarya Bothra
Growth Lead



Molly Mills
Fractional R&D &
Product Dev



Bridgette Mayse
SoCal Brand
Ambassador

Advisor & Mentors



Eddie Pearson
Sales & Marketing Advisor



Microsoft

**SIRCLE
MEDIA**



kidfresh

accenture

Growee

Booth #7819

**Hot Products
(Startup CPG section)
Hall ACC Level 3**

double dipping is allowed!





KLDSCP
Sherry Xu



KLDSCP Foods



From
SHANGRI-LA📍



KLDSCP Foods

Shangri-la Story

A place some say holds the secret to **immortality**. The truth is, our food is a flavor fusion of Tibetan, Sichuan, and Yunnan superfoods, crafted to fuel both intense mountain labor and long days of meditation.



Watch
lay.
la
sc
m
3-pla
or al
atin
nig

KLDSCP Foods

Functional vs. Flavorful

Health and Wellness Foods

\$856 B

Asian Cuisine Market

\$156 B



KLDSCP Foods

How Do We Compare?

	KLDSCP	vs.	OTHERS
PROTEIN	32g		6g
TOTAL FAT	3g		19g
CALORIES	230		340
SODIUM	630mg		900mg
NON-FRIED	✓		X
SUGAR-FREE	✓		X
MSG-FREE	✓		X
PLANT-BASED	✓		X



NON-FRIED



+ PROTEIN



+ FIBER



+ NET CARB



GLUTEN FREE*

\$4.99 SRP / 60%+ GM

**Superice only*

KLDSCP Foods

Our Secret?

- ✓ Gluten & carb free
- ✓ Keto friendly
- ✓ Low calorie
- ✓ High in fiber
- ✓ Low glycemic
- ✓ Prebiotic



KLDSCP Foods

Konjac Plant



Pea Protein



Rice / Wheat



KLDSCP Foods

Our Founder

Sherry's entrepreneurship journey began during her **MBA at the Wharton School**, where she worked with the Food Innovation Venture Lab to develop and test new recipes, leveraging university students as her first customers. Before Wharton, Sherry worked in **investment banking** between Asia and the US and co-founded a **Y Combinator**-backed startup that generated \$40 million in revenue.



J.P.Morgan



KLDSCP Foods

amazon

Walmart.com

TikTok Shop



KeHE POD FOODS

32

University Campuses

12

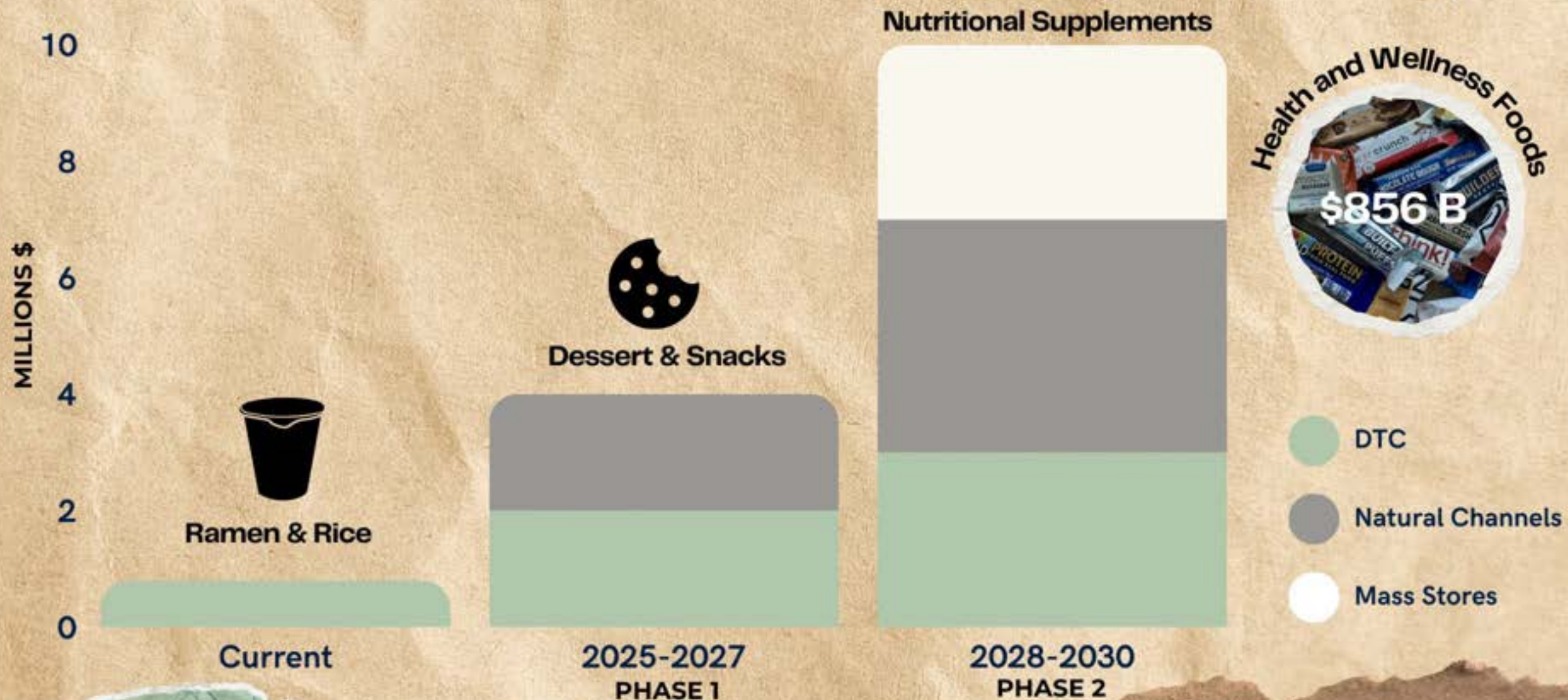
Self-Serve Bars

5

Subscription Boxes



KLDSCP Foods



KLDSCP Foods

Contact Us



832-860-1019



www.thekldscp.com



hello@thekldscp.com



2416 Eastman St. Houston TX 77009





Neve Foods
Nora Fierman



NEVE

— NUTRITION FROM THE GROUND UP —



WHAT ATHLETES ARE EATING



	GELS	BARs
EASY TO EAT MID-ACTIVITY	✓ (BUT MESSY)	✗ (HARD TO CHEW)
SUSTAINED ENERGY	✗ (SPIKE AND CRASH)	✓ (SLOW RELEASE)
GENTLE ON THE STOMACH	✗ (CAN CAUSE GUT DISTRESS)	✗ (GUT HEAVY)
PORTABLE AND RESEALABLE	✗ (SINGLE-USE, STICKY)	✗ (SINGLE-USE AND CRUMBLY)
MADE FROM REAL, CLEAN INGREDIENTS	✗ (ARTIFICIAL AND SYRUPY)	✓ (SOMETIMES)

REDEFINING ATHLETE NUTRITION



	GELS	BARs	NEVE
EASY TO EAT MID-ACTIVITY	✓ (BUT MESSY)	✗ (HARD TO CHEW)	✓ (SMOOTH)
SUSTAINED ENERGY	✗ (SPIKE AND CRASH)	✓ (SLOW RELEASE)	✓ (BALANCED FOR ENDURANCE)
GENTLE ON THE STOMACH	✗ (CAN CAUSE GUT DISTRESS)	✗ (GUT HEAVY)	✓ (PLANT-BASED, NO GUT BOMBS)
PORTABLE AND RESEALABLE	✗ (SINGLE-USE, STICKY)	✗ (SINGLE-USE AND CRUMBLY)	✓ (RESEALABLE, NO MESS)
MADE FROM REAL, CLEAN INGREDIENTS	✗ (ARTIFICIAL AND SYRUPY)	✓ (SOMETIMES)	✓ (SCIENCE-BACKED REAL FOOD)

NEVE

WHY NEVE IS DIFFERENT

REAL, SCIENCE-BACKED NUTRITION FOR ATHLETES

Neve provides a balanced blend of plant-based carbs, protein, and healthy fats for sustained energy and recovery.

PORTABLE & EASY TO CONSUME ANYTIME

Neve has a smooth texture that's easy to eat on the go—whether mid-ride, on the slopes, or post-workout.

CLEAN, PLANT-BASED INGREDIENTS WITH NO JUNK

No artificial flavors or preservatives—just real food in a convenient format.



MARKET, RETURNING CUSTOMERS, AND MARGIN

55%

Direct to consumer margin

36%

Wholesale partner margin

40%

Returning customer rate

**\$45.2
BILLION**

Global sports nutrition market

**7.5%
CAGR**

Projected annual growth rate 2024 - 2030

**\$22.3
BILLION**

Vegan food market

**11.2%
CAGR**

Projected annual growth rate 2024 - 2032



TESTIMONIALS

DIETITIAN APPROVED! ★★★★★

Neve provides a balanced blend of plant-based carbs, protein, and healthy fats for sustained energy and recovery.

NEVE IS A GAME CHANGER ★★★★★

Neve is perfect for athletes who struggle with nutrition. It's the first food I've tried during a run that makes me feel great—and it tastes amazing!

POCKET-SIZED FUEL! ★★★★★

I love being able to throw a Neve in my pocket when I'm out on a Trail Run or while XC Skiing and know that I can have as much or as little as I need to fuel my activity!

THE SEARCH IS OVER! ★★★★★

The search is over. Finally a treat to take on long ski days / long work or shoot days without hitting a wall or feeling like I've stuffed my body full of crap just to sustain energy.

MORE PLEASE! ★★★★★

Tastiest sports nutrition in my opinion. I wanted way way more, weird to request a giant bag of it?? A vat Maybe? A gallon jug would be fine too.



OUR RETAIL PARTNERS



**COPPER
MOUNTAIN**



movement
CLIMBING • YOGA • FITNESS



GARAGE GROWN GEAR



VAIL



SPIRE
CLIMBING + FITNESS



Telluride, Colorado USA



MUSTANGs
KINGSTON, NY

NEVE

THE TRAIL AHEAD



COMING SOON!

NEVE

NEVE SUMMITS MT. EVEREST

I have an athlete that will be taking Neve to Everest this year!

I told him to try it and he liked it so he's adding it to his arsenal 🏔️

WHAT

NEVE SUMMITS THE WORLD!



NEVE

— NUTRITION FROM THE GROUND UP —

NORA FIERMAN
NORA@EATNEVE.COM
WWW.EATNEVE.COM
@EAT_NEVE



Recoup Beverage

Susan Hartman



recoUp[®]

GUT HEALTHY HYDRATION



Regenerative
Organic
Certified[®]





Partnering with farmers

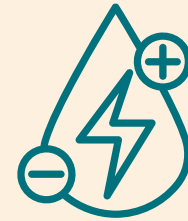


Regenerative
Organic
Certified®

Your Daily Dose of Resilience



With Proven Ingredients:



**Ultra-Hydrating
Tree Water with
Electrolytes**



Prebiotic Fiber

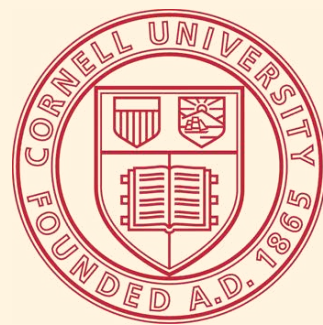


Real Ginger

Subtly sweet from juice



No added sugar, no stevia

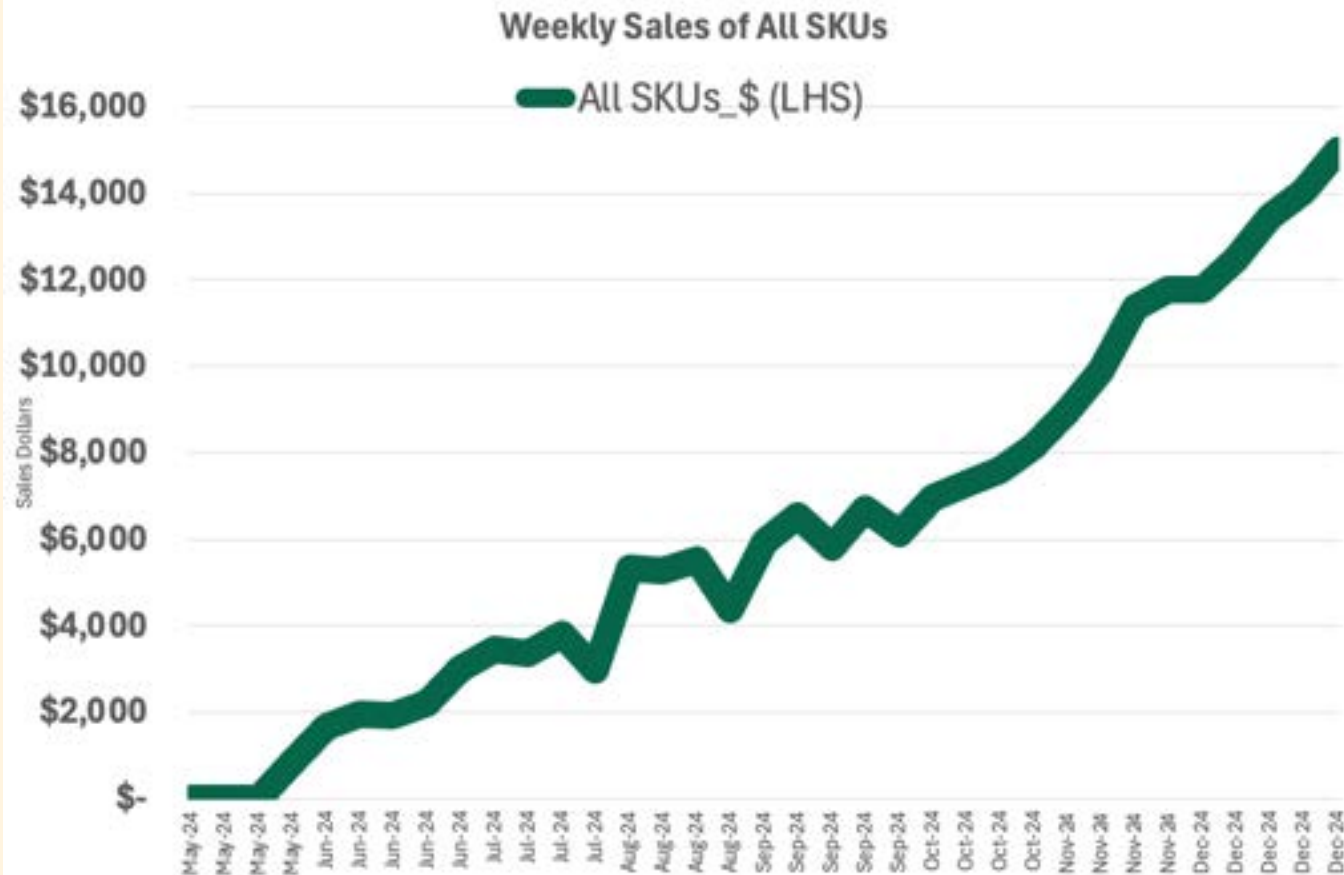


Resilience

JUNE 2024 LAUNCH

\$350K

Annualized Revenue



\$2.99 MSRP

40-50% REPEAT



650+ Doors

Wegmans

JIMBO'S

MOTHER'S



EREWHON

SPROUTS®
FARMERS MARKET



360 Marketing Support



COMMUNITY BUILDING



SOCIAL



CAMPUS
AMBASSADORS



DEMOS



DISPLAY



PROMOS + DIGITAL
REBATES

Better For You Soda is Booming

but drinks don't address hydration

20% CAGR

\$250MM

Natural Channel

\$13B

MULO

SPINS



Team



Advisors



Charles Cristine



Eric Schnell



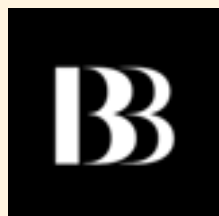
Lindsey Boyd



Heather Lee



Betsy Gillette

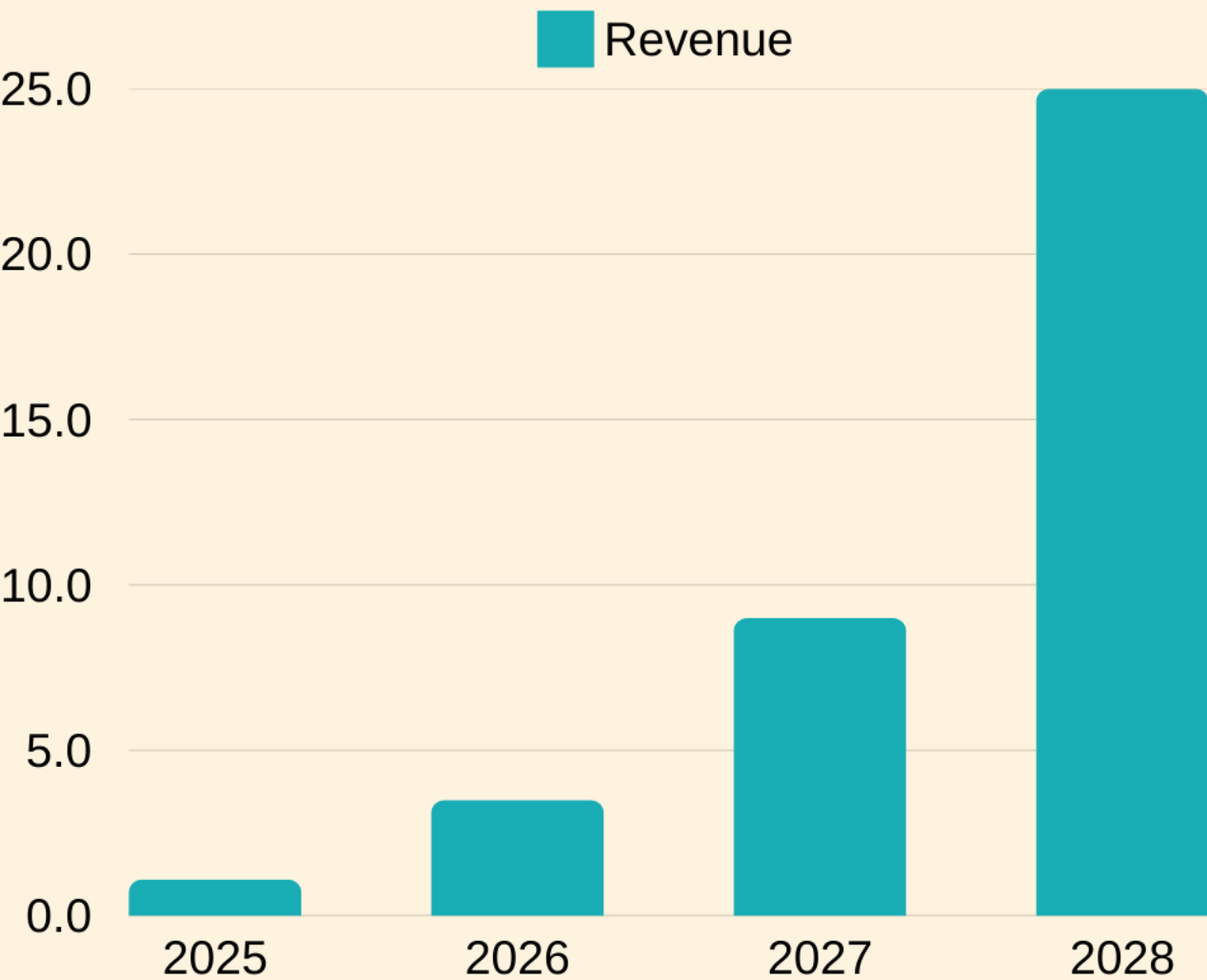


THE LAUNDRESS
NEW YORK



 **SYNERGY**
SALES CONSULTING GROUP

4 Year Projections



56%

GM



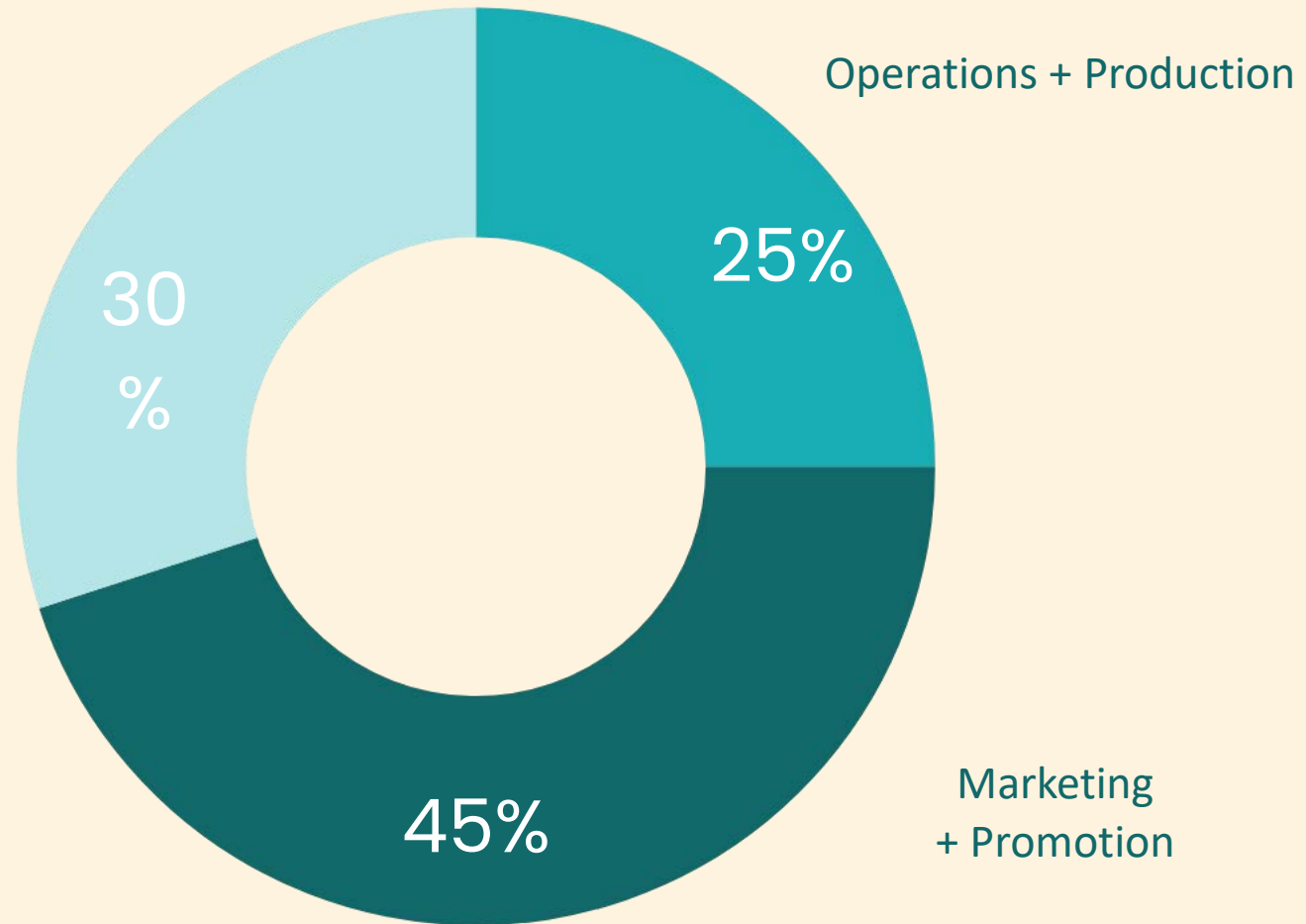
Fueling Growth

Raising \$750K (SAFE)

\$4.5MM Market Cap,

20% Discount

Drive Sales
+ Grow Organization



recoup[®]

LET'S CONNECT!

HOT
PRODUCTS
BOOTH
#N1529



Resilience for
people
+ the planet



Regenerative
Organic
Certified[®]



Uncle Waithley's Karl Franz Williams



MINERAL WATER
FOR ENHANCED FLAVOR

ALL
NATURAL
FRESH
INGREDIENTS

UNCLE WAITHLEY'S™

~ "Vincy" Brew ~
GINGER BEER

MADE WITH
SCOTCH
BONNET
PEPPER

SPARKLING



PERUVIAN
ORGANIC
GINGER

AUTHENTIC & UNIQUE CARIBBEAN FLAVORS
CRAFTED BY REAL BARTENDERS

OUR FOUNDER: UNCLE WAITHLEY'S GRANDSON AND BAR INDUSTRY ICON



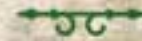
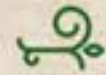
✧ KARL FRANZ WILLIAMS ✧

- ▶ Trained at P&G and Pepsi
- ▶ Founded the Harlem Specialty Coffee and Craft Cocktail Scene
- ▶ Founded highly regarded Cocktail Bars with major accolades:
 - Esquire's* Top 27 Bars in America (2021)
 - TimeOut's* 50 Best Bars in NYC (2023)
 - Condé Nast's* Top 13 Restaurants in Connecticut (2023)
 - Condé Nast's* 26 Best Bars in New York City (2024)
- ▶ Expert Bartender and sought after Speaker

THE LEGACY OF UNCLE WAITHLEY



UNCLE WAITHLEY



Uncle Waithley, a ginger farmer in St. Vincent, lived to 100 years old, dedicating his life to the land. He passed down a deep respect for natural herbs, roots, and fruits to his son, Waithley Lionel, and grandson, Karl Franz Williams.

In his honor, Uncle Waithley's is committed to sourcing the best natural ingredients and partnering with organizations like the Richmond Vale Academy to support local farmers, regenerative farming, and a circular economy.



THE OPPORTUNITY

With ANA sales up **\$176 million** vs last year (+27.2%) the category is on fire!



Functional Beverages

+54%
to **\$9.2B**

2020 to 2024

**Non-Alcoholic
Beverage
Category Riding
a Wave Of
Innovation**



Adult
Non-Alcoholic
Beverages (ANA)
Sales

\$823M

in 2024



Premium Mixers

+22%

Growth

THE OPPORTUNITY

Millennials and Gen Z are looking for authentic stories

A diverse group of young adults, including Millennials and Gen Z, are smiling and posing together outdoors. They are dressed in casual, trendy clothing like hoodies, t-shirts, and overalls. The group is huddled together, with some individuals having their arms around others, creating a sense of community and positivity. The background shows a blurred cityscape with buildings and trees.

86%
of people say
authenticity
matters when
deciding which
brands to
support.

THE OPPORTUNITY

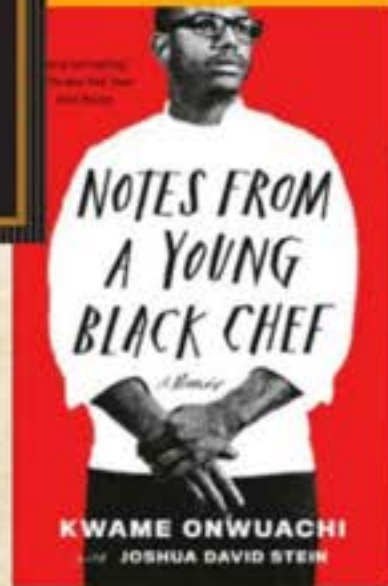
but the Beverage Market Lacks an Authentic Caribbean Brand



THE OPPORTUNITY

while Caribbean Culture is in the Spotlight

#1
restaurant
in NYC



FORBES:
The Global
Flavors Taking
Center Stage



#1
coolest
neighborhood
in the world



THE SOLUTION

UNCLE WAITHLEY'S™

— "Vincy" Brew —

GINGER BEER

VINTAGE

Celebrating
Legacy

A "VIBE"

Authentic
Caribbean
Culture



CRAFTED

- Award Winning
 - Proprietary Process
 - Premium
- \$9.99/\$2.49 MSRP**

SUSTAINABLE

Supporting
Local Farmers

Caribbean Beverage Enthusiasts



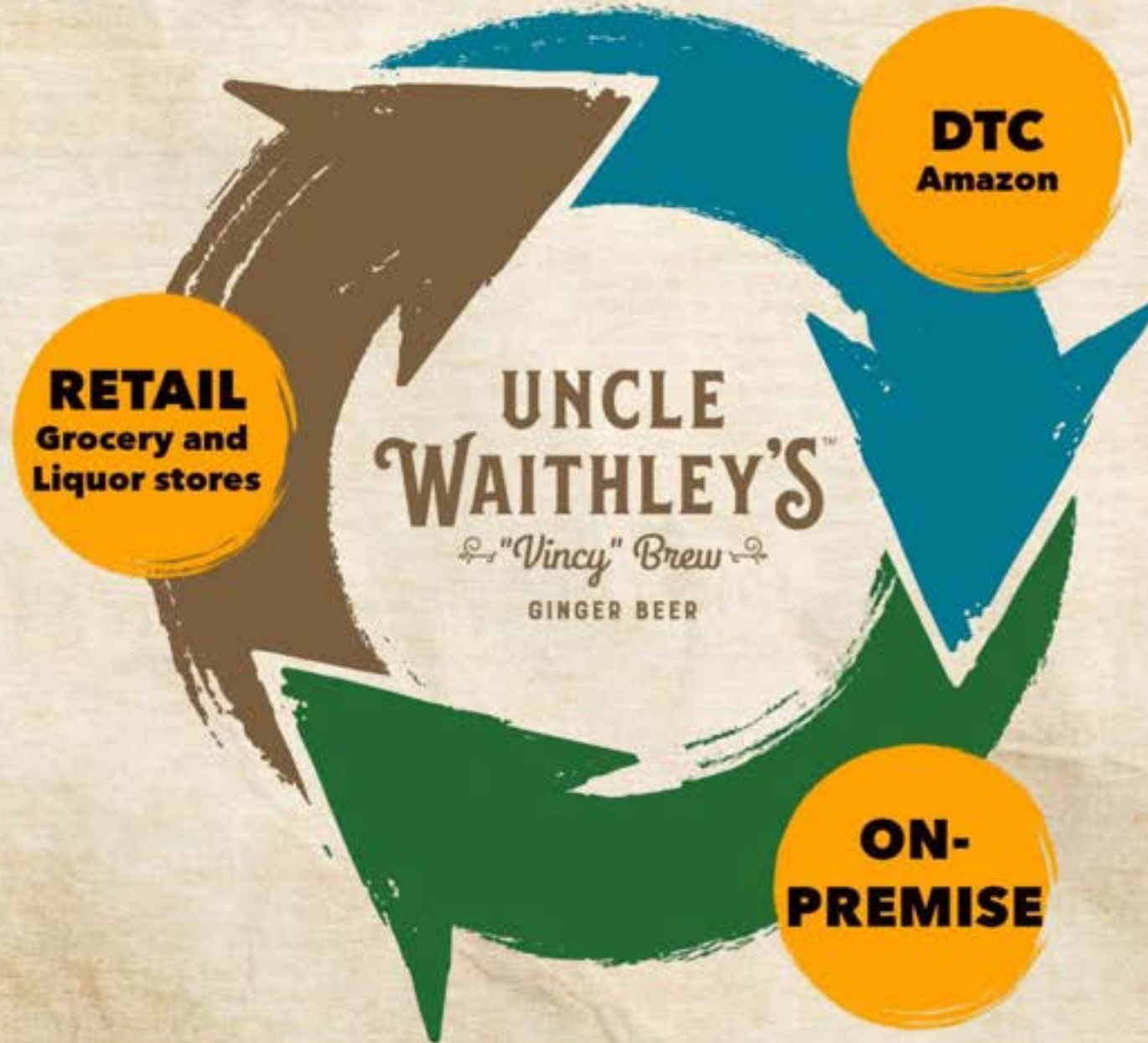
Mindful Drinkers



Discerning Bartenders



THREE-PRONGED GO TO MARKET STRATEGY



DISTRIBUTION

Retail accounts



100+ independent accounts along the East Coast

Over 100 bars and restaurants



WHAT WE HAVE DONE

Won a competition



Black Ambition Prize Competition

Increased our brand profile in the Industry



Winter Fancy Foods

Opened New Markets

Guilford
HALL BREWERY



Innovated



- New Packaging
- Reduced sugar
- Launched Sorrel & Pineapple

**Leveraged
capital for
maximum
impact**

Got into some prestigious programs



"On the Verge"



Increased Operational Capability



Steve Olson
Strategic Advisor



3PL



planning



tax & financial management



GIANNUZZI
GROUP LLP

legal



shipping/freight

POISED FOR SIGNIFICANT SCALE IN 2025

Whole Foods Market Partnership

UNCLE
WAITHLEY'S™

"Vincy" Brew

GINGER BEER

WHOLE
FOODS
MARKET

2022
1 STORE

WHOLE
FOODS
MARKET

2022
13 STORES

WHOLE
FOODS
MARKET

2023-24
59 STORES

WHOLE
FOODS
MARKET

2025
229 STORES

WHOLE
FOODS
MARKET

FUTURE
500+ STORES

2025 projected velocity: 72 bottles per store per week

SIGNIFICANT DISTRIBUTION GAINS IN 2025

NORTHEAST

Retail



One of

40

Exclusive
Partner Brands

4,000

Accounts

On-Premise



Opens doors to

2,500

high-end bars
and restaurants

NATIONAL

Retail



Access to over

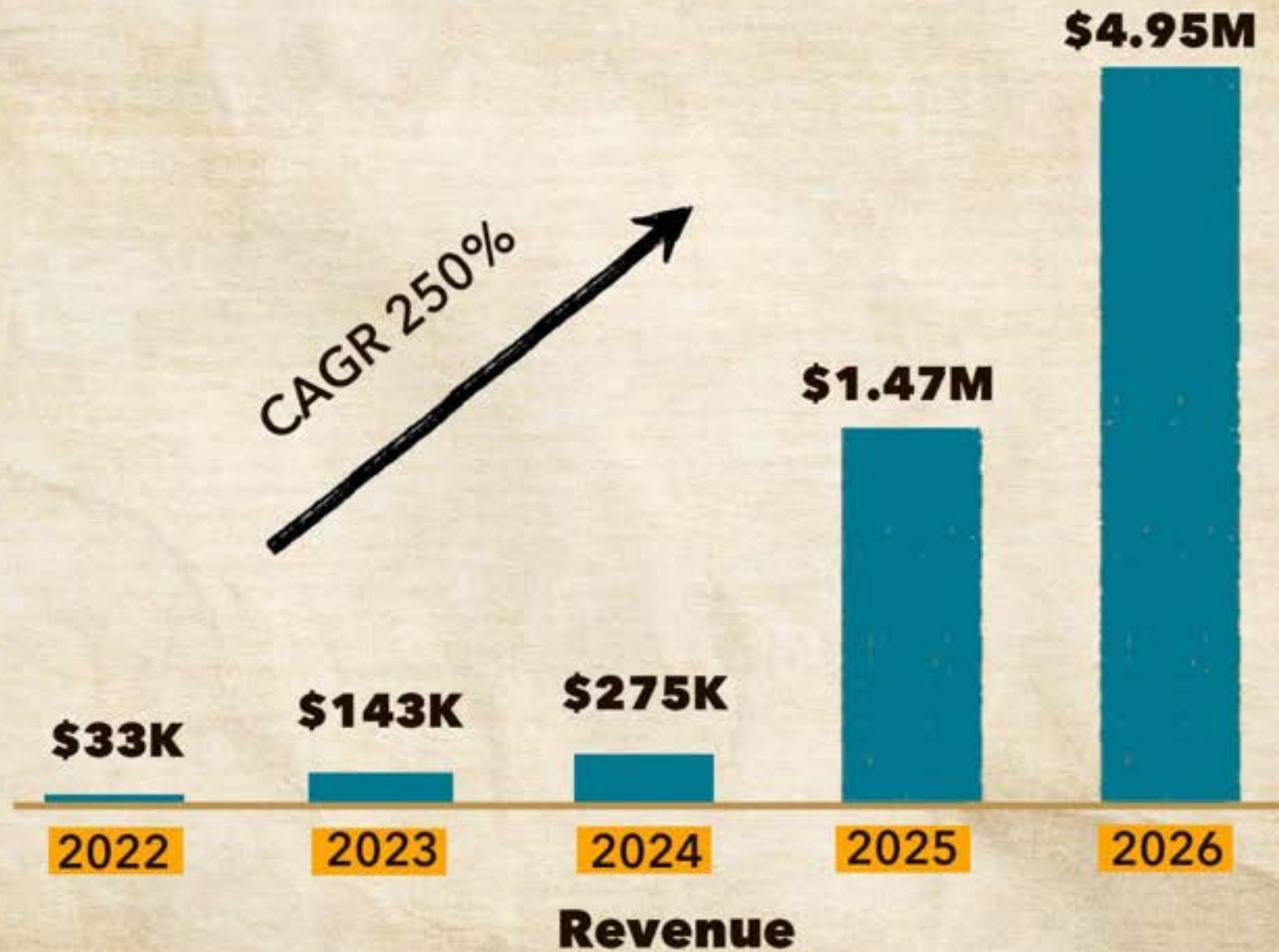
30,000

retail customers
with expanded
distribution

On-Premise



THE PROJECTION



Sales Team Key Hires

- On and Off-premise to accelerate growth.

Sales & Retail Support

- Sales materials, POS, and merchandising tools.

Social Media, Influencers & PR Impact

- Drive brand awareness and consumer engagement.

**Raising
\$1M
on a SAFE
with a \$12M
Valuation
Cap**

Retail Execution

- Enhancing in-store velocity with demos, pricing strategies and merchandising.

***18 Month Runway**

THANK YOU



Karl Franz Williams
Founder, CEO



Monica Freeman-Greene
Co-founder,
VP Organizational Strategy



Michael McConnell
Co-founder,
VP Marketing & Culture



Scott Parker
Co-founder, Advisor

Join Us in Fueling This Next Stage of Growth!



Wild Orchard
Michael D. Ham



WILD ORCHARD



Regenerative
Organic
Certified™



FOR THE
PLANET



26x INTERNATIONAL
TEA AWARD
WINNER



OUR TEAS



TEA BAGS



LOOSE LEAF



MATCHA POWDERS



-UNMATCHED IN-

ORIGIN

DIRECT TRADE FROM THE
WORLD'S 1ST REGENERATIVE
ORGANIC CERTIFIED TEA FARM



FLAVOR

26x INTERNATIONAL
TEA AWARD
WINNER



IMPACT

SEQUESTERS

380 KG
OF CARBON



1 KG
OF WILD ORCHARD TEA

NEW LAUNCH



RTD MATCHA LATTES

WITH A2 MILK



25 YEARS IN
THE MAKING

1999



2024



MARKET ANALYSIS



MATCHA FLAVOR
RTD CATEGORY:
82%
YoY GROWTH IN
MULO CHANNEL

OUR
DISTRIBUTION

HAPPIER
GROCERY



JIMBO'S



SPROUTS[®]
FARMERS MARKET

LAST YEAR WE WENT FROM 50 TO 300+ DOORS,
IN 2025 WE'LL DOUBLE.



town & country
MARKETS



LUNDS & BYERLYS



SCALING REGENERATIVE THROUGH STRATEGIC PARTNERSHIPS



CELEBRITY CHEF
ESTHER CHOI



NEW YORK HQ TEAM



MICHAEL D. HAM
PRESIDENT



LINDA YOON
VICE PRESIDENT



JANNETTE SHIN
R&D MANAGER



INJAE LEE
SUPPLY CHAIN MANAGER



HANNA KELLER
ADMINISTRATIVE OPERATIONS LEAD

FARM OPERATIONS TEAM



ADVISORS & MENTORS



BOB BURKE
NATURAL PRODUCTS CONSULTING



ERIC SCHNELL
BEYONDBRANDS



MAX GOLDBERG
ORGANIC INSIDER



RIFLE HUGHES
INTEGRAL CPG

KEY MILESTONES & OUR FUTURE



E-COMMERCE
LAUNCH
2022



LAUNCH INTO
RETAIL
2023



RETAIL EXPANSION &
FOODSERVICE LAUNCH
2024



CHANNEL EXPANSION &
STRATEGIC PARTNERSHIPS
2025

\$50M
SALES
TARGET

2030

LET'S REGENERATE TOGETHER

**WILD
ORCHARD**



Willa's
Christina Dorr Drake



Willa's

THE PLANT MILK PEOPLE HAVE BEEN ASKING FOR.
THE REVOLUTION THE CATEGORY NEEDS.





Willa's Story

BORN IN 1921. LAUNCHED IN 2021.

Healthier plant milk is on the rise

+171%
YOY

Plant-based milk sales of the few products with at least one of the following:

- ORGANIC INGREDIENTS
- SIMPLE INGREDIENTS
- LESS SUGAR

+700%
YOY

Willa's monthly revenue comparing January 2024 to January 2025

They come
for the label.
They stay
for the taste.

**TOP REASONS FANS
CHOOSE WILLA'S:**

1. Delicious Taste
2. Simple, Organic Ingredients
3. Less Sugar
4. More Protein & Fiber

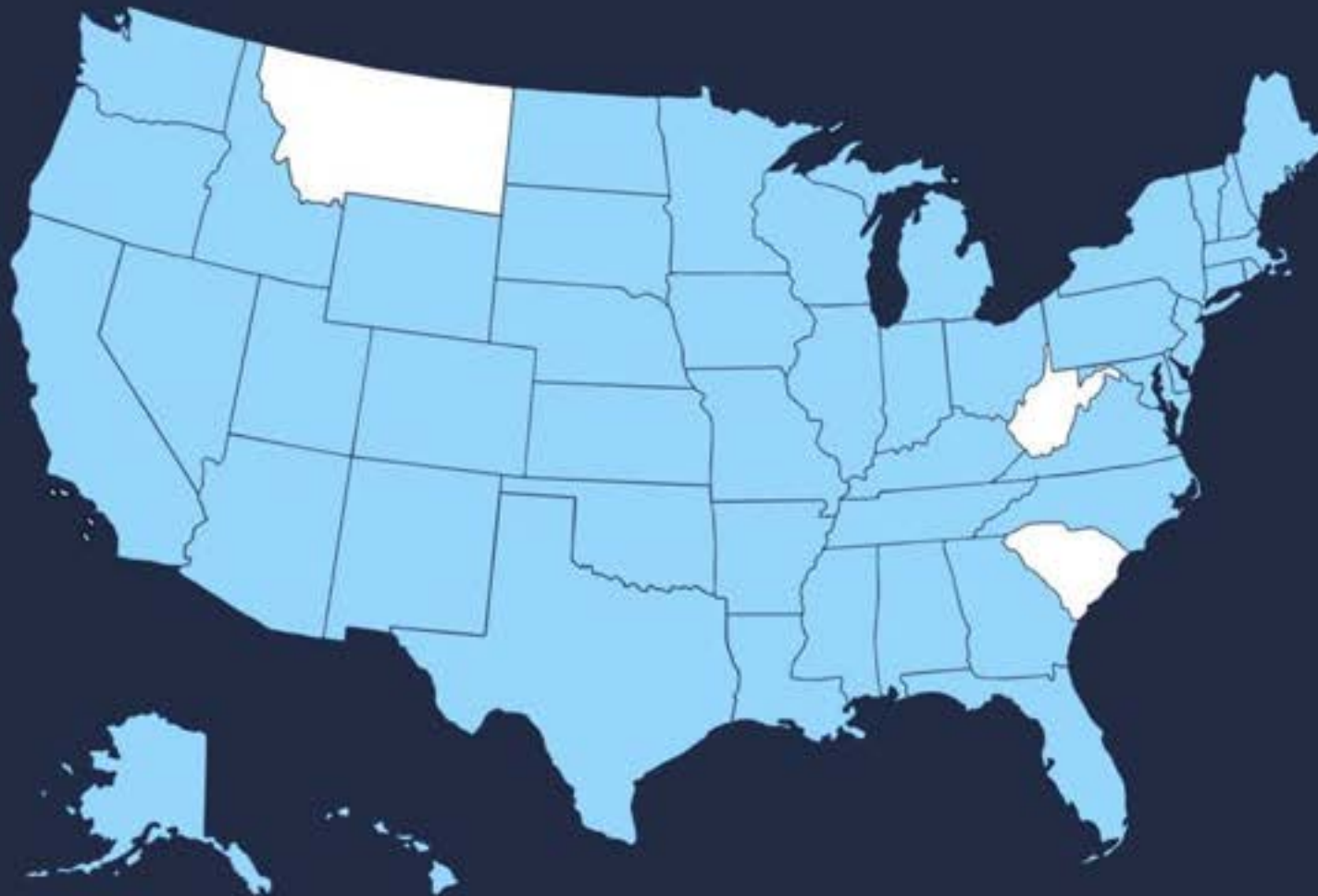
Source: June 2023 Survey of Willa's Email Subscribers

	Willa's	THE ORIGINAL OATLY!	MALK	Silk
SUGAR	1 _g	7 _g	5 _g	7 _g
PROTEIN	4 _g +	3 _g	3 _g	1 _g
FIBER	2 _g	2 _g	1 _g	0 _g
USDA ORGANIC	✓	NO	✓	NO
SIMPLE INGREDIENTS	✓	NO	✓	NO
USES THE WHOLE OAT	✓	NO	NO	NO
LOW GLYCEMIC INDEX	✓	NO	NO	NO
FREE OF RAPESEED OIL AND GUMS	✓	NO	✓	NO

Top selling
kids' milks
weren't tasty
or healthy...
until now.



Proven ability to scale



LAKEWINDS
FOOD CO-OP

JIMBO'S

GOURMET
GARAGE

EREWON

FAIRWAY
LIVE NO OTHER MARKET.

Nugget
MARKET

plum market

LB LUNDS & BYERLYS

Central
Market

Wedge
COMMUNITY FOOD CO-OP

Citarella
THE AUTHENTIC ITALIAN MARKET

Reliable Amazon 'subscribe & save' fanbase

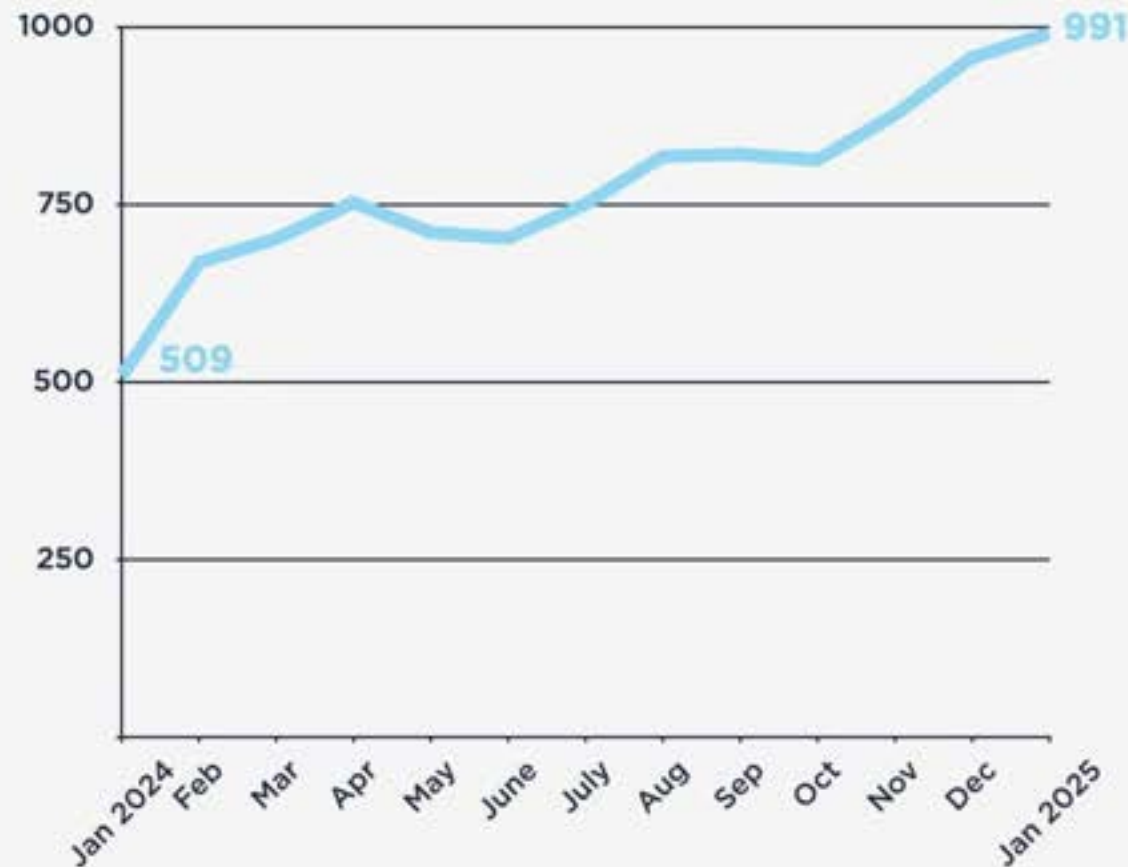
Subscribe & Save
2 Order + Retention

79%

Subscribe & Save
Sales \$ % of Total

44%

NEARLY **DOUBLED** SUBSCRIBE & SAVE
CUSTOMERS LAST YEAR!



Willa's net positive impact



**ZERO FOOD WASTE
(WE USE THE WHOLE OAT!)**



**ORGANIC OATS FIGHT
CLIMATE CHANGE**



**VETTED + ETHICAL
SOURCING**

Willa's collabs

EREWON
RAAKA CHOCOLATE
PACHA SOAP
SEED & MILL
FRENCH SQUIRREL
SAMAH DADA





bon appétit

Forbes



REFINERY29

BRIT+CO



POPSUGAR.

healthyish



MORNING BREW

The Beet.



the kitchn

FoodBusinessNews.

inTOUCH



Eat This, Not That!

★ StarTribune

martha
stewart



World class advisory team

** and are also investors in Willa's*

ANDREW ABRAHAM*

Founder of Orgain and Humble Growth

GARY HIRSHBERG*

Founder of Stonyfield Farm Organic Yogurt

CHRISTOPHER GAVIGAN*

Founder of Prima, co-Founder of The Honest Company, and author of Healthy Child Healthy World

CHRISTOPHER BARROW*

CEO; Chief Strategy Officer; Managing Partner with 30 years global CPG experience - SABMiller, HEINEKEN, Pabst, First Key Capital Advisors

CHEF DAN BARBER

Michelin Starred and James Beard Winning Chef, co-owner of Blue Hill at Stone Barns, author of The Third Plate, and appointed by Obama to serve on the President's Council on Physical Fitness, Sports and Nutrition

TERESA CHRISTENSON*

Senior Director of Sales, Strategic Accounts, Numerator, Senior Director of Sales, Sanofi. Prior: Merchandise Director at Target

JEFF PLUSH

Founder of Helium Sports Group and advisor to sport ownership and brands

JAKE MILLER*

Founder of Fellow Coffee

PAUL MUKHERJEE*

Founding partner of Mindshare, Naked, and Media at Wieden Kennedy

ED TSUE*

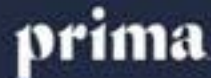
Chief Strategy Officer, One Samsung Team at Publicis Groupe. Prior: Coca-Cola Global

VANESSA TING

Advisor to food ventures. Prior: CEO & Board Director for Salty Girl Seafood, CMO of Abbot's, and Senior Buyer at Target

MICHELLE BISCIGLIA

Former Beverage Director / GM of Blue Hill NYC. Developed NY Times Food Festival and consults for Art Basel, and MAD.



COME TRY
Willa's
HALL E #5658





Xinca Foods

Cynthia Duran



XINCA

Salvadorian Food
(Zinc•ah)

MI FAMILIA ♥



MY MOM & COUSIN MAKING PUPUSAS



PUPUSAS

THREE DELICIOUS VARIETIES



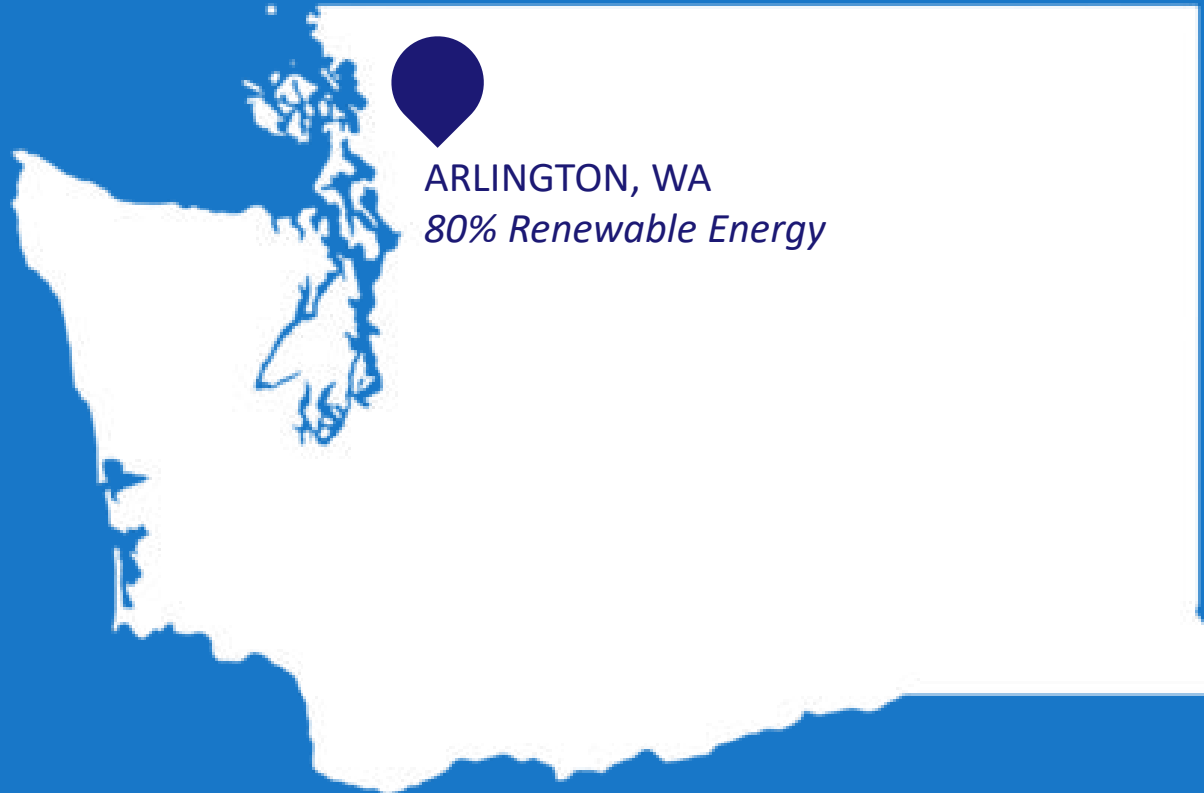
SRP: 12.99

MY MOTHER'S RECIPE

CHILDHOOD FAVORITES

XINCA

MANUFACTURING



ARLINGTON, WA
80% Renewable Energy

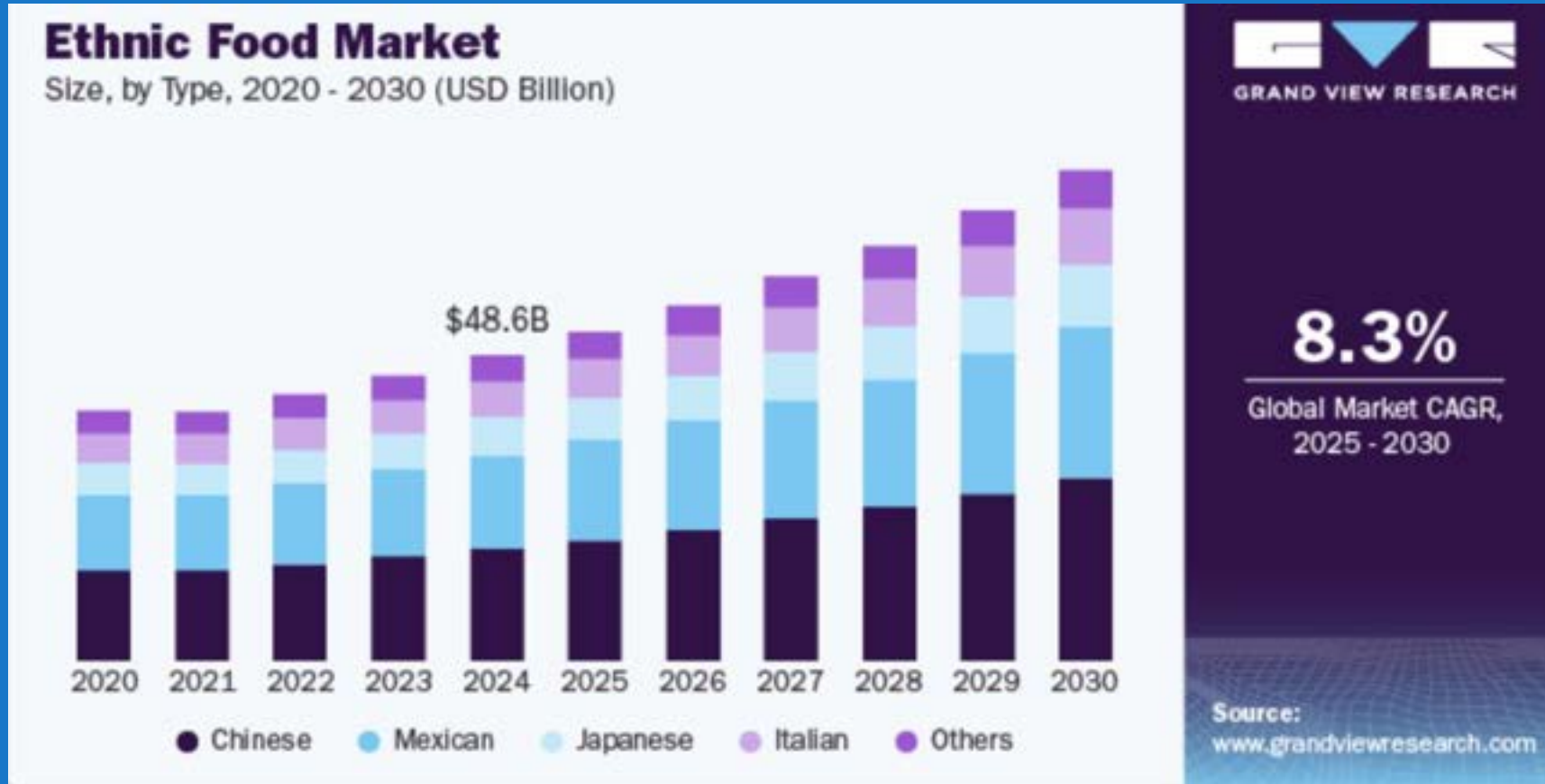
OUR MANUFACTURING FACILITY



WE LOVE LOCAL FARMERS!

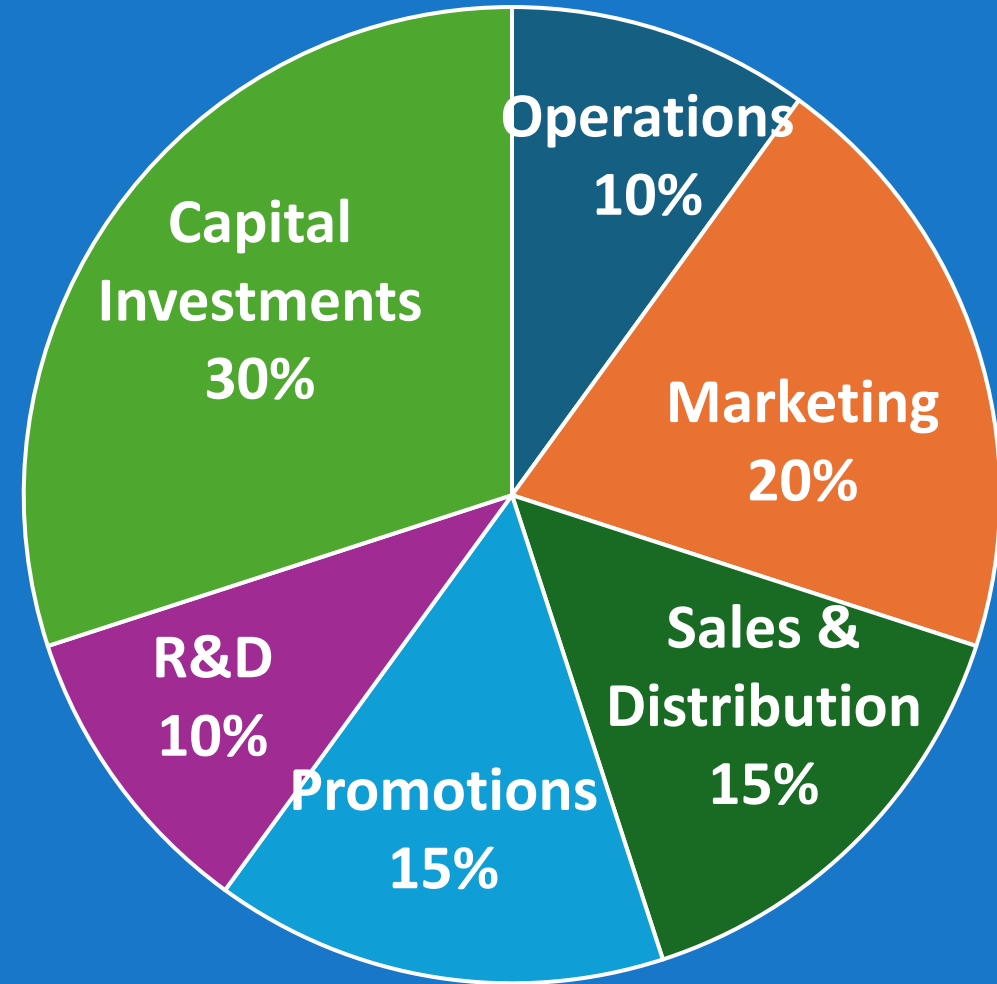
XINCA

GROWING DEMAND



WE ARE WHAT'S NOW & WHAT'S NEXT

🎉 WE ARE PROFITABLE
AND REINVESTING BACK INTO THE
BUSINESS



WE ARE GROWING

HOW WE STARTED



Launched D2C

WHERE WE ARE



Retail Launch & Where To Find Us

NEXT PHASE OF GROWTH



Looking Ahead

XINCA

Judges break for deliberation

Sponsored by



Co-located with



Product Discovery Powered by



By Informa Markets

Time for Audience Polling!



Scan this QR code, or open your web browser and type in [Vevox.app](https://vevox.com)

Session ID: 152-827-466

Welcome our 2024 Pitch Slam Winners



Asa McKee

Director & Founder
Off-Piste Collaborative



Danny Auld

Co-Founder
Kekoa Foods



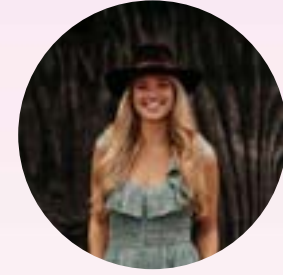
David Fullner

Co-Founder
Kekoa Foods



Tim Richards

Founder
Philosopher Foods



Stephanie Painter

Co-Founder
Painterland Sisters

Time for Audience Polling!



Scan this QR code, or open your web browser and type in Vevox.app

Session ID: 152-827-466

Audience Choice Winner

Runner-Up


**Natural
Products**
EXPO WEST®

Co-located with

**Fresh Ideas
ORGANIC
MARKETPLACE**

Product Discovery Powered by

Beacon
DISCOVERY

 **New Hope.**
NETWORK

By Informa Markets

And the Winner of Natural Products Expo West Pitch Slam is...

Thank you!

Sponsored by



GREEN  SPOON


**Natural
Products**
EXPO WEST®

Co-located with


Fresh Ideas
**ORGANIC
MARKETPLACE**

Product Discovery
Powered by

beacon
DISCOVERY™

 **New Hope**
NETWORK

By Informa Markets



Natural Products EXPO WEST®



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