

Natural Products Expo West Pitch Slam

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SPINS[®]

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Thank you to our sponsor!



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By Informa Markets

Thank you to our judges!



Lauren Castro

*Lead Director, Healthy
Consumables & Grocery
CVS Health*



Jessie Kimsley

*Associate Director, Vendor
Strategy & Category
Innovation
Misfits Market*



Jamie Bortek

*Foudner
JCB Growth Ventures*

Introducing Our Semifinalists





Up next: Erik Ramstad

Farmwell



FARM ^{TO}CAN ^{TO}YOU
FARMWELL™
 SUPERFOOD ANTIOXIDANT DRINK



HYDRATION THAT IS REFRESHINGLY REAL

- ✓ Refreshing **Antioxidant** Hydration
- ✓ Supported by a **Regenerative Organic Certified**[®] family-run farm.
- ✓ No Added Sugar, **Just Real Ingredients**



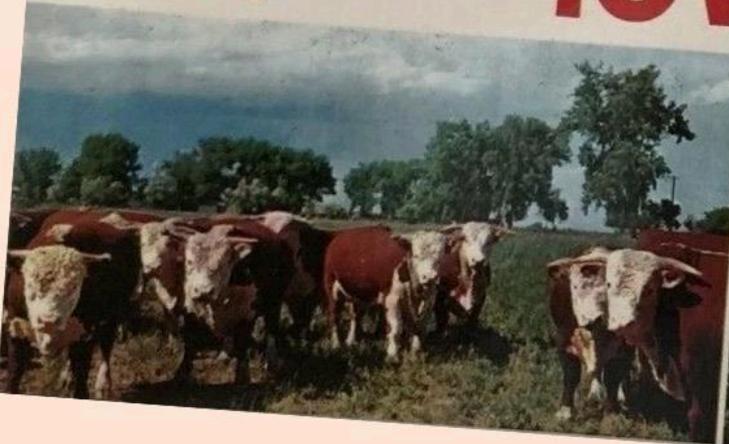
ALL STARTING FROM A KID'S DREAM



*Greetings
from*

IOWA

Where Corn
is King



That's My Dad!



1. NATIVE TO NORTH AMERICA

Aronia berries are native to North America, thriving in cooler climates and nutrient-rich soils. Their natural resilience is part of what makes them so nutrient-dense.

2. NATURALLY LESS SWEET

Aronia berries have a less-sweet flavor profile, which means no added sugar and a drink that feels light, balanced, and easy to enjoy every day.

3. ANTIOXIDANT POWERHOUSE

Five times the antioxidants of pomegranate and three times more than blueberries. It's a small berry packing an antioxidant punch like no other!

MEET THE
ARONIA BERRY



BUILT FROM THE GROUND UP





REAL INGREDIENTS

REAL DEMAND

51% of consumers seek out clean label packaged foods, indicating a strong preference for products with **simple and recognizable ingredients.**

(Freedonia Group)

77% of people associate **antioxidants** with long-term health benefits & forty two percent actively **seek antioxidant-rich** foods & beverages to support their immune system and overall wellness.

(FMCG Gurus)



68% of people are interested in food products sourced through **sustainable farming methods.**

(Puratos)

2/3 of consumers are willing to **pay more** for food and beverage products that help them reduce sugar intake, highlighting the demand for **product options with no sugar added.**

(Ingredion)

The market size estimate in 2032 for Plant Based **non-carbonated drinks**

\$36B

(S&S Insider)



EARLY MOMENTUM REAL DEMAND



In under a year, Farmwell has scaled quickly while staying true to its core.

Retailers are leaning in, and consumers are responding to a non-carbonated, no-added sugar option that feels genuinely good to drink.

REFRESHING. REAL. FULL OF FLAVOR



**Cucumber
Aronia Berry
Ginger**



**Hibiscus Rosehip
Aronia Berry
Monk Fruit**



**Mango
Aronia Berry
Lime**



**Pineapple
Aronia Berry**

An Organic
Night Out

Top 3 Finalist for
Best New Organic
Beverage Product

Best in Organic
at Expo West



THANK YOU

FARM ^{TO} CAN ^{TO} YOU
FARMWELL™



FIND US AT BOOTH
#7822
ON THE THIRD FLOOR



Up next: Zack & Colt Troyer

Folkland Foods

FOLKLAND







**FROZEN FRIES ARE STALE,
WHERE'S THE ORGANIC?**



**FROZEN FRIES ARE STALE,
WHERE'S THE ORGANIC?**





**THE PRODUCTS?
MAKE THEM THE *RIGHT* WAY.**



**THE PRODUCTS?
MAKE THEM THE *RIGHT* WAY.**



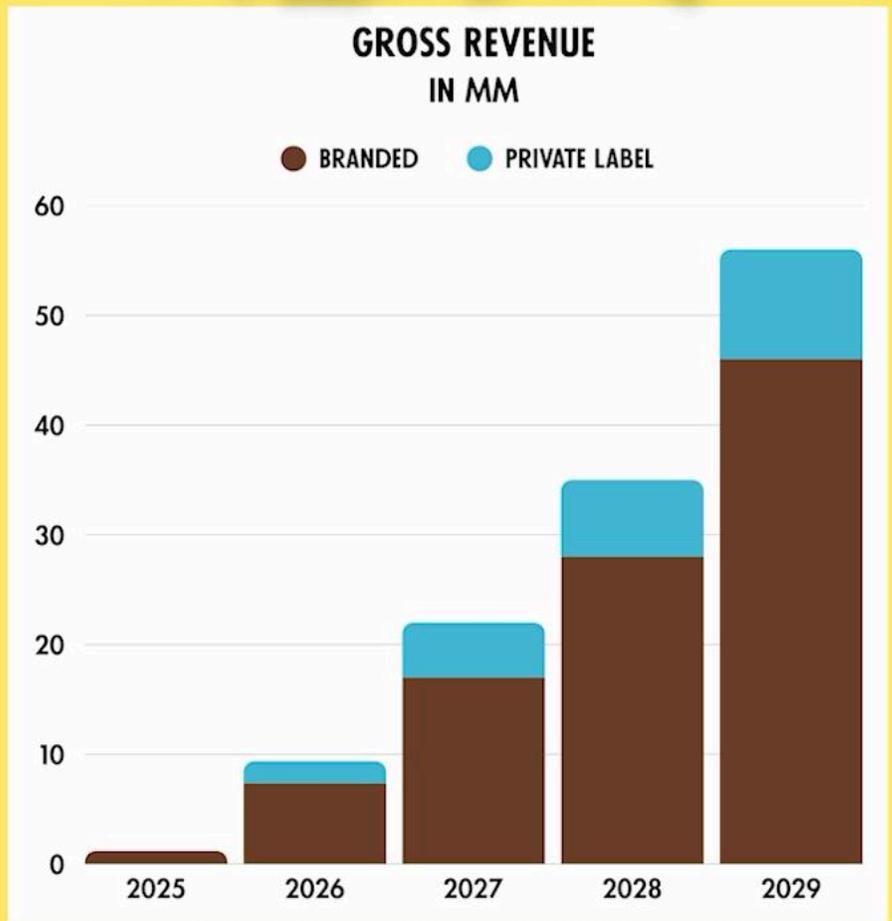


**EXPLOSIVE GROWTH IN
CONVENTIONAL AND NATURAL.**

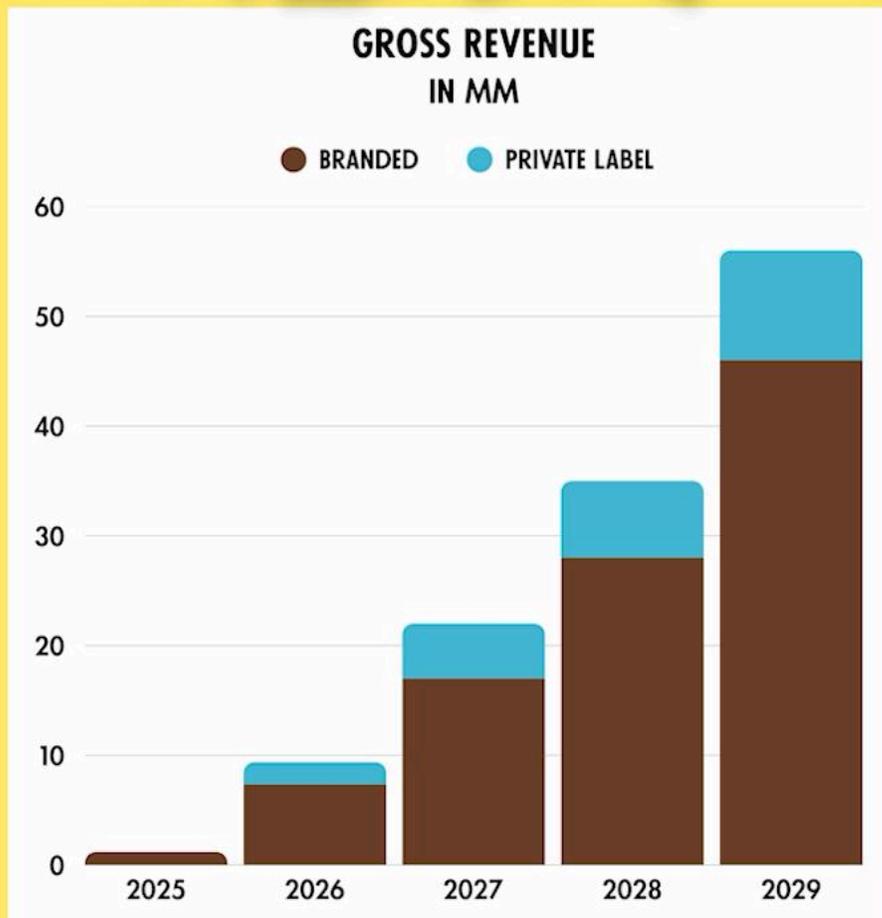


**EXPLOSIVE GROWTH IN
CONVENTIONAL AND NATURAL.**

THE HEALTH OF FARMS IS THE HEALTH OF ALL OF US.



THE HEALTH OF FARMS IS THE HEALTH OF ALL OF US.





FOLKLAND



Up next: Melody Stein

pi00a



FROZEN NEAPOLITAN PIZZAS

PREMIUM. GLOBAL. IMPACTFUL.

TODAY'S FROZEN PIZZA:

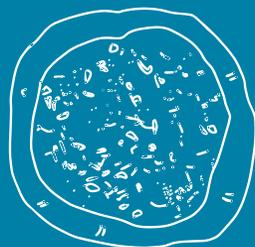


🔍 frozen pizza tastes like... 🔍 x

- 🔍 frozen pizza tastes like **chemicals**
- 🔍 frozen pizza tastes like **cardboard**
- 🔍 frozen **food** tastes like **freezer**
- 🔍 frozen **food** tastes like **chemicals**
- 🔍 frozen **food** tastes like **plastic**
- 🔍 frozen **food** tastes like **soap**

CONSUMERS WANT:

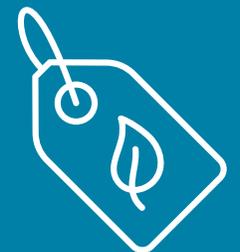
RESTAURANT QUALITY



GLOBAL FLAVORS



CLEAN LABEL

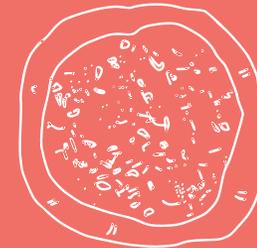




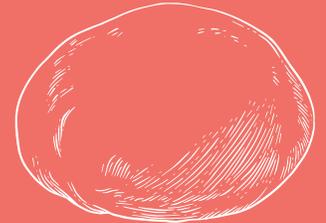
pi00a
NEAPOLITAN PIZZA

PREMIUM FROZEN NEAPOLITAN PIZZAS

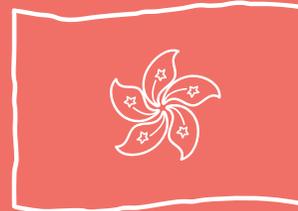
RESTAURANT QUALITY,
HOME CONVENIENCE



SLOW FERMENTATION



GLOBALLY INSPIRED



HANDCRAFTED



COMMUNITY IMPACT



INCREDIBLE FLAVOR CUSTOMERS LOVE

MISO EGGPLANT

VEGAN



SRP \$13.99

MARGHERITA

VEGETARIAN



SRP \$13.99

QUATTRO FORMAGGI

VEGETARIAN



SRP \$13.99

SOPPRESSATA

CONTAINS PORK



SRP \$13.99

Adam Pearson

This was delicious!!!!

You'd never know it was frozen ! It was great!

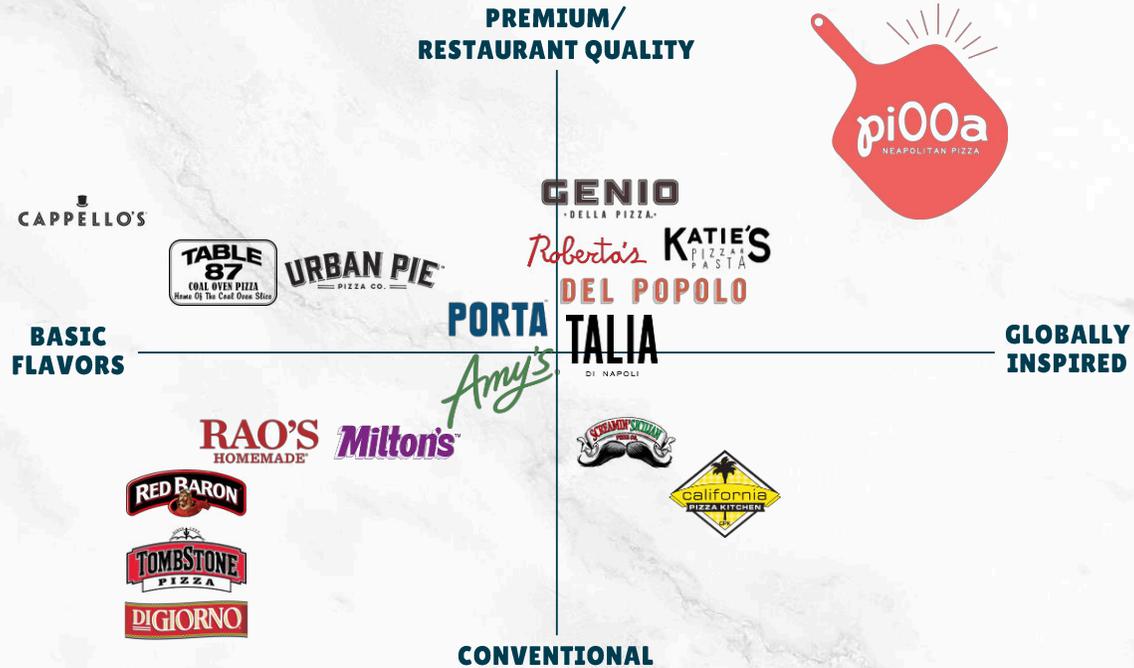


rariejowski

Best frozen pizza ever! (and did not taste frozen!)

We ate every last crumb and it left us wanting more. 🍕

MARKET & OPPORTUNITY



**+18%
IN 2024**

**PREMIUM FROZEN
PIZZA SALES**

strong shift toward higher-quality,
gourmet offerings

66%

of Americans said

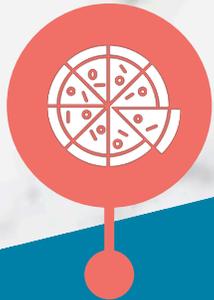
**THEY'RE OPEN TO
TRYING NEW
GLOBAL CUISINES**



2024 2030

US Frozen Pizza
Industry Growth

WHAT WE'VE DONE SO FAR



**EARTH
FARE**



UNFI
upnext.



MAR 2025

AUG 2025

SEPT 2025

NOV 2025

Earth Fare Demo:
300 pizzas sold
in 4 days

Gelson's:
**#1 FROZEN PIZZA
BRAND**
150 units/week
Margherita *before
demo activation

Berkeley Bowl Demo
Sold 100+ units in a
single day

Nugget Markets
Launch

Distributi



Melody Stein
CEO
Exit Mozzarella



Russell Stein
Finances
Exit Mozzarella



SKU ACCELERATOR 2025



Rylan Stein
Operations & Compliance



DISTRIBUTION PARTNERS



OUR BIGGER PURPOSE

CREATING JOB OPPORTUNITIES FOR THE DEAF COMMUNITY

55%

**DEAF COMMUNITY
UNEMPLOYED / UNDEREMPLOYED**



6X

**CONSUMERS MORE LIKELY TO
SUPPORT SOCIAL IMPACT BRANDS**





THANK YOU!
NORTH HALL
LEVEL 100
BOOTH N1252

info@pi00a.com

pi00a.com

[@pi00aLA](https://www.instagram.com/pi00aLA)



Up next: Paul Gisholt

Blueshift Nutrition

Our Why: Having a Son at Age 50 Motivated Me to Age Better - Not Just to Stay Alive, but to Ski Bumps with Him Into My 90s



To Make the World's Most Powerful Supplements, Drinks Are the Only Way to Go



10X the Room for Actives

Room for High Levels of Active Ingredients – That match the research

Room for Ten or More Active ingredients – To attack problems via multiple pathways in the body

Room for Phytonutrient Rich Superfoods – That don't fit neatly in pills – mushrooms, beets, berries, etc.

You Can Hide Bad Flavors in a Pill, But Making Drinks Taste Good Requires a New Approach



- Integrated Beverage Design
- Flavor Weaving™
- Olfactory Optimized
- Sweetness Done Right

By Cracking the Code on Flavor, We Can Include Vastly Higher Levels of Active Ingredients



The Most Awarded Brand

15 Awards for Flavor & Efficacy



Favorite Sports Nutrition Product



Best New Functional Beverage



Favorite Functional Beverage



Favorite Skin Product



Favorite Sports Nutrition Product



Favorite Immune Product



Favorite Functional Beverage



Favorite Healthy Aging Product



Favorite Functional Beverage

World-Class Retail and Hospitality Partners



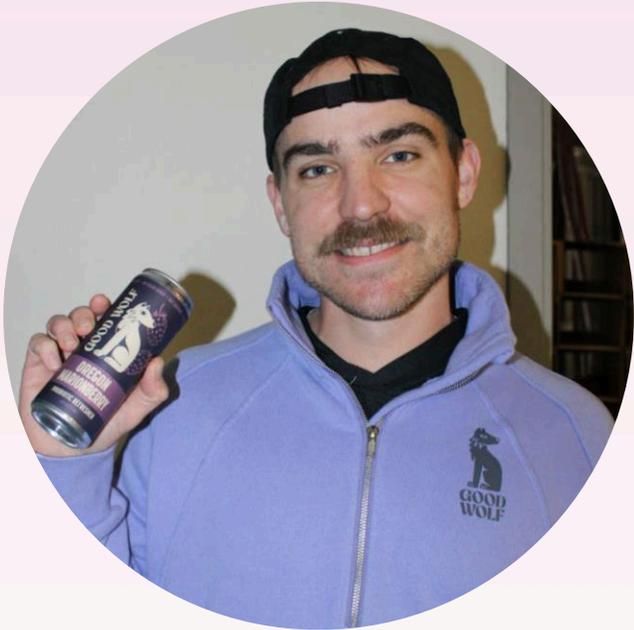
Experience Foodie-Worthy Flavor and Athlete-Worthy Effects



Booth
3381



SAVE THE DATE!
9/1/2055



Up next: Nathan Keane

Good Wolf Probiotic Sodas

feed
your
inner
good
wolf



GOOD WOLF PROBIOTIC SODAS

obsessive flavor, proven function



2B PROBIOTICS



ZERO VINEGAR FUNK

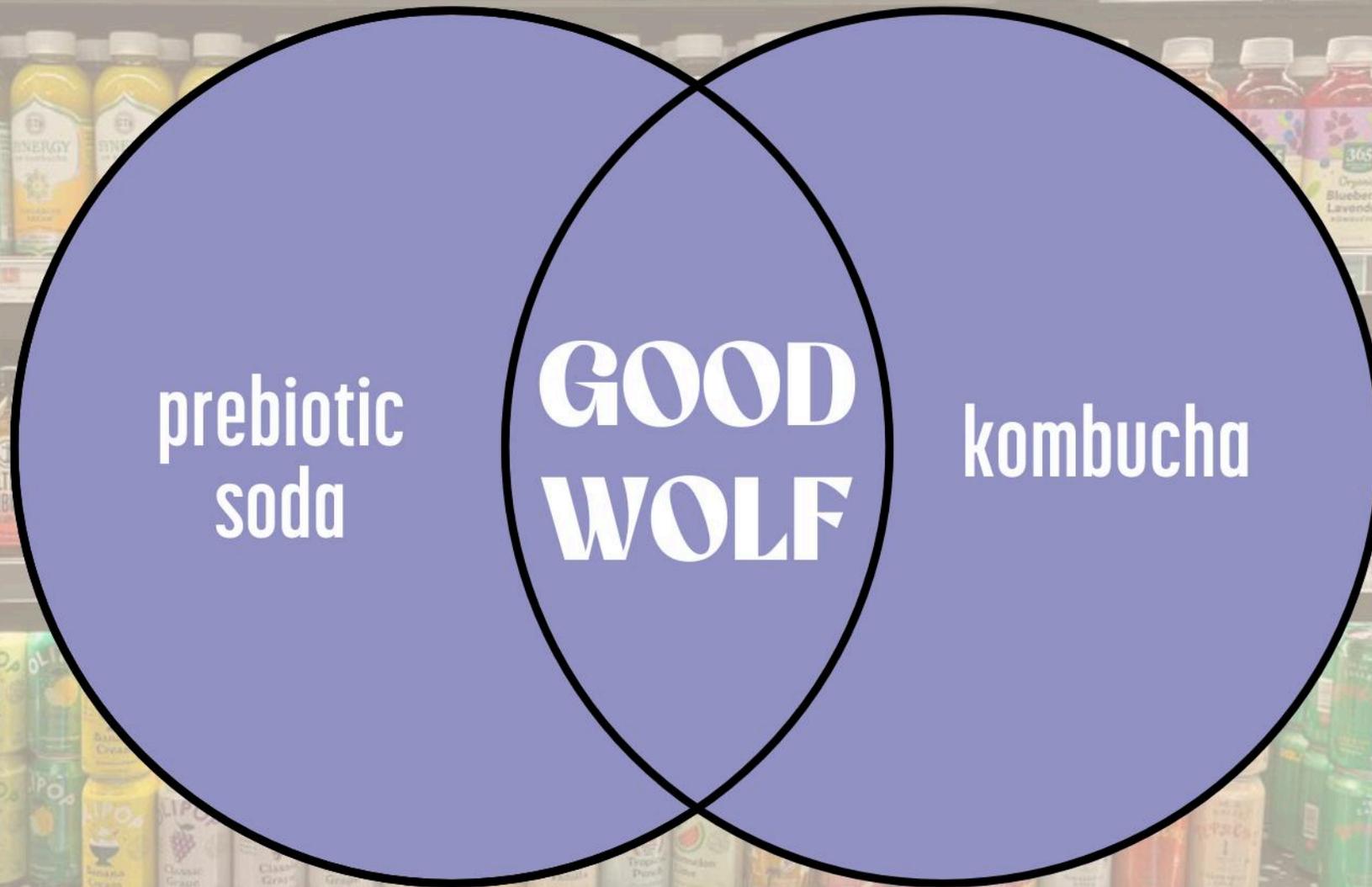


CRAFTED IN OREGON



NO ADDED SUGAR

skeptical shoppers want something better



so we give them the best of both worlds

the pack is growing



- 250 → 500 retailers in 2025
- Growing unit velocities
- to PNW... and BEYOND!



we're at the forefront of flavor and function



Quarterly Seasonals: Probiotic Sodas with 12g Whey Protein



why we win on shelf



CRAFTED IN OREGON



2B PROBIOTICS



ZERO VINEGAR FUNK



NO ADDED SUGAR

will you join the wolf pack?



Lvl 3, Hot Products: Booth #7915 + 7914 with our broker, GoodNow Foods



Up next: Courtney Mills

Ulu Foods

aloha
- FOODS -





OUR STORY

aló

- FOODS -



TOP 14
ALLERGEN FREE

100% PLANT
BASED

GRAIN/GLUTEN
FREE

NON-GMO

Large, Rapidly Growing Markets

We fit in many of the fastest growing CPG trends



allergen free



CAGR 13%

\$50B

vegan



CAGR 13%

\$25B

regenerative farming



CAGR 18%

\$13B

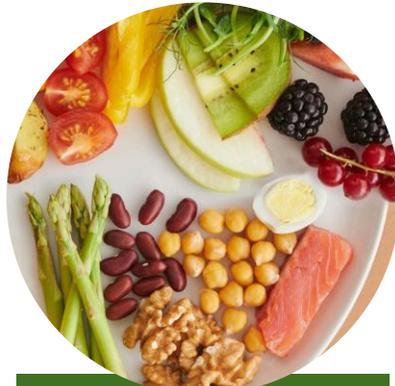
gluten free



CAGR 9.5%

\$9B

grain free



CAGR 5%

\$3B

Award Winning Taste

In our very first year!



Emerging, Global Food Trend

Major publications are taking notice of breadfruit's potential

Forbes

BUSINESS > FOOD & DRINK

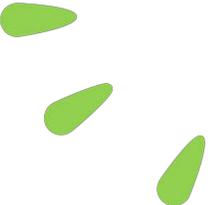
Breadfruit Has All The Makings Of A Global Future Food Trend

By [Daphne Ewing-Chow](#), Senior Contributor.

Sep 30, 2023, 06:46pm EDT

With its immense potential for food resilience and security, breadfruit or *Artocarpus altilis* is being celebrated as a staple crop with the opportunity to boost global climate smart sustainable development. Traditionally grown in the Pacific, the Caribbean and other tropical regions, and also available on farms across Florida, scientists and

First Mover in Breadfruit Category

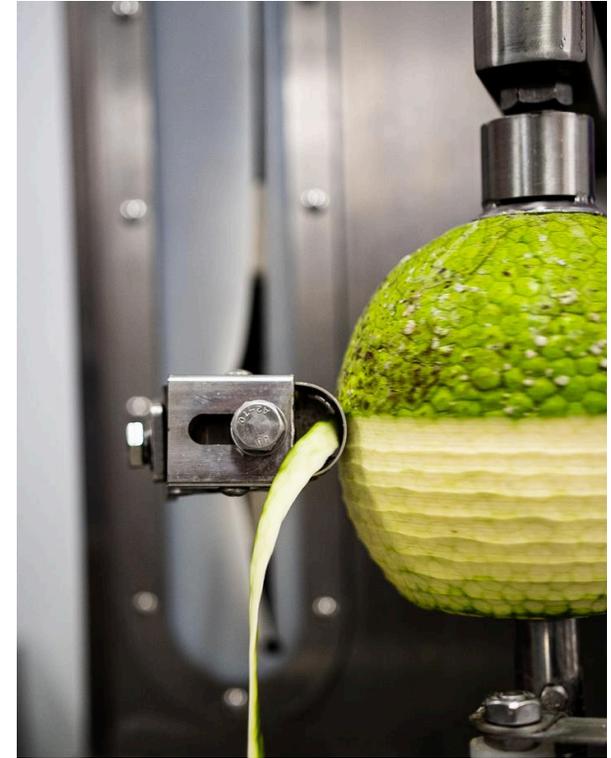
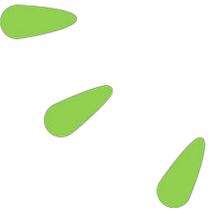


Superior baking versatility, dietary inclusion & taste

	BREADFRUIT	COCONUT	ALMOND	CASSAVA	CHICKPEA	CORN	RICE
NEUTRAL FLAVOR + TEXTURE	✓	✗	✓	✓	✗	✓	✓
TOP 14 ALLERGEN FREE	✓	✗	✗	✓	✓	✓	✓
LOW-MED GLYCEMIC INDEX	✓	✓	✓	✓	✓	✗	✗
HIGH FIBER	✓	✓	✓	✓	✓	✗	✗
GLUTEN-LIKE BINDING	✓	✗	✗	✗	✗	✗	✗
1-1 WHEAT FLOWER SUBSTITUTE	✓	✗	✗	✓	✗	✗	✓

Tree to Table Vertical Integration

From planting on our 100 acre organic orchard to finished goods



Endless Expansion Potential

New product lines already developed & commercialized with machinery in place



CRACKERS



CHIPS



FRIES



FLOUR & BAKING MIXES



PIZZA BASE



TORTILLAS



TACO SHELLS



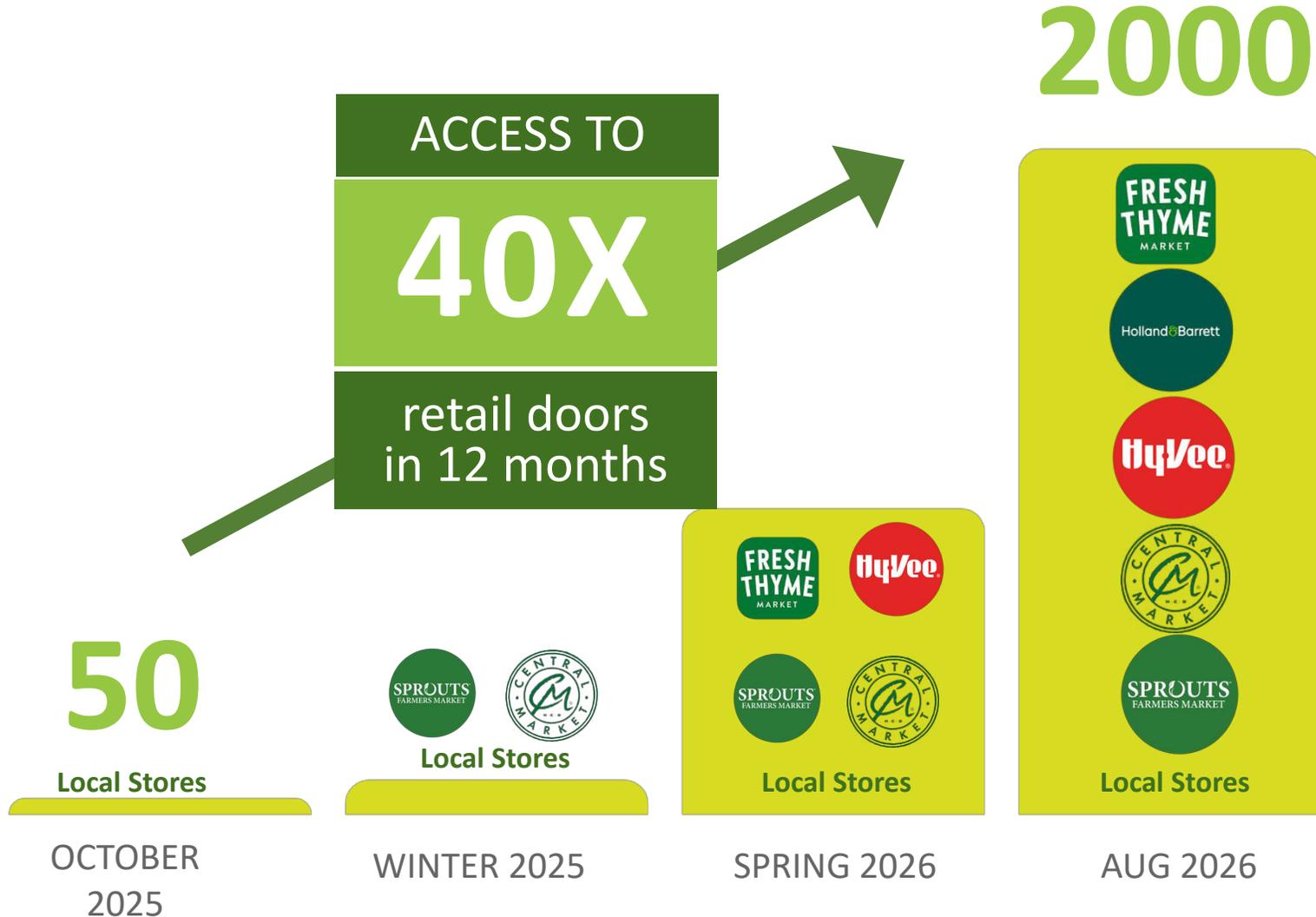
PASTA

Major Early Retailer Adoption

Landed retail accounts worth ~\$4M in 12 months!

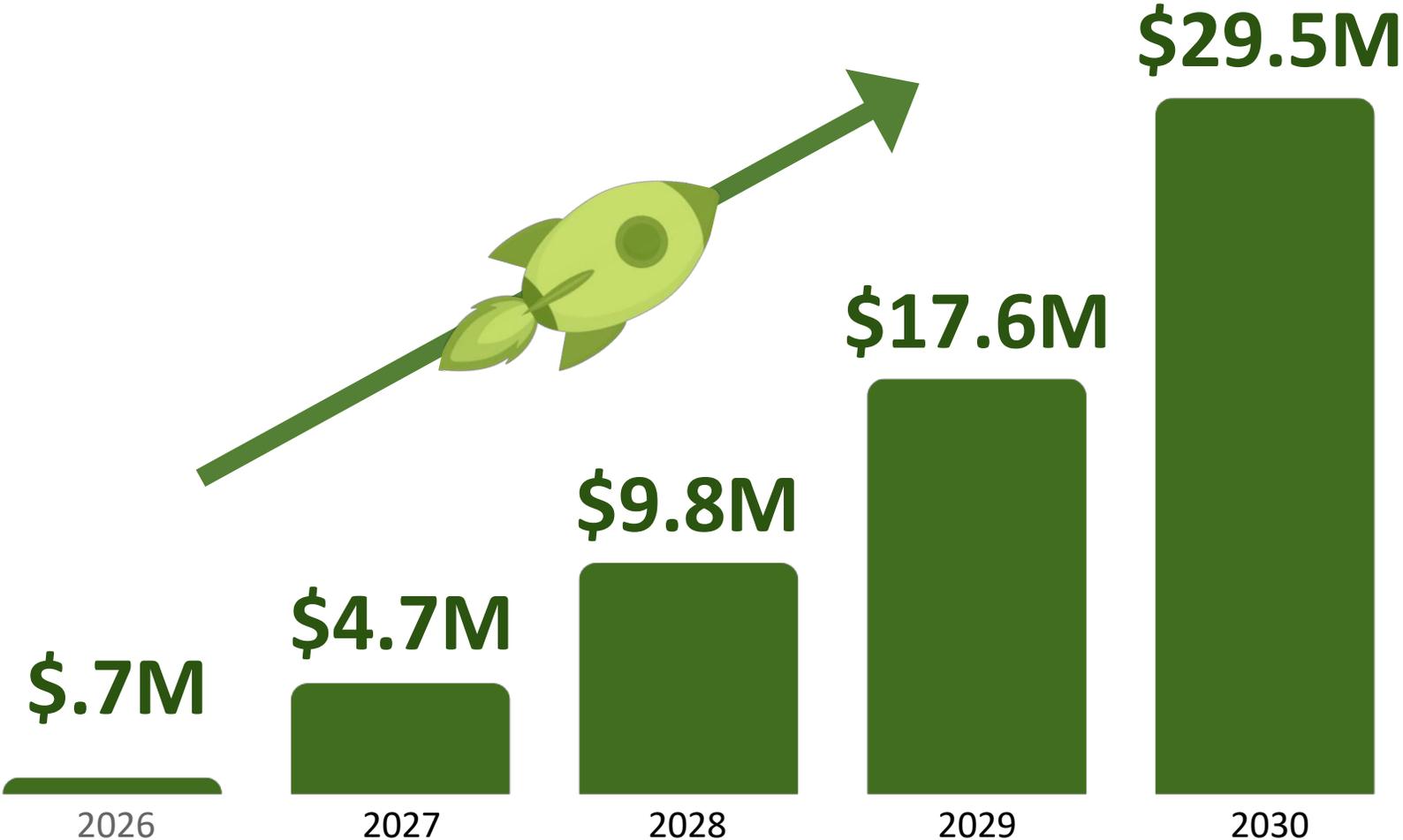


EXPO WEST 2025



Strong Financials from Crackers Alone

\$30M revenue by year 5



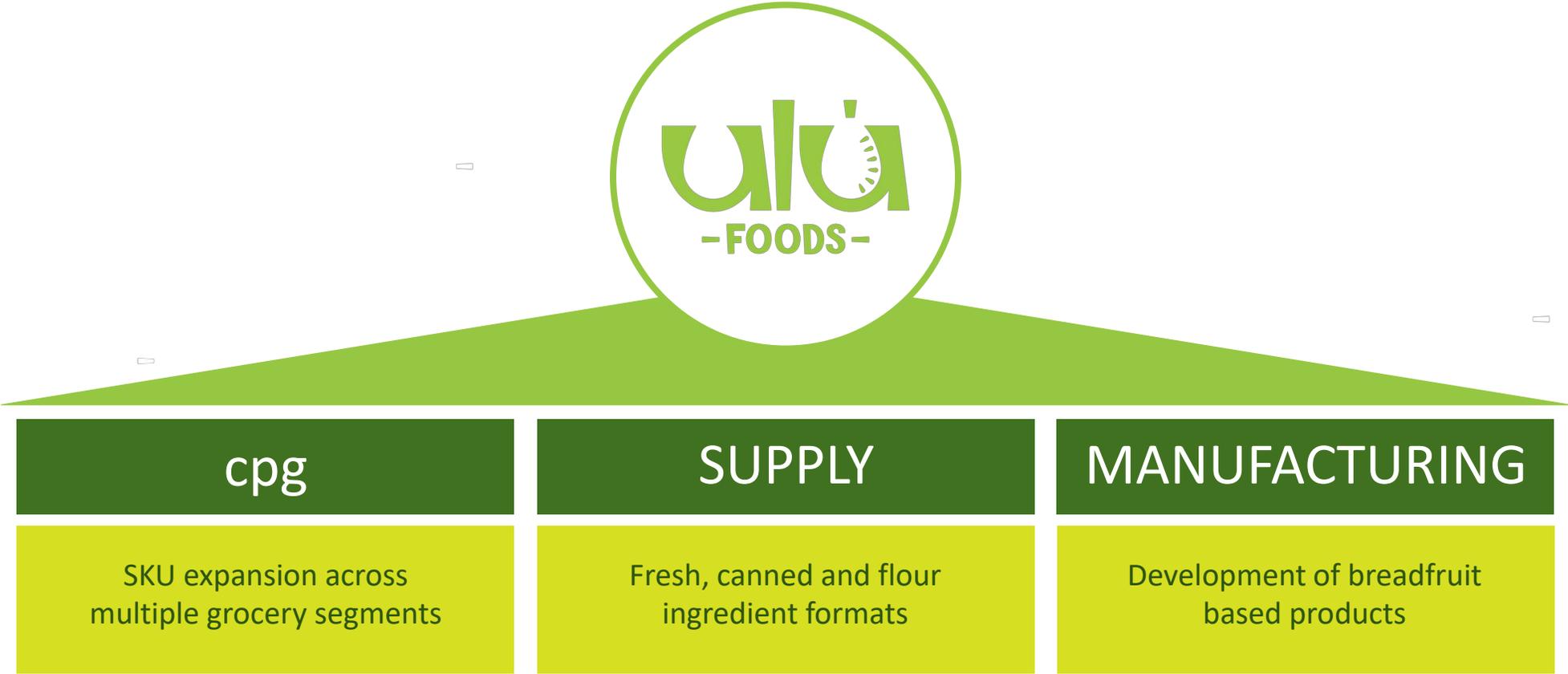
~50%
GROSS MARGIN
potential to increase
with vertical integration

20%
NET MARGINS
BY YEAR 3

CASH FLOW
POSITIVE BY YEAR 3

Long-term Vision Lights Path to \$1B+

Make breadfruit the leading gluten free ingredient within 20 years



A Team That Can Execute

100+ years of experience building billion dollar CPG brands



Courtney Rountree Mills
founder & ceo

McKinsey
& Company

HARVARD
UNIVERSITY



TEXAS McCombs

P&G

sinap's



mentors & advisors



Steve Cesler
retired head of global sales, p&g

P&G



Paul Albrecht
former head of revenue, simply 7



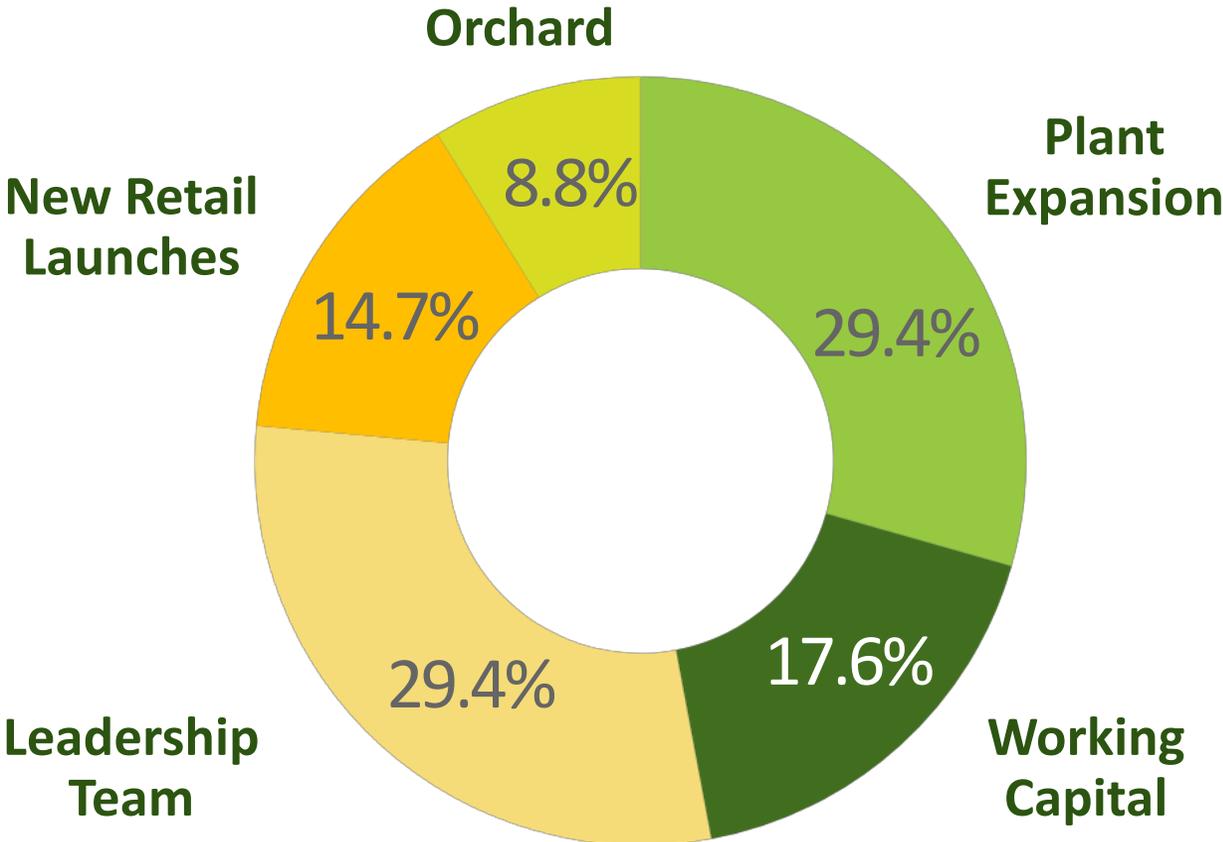
John Goodwin
former ceo global snacks, p&g
former cfo, lego

P&G



Raising \$2M Seed

Follows \$1M Pre-Seed, Founder Put in \$500K of Own Cash





JOIN US

courtney@ulufoods.com

ulufoods.com





Up next: Erica Haft

Sweeter Collective

I JUST WANT THE MOMENT

ANAHEIM MARRIOTT COURT IN SESSION

Case No. 331PM

IN THE MATTER OF:

ME vs. ME

CHARGE:

Making a Moment Complicated

DAMAGES:

One Unnecessary Internal Debate

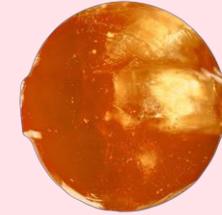
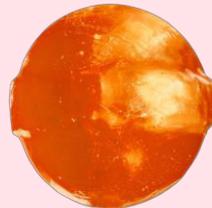
MOST IGNORED CATEGORY IN CANDY

1986



4 decades
without a
glow up

2026



DESIGNED FOR THE MOMENT

USDA ORGANIC CERTIFIED

≈ 16 CALORIES

< 3g SUGAR

≈ 2g FIBER

10+ MINUTES OF FLAVOR

NO ARTIFICIAL INGREDIENTS



LOOONG-LASTING EXPERIENCE

ORGANIC TAPIOCA FIBER
ORGANIC OATS

MINDFUL SUGAR

ORGANIC CANE SUGAR
ORGANIC TAPIOCA SYRUP
ORGANIC AGAVE SYRUP

COLOR FROM NATURE

ORGANIC BEETROOT
ORGANIC CARROT



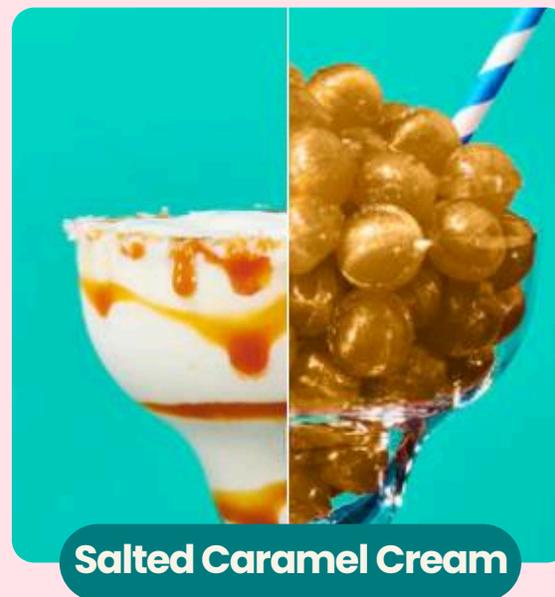
WHY SWEETER POPS WORK



Island Spritz



Shirley Temple

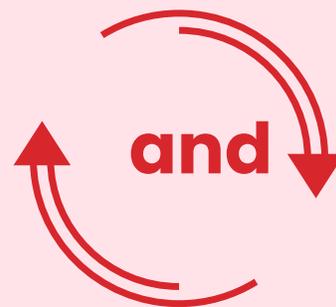


Salted Caramel Cream



Vanilla Oat Latte

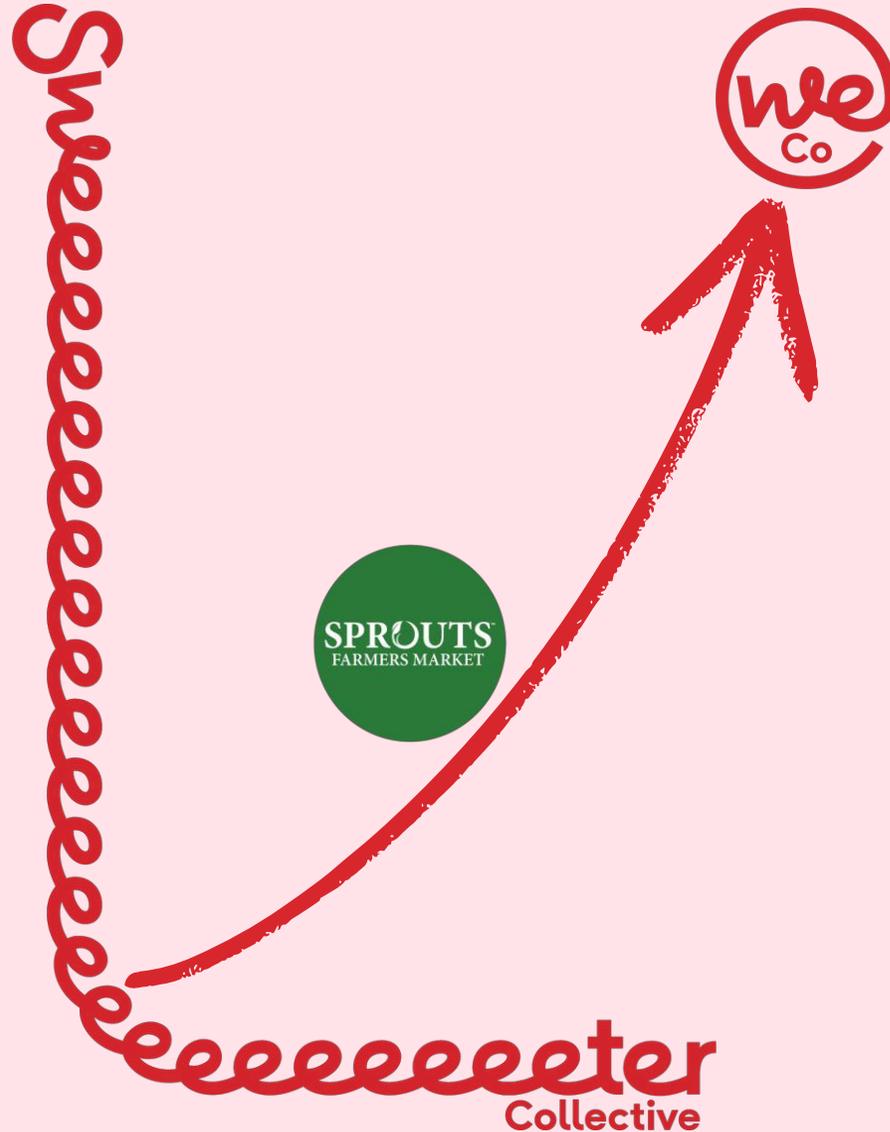
every mood you're in



and

moment you need

THE EVERYDAY INDULGENCE





Up next: Jiashu Du

Better Together Foods

Redefining the Future of Sweet Snacking!



Why Organic Caramel Popcorn ?



92%

Parents are looking for healthier snacks for their families



95%

Sweet snacks on shelves have no health benefit

High in Minerals & Antioxidants

No Refined Sugars & Seed Oils

Globally-Inspired Flavors



Simple, 5 Clean Ingredients

Always Organic

Low Sugar & Carb



7 % Projected Growth in Popcorn Market

U.S Popcorn Market Size



Popcorn is viewed as a lower calorie snack option and accommodates dietary preferences

Market Size

\$10b

U.S organic snack industry
2024 annual rev

Headroom

10%

CAGR, expected to grow to \$16b
by 2030

High Velocity Consumers

65%

of U.S consumers are willing to pay
premium for health organic snacks



7 % Projected Growth in Maple Syrup Market

U.S Maple Syrup Market Size



Consumers are shifting away from refined sugar and artificial sweeteners toward natural alternatives like maple syrup

The Sweet Snacking Category Has Not Evolved to Reflect Consumer Preferences



Nutrition Facts

About 6 servings per container
Serving size 1/2 cup (30g)

Amount Per Serving
Calories **140**

% Daily Value*

Total Fat 4.5g	6%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 150mg	7%
Total Carbohydrate 23g	8%
Dietary Fiber 1g	4%
Total Sugars 14g	
Includes 14g added Sugars	28%
Protein 1g	
Vitamin D 0mcg 0%	Calcium 6mg 0%
Iron 0mg 0%	Potassium 42mg 0%

INGREDIENTS:

SUGAR, POPCORN, GLUCOSE SYRUP (FROM WHEAT OR CORN), BUTTERFAT, CREAM, WHEY, BUTTER, CONTAINS LESS THAN 2% OF SALT, SUGAR CANE SYRUP, SUNFLOWER OIL, SOY LECITHIN, ARTIFICIAL FLAVOR.

ALLERGY INFORMATION:

CONTAINS WHEAT, MILK AND SOY. MAY ALSO CONTAIN HAZELNUT, ALMONDS, AND OTHER TREE NUTS.



Overly Sweet



No Clean Ingredients



Highly Processed



No Nutritional Value

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Maple Pop! Leads the Premium Popcorn Segment with the Best Nutritional Values

↓
40%
Fat

↓
40%
Sugar

↓
30%
Carb

Product Comparison	 \$7.49	 \$5.99	 \$6.99
Calories	103	140	120
Sodium (mg)	66	105	150
Dietary Fiber (g)	2	1	1
Total Fat (g)	2	6	4
Total Sugars (g)	7	15	18
Iron	8%	0%	8%
Potassium	4%	0%	0%

* Data normalized to serving of 28 grams. All figures sourced directly from nutrition labels.



Two Product Lines that Deliver Innovation & Robust Flavors

- Maple syrup & coconut oil

- Globally inspired flavors

- Air-popped

- Low sugar & fat



- Single-serve
- 4 grams of plant-based protein

Nationwide Growth to 700+ Stores with Minimum Slotting or DC Fees



2024 Q4 - 2025 Q2

2025 Q3 - Q4

AAP Incubator Program



UpNext 2025 Cohort



#1 Velocity (Sweet Snack)
25 u/s/w



#1 Velocity (SoCal Regional Innovation Set)



Nationwide Innovation
7u/3s/w

Over
200,000
bags sold
in Year 1 !



Winning Customers the Better Together Ways



Influencer Content

Geo-Targeted Ads Driving In-Store Traffic



In-Store Demos

10-Person Brand Ambassador Team Nationwide



Online Ads

Strong ROI from Instacart Advertising Campaigns



We Have Diverse Expertise in Food Science, Grocery, CPG & Scaling Startups



Jiashu Du, MS

Founder & Head of Product

- BS In Food Science from UMN, and MS in Food Industry Leadership from USC
- * Food Scientist at New Seasons



Jen Zabloutny

Advisor & Chair of the Board

- Startup Advisor, Founder, independent Consulting
- *Sr. Director & Chief of Staff, GOAT



Lori Brown, MS

Advisor & Board Member

- Earned MS in Food Industry Leadership from USC
- *SVP of Industry Relations, Rosie (Instacart)



*Previous experience

Thank You!

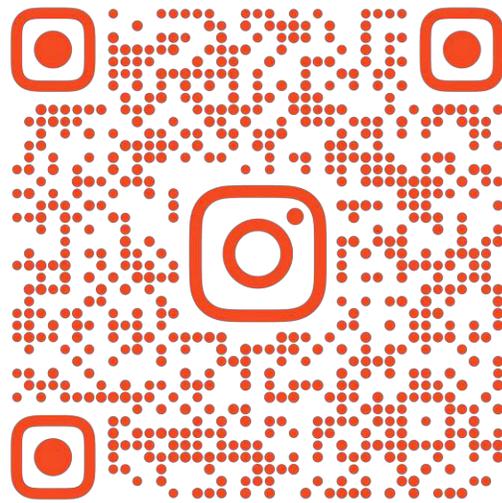


Where is our booth?

It's N1537.

Welcome !

Follow Us



BETTERTOGETHERFOODSUS



The Natural Products Expo West Pitch Slam Runner-Up is...

Co-located with



Product Discovery Powered by



By Informa Markets

Natural Products Expo West Pitch Slam Runner-Up!



Erica Haft
Sweeter Collective

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

Co-located with



Product Discovery Powered by



By Informa Markets

Natural Products Expo West Pitch Slam Winner!



Courtney Mills
Ulu Foods



45 YEARS Natural Products EXPO WEST®

The logo features a large '45' in a dark red color, with 'YEARS' written in a smaller font inside the '5'. To the right of the '45' is the word 'Natural' in a dark grey font, followed by 'Products' in a larger, bold dark grey font. Below 'Products' is 'EXPO WEST' in a dark red font, with a registered trademark symbol (®) to its right. A decorative circular graphic composed of small colored dots is positioned above the word 'Natural'.



New Hope.
NETWORK.

The logo consists of a circular graphic made of small dots in various colors, followed by the text 'New Hope.' on the top line and 'NETWORK.' on the bottom line.

By Informa Markets