

Sponsored by:



**Ben Ripple**  
Big Tree Farms



# NEWT OPIA

## AUGUST 2025



# ROOTED IN GOODNESS®



Number of Organically managed Trees in our thriving ecosystem

**248,000**

Female Farmers in our Network

**46%**

Targeting 55% by 2026

Number of Smallholder Farmers

**16,272**

Adding 2,000 new farmer partnerships in 2025

Number of Acres of Land Managed Organically

**5,415**



**Biodiversity Protection & Ecological Stability**



**Regenerative Agriculture**



**20+ Years Of Carbon Sequestration**



**Soil Health Through Natural Regeneration**



**Rainwater Irrigated**



**Control Union Fair Choice Social and Fair Trade Standard**



# VERTICAL INTEGRATION

BEING THE SOURCE IS OUR KEY INGREDIENT

## BIG TREE FARMS INDONESIA



## BIG TREE FARMS USA

 **8,000+ Farms / 16,000+ Farmers**

 **5,415 organic acres**

 **BRC-Certified Facilities**

 **Doubling Capacity by 2026**

 **Leadership & Sales**

 **Global Logistics Team**

 **Stable Ocean Freight Costs**

 **3 U.S. Warehouses**

# COCONUT AMINO AND SUGAR TODAY

## FASTEST GROWING ALTERNATIVE SWEETENER & UMAMI

### BIG TREE FARMS



Both  
#1  
\$PSPW  
and  
market  
share

New  
launches  
in 2025  
and 2026

### PRIVATE LABEL



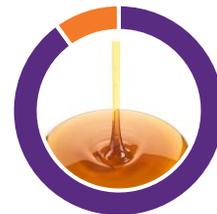
### OTHER BRANDS



## BIG TREE FARMS GLOBAL LEADER INDONESIA EXPORT MARKET SHARE



75% Coconut Sugar



90% Coconut Nectar



90% Coconut Aminos



# BALI



# DELICIOUS

**noun | [bah • lee]**

**An island of lush jungles, luminous temples, wild markets and slow sunsets**

**A feeling – part magic, part madness – where life pulses with color, connection and ritual**

**In a sentence: “Somewhere between a scooter ride through rice fields and a night market feast, you find Bali”**

**adjective | [dih • lish • uhs]**

**An explosion of crave-worthy flavor that makes you close your eyes and go mmmmmm**

**The kind of taste that turns strangers into friends and meals into memories**

**In a sentence: “Mouthwatering, unforgettable ... I’ll arm wrestle you for that last DELICIOUS bite”**

Sponsored by:



**Nick Thorsen**  
East Wind Nut Butters

# EASTWIND

NUT BUTTERS



**Community Owned & Operated  
Manufacturer & Brand**



# Our Breadcasters

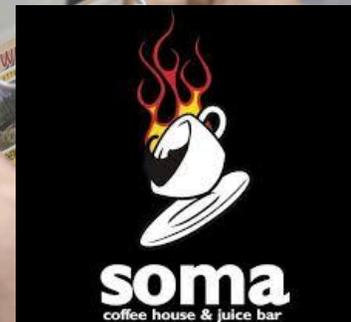


PAREVE



**BREADSMITH**  
HAND MADE. HEARTH BAKED.™

**Mama Jean's**  
Natural Market





# Community Owned & Operated

**It's not just a business, it's a community!**



Sponsored by:



**Trueman McGee**  
Funky Fresh

# FUNKY FRESH™





# Funky Fresh New Item Overview

1



## BUFFALO STYLE CHICKEN + KALE

Marinated all-natural chicken breast in spicy seasonings, diced jalapenos, kale, and creamy Greek yogurt.  
*KALE YEAH!*

2



## SWEET POTATO + BLACK BEAN (VEGAN)

Slow-cooked sweet potatoes in Southwestern spices, savory black beans, and fresh cilantro to make a burrito.  
*YAM GOOD!*

3



## CHICKEN + BROCCOLI MUSHROOM

All-natural honey mustard marinated chicken breast with rib meat, broccoli florets, sliced mushrooms, Italian herbs & spices.  
*FETA IS BETTA!*

4



## CHICKEN CLUB

Ranch-marinated all-natural chicken breast, juicy tomatoes, creamy avocado, shredded mozzarella, finely chopped green onions, and uncured turkey bacon.  
*LOVIN' THE CLUB!*

## LAUNCH DATE

May 2026– Available NOW!  
Funky Fresh can ship with Palermo's Branded + Target Owned Brand Items

## REGIONALITY



## SAMPLING

Roundel Sampling  
Open to exploring options based on Award



Information: General

# Brand & Portfolio Overview

## MILESTONES

2012

Laid off as a sheet metal worker and started healthy lifestyle journey

2014

Began new career as a personal trainer, created and sold spring rolls to clients and then at farmers markets

2018

After years of success at the farmers markets, opened our first restaurant in Milwaukee

2020

Started selling frozen spring rolls and offered shipping to customers during the pandemic

2022

Announced partnership with Palermo Villa, Inc. and expanded into grocery stores

2024

After a year of regional test sales, we grew into additional markets and are continuing to expand into stores nationwide

## DEMOGRAPHICS

### Frozen Appetizer Category (Numerator Study; Q4 2024):

- Females account for nearly 75% of households buying frozen appetizers
  - Over-index among Gen X, has children, suburban
- Shoppers are meal planners and are looking for convenience in terms of shopping experiences

### Funky Fresh Target Consumer:

- Wide range of consumers:
  - People looking for good tasting snacks that are also better-for-you, health-conscious options
  - Demographics will expand as we push out the brand nationally



▶ ▶

# FUNKY FRESH™

10 years of Funky Fresh

# JOURNEY

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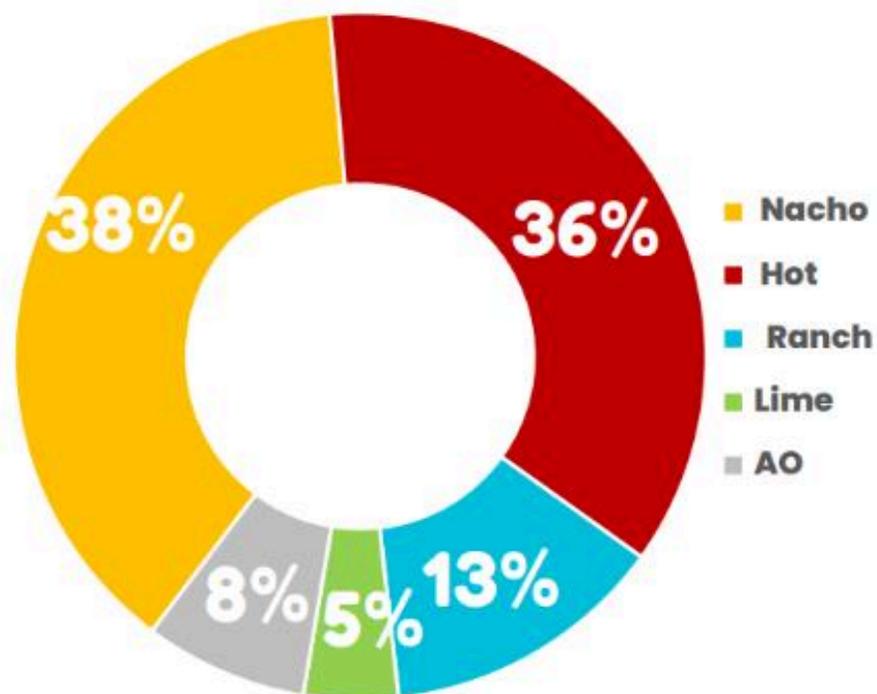


**April Siler**  
Good Eat'n

# US CONSUMERS LIKE IT HOT!

## Hot Tortilla Chips make up 36% (\$2bn) of Flavored Tortilla Chip Market

Flavored Tortilla Chip  
% \$ Sales By Flavor – Total US



## Opportunity To Close A Void In Our Portfolio

Top Selling Flavors

Nacho  
#1



Hot  
#2



Ranch  
#3



# INTRODUCING GOOD EAT'N SPICY NACHO TORTILLAS



**Available November 2025**

\$4.99 SRP

6oz



## Consumer Insight

Younger consumers are looking for better-for-you snacks, seeking attributes like plant-based, with no artificial colors or preservatives but not willing to sacrifice on taste



## Proposition

BFY rolled tortilla chip that delivers the flavor punch of your childhood favorite but with **organic non-GMO corn**, dairy-free, **no artificial colors** or flavors



## Key Differentiators

- Artisan base of stone ground organic corn Small batch
- Vegan, Non-GMO Project Verified
- No Artificial flavors, color or preservatives.
- Clean, no 'corn' aftertaste
- Gluten Free



Sponsored by:



**Benjamin Lillibridge**  
Mālama Mushrooms







Sponsored by:



**Jesrina Arshad**  
PurelyB



**Dr. Shinyee Fung**  
PurelyB

# The World's Rare Medicinal Mushroom: How Malaysia's Tiger Milk Mushroom is Transforming Respiratory Health

By Jesrina Arshad (PURELYB Founder) &  
Dr Shinyee Fung (Mushroom Scientist)



 purelyB™

Visit Us at BOOTH #1338

[www.PurelyB.com](http://www.PurelyB.com)



# Tiger Milk Mushroom (Lignosus Rhinocerus)

## *TM02-xLr: Science Meets Ancient Tradition*

### **For Respiratory, Immunity & Joint health**

Scientifically proven to support respiratory health, boost immunity, and soothe joint pain.

### **First in the World Extract using Patented ACE Technology**

Proprietary ACE technology to produce TM02-XLR extract

### **5x More Potent & Effective**

TM02-XLR extract is 5 times more potent than regular Tiger Milk Mushroom powder.

### **Ancient Wisdom, Modern Science**

This product harnesses the 400 YEARS OLD healing power of the Tiger Milk Mushroom, backed by scientific research on its therapeutic properties.

### **Sustainable Cultivation**

Sustainably lab-cultivated to protect the biodiversity of the Malaysian rainforest

**Visit us @ Booth #1338** for more info @PurelyB [www.PurelyB.com](http://www.PurelyB.com)



## FROM MALAYSIA TO THE WORLD

PurelyB is the first company in the world to commercialize TM02-xLr extract of the Tiger Milk Mushroom, making this rare treasure available globally.

Made into the FIRST all-natural pixie sticks made with pure medicinal mushrooms and fruits for respiratory wellness.

PurelyB preserves ancestral Malaysian secrets for optimal wellness.

**Visit Us Booth #1338**

for more info @PurelyB [www.PurelyB.com](http://www.PurelyB.com)



**SCAN for  
FREE SAMPLES**





**Matt Maier**  
Thousand Hills Lifetime  
Grazed

Sponsored by:



**THOUSAND HILLS**™  
L I F E T I M E G R A Z E D®  
**100% GRASS FED BEEF**



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L I F E T I M E   G R A Z E D<sup>®</sup>  
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**LEADING REGENERATIVE  
AG BRAND SINCE 2003**



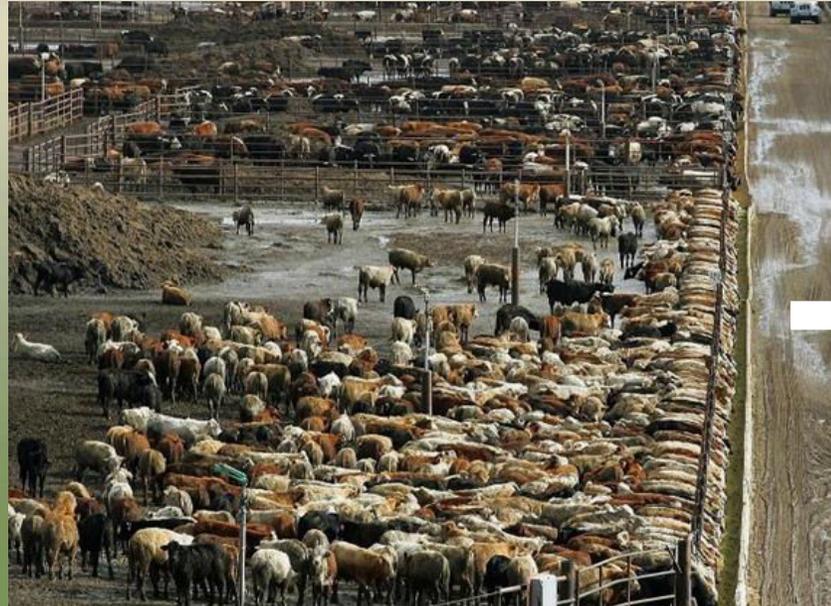
**BORN, LIFETIME GRAZED<sup>®</sup>  
& PROCESSED IN THE USA**

# THOUSAND HILLS LIFETIME GRAZED VISION

RESCUE THE U.S. FOOD SYSTEM FROM COLLAPSE BY IMPLEMENTING  
REGENERATIVE AGRICULTURE PRACTICES NATIONWIDE

## CHALLENGES:

- Human disease epidemic
- Consolidated supply chain
- Concentrated Animal Feeding Operations
- Pesticides, GMOs
- Soil degradation; grassland desertification
- Rural economic decline



**BORN, LIFETIME GRAZED®  
& PROCESSED IN THE USA**

**THOUSAND HILLS**  
LIFETIME GRAZED  
**100% GRASS FED BEEF**

# MISSION

**TO NOURISH SOIL, PLANTS, CATTLE AND PEOPLE  
BY HOLISTICALLY GRAZING CATTLE FOR THEIR LIFETIME**

## **SOLUTIONS:**

- Nutrient density
- Regenerate soil
- Sequester carbon
- Improve watersheds
- Animal welfare
- Support biodiversity
- Revitalize rural economies
- Decentralize supply chain

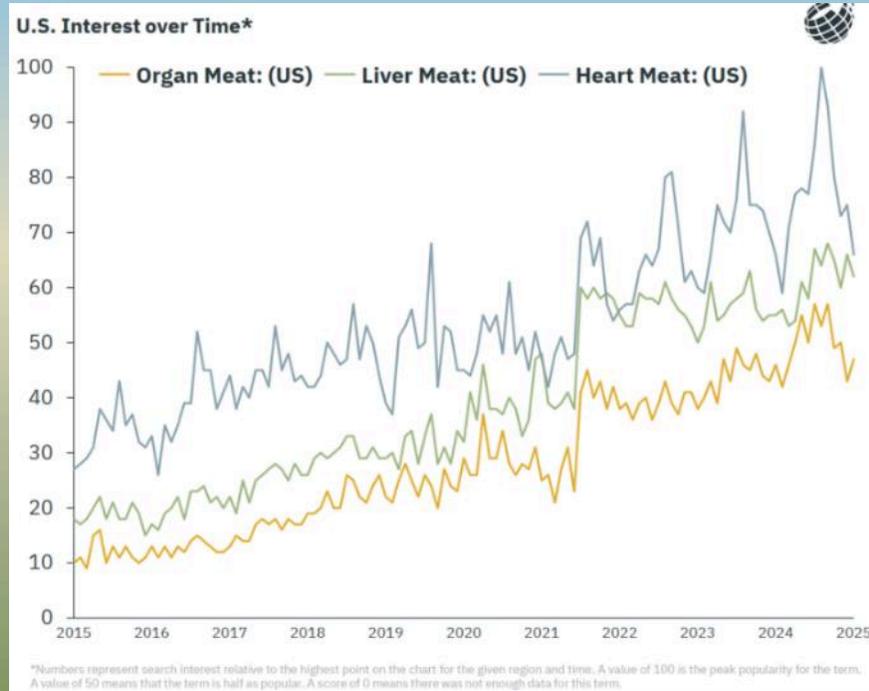


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**THOUSAND HILLS<sup>®</sup>**  
LIFETIME GRAZED<sup>®</sup>  
**100% GRASS FED BEEF**

# THOUSAND HILLS REGENERATIVE BRAND POWER

## DRIVEN BY INNOVATION



**THOUSAND HILLS**  
LIFETIME GRAZED  
100% GRASS FED BEEF



WE CAN'T ACCOMPLISH OUR MISSION WITHOUT YOU!

WILL YOU JOIN OUR TEAM OF  
**REGENERATIVE RENEGADES?**



Sponsored by:

VeggiPasta™



**Jared Rein**  
AGT Foods dba  
VeggiPasta





## Private Label Pasta



**Custom Formulas and Shapes**

## Extruded Products



**Puffs, Crisps and Other Extruded Products**

Sponsored by:



**Kimberly Vodang**  
24Vegan

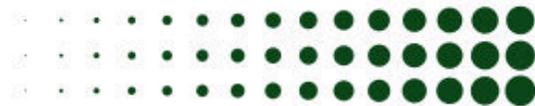
 24Vegan for Newtopia Now 2025

# OUR STORY. YOUR EXPERIENCE

"From Our Kitchen, To Yours."



Kimberly Vodang – Founder and CEO of  
24Vegan.



**24vegan**  
EAT HEALTHY  
LIVE HEALTHY  
FEEL HEALTHY

# WHAT IS YOUR STORY?

My journey started in **Vietnam**. My story came to **life here**.

“A tradition that seeped through the legacy of my village down to the hands I bear today to create our recipes.”

“I made a pact to my heritage to keep the same authentic flavors of our beloved Nuoc Mam – but in my take I would prioritize sustainability and inclusivity.”



**“EVER SINCE I WAS 16 – I HAVE BEEN ECHOING THIS SELL - TALE FROM DOOR TO DOOR. MY DREAM BEGAN WITH A PROMISE TO MY HERITAGE, AND IT STANDS IMMINENT HERE TODAY WITH OUR GLOBAL PRESENCE.”**



FIND OUR PRODUCTS IN  
OVER 300 STORES ACROSS  
THE USA

WE ARE A FAMILY –  
COMPOSED OF 8 TEAM  
MEMBERS

OVER 500,000  
UNITS SOLD

AS OF 2025, WE OFFER A  
PROFIO OF 8 HOMESTYLE  
FLAVORS

“I thought about **people** ... dietary restrictions, or food allergies, even ethical commitments ... **my parents** ... who gave up meat decades ago as a promise to their religion ... **my children** ... avoided fish ... **my friends** ... gluten-allergies ... worries of soy-based sauces. But most importantly, I thought about **the people** who had never seen their stories represented in food – **people** who never found comfort in a store that celebrated products they were familiar with.”

– Chef Kimberly, CEO and Founder of 24Vegan.



 24Vegan for Newtopia Now 2025

# THANK YOU

[www.24vegan.com](http://www.24vegan.com)



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24vegan®



24VEGAN

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CVS (Hawaii)  
Ecovegan  
Fresh Thyme  
Green Farm Market  
Grocery Outlet  
Hank Organic  
HomeGoods  
Howie's Market  
Kiel's Fresh Food Store  
KTLA  
Lazy Acres

Little Tokyo Marketplace  
Market at Edgewood  
Mulberry Market (NYC)  
Orchard Grocer  
Organic Roots Temecula  
Pacific Ranch Market  
Saigon City Supermarket  
San San Tofu  
Seaside Market  
Shun Fat (Thuan Phat) Supermarket  
Smart & Final  
Sprouts Chula Vista Store  
Sprouts East Lake Store  
Sprouts Farmers Market  
Sunrise Supermarket(Rang Dong)  
SK supermarkets  
Thousand Petal Lotus  
TJ Maxx  
Vege Wholesale  
Wholesome Provisions

