

Welcome to the Natural Products Expo East Pitch Slam!

In Partnership with



Sponsored by



By Informa Markets

Co-located with



Welcome to the Natural Products Expo East Pitch Slam!



Katrina Tolentino
Executive Director, Naturally Network

Thank you to our sponsors!

Semifinals Sponsor:



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THE NATURALLY NETWORK



We are powered by the Naturally Network, and their generous partners:

Community Leaders



Community Builder Partners



In-Kind Partners



Minority-Owned Fellowship Partner





EXPO EAST PITCH SLAM AFTER-PARTY

PRESENTED BY  **SPINS**[®]

7:00 PM-10:00 PM

READING TERMINAL MARKET

***PARTY ENTRANCE AT DOOR 6 (12th and Filbert)

AFTER-PARTY PARTNERS:

BeyondBrands

BrandRock
INSURANCE & RISK ADVISORY

SRW
agency

 **WELLVEST CAPITAL**
Wellness Investing™

Welcome to the Natural Products Expo East Pitch Slam!



Katrina Tolentino

Executive Director, Naturally Network



Tauri Laws

Accelerator Program Director



By Informa Markets



Co-located with



Thank you to our Mentors!



Cas Relucio
KeHe



David Thibodeau
Wellvest



Eric Schnell
Beyond Brands



Kate Weidner
SRW Agency



K.C. Kuder
Synergy



Tracy Cesario
Synergy



Shelby Halloran
SPINS



Steven Jamieson
PCC Markets



Tim O'Brien
New Nexus

Thank you to our Judges!



Ben Fishman
Chairman of
Regenified, LLC



Alyssa Vescio
Whole Foods



Megan Reuszer
PearlRock Partners



Cynthia Tice
Beyond Brands



Sherry Frey
NIQ



New Hope
NETWORK

By Informa Markets



HARVEST FESTIVAL



New Hope
Innovation
Experience

Co-located with



2023 Semifinals

How to Judge the Semifinalists

Pitch Slam Finalists often represent businesses that exercise an element of social impact in their business model or showcase innovation in their category. While these attributes are essential identifiers for these businesses, success isn't possible without differentiation, market viability, scalability, and brand storytelling. The Pitch Slam also supports a more just, equitable & inclusive natural products industry, so companies that are clear allies and/or integrate diversity & inclusion into the core of their businesses should be considered. As Pitch Slam judges, you will help us collectively select the 2023 Natural Products Expo East Pitch Slam winners.

Innovation	The company shows truly creative thinking and execution uses a newly discovered or rediscovered ingredient, flavor profile, technique or process; fills a legitimate natural products market need to niche.
Inspiration	The company is targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated, focused and effective, with real, wide-reaching potential or already proven positive social or environmental impact.
Integrity	The product or company exemplifies the essence of conscious business by intertwining clean ingredient(s), meticulous sourcing, sustainability, transparency, traceability, and uncompromising safety/security through a forward-thinking and innovative lens.
Product Differentiation	The company exhibits unique attributes, competitive advantage and innovation.
Scalability, Market Viability	The company can easily scale, knows its margins and has a high growth market opportunity.
Branding, Packaging & Storytelling	The company's brand identity is clearly communicated to the consumer. The brand's story is compelling, addressing the company's main audience. The packaging is powerful, jumps off the shelf and is environmentally conscious.
Team Dynamic	The team is genuine, collaborative, coachable and likeable. Founders have relevant or notable experience. This is the right team!

Introducing Our Pitch Slam Companies



Peak State Coffee
Danny Walsh



jYa Oaxaca!
Azul Couzens



Root & Splendor
Kristin Fracassi



Jasberry
Peetchai Dejkraisak



Every Body Eat
Trish Thomas



Flourish
Lila Sullivan



Date Better Snacks
Michelle Valdez Wilton



AcreMade
Jake Achterhoff

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New Hope
NETWORK

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HARVEST FESTIVAL



New Hope
Innovation
Experience

Next up to Pitch:



Every Body Eat
Trish Thomas

Every Body Eat® is a promise to create a world where everybody is included.



Trish Thomas

Co-Founder & CEO

trish.thomas@everybodyeating.com

312.315.4999

Matt Rink

Co-Founder & VP of Sales

matt.rink@everybodyeating.com

770.878.0767

www.everybodyeating.com



@everybody_eating



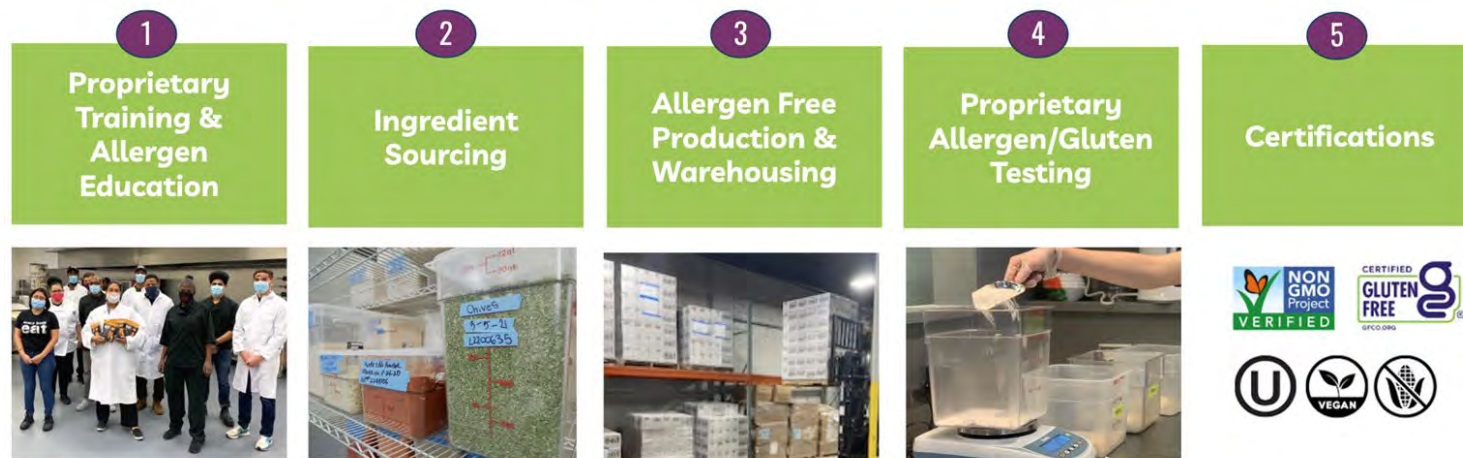
OUR PURPOSE & VALUE PROPOSITION

Every Body Eat® is a family-based company that exists to bring people together over a shared love of delicious food, regardless of dietary restrictions or preferences.

DELICIOUS FOOD



TOP 14 ALLERGEN & CORN FREE SUPPLY CHAIN



OUR MISSION

**To give everybody a seat at the table,
literally *and figuratively.***

**Delicious, craveable, food
everybody wants/can eat,
regardless of dietary
restrictions or preferences.**

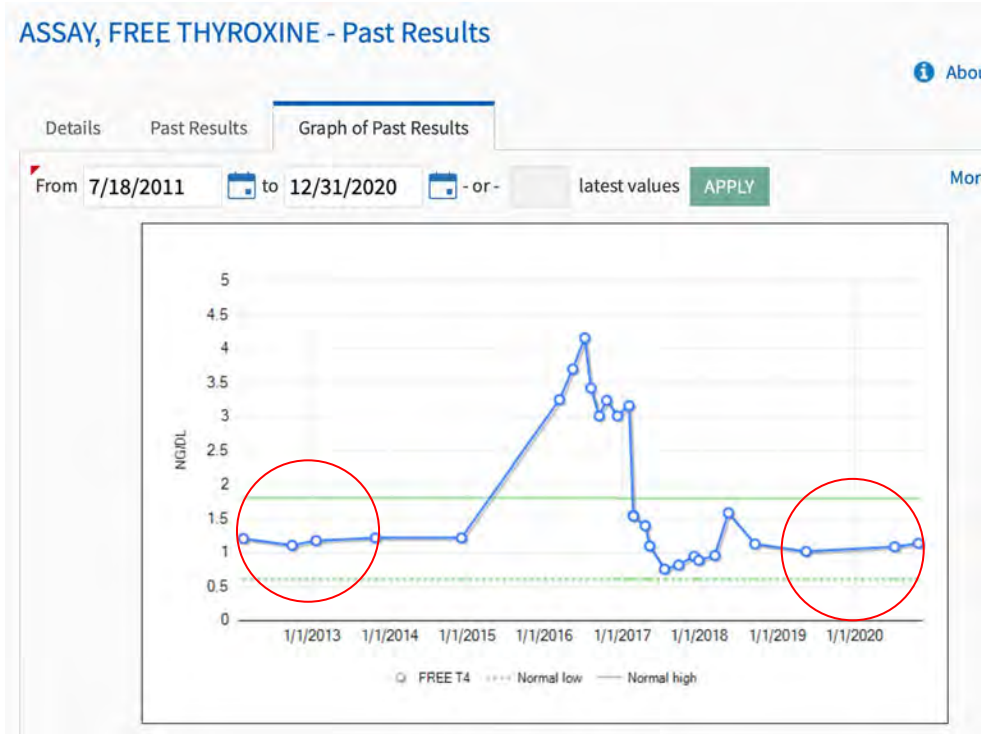


**A team that is working to overcome
adversity and thrive.**



**85% of the team are people of color
65% of production team were formerly
incarcerated, 20% were homeless**

Changing what we eat can change our lives.



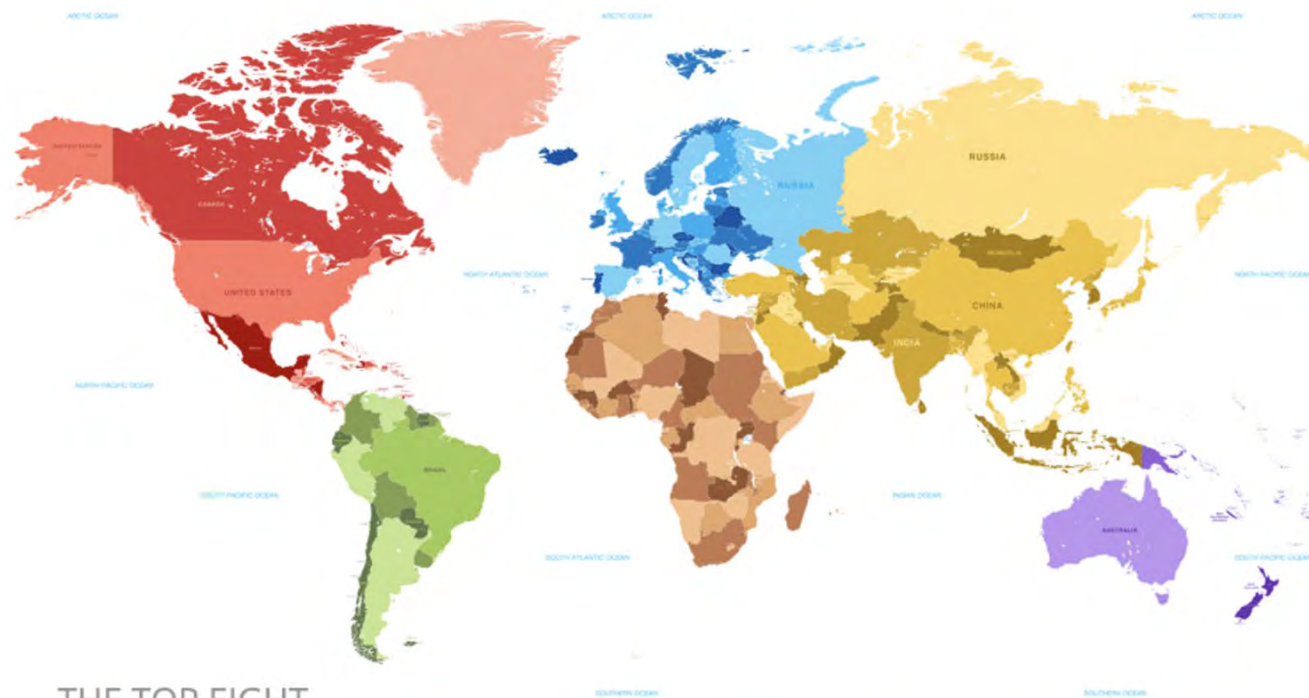
\$2,062 a year in medicine



Anti-Inflammatory Diet

OUR PROBLEM WORTH SOLVING

30% of the world has medically-mandated special diets from inflammatory conditions, autoimmune disease, or food allergies.



THE TOP EIGHT



DAIRY



EGG



SHELLFISH



FISH



TREE NUTS



SOY



WHEAT



PEANUTS

SOURCES: FOOD ALLERGY EPIDEMIC – IS IT ONLY A WESTERN PHENOMENON? (<http://www.allergysa.org/journals/2009/august/food-allergy-epidemic.pdf>);
A global survey of changing patterns of food allergy burden in children (<http://www.waojournal.org/content/6/1/211>);
Prevalence of allergies around the world: the big eight
(<http://www.hesiglobal.org/files/public/Committee%20Presentations/PATC/Fernandez%20Rivas-for%20website-APPROVED.pdf>)

But, all of these families find it difficult to share food with the people they love.



Every Body Eat® can be enjoyed by everybody. Our snack thins are full of flavor and made from real, whole food ingredients and olive oil.

(And free from the top 14 allergens, corn, and sugar)

13g
PROTEIN
per bag



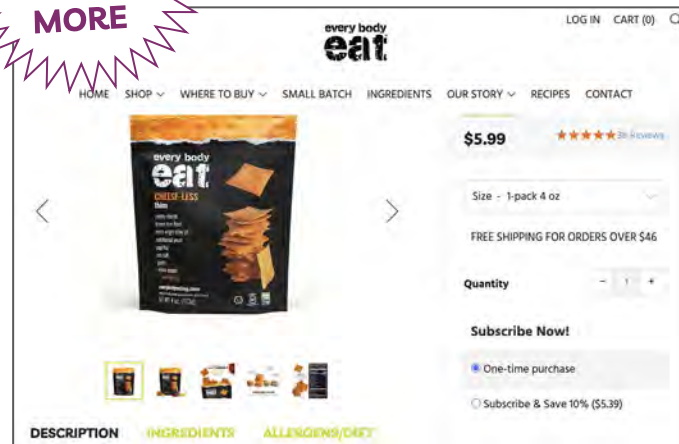
Unlike other gluten free brands that may not taste as good and/or still pose risks of cross contact with ingredients consumers want or need to avoid.



Every Body Eat® customers are loyal because they love our food.

55%
Repeat Customers on
Everybodyeating.com
past 60 days

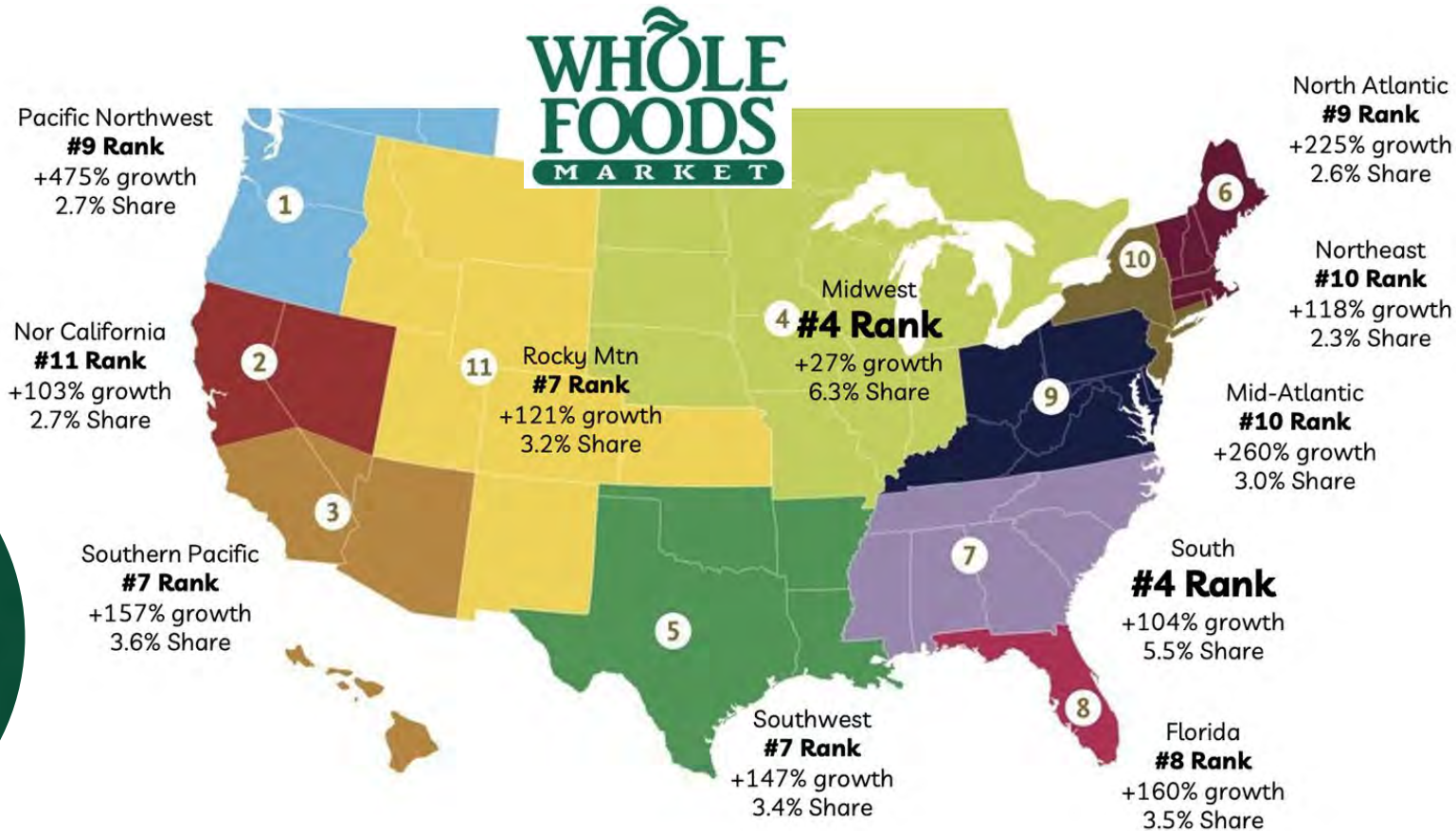
71%
3x or
MORE



43.4%
Repeat Customers on
Amazon.com
Q2 Average



Every Body Eat is the #7 ranked gluten free cracker brand at Whole Foods Market with 3.6% share of the total \$27MM category (+105% to PY).



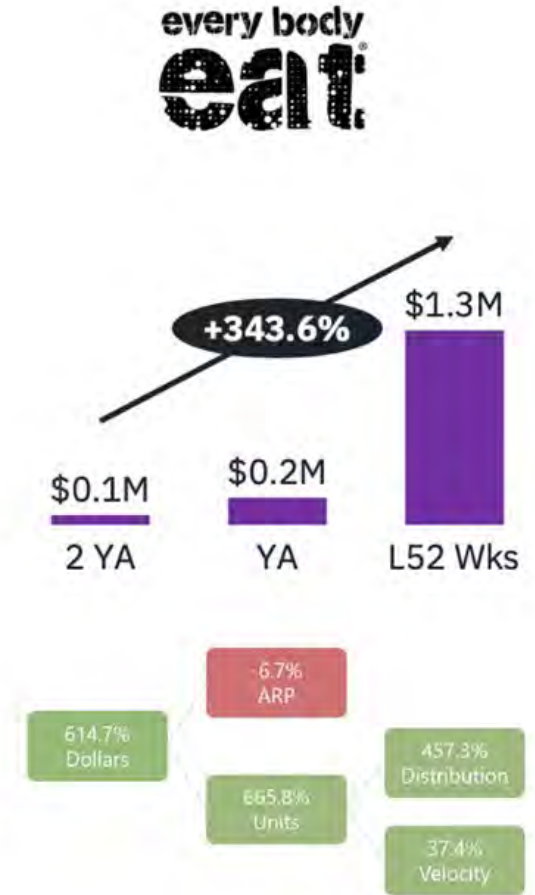
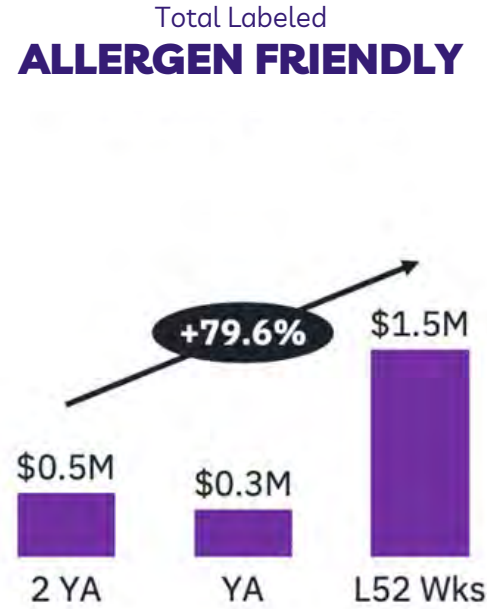
Source: IRI Nielsen* (52 weeks, ending 8-26-23 Natural Channel)

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In the Natural Channel, Every Body Eat® is driving 600%+ growth in a flat category and contributed 21% of the total growth at only 2% of the dollar share.

Total US Natural Channel - SS Crackers Rice and Alternative Grain



Source: SPINS Shelf Stable Rice Cracker Category* (52 weeks, ending 7-16-23 Natural Channel)

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Making it easier for everybody to eat is about to get even easier.

**Every Body Eat®
Crispbread Crackers™**

**GRAIN
FREE**



**Every Body Eat®
Cookie Bites**

**Made
with
Maple
Sugar**



OUR LEADERSHIP

Our founding team knows how to launch, *and scale.*



Trish Thomas
Co-Founder
& Chief Eating Officer

- 4x Founder
- 1x Exit
- 1x Intrapreneur
- \$9M start-up revenue
- 100+ country distribution



Nichole Wilson
Co-Founder &
President

- \$750M - \$1.7B P&L's
- \$45M Joint Venture
- \$33B Global Food portfolio
- \$40M fund management



Dick Thomas
Co-Founder & Chief
Customer Officer

- 2x Founder
- 1x Exit
- \$0-25M start-up
- \$100M President
- \$125M President



Matt Rink
Co-Founder &
Vice President, Sales

Veteran "better for you" sales leader



Karen Trilevsky
Bakery Operating
& Automation

- 35 years driving business and operational growth in bakeries.
- Founded, and sold Full Bloom bakery, partners included Whole Foods, Starbucks, Costco, and Trader Joe's.
- *Champion of Change* by President Obama



TRADER JOE'S



Janelle Durham
Controller

- 30 food manufacturing accounting experience
- 17 years Hershey company in product accounting.
- US Army veteran



We hope people will love our Company as much as our food. Thank you!



Trish Thomas

Co-Founder

trish.thomas@everybodyeating.com

312.315.4999

Nichole Wilson

Co-Founder

nichole.wilson@everybodyeating.com

917.406.7283



Next up to Pitch:



Peak State Coffee

Danny Walsh



New Hope
NETWORK

By Informa Markets



HARVEST FESTIVAL



New Hope
Innovation
Experience

Co-located with



PEAK STATE[®]

COFFEE WITH BENEFITS[®]



500 mg/cup

PATENT PENDING

LOW ACID,
HEALTH-INFUSED
& SUSTAINABLY
GROWN

WE'VE SPILLED THE BEANS

DENVER
Westword

5280

Boulder
L I F E S T Y L E

M

303
MAGAZINE

BizWest

Daily Camera

P

FOX 31

2 COLORADO'S
VERY OWN

WXIA



OUR FEEL GOOD FORMULA

\$1

per serving



500 mg/cup





**HEALTH
BENEFITS**

**FEEL
GOOD**

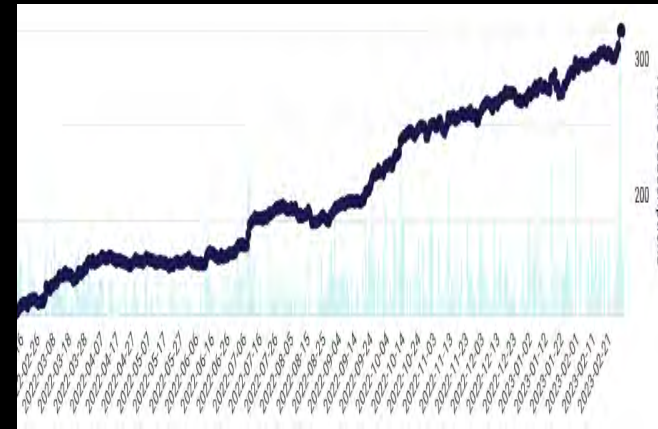
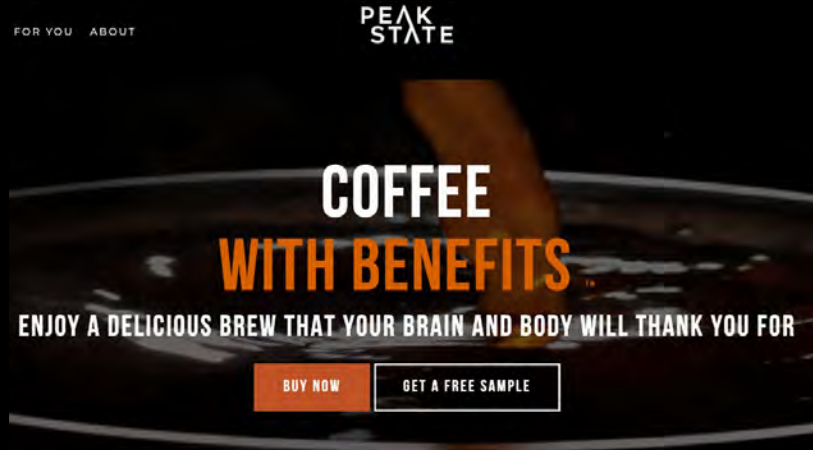
**SUPERIOR
TASTE**

THE JOURNEY



MODEL: DIRECT TO HUMAN

SUBSCRIPTIONS SINCE INCEPTION



SPECIALTY & OUTDOOR



PEAK STATE "GUIDES"



CARL BAILEY
CO-FOUNDER & COO
Operations & Process Development



DANNY WALSH
CO-FOUNDER & CEO
Chief Enthusiast



KERIN GAYDOU
CHIEF DESIGN OFFICER
KGC, Hill Holiday Agency

FIELD SALES



CLARISSA PERKINS



ASPEN LEONHARDT



TASHA FIELDS



KAIT KOZAK

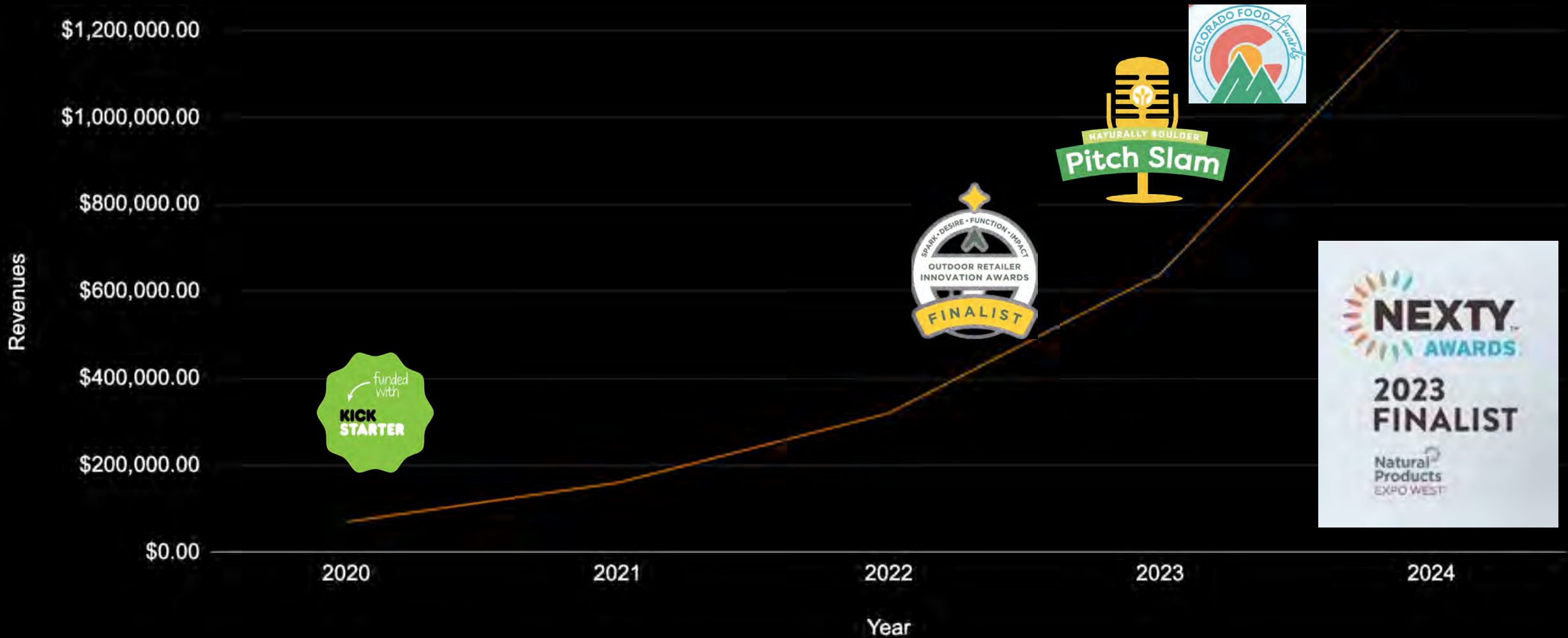


ANDREA LOUDENBACK



MADISON BROWNING

REVENUES & TRACTION





Next up to Pitch:

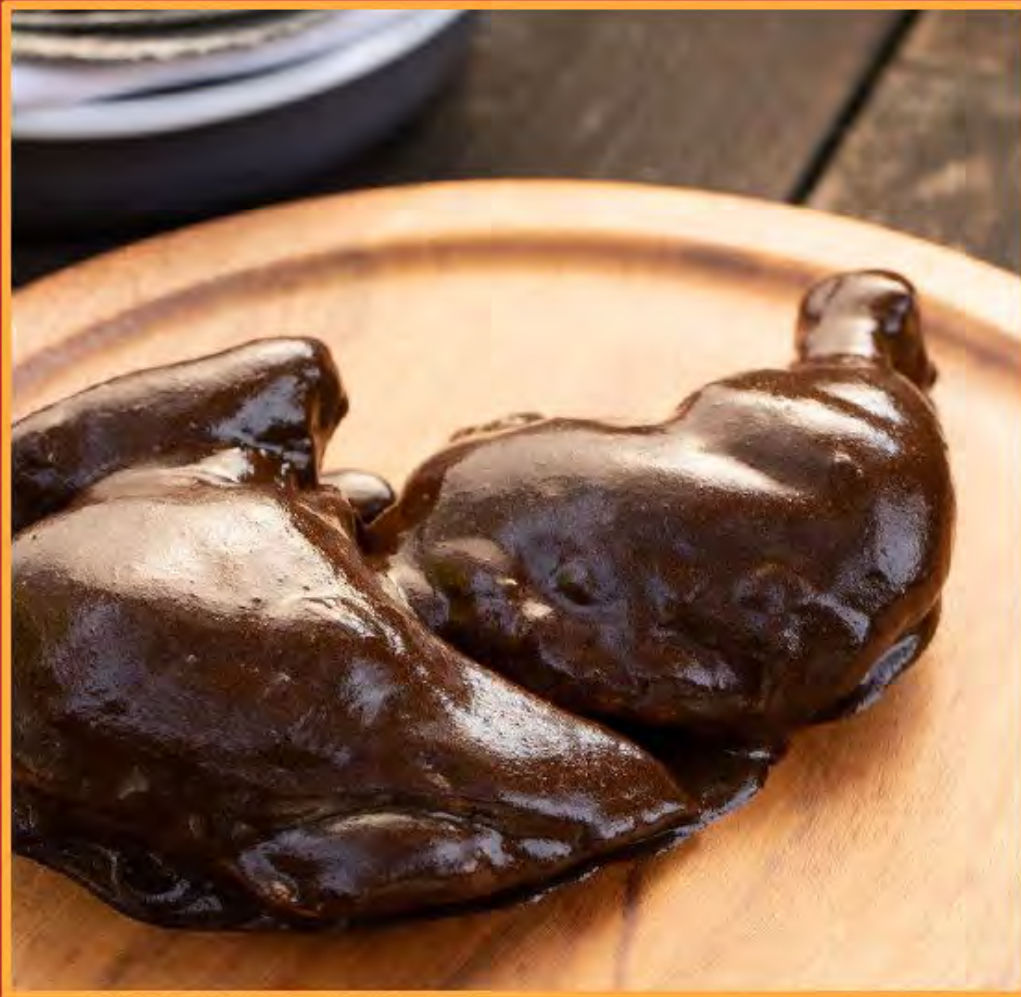


¡Ya Oaxaca!
Azul Couzens



IYA OAXACA!

¡YA OAXACA!



Mole Sauce is a “Mother Sauce” of Mexico and rooted in Oaxacan cuisine

25+ ingredients are ground through volcanic stone into a harmonious, silky-smooth sauce

No single ingredients outshine the others

¡YA OAXACA!



¡YA OAXACA!



"I've enjoyed Susana's cooking, teaching and exuberance for Oaxacan culture. She exudes the full flavor of the Oaxacan kitchen."

- Rick Bayless

¡YA OAXACA!



¡YA OAXACA!



¡YA OAXACA!



¡YA OAXACA!

3,542 SKUs vs 254 SKUs



¡YA OAXACA!

Gen Z would
choose Mexican
cuisine to eat

45%

For the rest of
their lives***

The Hispanic
population is

19%

of the total US
pop.**

Category growth
of Hispanic /
Mexican

44.7%

Natural Channel*

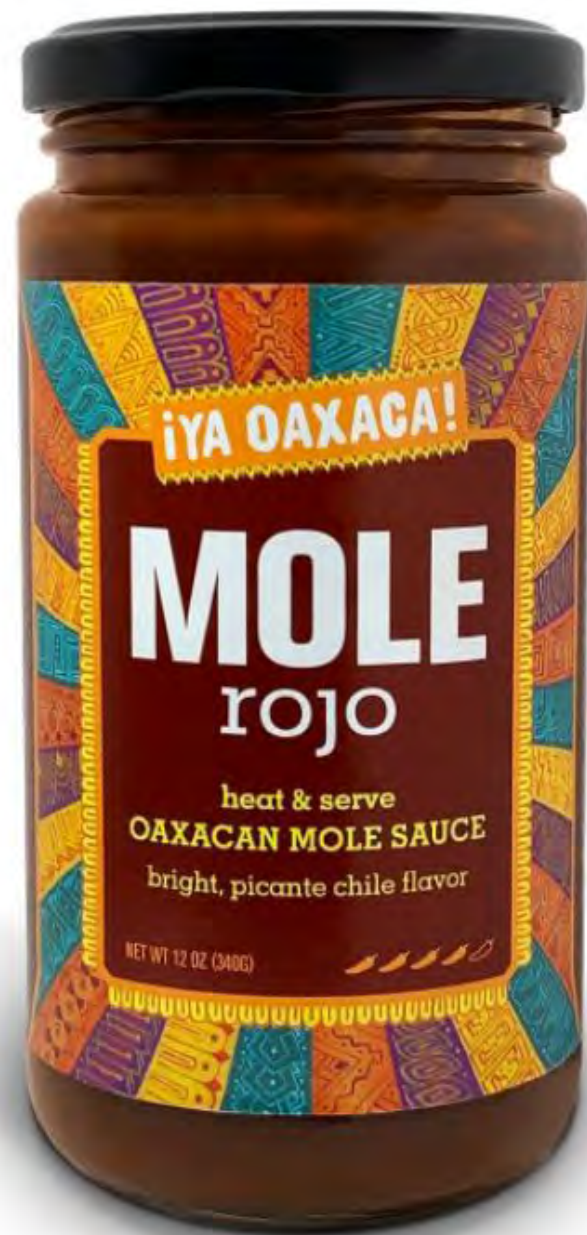
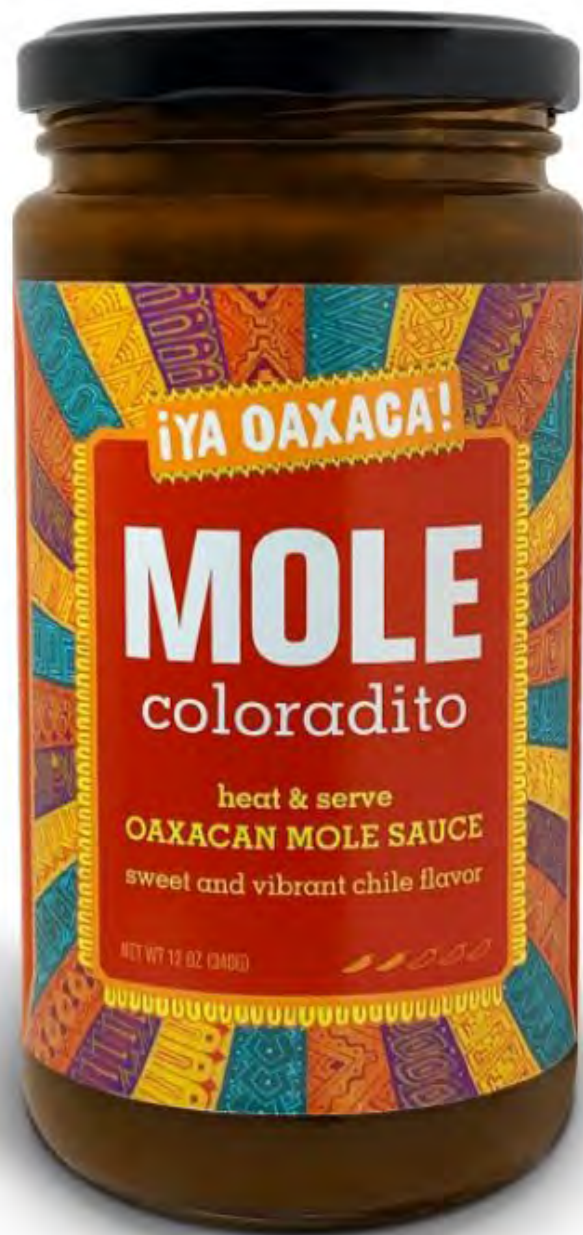
*SPINS Data, 2023

**US Census Data, 2023

***Datassential Survey, 2022

¡YA OAXACA!





¡YA OAXACA!

One taste is all it takes



“OMG! literally 5 star restaurant **quality** and from my kitchen. The ingredients in the sauce all fresh. Made enchiladas with the red mole and won't find anything better in a restaurant.”
 — Julia Barajas, consumer

“This is the most **authentic**, delicious, time saving product I have seen in ages!”
 — Eugenia Martinez, consumer

“All three flavors are fabulous. They **taste** like they're from a restaurant. I'm inventing things to spoon these mole sauces on.”
 — Carole Frick, consumer

¡YA OAXACA!

A red-hot reception at retail



In 800+ stores

Launched in all doors this month





¡YA OAXACA!

Achieved in <2 years

We are on our way to 1,000 doors & \$1M in revenue

We are running at a 53% gross product margin

We are the #1 MOLE sauce in the Natural Channel

We've got a product pipeline to continue sharing the flavors of Oaxaca

Buen Provecho,

Susana ♥

Next up to Pitch:



Root & Splendor
Kristin Fracassi



Rooted in the earth. Experience its splendor.

OUR ROOTS



THE PROBLEM

Natural does not mean safe

Natural products could not remove the stains and odors on our clothes

ROOT & SLENDOR



Nature's safest and most effective laundry essentials



100%
Plant-Based



9 BioActive
Ingredients



5 Plant-based
Enzymes



Safe for People
& Planet



Sustainable
& Recyclable

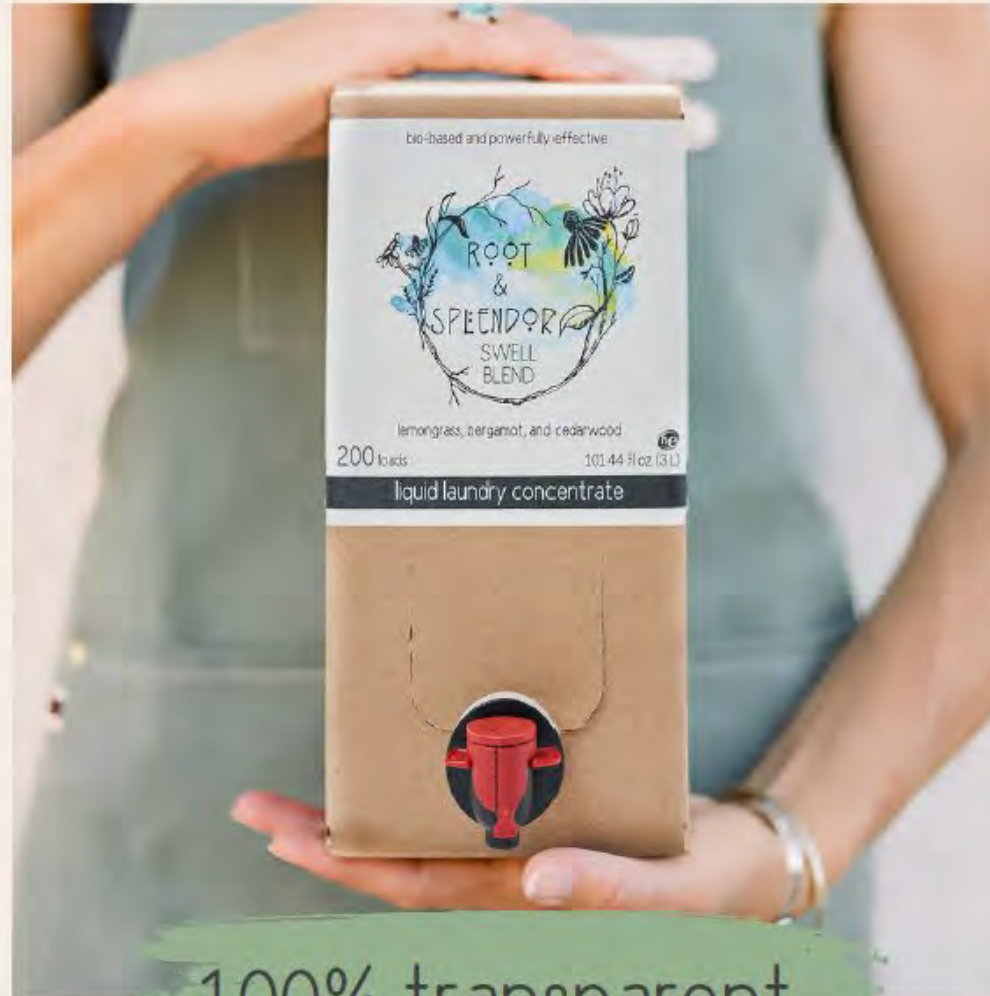


Woman Owned
& Operated

SOLUTIONS: KEEPING YOU SAFE

Safe for
People & Planet

100% natural, plant-based & accepted as safe ingredients



100% transparent

No
Fragrances

Scented only with
pure & natural
essential oils

SOLUTIONS: POWERFULLY EFFECTIVE

Scientifically
Proven

Premium performance
results through
3rd party lab tests



Cost
Competitive

Powerhouse
Ingredients

Power of 3
surfactants and
5 enzymes

SOLUTIONS: SUSTAINABILITY

foaming stain remover

Eco-friendly packaging
Circular bulk & refill sizes
Biodegradable
Removed all water

liquid laundry soap

organic wool dryer balls

bamboo
measuring cup



MARKET OPPORTUNITY

ROOT  SPLENDOR
Natural + Effective

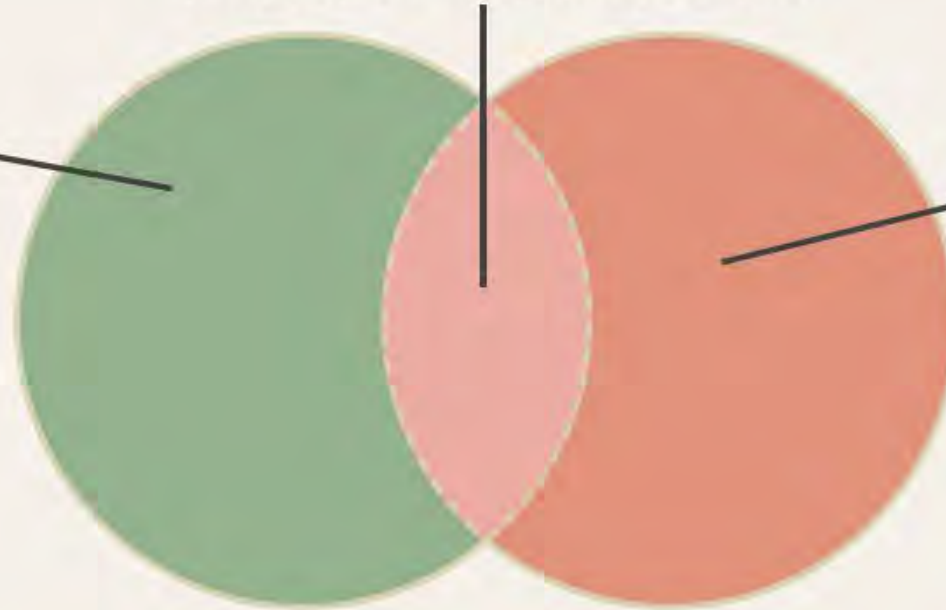
Laundry Care
Industry

\$15.6B

+5% YoY

United States 2023

Source: NIQ



Natural Laundry
Care Industry

\$258M

+19% YoY

United States 2023

Source: NIQ

Average American spends \$200
annually on laundry supplies.

Source: Bureau of Labor Statistics 2021

ROOT  SPLENDOR

ORGANIC TRACTION

327%

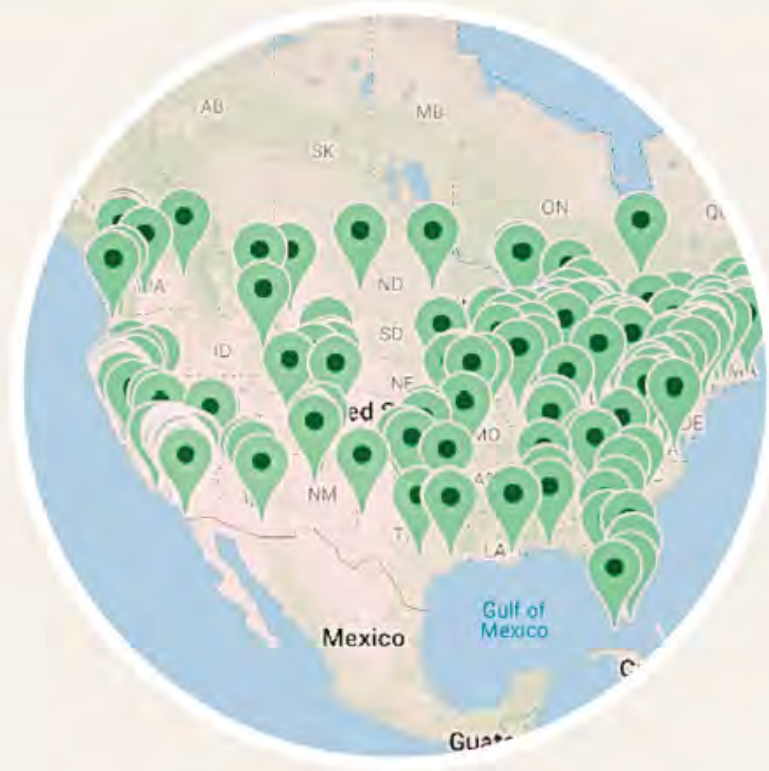
avg annual growth

4.1M

loads of
laundry sold

0

unsatisfactory returns



74%

DTC growth
last 3 quarters

100%

5-star wholesale
reviews

225

retailers

100%

sell through rate

ROOT SPLENDOR



JIMBO'S

Seaside Market
CARDIFF

Jensen's
POINT LOMA


FRAZIER FARMS
NATURAL GROCERY SINCE 1971

Bristol Farms


JOY FILL
REFILL SHOP • SUSTAINABLE LIVING

 **protea**
zero waste store



 **Fillgood**

**THE
ECOLOGY
CENTER**

“An outstanding, game-changing product...with rave reviews and ecstatic feedback.”

-Jason (Buyer, Jimbo's)

THE TEAM

Production &
Distribution

Creatives &
Sales



feli



jessica



kristy



jessica



eric

kristin



ryer



renae



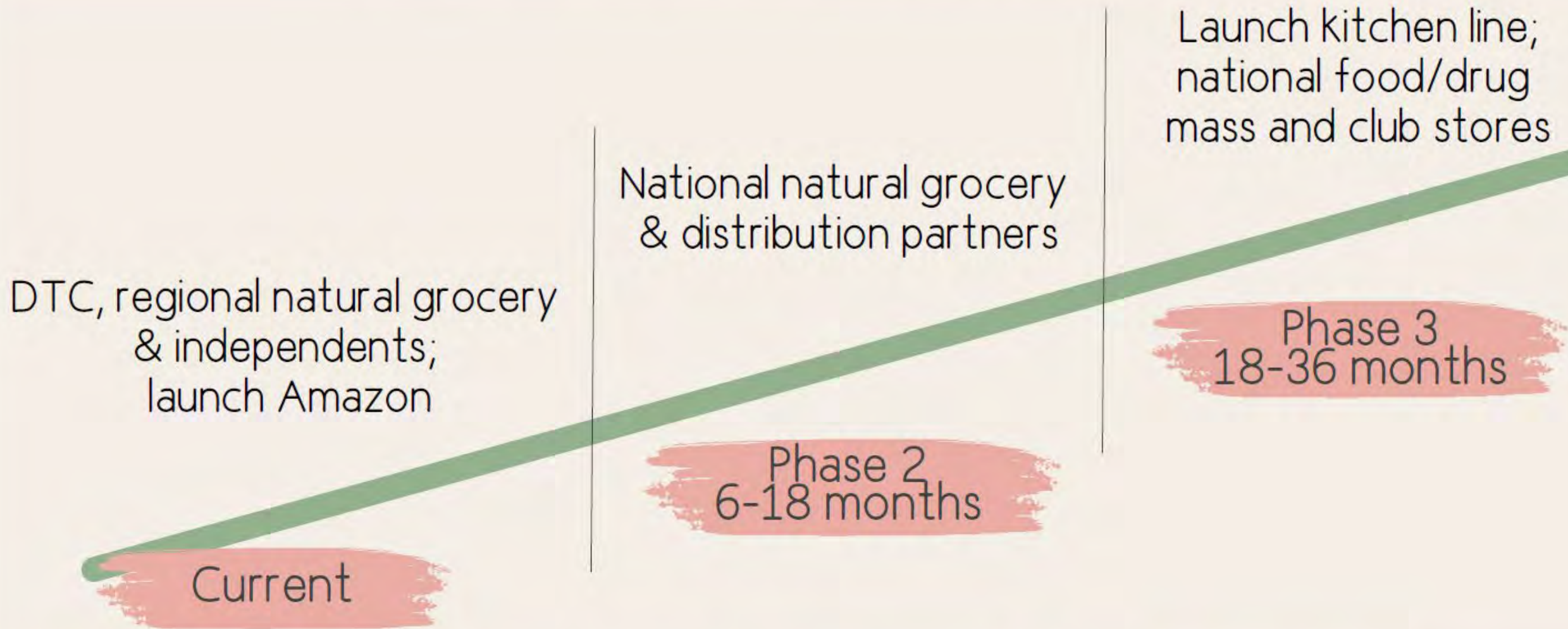
eric



samantha

The heart, mind & soul behind Root and Splendor

GROWTH PLAN & DISTRIBUTION



Thoughtful expansion & partnerships

THE SPLENDOR



Visit us!
4092 & IE543

Join us in becoming a household name!