

Welcome to NCN Investor Kickoff Event

September 21st, 2023

Innovation Experience Stage

NCN Welcome



Zachary Watson

Account Manager



Thank you to our 2023 NCN Sponsors



Balancing Innovation and Disruption

Responsible Transformation for the CPG Industry



Mike Schall
POD Foods



Isabella Hughes
Better Sour



David Luk
Palm Venture Studios



Sole D'Agostino
Marketing Executive



Ashley Pagenstecher
Nutrition Capital Network

Keynote Speaker



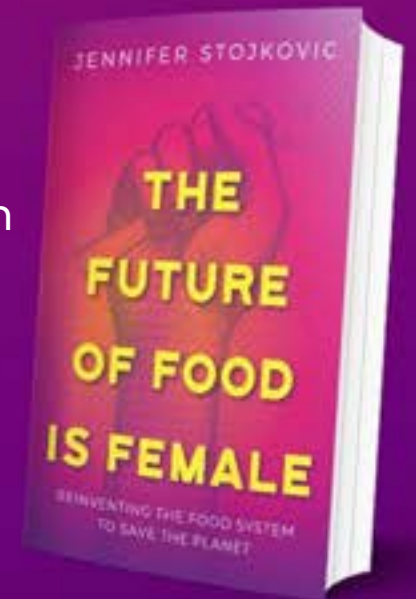
Jennifer Stojkovic
Joyful Ventures, Vegan Women's Summit

The Future of Food Investing

By: Jennifer Stojkovic

Meet Your Speaker: Jennifer Stojkovic

- Silicon Valley executive-turned food technology leader
- Founder of Vegan Women Summit, a global platform of 60,000+ women professionals & 1,000+ women founders in food across six continents
- Author of the award-winning book, *The Future of Food is Female* (2022)
- General Partner of Joyful Ventures, an early-stage venture capital fund focused on sustainable protein
- LinkedIn's "future of food" Top Voice & *Rolling Stone* food tech contributor



@jennystojkovic



The State of Food

A Tale of Two Worlds



☰ **CNN BUSINESS** Live TV

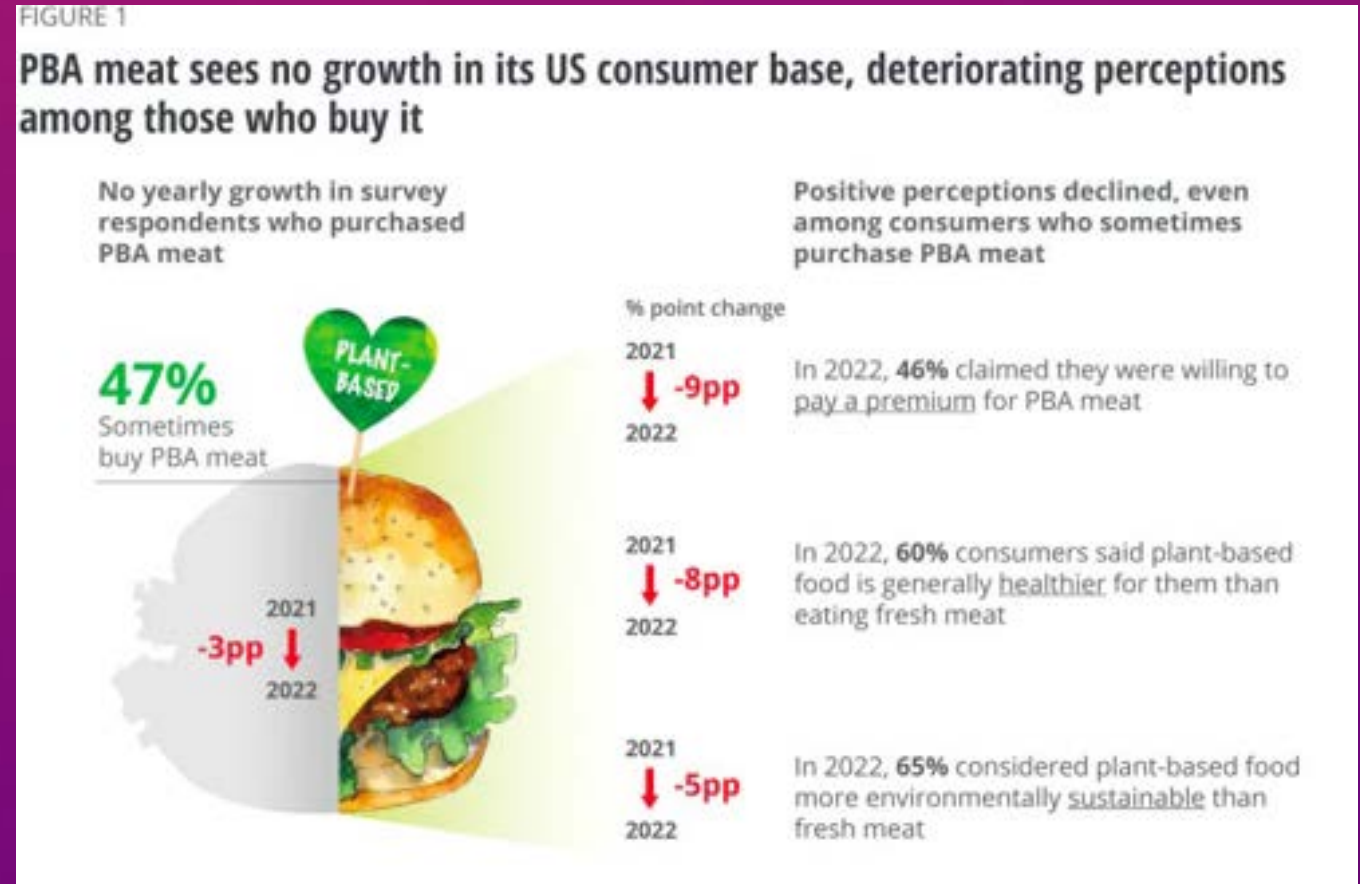
People are spending more on groceries. But they're buying less

MENU **sn SUPERMARKET NEWS** 🔍 SEARCH

Organic food sales reach past \$60B

The Plant-Based Doom Loop

- Consumer perceptions are changing
 - 8% less Americans believe plant-based meat is healthier than meat vs. 2021
 - 5% less Americans believe plant-based meat is more sustainable than meat vs. 2021
- Plant-based dairy continues to grow



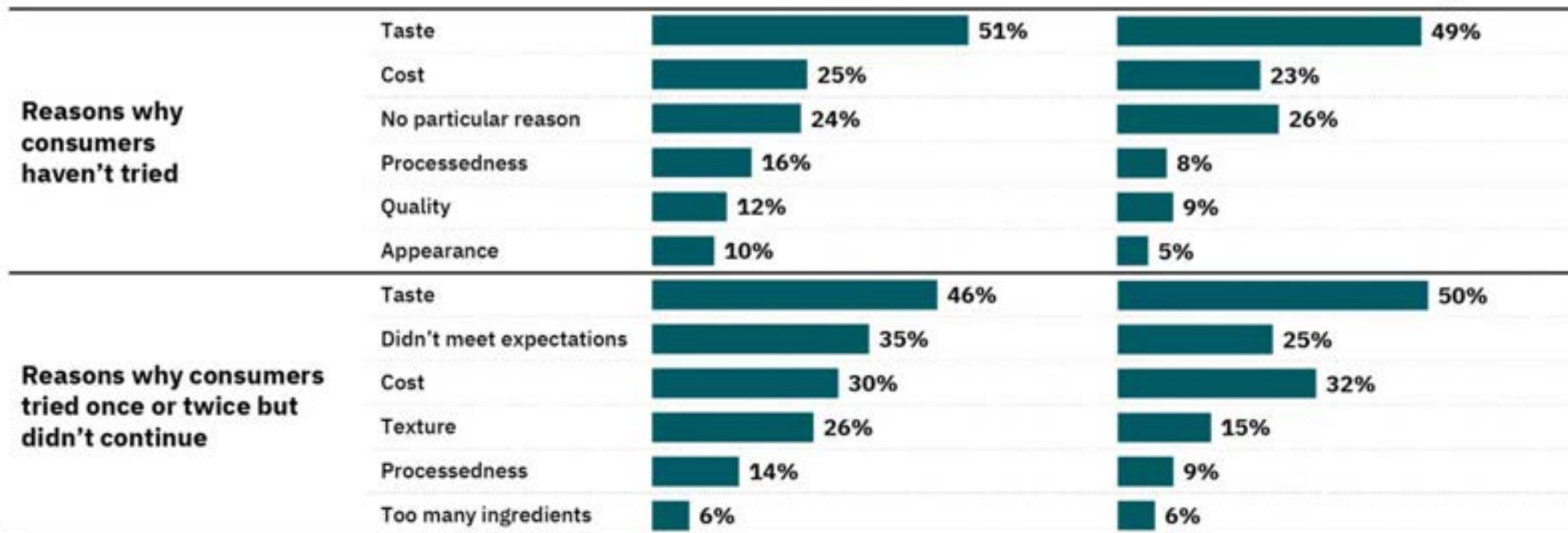
Top barriers to plant-based foods consumption 2022



Plant-based meat

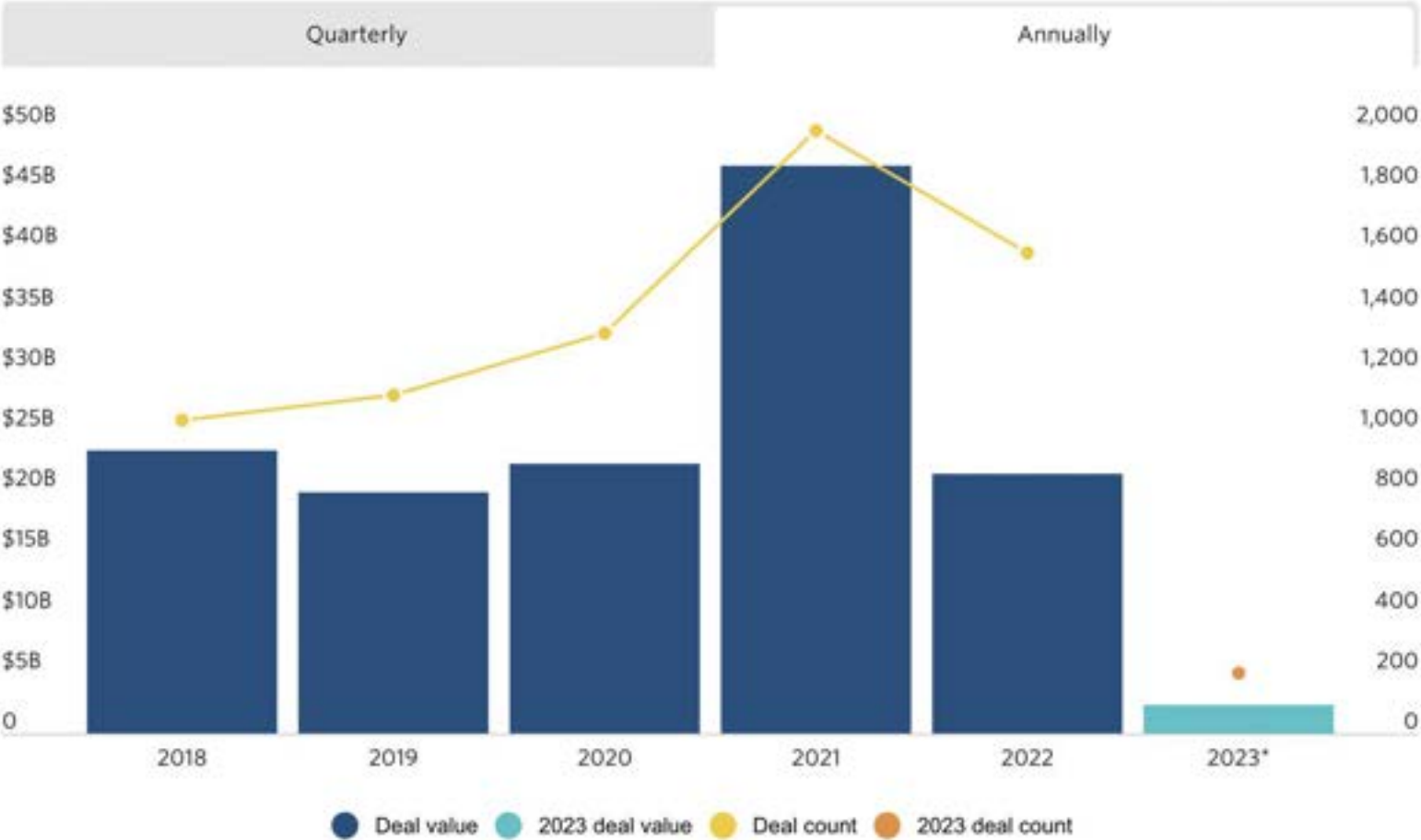


Plant-based dairy

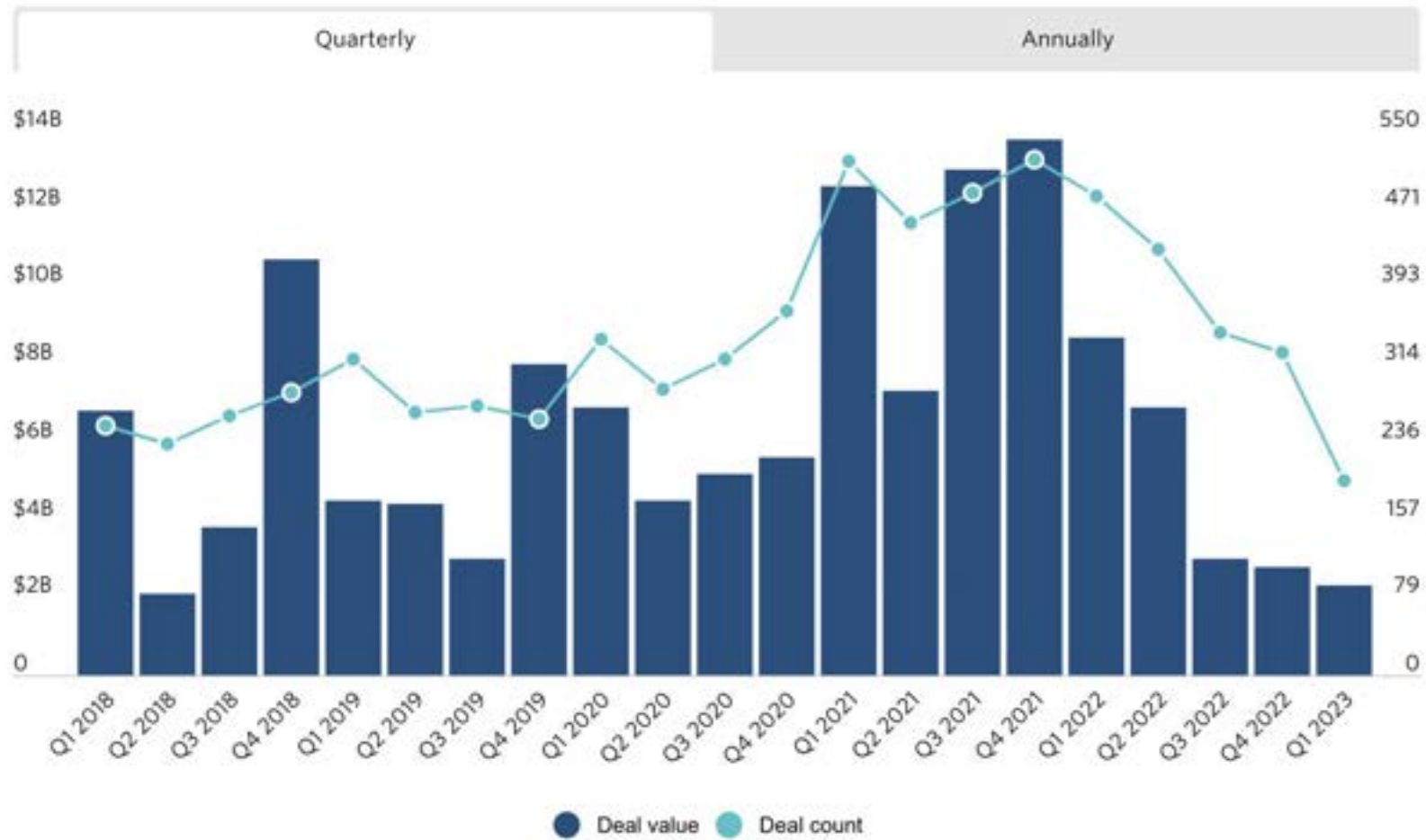


The Investment Landscape

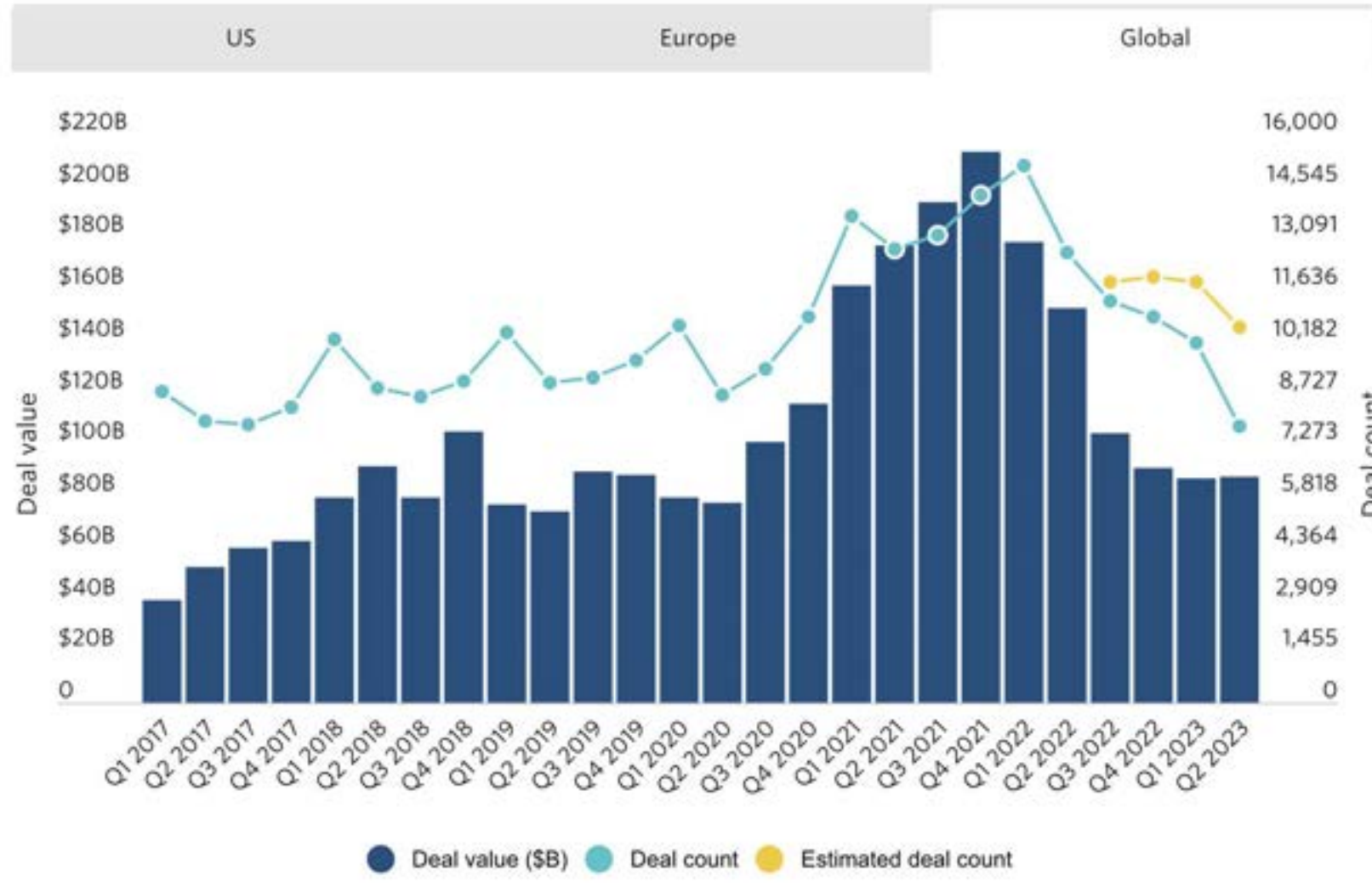
Foodtech deal activity



Foodtech deal activity

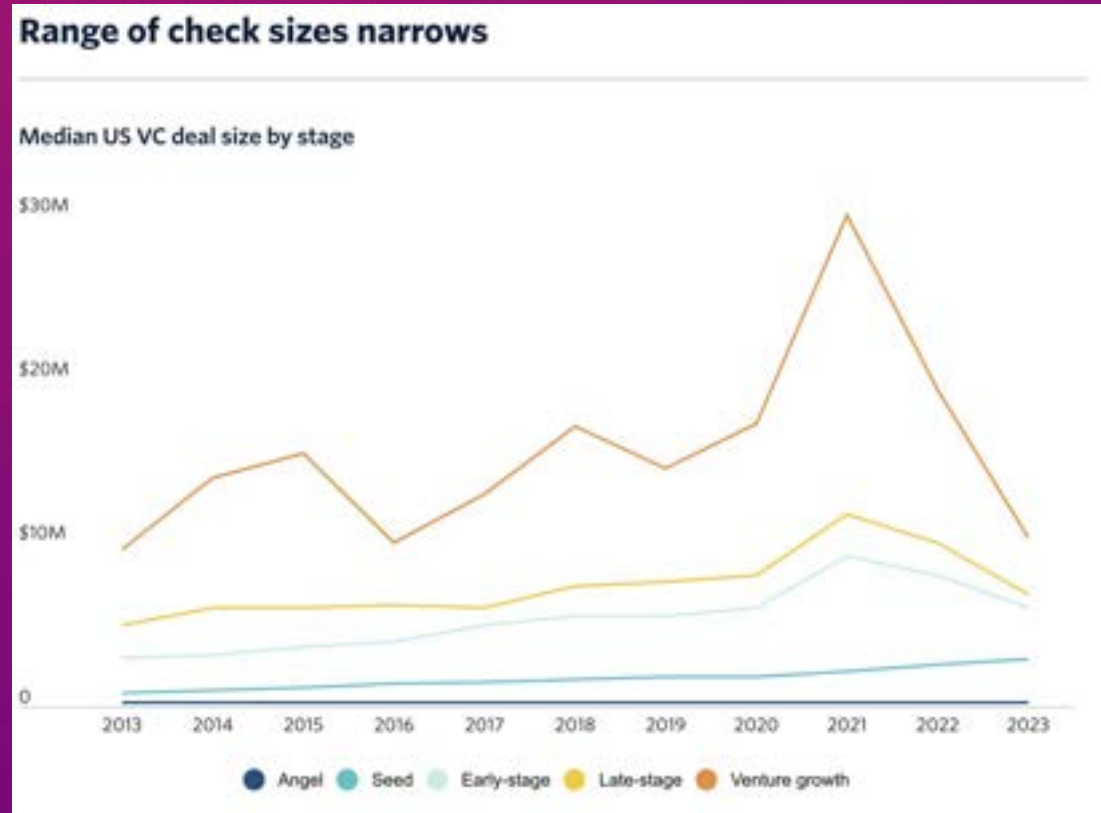


VC investment shows signs of stabilizing



“On the Ground” Trends in Investing

- Valuations are dropping
- There are less “formal” rounds (many extensions and SAFEs)
- Significant increase in crowdfunding



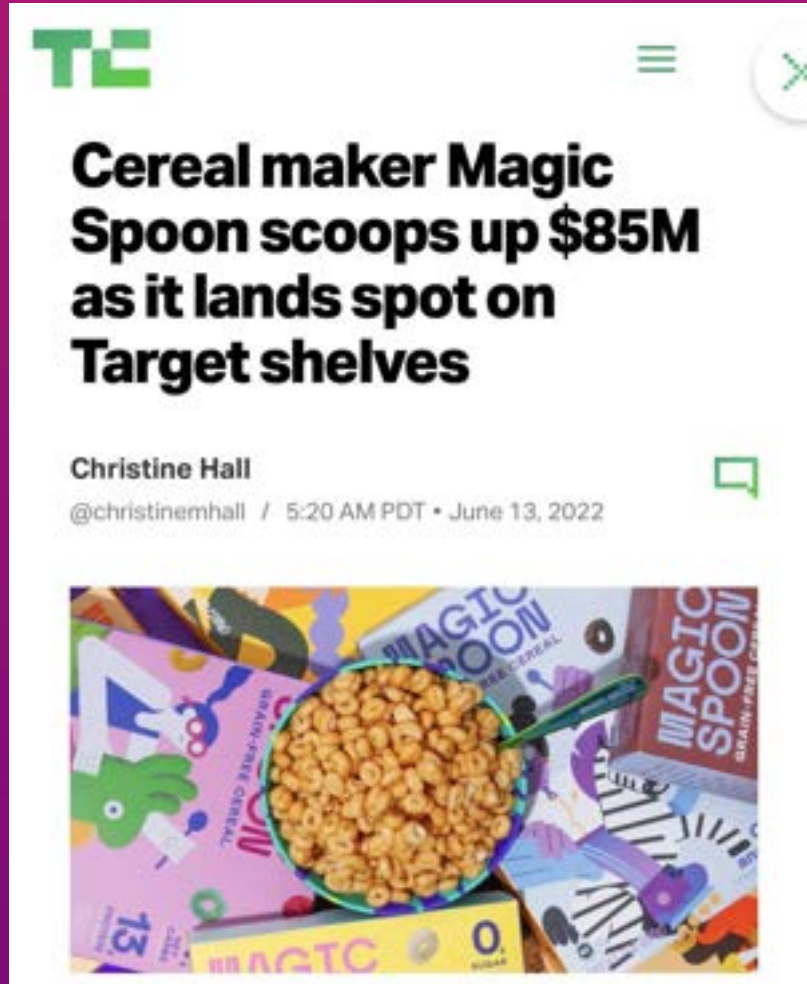
“On the Ground” Trends in Investing



- Many corporate investors are continuing to invest and looking for M&A
- More food tech investment activity in Europe than the US
- Less celebrity-backed brands




Rising Categories


Nostalgia & Retro Foods



TC  

Cereal maker Magic Spoon scoops up \$85M as it lands spot on Target shelves

Christine Hall
@christinemhall / 5:20 AM PDT • June 13, 2022 



FORTUNE 


Exclusive: Gal Gadot's Goodles raises \$13 million to move boxed mac and cheese beyond kids' food



Functional Foods

NutraIngredients ASIA

Rising demand for probiotics for cognitive support, with gut health still mainstay – Life-Space




The image displays a variety of Life-Space probiotic products. From left to right, there are: a jar of Microbites Probiotics, a jar of Shape B420 Probiotics, a jar of Children's Probiotics, a jar of Baby Probiotics, and a jar of Probiotics for 60+ Years. Each product is shown in its distinctive packaging, with the Life-Space logo prominently displayed.




Black, Asian, & Hispanic-Led Brands

≡ **SHOPPE BLACK**




Unleashing the Potential of Investing in Black-Owned Consumer Brands

≡  **ModernRetail** [SUBSCRIBE](#) [LOGIN](#)

Asian food startups continue to gain traction among investors and retailers

By Gabriela Barkho

[f](#) [t](#) [in](#) [u](#)



How We're Changing



Who Influences Our Shopping?



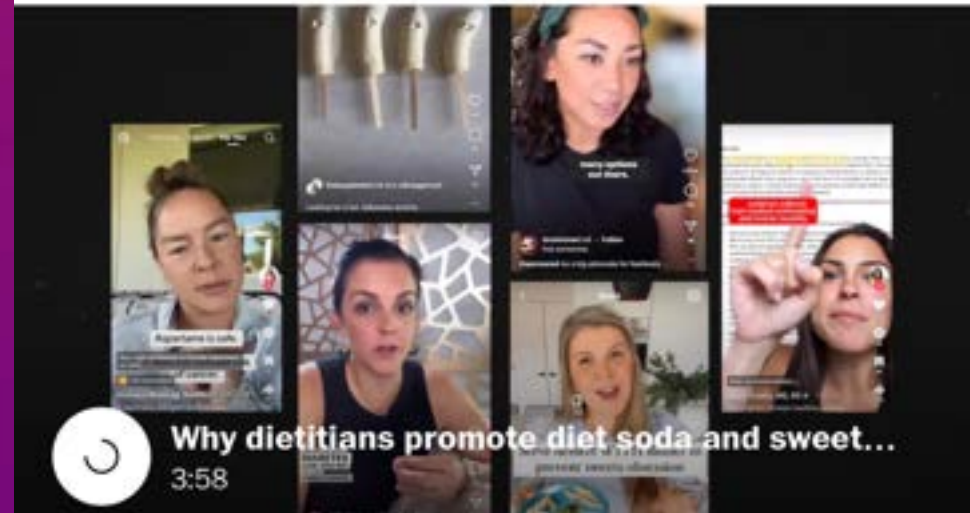
Google exec suggests Instagram and TikTok are eating into Google's core products, Search and Maps



The Washington Post

Sign in

The food industry pays 'influencer' dietitians to shape your eating habits





Where Do We Shop?

Popshelf, Five Below And The Incredible Growing Dollar Store



Private label keeps setting records in 2023

Store brand sales jumped 8.2% during the first half of the year and private-label dollar share climbed to a record 18.8%, according to new Circana data.

Keeping Up with Omnichannel Retail Through Automation

What's Next? The X Factor

Bloomberg

Subscribe



Markets | Odd Lots

GLP-1 Drugs Are Coming, and They Could Change Everything

The impact of drugs like Ozempic and Wegovy will have effects far beyond their manufacturers.

How AI in CPG gets products to market faster

The consumer packaged goods landscape is drastically changing thanks to AI. Discover how AI in CPG fuels R&D and gets products to market faster.

What do you think?

Trends and Innovation Spotlight



Amanda Hartt

NEXT Data and Insights



Brandon Casteel

SPINS

Natural Products Expo East

Top trends
September 2023

Amanda Hartt – Senior Manager Data &
Insights at New Hope Network
ahartt@newhope.com

Brandon Casteel – VP of Partnerships
at SPINS
bcasteel@spins.com

Trend insights are...

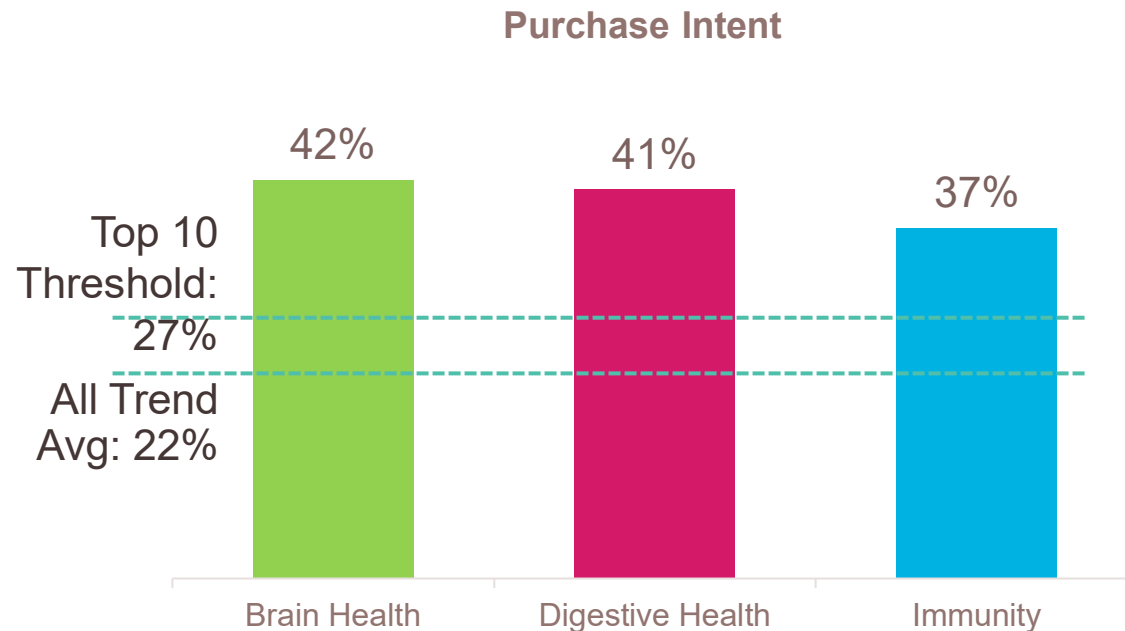
- Drawn from our annual **Trends & Innovations Report** which identifies the top trends with the most momentum heading into 2024
- Includes:
 - a nationally-representative survey of 1,000 consumers ages 18-75 collected August 2022
 - Entrepreneurial activity based on exhibitors at Expo West 2023 vs 2022 to identify the trends with fresh innovations and positioning
 - Compares 41 trends against each other



Get the full report at
store.newhope.com

Help with Health: Modern Conditions

- Consumers are looking for products that support foundational wellness
- Brain health, digestive health, and immunity are top modern conditions consumers are prioritizing purchasing
- Investors should notice entrepreneurs responding with products targeting cognition, focus, retention, and memory, as well as mood and mental health



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022



Odyssey Sparkling Mushroom Elixir (booth 2642)

2,750 mg of lion's mane and cordyceps mushroom extracts + caffeine. Nootropics to boost cognitive function and increase clarity and focus

Beverage as Medicine

Shoppers continue to rally behind beverages that are positioned to boost and support key health aspects. Watch for white space and innovation within categories to reboot shopper interest across the beverage aisle.

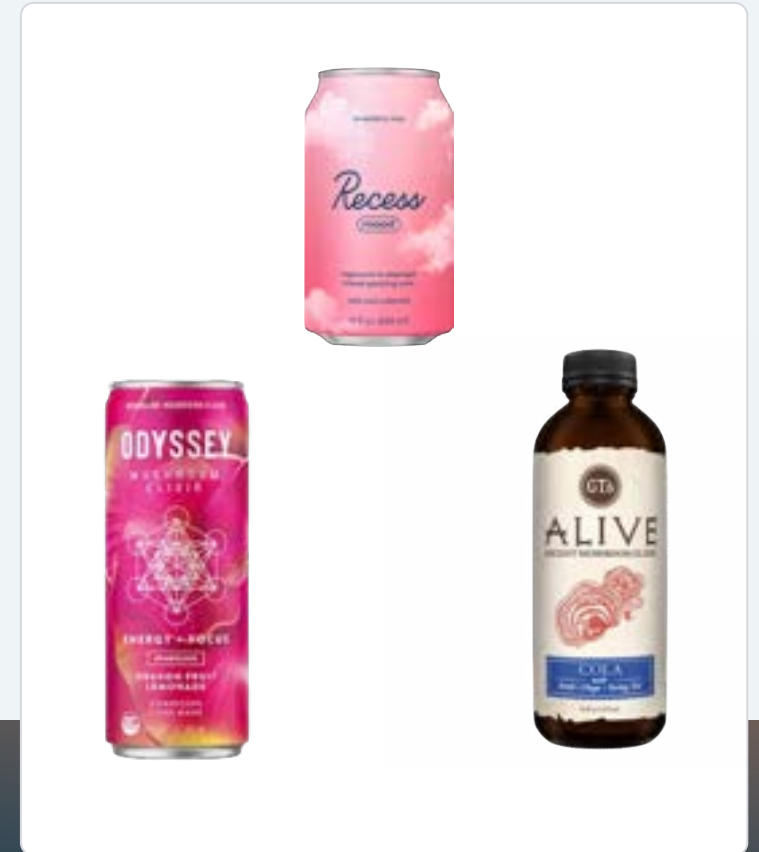
Top Performing Health Focuses Tracked in Beverage		
Health Focus	Sales	%growth YoY
Cleanse & Detox	\$15.0m	+38.4%
Mood Support	\$21.5m	+27.5%
Hair Skin & Nails	\$8.6m	+15.5%
Digestive Health	\$1.07b	+14.7%
Pain & Inflammation	\$4.1m	+12.8%
Cognitive Health	\$51.0m	+11.8%
Hydration	\$445m	+11.0%
Weight Loss	\$748k	+8.5%
Cold & Flu	\$69.4m	+7.8%
Immune Health	\$43.0m	+5.8%

Soda Category	
Health Focus	YoY Growth
Digestive Health	+218.5%
Performance	+26.8%
Cognitive Health	+1.9%
Water Category	
Health Focus	YoY Growth
Sleep	+295.2%
Cold & Flu	+83.5%
Hydration	+39.9%

Mushrooms - Fad or Trend?

Functional ingredients can fall in and out of favor – but here are some of the functional ingredients that are seeing both growth in terms of sales and units sold

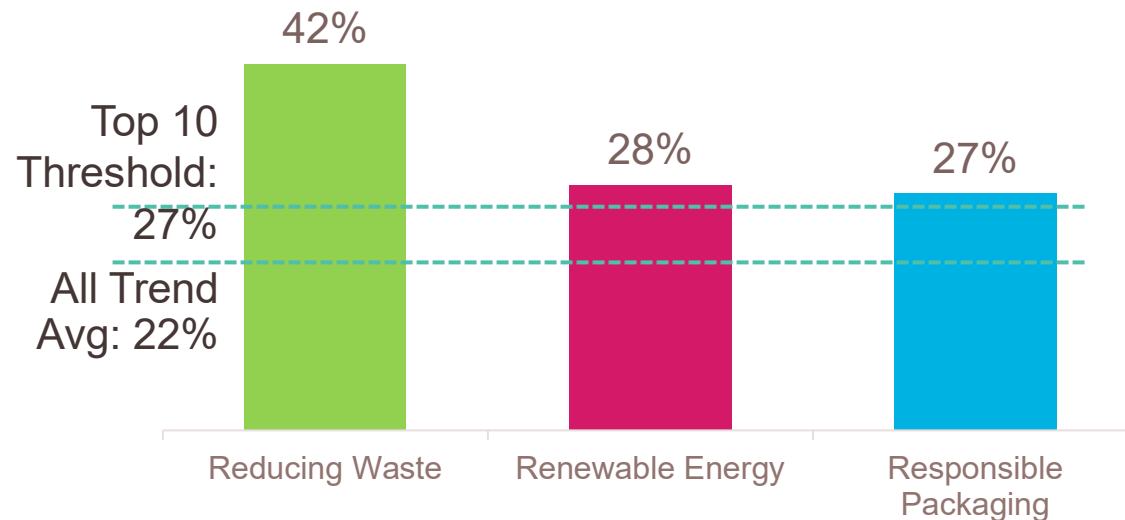
RTD Beverages		
Functional Ingredient Minimum of 10 Distinct UPCs	YoY Growth	
	\$	Unit
Magnesium	+220%	+219%
Fiber – Other (Prebiotic)	+195%	+195%
Cider Vinegar Supplement	+110%	+113%
Mushrooms – Reishi	+71%	+70%
Mushrooms – Cordycep	+52%	+89%
Mushrooms – Other	+50%	+38%



Educate to Excel: Optimizing Materials

- *On par with the high scores of brain health, reducing waste is a top consumer priority*
- *Consumers want to throw away less, because less waste is an easy way to feel like they're making a difference*
- *Upcycling is showing up as a fierce innovator's tool to respond to this need, by turning waste into a product of value*
- *Renewable energy and responsible packaging are other key environmental areas for consumers*

Purchase Intent



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

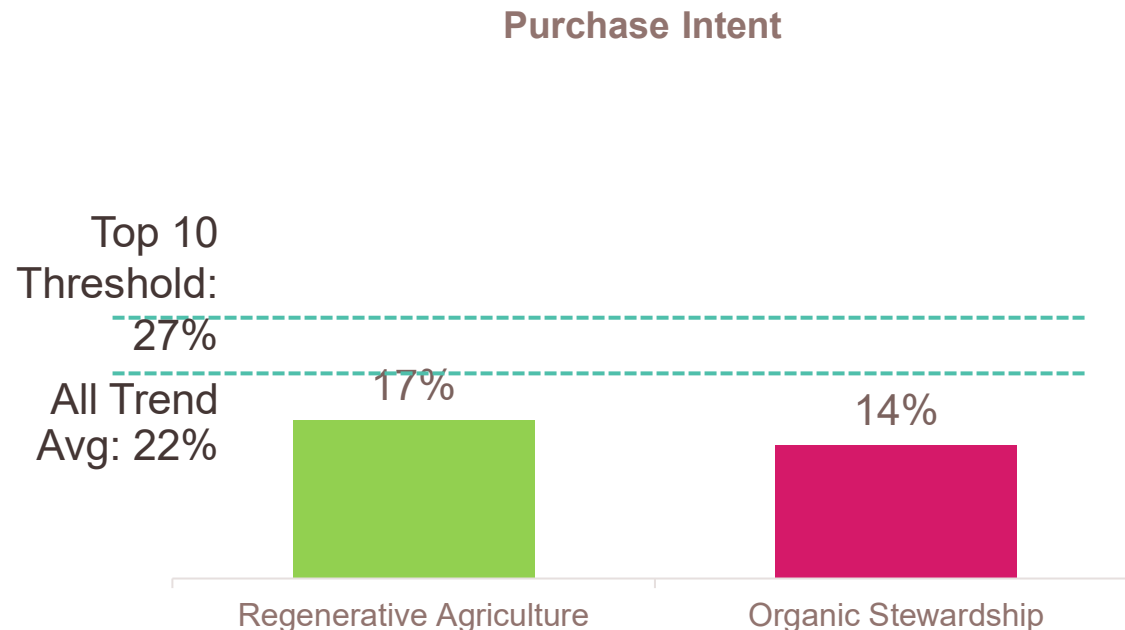


Gear Hugger Degreaser (booth 4273)

Upcycles agave waste during tequila/mezcal production, aims to reduce number of bicycles thrown into landfills, and displace petroleum-based lubricants, which are a groundwater pollutant

Navigating Nuance: Planet-First Initiatives

- *Amid price concerns, affordable organic is a notable opportunity for businesses*
- *As regenerative agriculture gains ground with consumers, businesses can benefit from embracing and promoting its benefits*



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

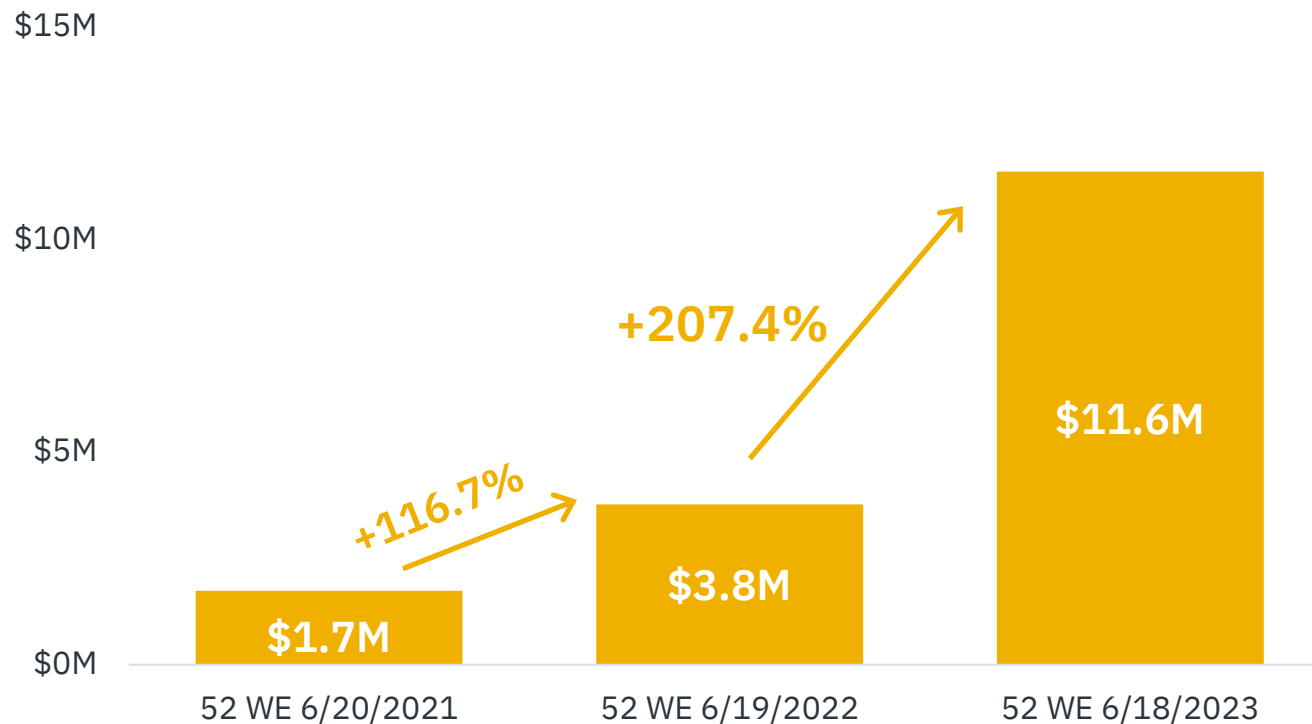


SIMPLi ROC Quinoa
(booth 4196)

Regenerative Organic Certified seeds, grains, and beans from around the world

Upcycled snack products continue to show growth

Dollar Sales of Certified Upcycled Snack Products



**CERTIFIED
UPCYCLED**

UNITS %CHG, 2YA

+566.3%

UNITS %CHG, 1YA

+183.5%



Regenerative Dairy

'Next Gen' Agriculture Practices are Category Disruptors

Concerns over climate change, soil health, and the effects of a heavy reliance on toxic chemicals have driven the popularity of regenerative agriculture which aims to restore and replenish soil health.

Dairy producers are among the early adopters and are bringing a highly visible sustainability message to shoppers and retailers.

+93%

MILK

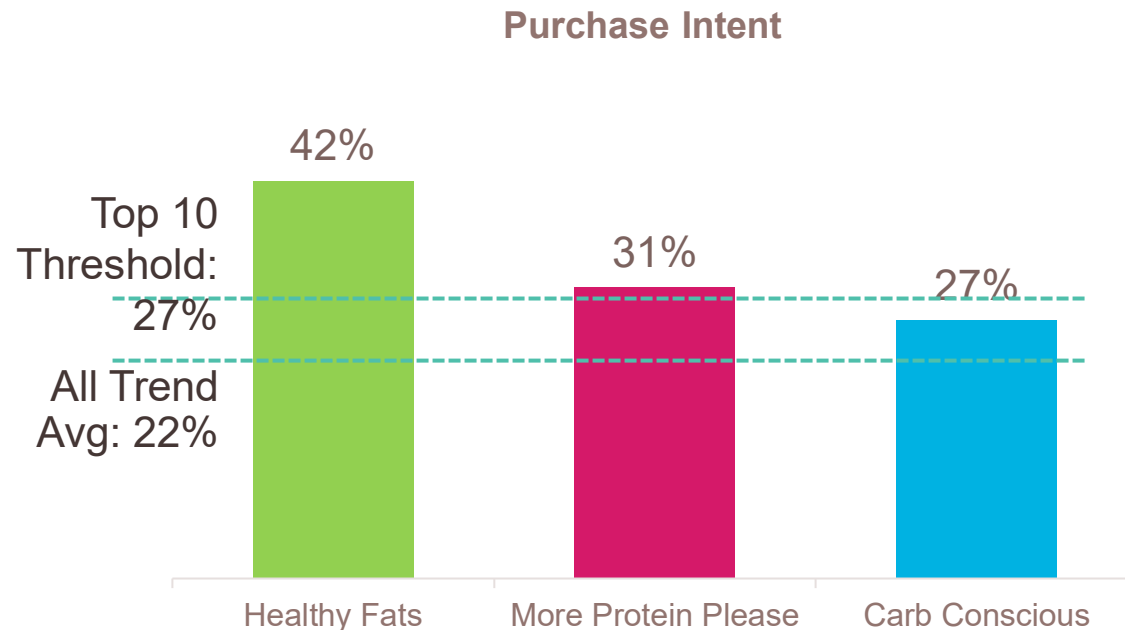
+53%

REFRIGERATED
EGGS



Macronutrient Intake: Balancing Macros

- Consumers demonstrate they are prioritizing macro-nutrient intake, which is an opportunity for brands and entrepreneurs to ensure they are delivering against
- Businesses focusing on other trends may benefit from also keeping nutritional content in their messaging



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

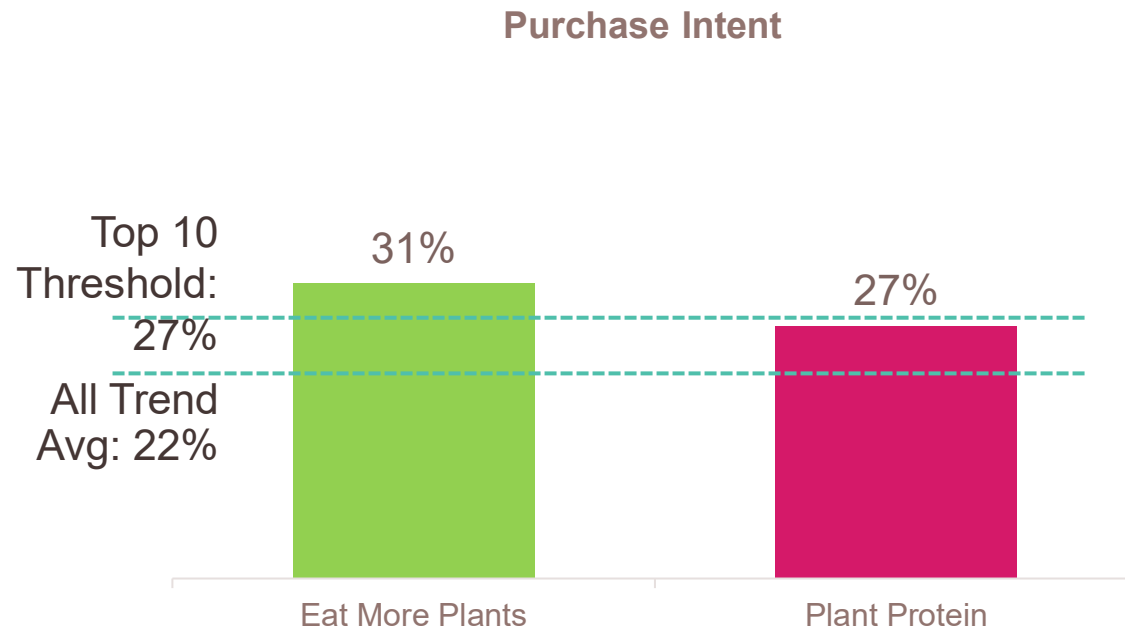


Soom Snack Bites (booth 2040)

Using sesame seeds for a date and tahini chewy experience these plant-based snacks have struck a balance of low sugar and carbs, healthy fats and protein

Waiting for the New Wow: Plant Based

- *Consumer interest in plant-based products remains strong and steady*
- *Innovators have been placing more of their effort into meat alternatives, which may be leaving an opening for other plant-based product concepts to shine*



Source: Survey of 1,000 consumers nationally representative of the U.S. population; fielded April 2022

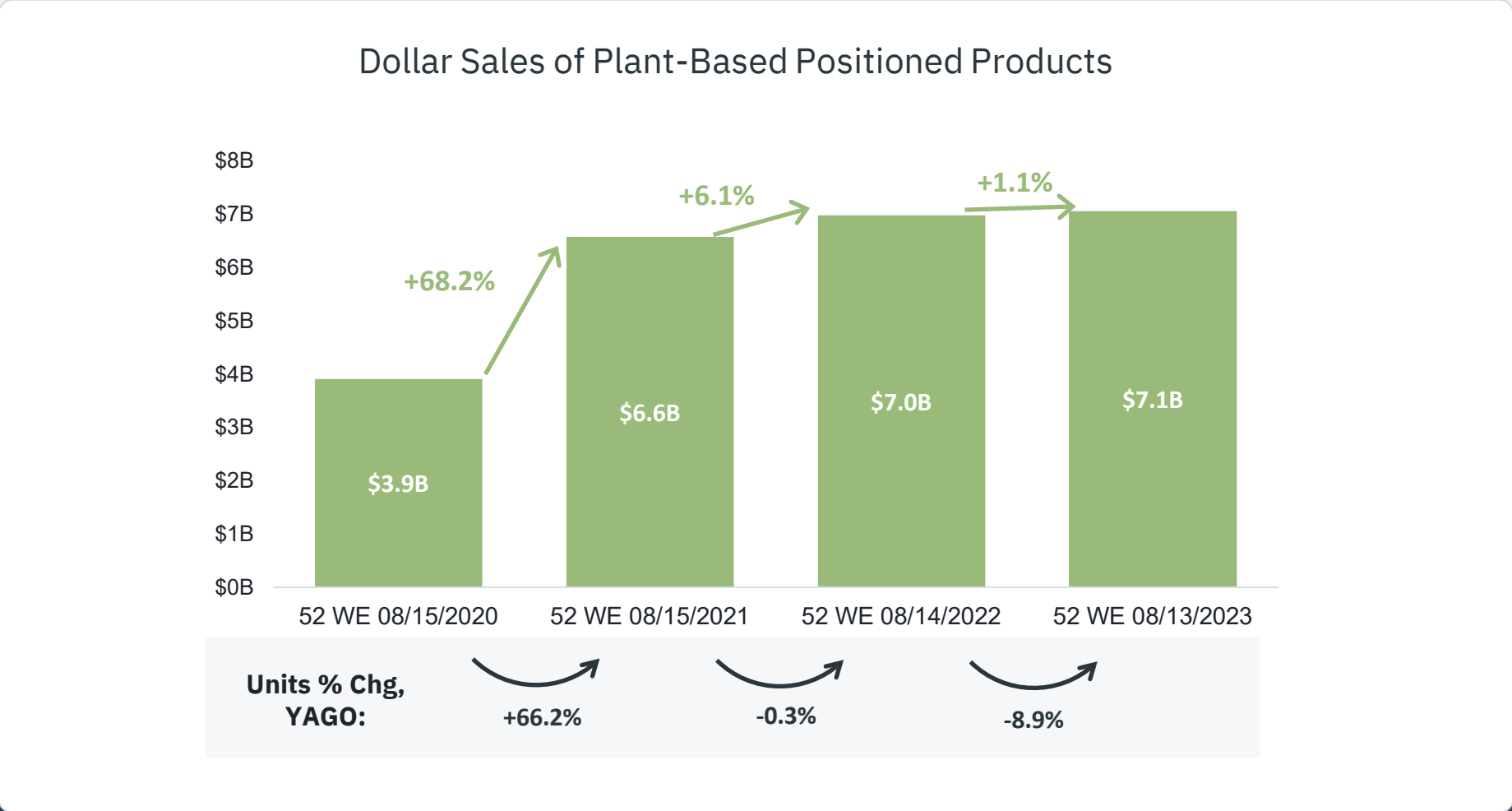


Flourish Pancakes (booth 2245)

Focusing on an oat and fava bean flour blend, these pancakes offer a plant-based protein enhancement to breakfast

Plant-based is seeing a slow down in growth

The category saw extreme growth in 2020-2021 but as the category matures, sales are beginning to stabilize



Every Category is integrating **Plant Based** Products

+24%
Category \$ % Growth vs Year Ago

PB Meat Snacks



LABELED GLUTEN FREE
+32%

LABELED NON-GMO
+28%

+8%
Category \$ % Growth vs Year Ago

PB Protein Powder



CERTIFIED ORGANIC
+15%

LABELED VEGAN
+13%

+10%
(total snacks) Category \$ % Growth vs Year Ago

Snacks



LABELED VEGAN + FLAVOR - CHEESE
+13%



Thank you!

Amanda Hartt – Senior Manager Data &
Insights at New Hope Network
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Brandon Casteel – VP of Partnerships
at SPINS
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NCN Transaction Update



Will Grubb

Investor Account Manager

Nutrition Capital Network helps connect active financial and strategic investors with mission-driven health and wellness brands.

NCN smart events and databases provide a marketplace experience, bringing together emerging companies with active investors. Our participants represent all facets of the industry, including ingredients and technology, natural and organic foods/beverages, functional food/bev, supplements, personal care, household, and related technology solutions.

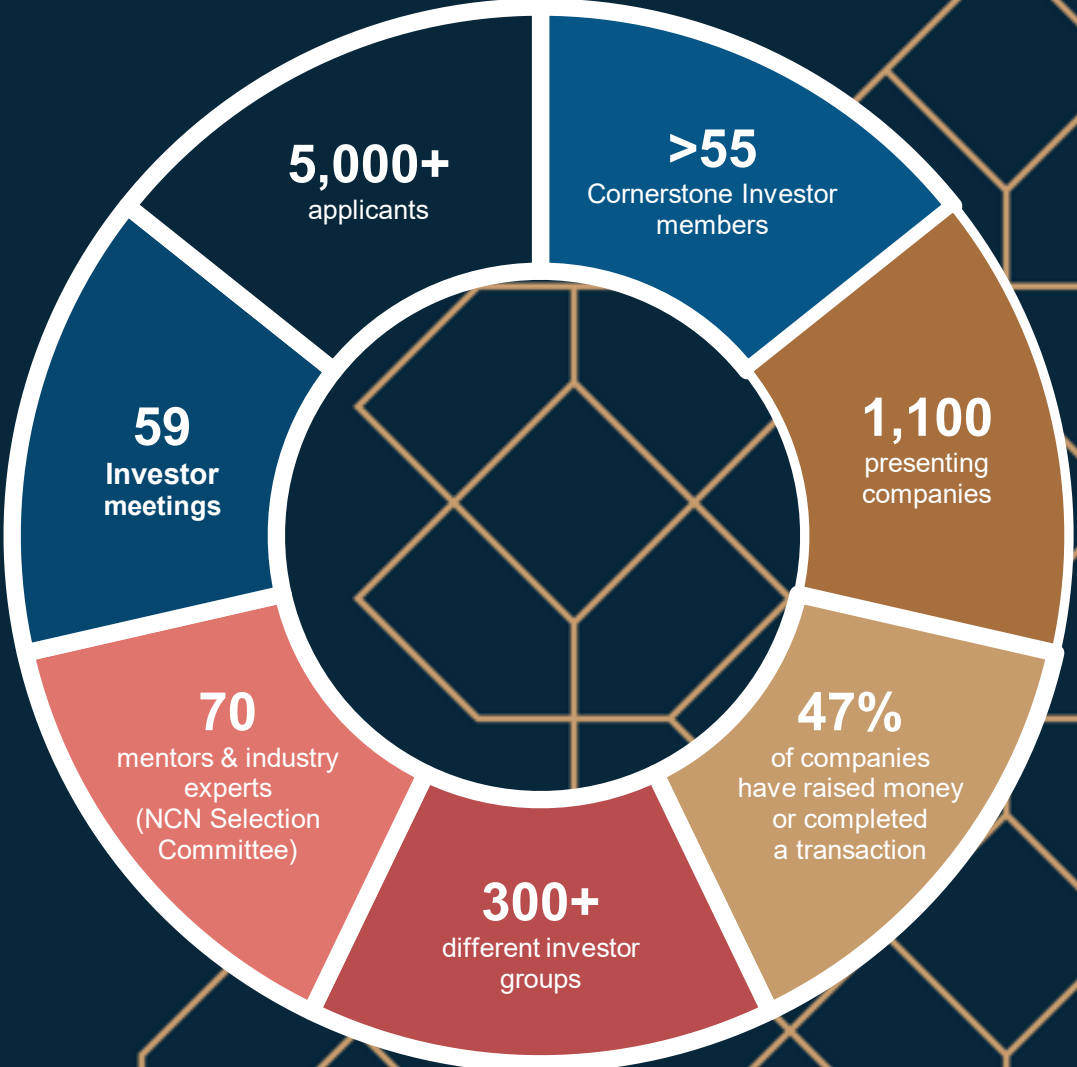
nutritioncapital.com



Informa Health and Nutrition: the strength of our network



**NCN
Ecosystem:**
Committee
Presenters
Investors
Sponsors



NCN Alumni: 51% Success Rate



NCN Alumni Transactions in 2022 & 2023

EVERY



moonstone.

MycoTechnology



okCapsule®

PULP PANTRY

Rainfed.



SCOUT



TRUE MADE
FOODS
REAL FLAVOR from REAL VEGGIES



NutritionCapital
NETWORK.

Thank you to our 2023 NCN Sponsors



NCN Cornerstone Members



2023 & 2024 NCN Investor Meetings



Nutrition Capital
NETWORK™

NCN Kickoff @ Expo East

September 21st Philadelphia, PA

NCN Ingredient-Tech Meeting @ SSW

October 24th, Las Vegas

NCN Fall Investor Meeting

November 14th & 15th, San Francisco

NCN All-Star Showcase @ Expo West

March 12th, 2024 , Anaheim, CA

NCN Spring Investor Meeting

April 30th & May 1st, New York City

NCN Europe Investor Meeting @ Vitafoods Europe

May (TBD), Geneva, Switzerland

NCN Deal Flow Database

Nutrition Capital NETWORK Deal Flow Dataset **informa markets** **NCN**

Company name
Search []

- Biolife Holding AG
- Element Nutrition Inc
- FreshCap Mushrooms
- Kenyio Manufacturing Company
- Manuka Guard
- Natural Stacks
- NutraGenom, LLC
- R3SET
- SP Nutraceuticals Inc.
- Well Told Health

Category
Search []

- Nutritional Bars
- Packaging
- Personal Care
- Pet
- Proteins
- Retail, Distribution & Service
- Spices, Sauces & Condiments
- Spices, Sauces, and Condiments
- Sports Nutrition
- Supplements
- Sweeteners
- Technology (Other)
- Vitamins

Biz Size

- 01_Start-Up/Pre-Revenue
- 02_100 - 499 k
- 03_500 - 999 k
- 04_1 - 2.99 mil
- 05_3 - 4.99 mil
- 06_5 - 9.99 mil
- 09_50 mil +

Data Entry Date
12/31/1899 [] 2/17/2023 []

Please list approximate previous year's revenues
\$2935.00
0
100k-500k
1-3 million
1700000
1800000

Please list targeted revenues for current year
1,050,000 EUR
100000
1800000

Please list targeted revenues for current year + 1
\$12000000
11850000
1200000

Please list targeted revenue for current year + 2
6500000
5000000
45646233

Capital now sought
\$750K
1.5 million
1000000
2 million
3MM USD
500,000 USD
5000000
8 million EURO

Biz Size
06_5 - 9.99 mil
04_1 - 2.99 mil

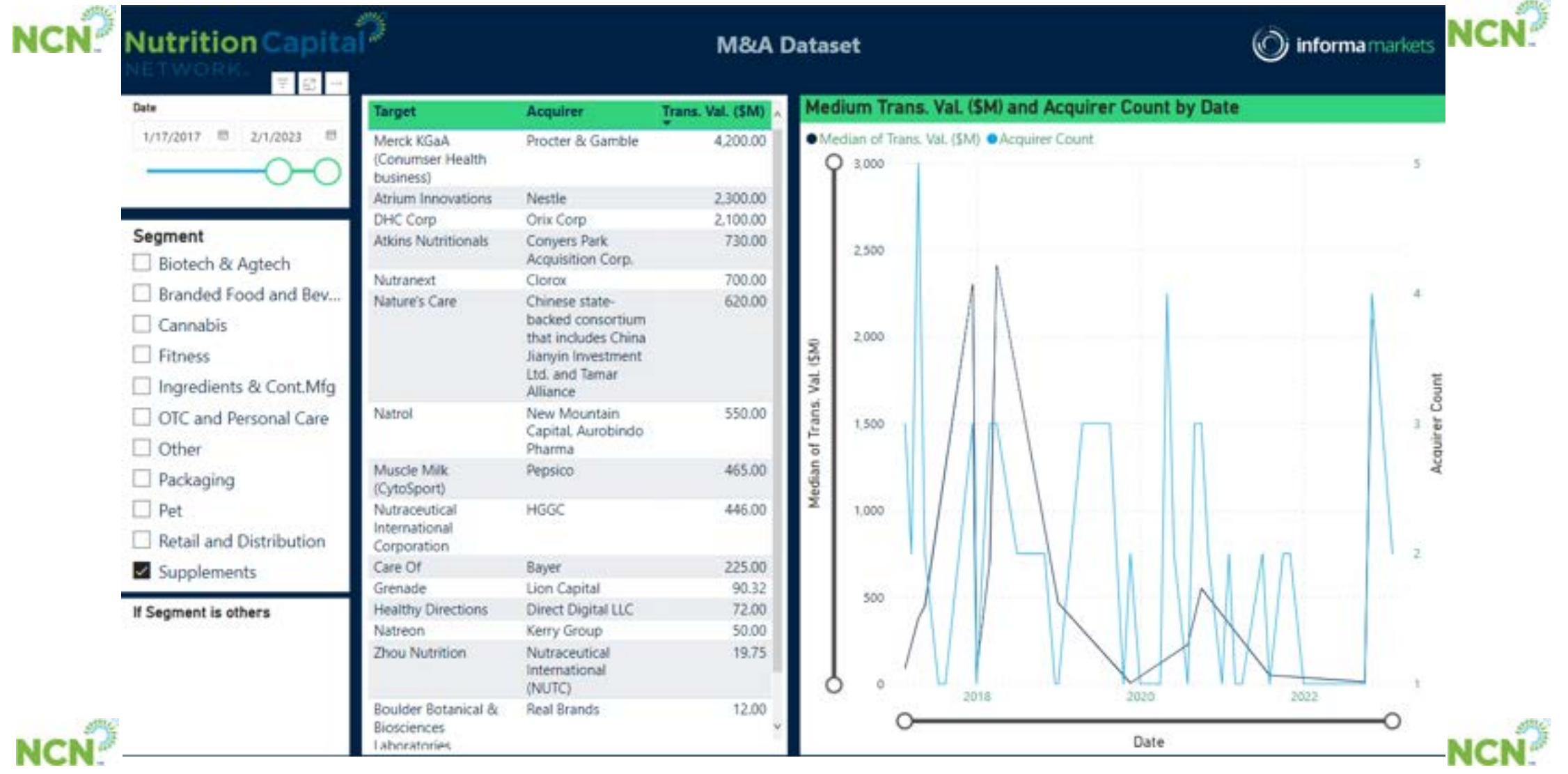
Capital raised to date
none. Privately funded
Banks - 700K
700,000 USD
3000000
2.2 million
120,000
1,230,000 USD
0

Company website
www.rejuvenatemuscle.com
www.r3set.com

Date founded
01/01/2019
01/15/2016

Snapshot
We provide nutritional Supplements, Cosmetics and Cosmeceuticals as well as plant derived medicinal products and traditional herbal medicines by combining ingredients of demonstrated benefit or Efficacy with proprietary formulation technologies and our talents' know-how with the aim to prevent or restore consumers' or patients' life in balance. We have developed a product based on a bioactive molecule from avocado that targets insulin resistance. This product is based on more than 5 years of research out of the University

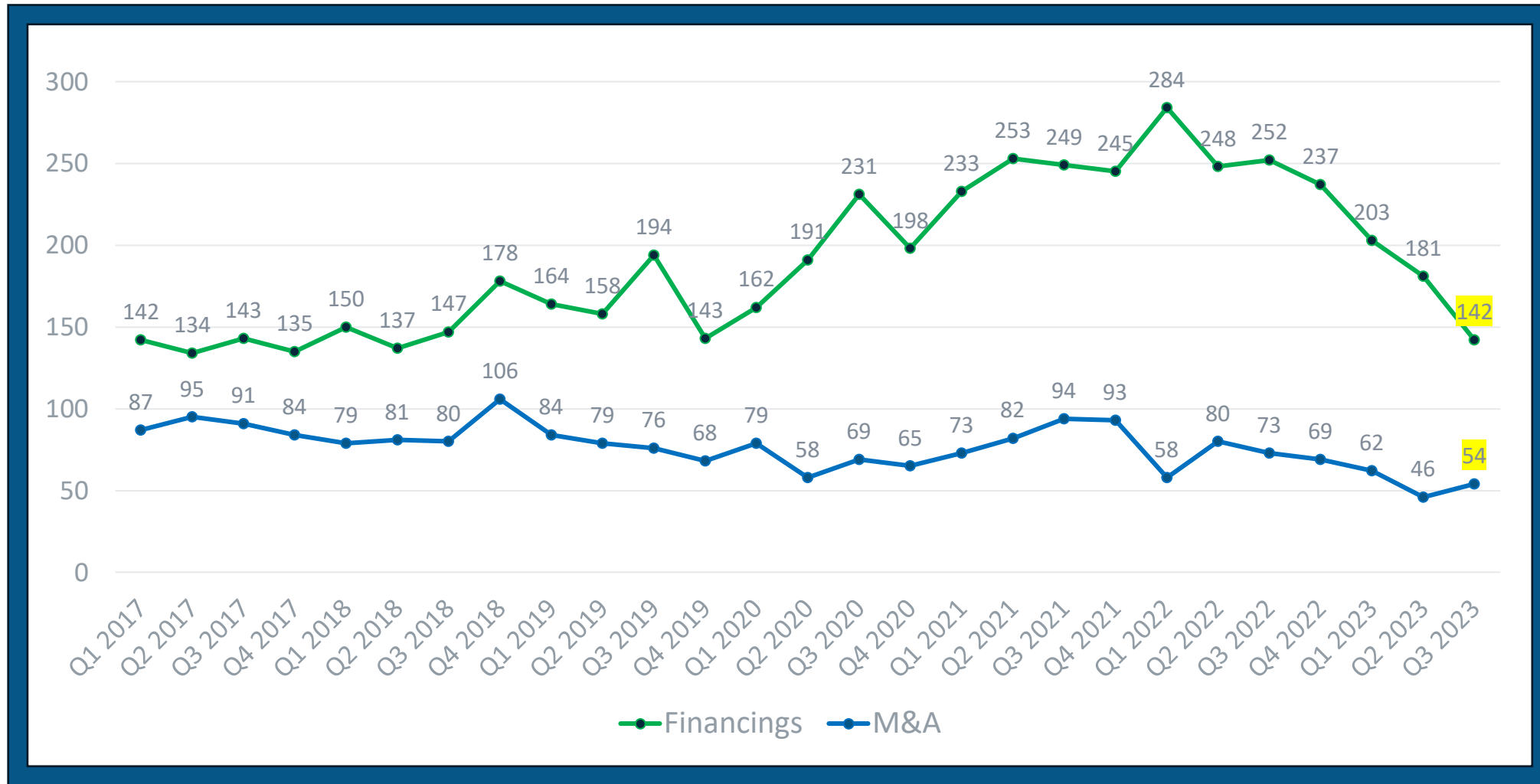
Global M&A Database



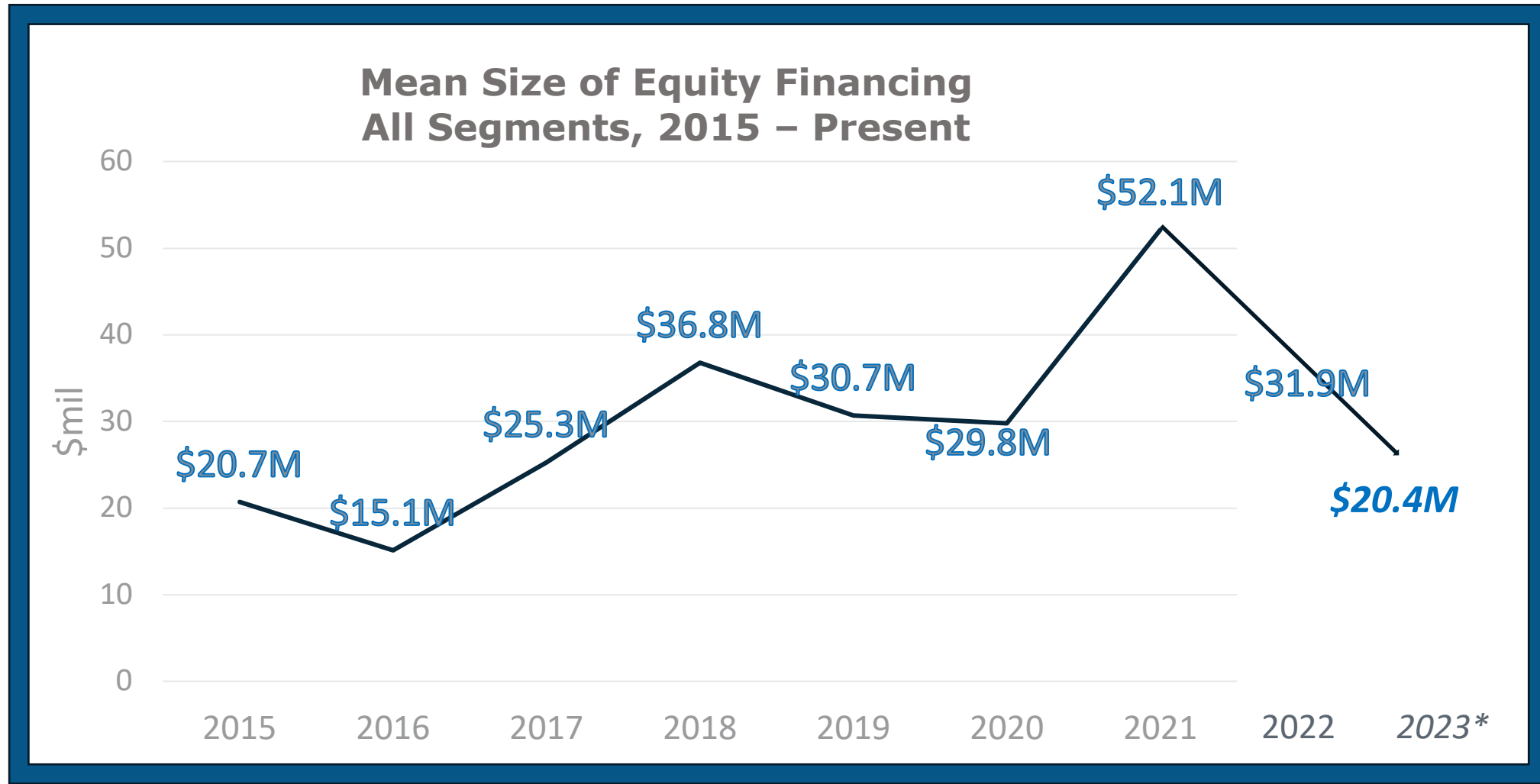
Global Financing Database



H,W,&N Transactions 2017— 2023* (by Quarter)



Financing (\$), All Segments 2015 – 2023*



Top Financings in 2023:

Food and Beverage



More financings in 2023: Biotech, Agtech & Alternative Protein deals



M&A Deals in 2023: M&A

Food and Beverage

ACQUIRER → TARGET

MARS	→	kevin's
sovos brands	→	RAO'S
TILRAY BRANDS	→	hi-ball
SOURCE	→	PRIDE SOURCE
LIVEKINDLY COLLECTIVE	→	alpha

ACQUIRER → TARGET

Unilever	→	yasso
Keurig DrPepper	→	La COLOMBE COFFEE ROASTERS
STARCO brands	→	soylent
beliv	→	HIGH Brew
Cali'flour Foods	→	mikey's

Health, Wellness and Nutrition: Transactions by quarter, 2017 – 2023*

EQUITY FINANCING DEALS (Expo Categories)	2018	2019	2020	2021	2022	2023*
Supplements	8	14	13	23	17	24*
OTC and Personal Care	22	28	21	40	49	36*
Food and Beverage	134	152	176	210	211	192*
Total Financings (Expo West Categories)	164	194	210	273	277	252*
Total Financings Growth	-4%	18%	8%	30%	1%	-9%

M&A DEALS (Expo Categories)	2018	2019	2020	2021	2022	2023*
Supplements	11	10	17	12	8	16*
OTC and Personal Care	17	24	12	29	30	11*
Food and Beverage	138	104	101	144	109	108*
Total M&A (Expo West Categories)	166	138	130	185	147	135*
Total M&A Growth	-9%	-17%	-6%	42%	-21%	-8%

Thank you! Please stay in touch:

Will Grubb

William.Grubb@informa.com



*Exhibitors Seeking
Capital at Expo East*



Financial Market Update



Nick McCoy

Whipstitch Capital



NCN – Investment and Industry Trends

Nicolas McCoy
Managing Director
nick@wstitch.com

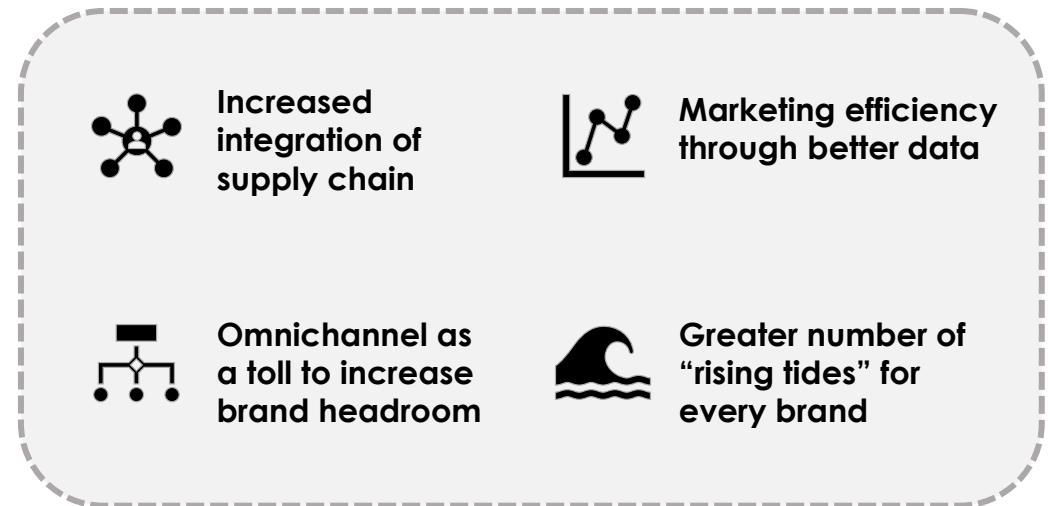
The Maturity of Our Industry Is Driving the Convergence of Growth and Profit



Investor and Strategic Observations

- 1 Investors increasingly underwriting to **EBITDA-based exits** – multiples range from 10x – 20x
- 2 **Long-held portfolio companies** tend to be **unprofitable** and have **limited brand headroom** to scale to profitability
- 3 **Increased value** from strategics for **brands that manufacture**
- 4 Strategic EBITDA multiples validate **higher end of EBITDA multiples** for best brands

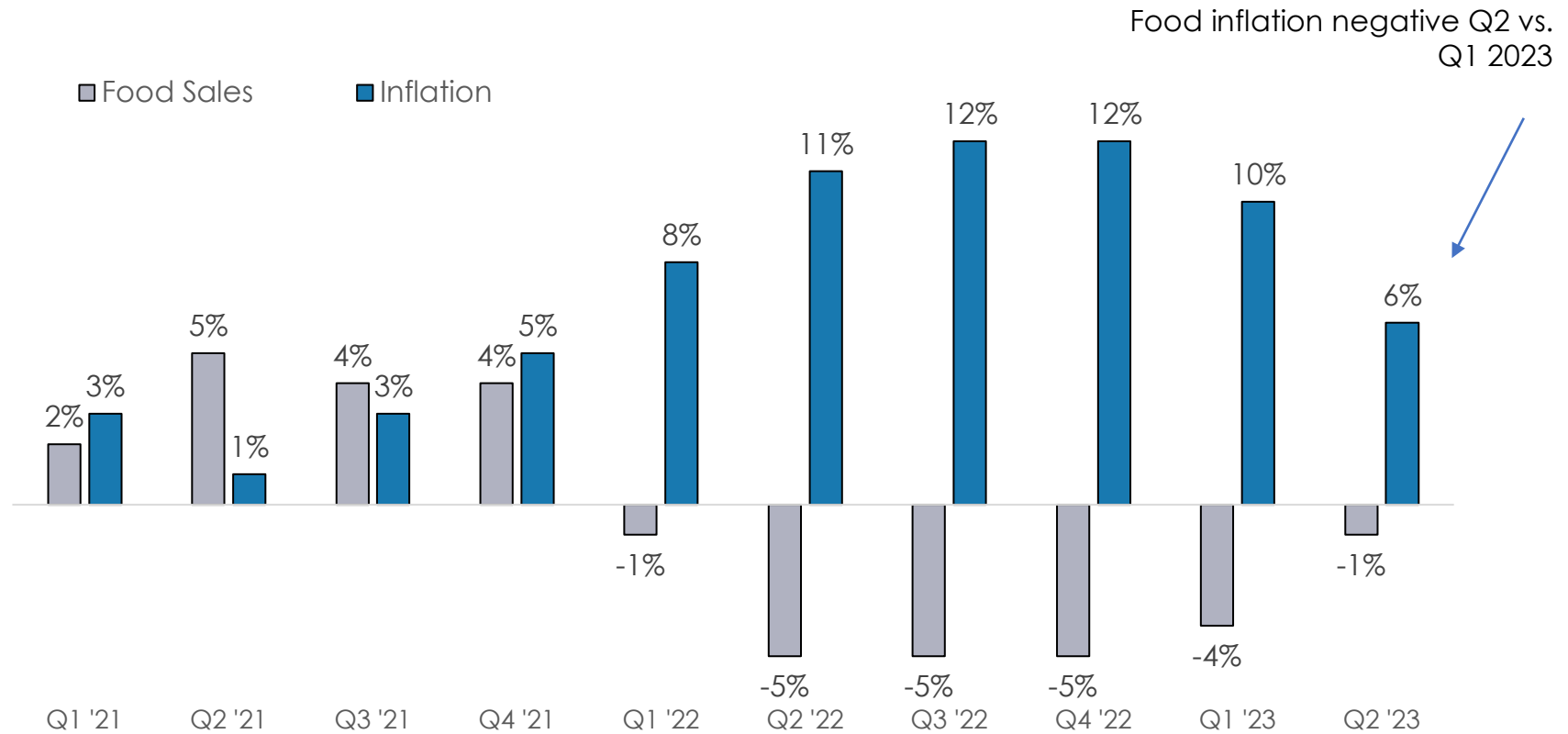
Enablers of Profitability



Inflation Growth Caused a Temporary Drop in CPG Spending in 2022

Food Inflation Declining Year-over-year 2022-23

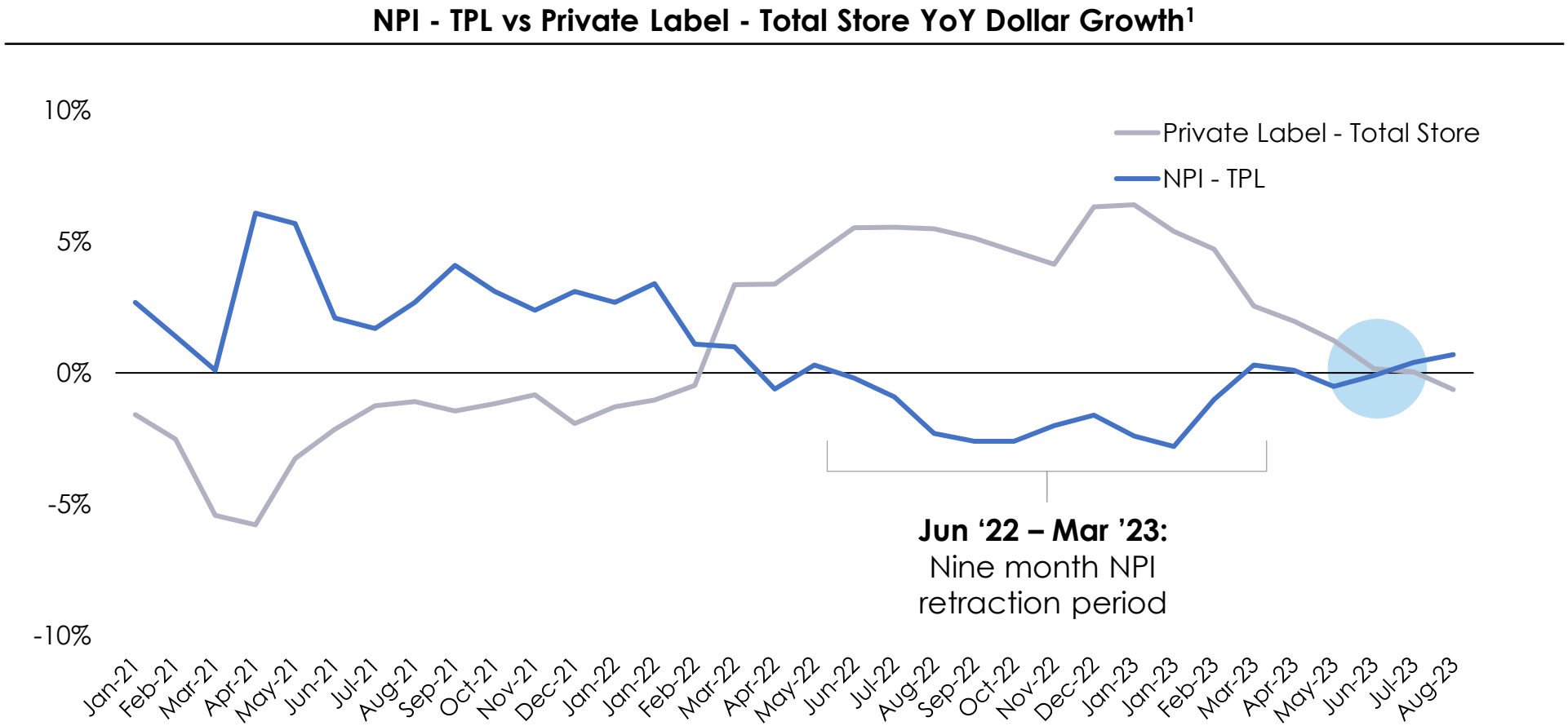
YoY Inflation Growth vs Demand¹



(1) Bureau of Economic Analysis

Inverse Relationship Between NPI and Private Label Growth

Widening Gap Between NPI and PL Growth Rates Indicates Return to Normal Post-Downturn in Early 2023

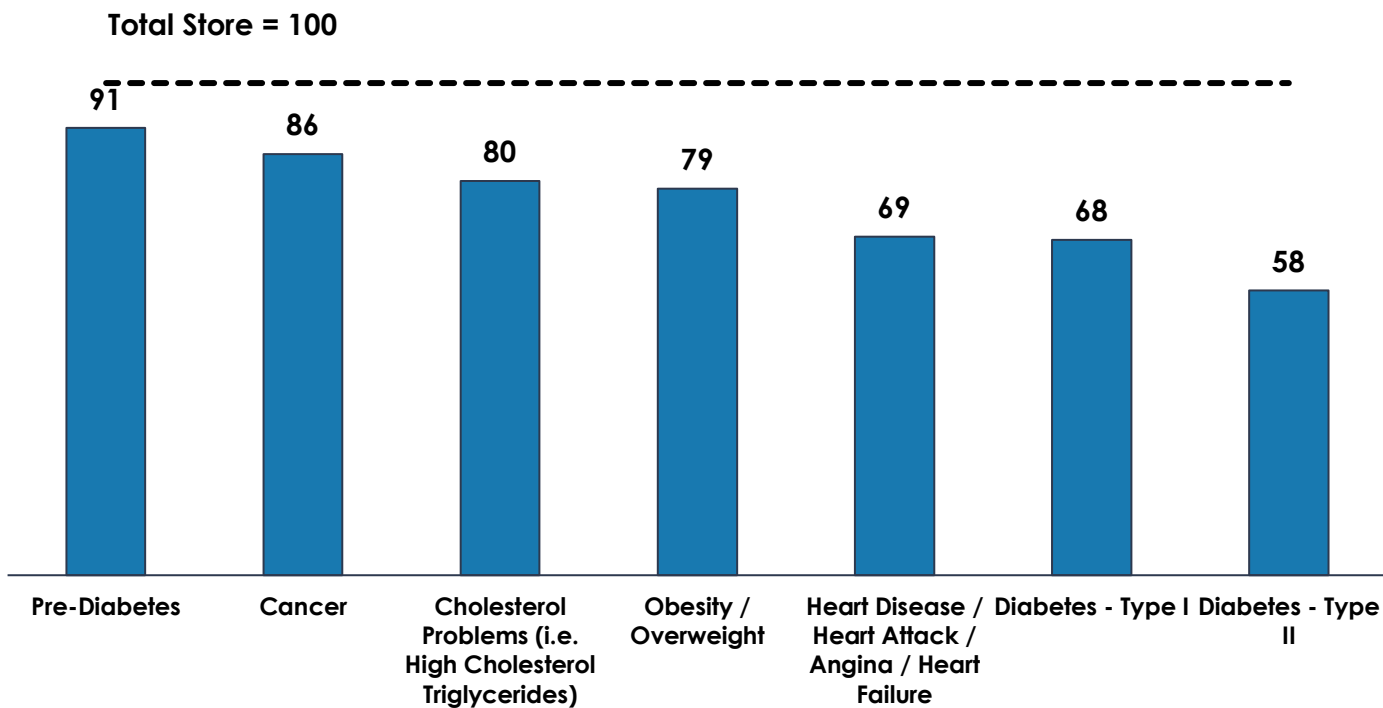


1. SPINS, MULO + Natural + Convenience, 4 WE 8/13/23; NPI = Natural Products Industry, TPL = Total Products Library

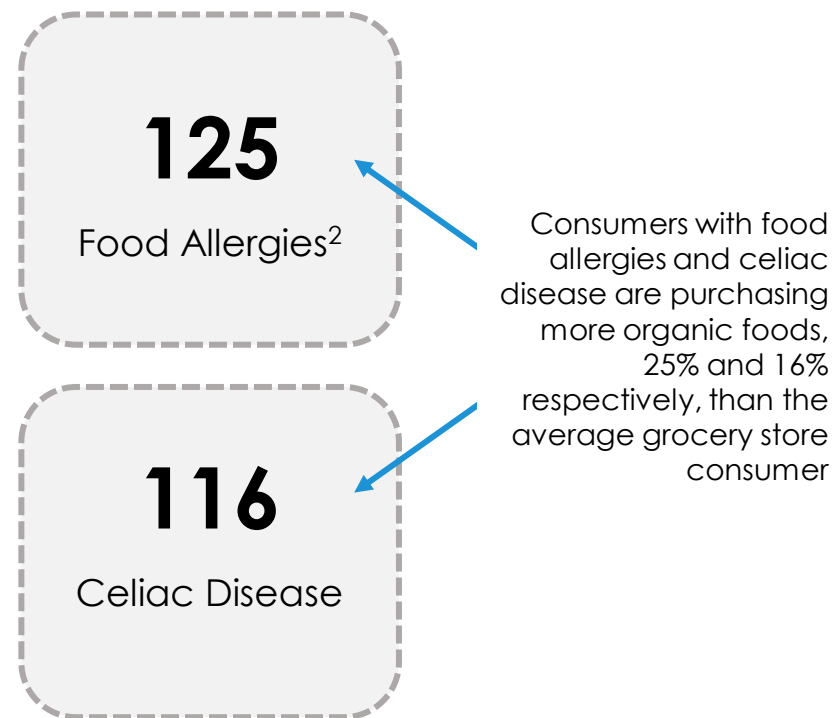
People with Life Threatening Ailments Eat Less Organic and Vice Versa

Organic Food Dollar Index vs. Total Store¹

People with Life Threatening Ailments Underindex in Organic Sales



& Those with Diet-related Ailments Overindex



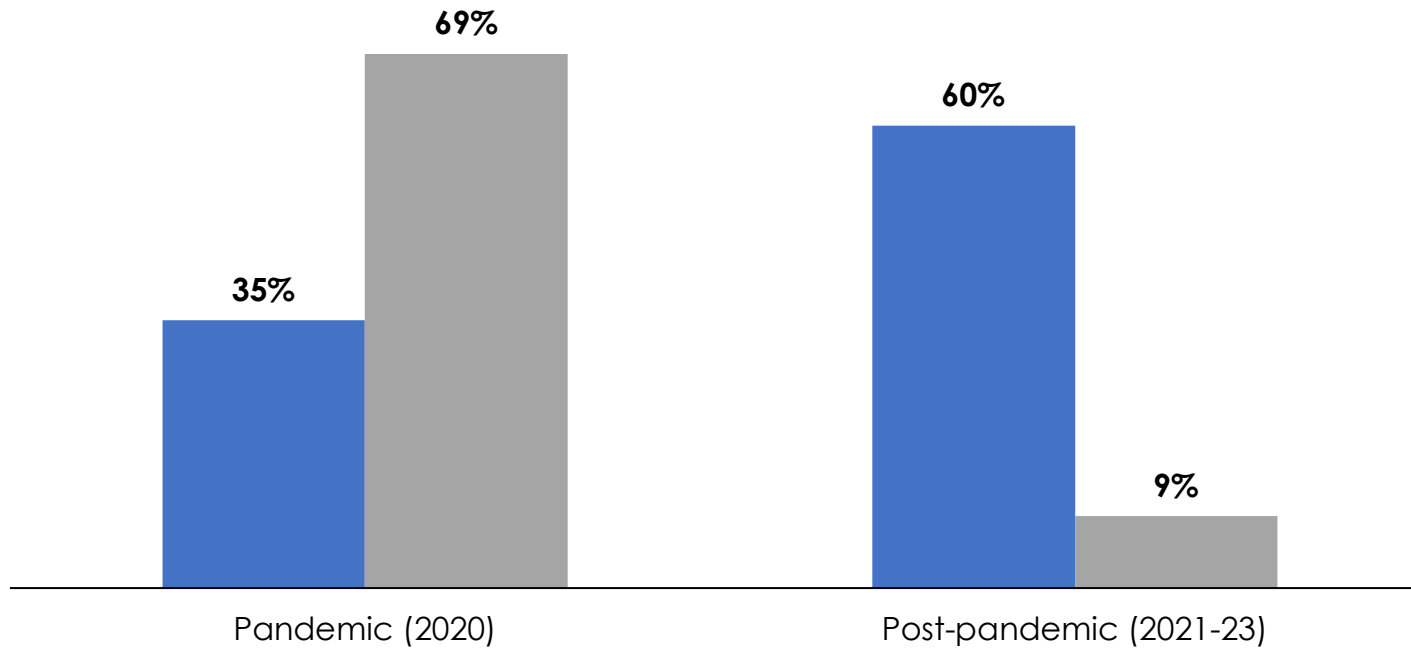
1. NielsenIQ
2. excluding gluten sensitivity and Celiac

Immunity Conscious Consumers Expect Food to Supplement Health

Consumers Embrace Holistic View of Wellness Turn to Food and Beverage to Support Immunity

Dollar Growth of Immunity VMS vs Immunity Food & Bev¹

■ Immune System Food & Bev (\$995MM)
■ Immunity Supplement VMS (\$1.03B)



Pandemic:

During the pandemic consumers drove up demand for vitamins and supplements to support their immunity.

Post-pandemic:

Consumers turn to food and beverages with immunity benefits as consumers embrace a holistic view of wellness.

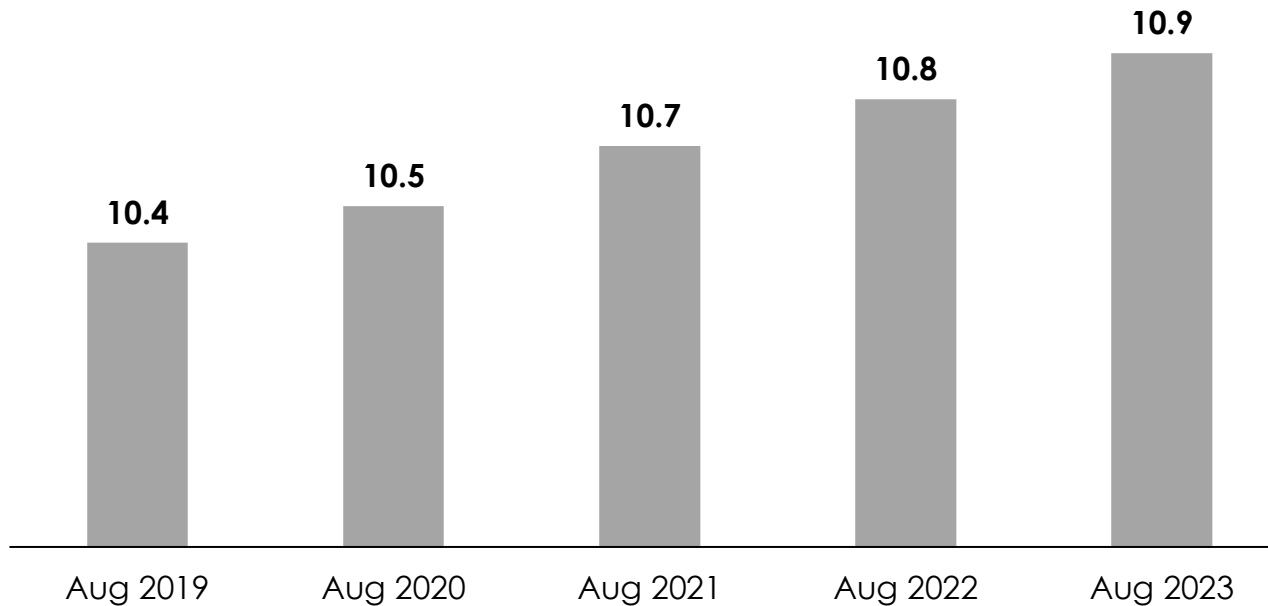
Ingredient Counts are Increasing - Clean Label is a Consumer Priority

Meat Alternatives have More than 2x the Ingredients of the Average Product

Dollar-Weighted Number of Ingredients – Total Food & Bev, Meat Alternatives¹

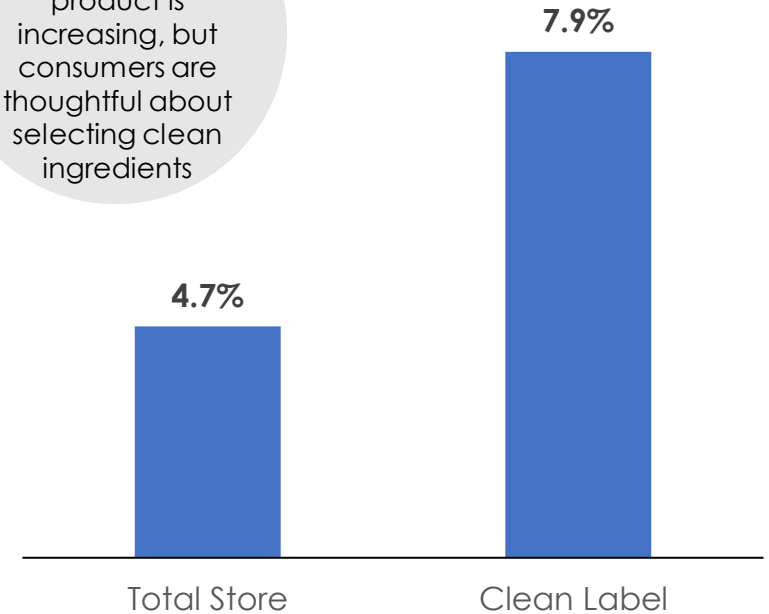
Meat Alternatives

23.6	23.2	23.1	23.6	23.1
------	------	------	------	------



Clean Label Products Over-Indexed Total Store Growth¹

The average number of ingredients per product is increasing, but consumers are thoughtful about selecting clean ingredients



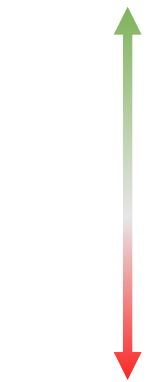
1. Nielsen, Total Food & Bev, Total Meat Alt, 52 WE 8/12/23

Planetary Health and Wellness Are Priorities for All Consumers

Index of Dollar Purchases – 100 = Average

	Skeptics	Idealists	Minimalists	Healthy Me/ Planet	Evangelists	Total Variation from Index
Natural	98	108	100	102	101	12
Sustainable Packaging	98	106	99	104	103	16
Environmental Sustainability	97	106	99	104	103	17
Clean Label	94	105	99	104	107	22
Social Responsibility	86	108	95	116	119	62
Better For*	80	112	93	119	130	88
Plant Based	81	130	85	133	131	128
Organic	72	138	87	129	142	150

Most Mainstream

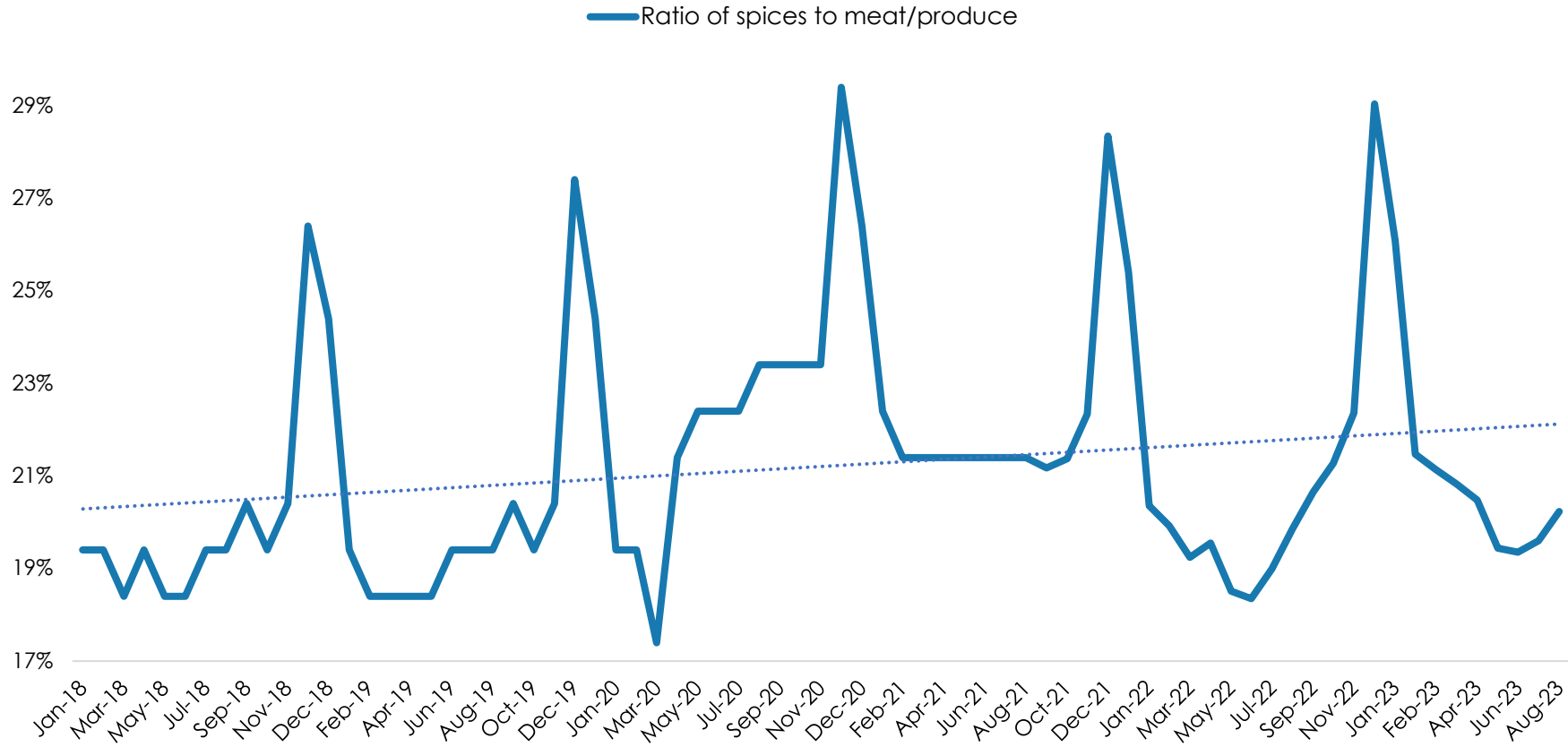


Least Mainstream

1. NielsenIQ, Total Store 52 WE 7/1/23 – Variation calculated as sum of differences between dollar index and buyer group indexes, *better for in food & Beverage only

Multicultural Cuisine is Influencing American Cooking

Increasing Ratio of Spices to Produce + Meat Indicates a Changing American Palette¹



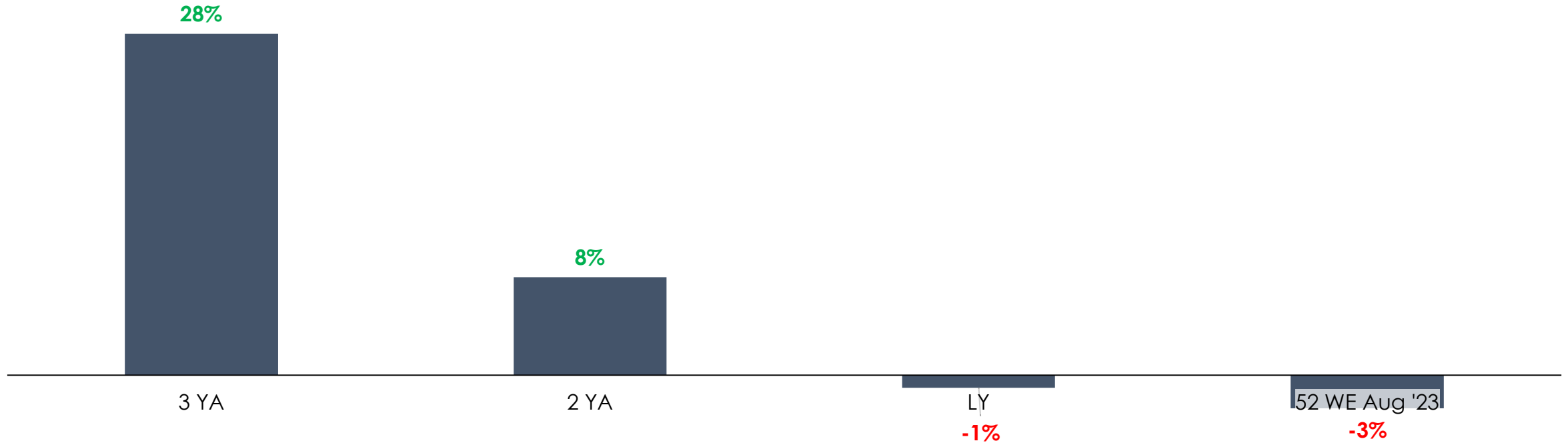
¹) SPINS 4 WE 8/13/23, Total US – FOOD, (PRODUCE PACKAGED HERBS + SS SPICES & SEASONINGS) / (FZ & RF BEEF & PORK CUTS + FZ & RF POULTRY CUTS + PRODUCE PACKAGED VEGETABLES)

Category Velocity Growth is a Leading Indicator of Consumer Trends

Meat Alternatives Category Case Study: Dollar Growth Now in Decline Relative to Distribution Point Growth

Meat Alternatives is a Mature Consumer Trend Given Sales Versus TDP Growth Dynamics Over the Past Four Years¹

■ % Dollar growth YoY - % TDP growth YoY



1. Nielsen, Total Food & Bev., Total Meat Alt, 52 WE 8/12/23

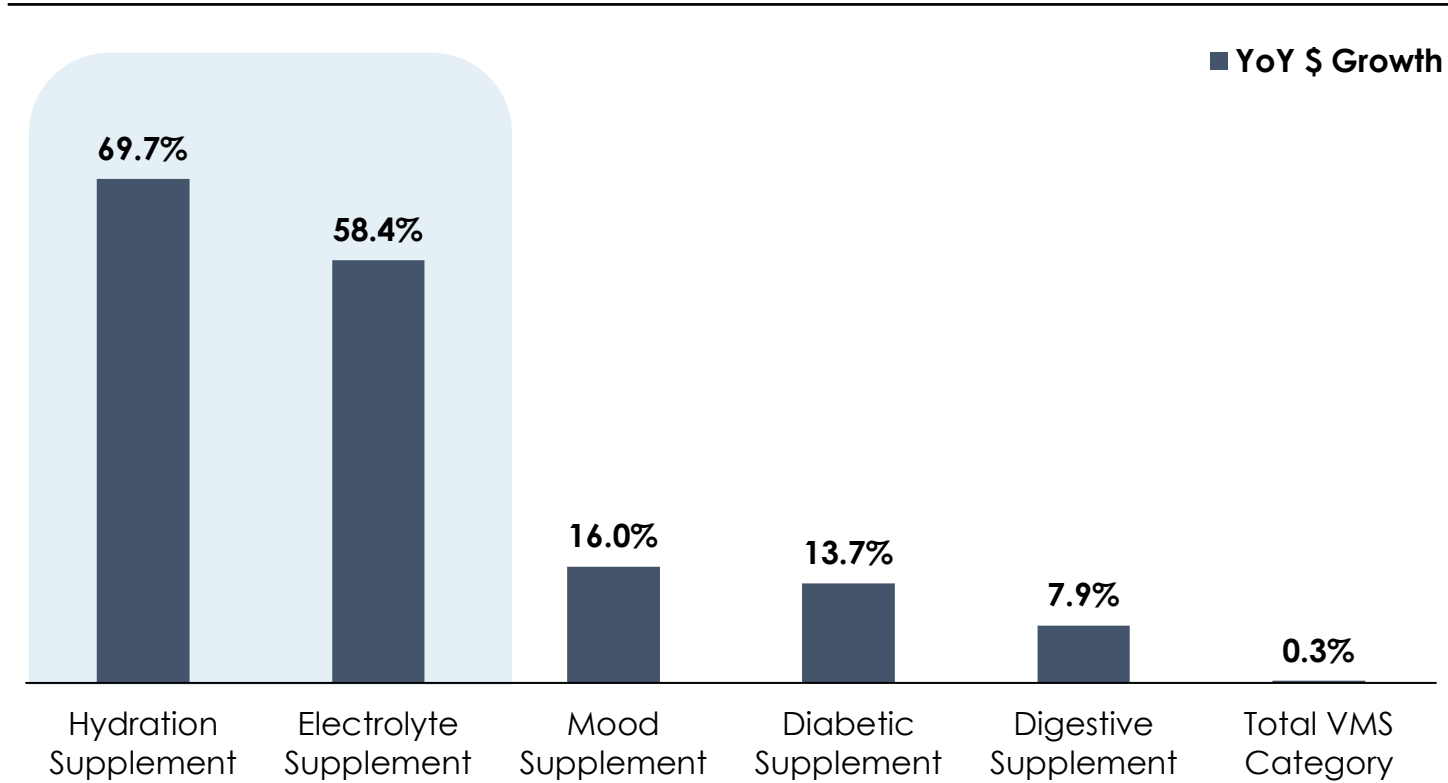


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Highest Growth VMS Products Move Away from Immunity and into Vibrancy

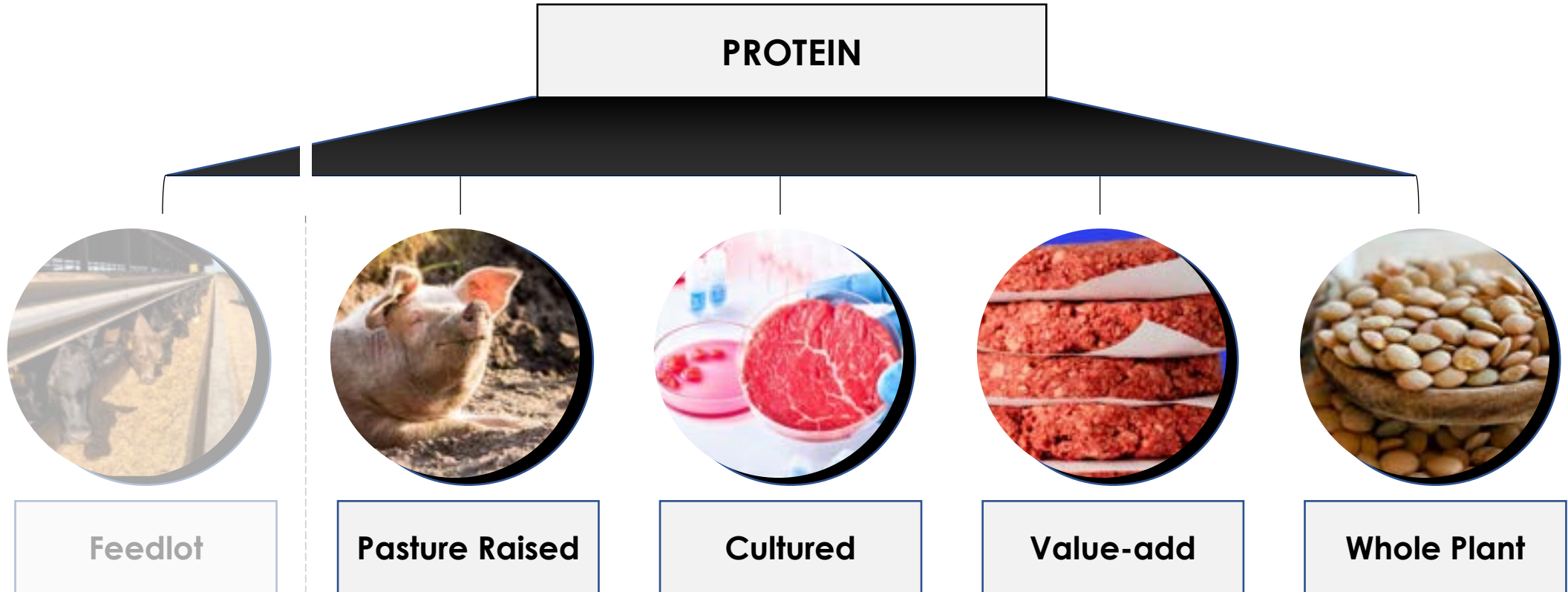
Growth Rates of Supplement Claims¹



1. Nielsen IQ, 52 WE 8/12/23

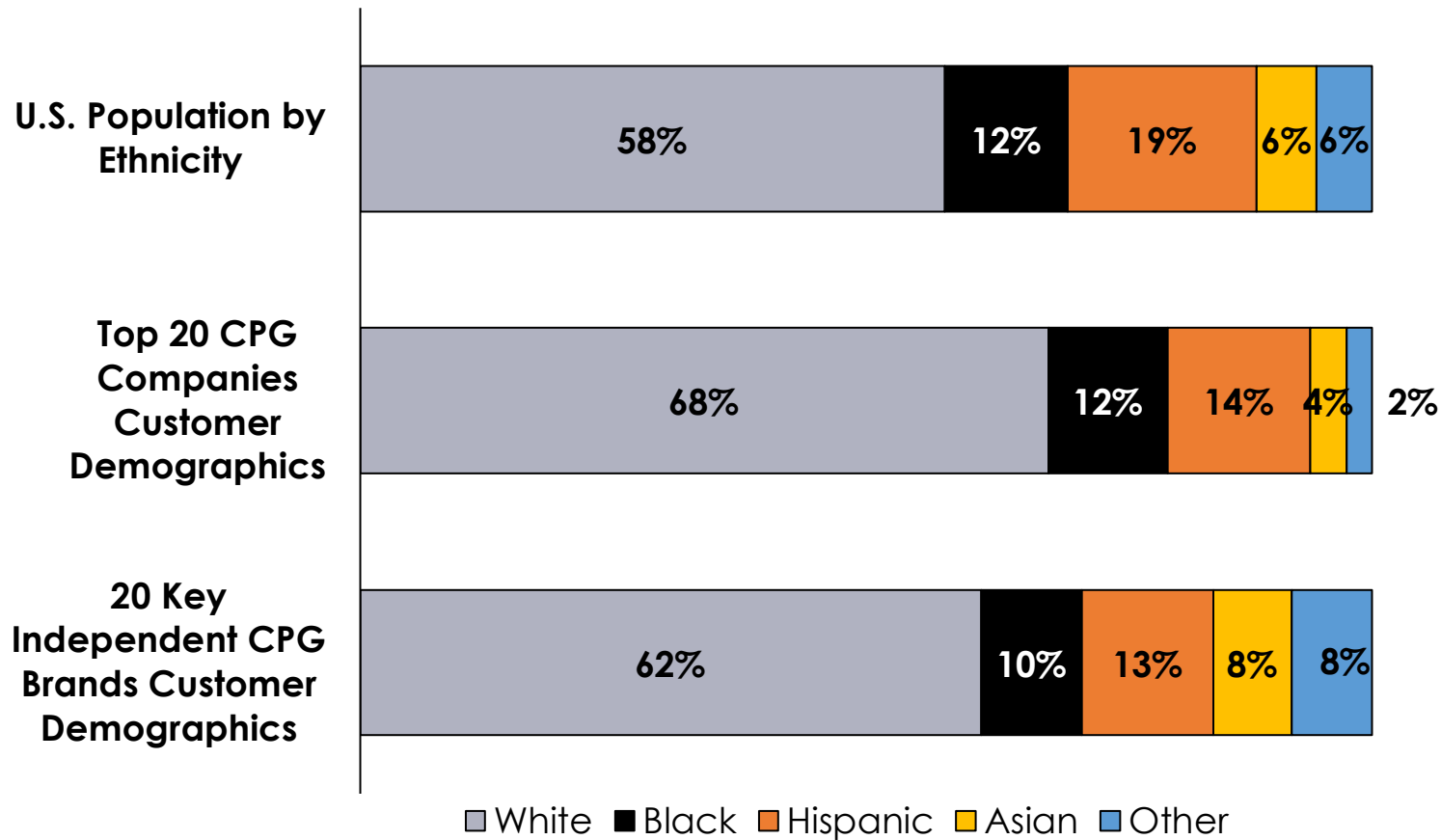
Global Population is Maximized with Diversity of Protein Sources

Optimized Mix of Protein is Governed by Land and Energy Availability



CPG Companies that Embrace Diversity of Thought Have Greater Growth

There is an Incremental Growth Opportunity By Aligning Customer Base with U.S. Population^{1,2,3,4}



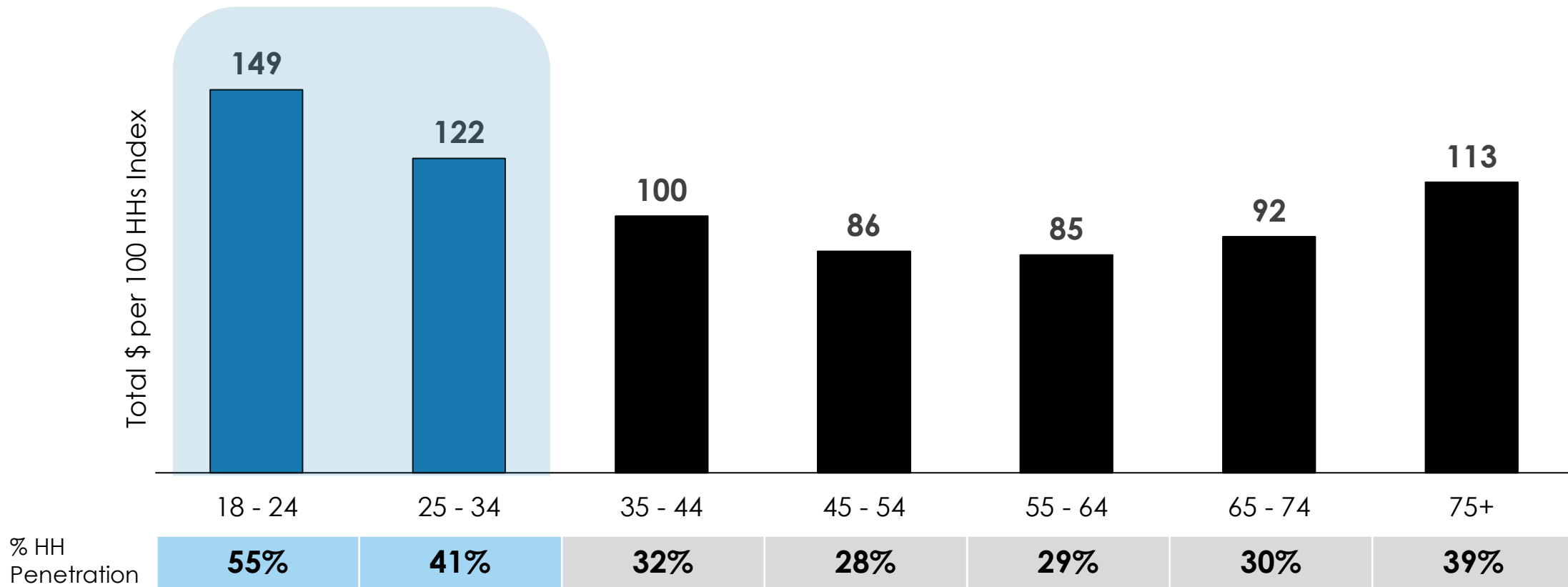
Companies that Cater to Diverse Population Over-indexing on Growth		
	Top 20 Largest CPG	20 Key Independent CPG Brands
Growth rate of companies that are catering to population yoy sales growth	4%	14%
Growth rate of companies that are not catering to population yoy sales growth	0.6%	7%

1. NielsenIQ
 2. U.S. Census, 2020
 3. SPINS S2 WE Ended 1/23/22, MULO + Convenience + Natural Enhanced
 4. Nielsen S2 WE 8/27/22, Total Outlets

The Youngest Consumers Are A Powerful Force for Sustainability in the Future

of Environmentally-conscience Low Income 18-34-year-olds is Greater Than All Other Age Groups – Currently Income-Limited Demographic On the Rise with Power to Shift Market In Upcoming Years

All Environmental Attribute Purchases by Low Usage Households



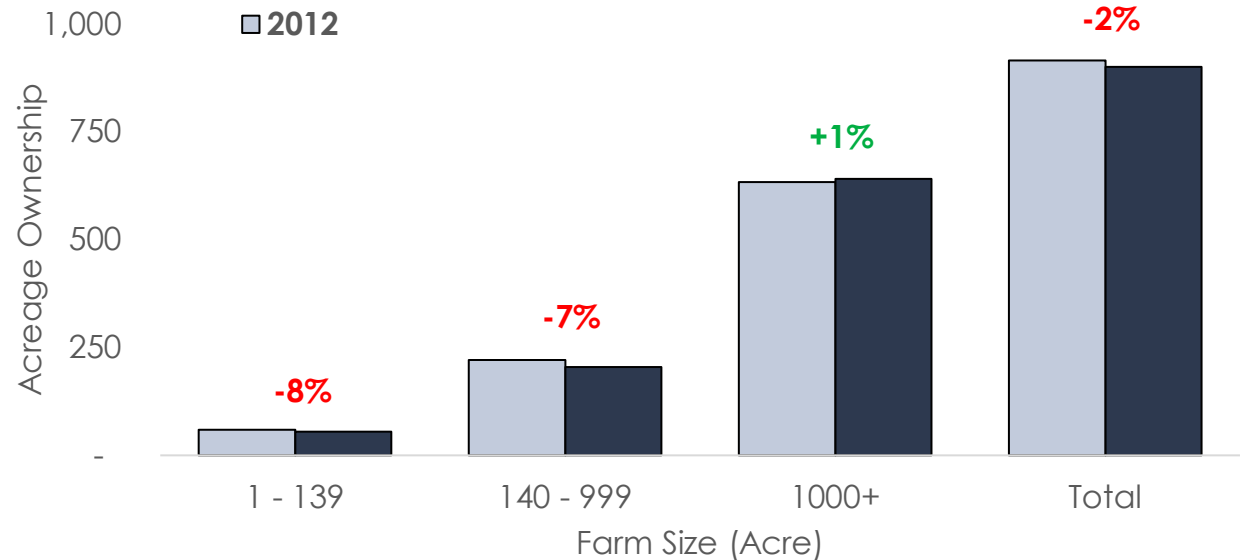
1. NielsenIQ, Total \$ per 100 HHs Index – Consumer Profile by Demographics May 2022 YTD Sales and 2021 Census

Sustainable Farming Can Benefit Farm AND Population Health

Yield per Acre and Farm Profitability Can Be Increased With Regenerative and Organically Grown Produce

- There are only 4.4M acres of vegetables crops harvested on US farms – 1.1% of cropland
- Labor cost savings and its impact on prices is a driver of US produce imports
- Regenerative and organic vegetables have a higher yield per acre than conventional equivalents
- Higher yield per acre will increase US production and make smaller farms more viable

Growth of Farms by Farm Size¹



# of farms, 2017 (000's)	1,304	565	172	2,042
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(1) The Census of Agriculture 2017



Thank You!

We will see you at Supply Side West, for NCN
Ingredient Technology Investor Meeting

October 24th, 2023 Mandalay Bay

Las Vegas, Nevada

