

# Welcome to the Natural Products Expo East Pitch Slam!

In Partnership with



Sponsored by



By Informa Markets

Co-located with



# Next up to Pitch:



**Jasberry**  
Neil Dejkraisak



New Hope  
NETWORK

By Informa Markets



HARVEST FESTIVAL



Co-located with

# Jasberry®



**Jasberry®**

# Big Change

starts with a tiny grain of

# RICE 🌱





Gluten-free | Vegan | 100% Whole Grain

Resealable Zipper

Jasberry™

# ORGANIC SUPERFOOD RICE

Make everyday meals do more

NATURAL SOURCE OF  
**40x**  
more than  
brown rice  
ANTIOXIDANTS

9 Servings

NET WT 15 OZ  
(426 G)





# Superior Nutrition Levels

From 12 years of natural cross-breeding, resulting in the World's first Superfood rice



## High Antioxidants



40x brown rice



4x quinoa

7x kale



## Rich in Fiber, Medium glycemic index (GI)

which decreases risk of diabetes (very low compared to other rice varieties)



## Source of vitamins, minerals & amino acids

Iron, Zinc, Magnesium, Phosphorus, Molybdenum, Potassium

# Superior in Taste and Versatility



Soft, aromatic, nutty, and unique flavor



Versatile and easy to cook

**Jasberry®**

# Jasberry<sup>®</sup> is all about TRANSFORMATION

## Transforming Consumers' Health

through delicious & healthy organic products for everyday life

## Transforming farmers' lives

out of poverty

## Transforming the planet

by regenerative agriculture

**One grain at a time...**



# Jasberry®

Now available at



Nationwide!!!





# Approved in Over 850 Retail Stores Since Launching in May 2023!!!

Retailers listed or approved:



513 stores



167 stores

EREWHON

10 stores



19 stores



9 stores



16 stores



9 stores

Bristol Farms

14 stores



6 stores

LASSENS  
NATURAL FOODS & VITAMINS

11 stores



17 stores

Central Market

10 stores

Uncle Giuseppe's  
MARKETPLACE

8 stores



20 stores

Online Channels:



THRIVE  
- MARKET -

freshdirect

Remark: Updated as of August 31, 2023

CONFIDENTIAL

# Jasberry Organic Superfood Rice won SOFI 2023 Award for Best New Product

Beans, Grains, Rice & Mixes Category



# Jasberry won Pitch Slam Grand Prize Winner at Summer Fancy Food Show 2023, New York



**Jasberry®**

# Make Everyday Meals Do More

Making superfood accessible and affordable for everyday life

## Retail: Packaged Rice and Ready-to-eat Rice



- We already developed 2 additional SKUs (new flavors) for RTE ready for launch in Q1 2024
- New product in the pipeline is Jasberry Superfood snack

## Food Services Market



Food Service Pack is available for catering, restaurants, schools, hotels etc.,

## Industrial Ingredients



Ingredients for other food products

**Jasberry®**

# Team with Experience in Managing High Growth Brands from Launch-to-Exit

## Co-founders

CEO



**Neil**

Experience in environmental engineering, investment banking

Business Development



**Palmmy**

Experience in financial, business & marketing consultant

## Thailand Operations Team

Field Officer



**Watcharin J. (Nhon)**

8 yrs experience in social development

Operations Manager



**Tanchanok S. (Mai)**

9 yrs experience in food technology and production

Product Development



**Supada O. (Pim)**

8 yrs experience in food science and new product development

## USA Master Distributor



## Distributors



## USA Team



**Steven Kessler, VP of Sales, USA**

30+ yrs of consumer packaged goods experience as an entrepreneur. Co-founded Steaz, the industry leading Organic and Fair Trade certified iced green tea brand. Manage internal and broker sales teams and navigating the multi channel growth challenges.



**Eric Schnell, Advisor**

20+ years of experience in sales, marketing and operations in the Natural Products industry, with diverse experience managing upstart companies and launching new brands and products. Eric is the co-founder of Steaz, which was strategically acquired in 2016.

# Impact From the Grain Up





# Transformative Social Impact

**2,500** Farmers Families

**12,500** Lives Impacted

**14x** Increase in Income

“Thailand’s only certified B-corp food company and has been selected for Best for the world list from 2019-2022”

# Transformative Environmental Impact



**25%** Less Water



**50%** Less Seeds



**17,600MT** CO2 Reduction

**Jasberry®**

# Meet Jasberry Rice Farmer...

## Before...

Had 6 Acres of land

Used Chemical in farm

\$ 10,000 debt



## Now...

Had 13 Acres of land

All certified organic land

No debt

“I am proud to be a farmer. Organic farming changed my life.  
I am very happy that now my children will be back to be farmers.”

- Ms. Ma Lapang, Baan Na-Soh, Yasothorn province

# Jasberry®

Make everyday meals do more

THANK YOU

neil@jasberry.net  
www.jasberry.net





# Next up to Pitch:



**Flourish**  
Lila Sullivan  
Kate Ferguson



*Flourish*



**70%**  
of Millennials own a houseplant

**100%**  
of Plants need Nutrients

How many Houseplants  
have you killed...





Home.



**3 INGREDIENTS**  
**UP-CYCLED FOOD WASTE + ORGANIC FRAGRANCE**



# REIMAGINING PLANT FOOD

GLASS VESSEL



PAPER TUBES



GLASS BOTTLES



^THREE MONTH TRIAL, GROWN SIDE-BY-SIDE



WITHOUT FLOURISH



WITH FLOURISH






300%  
Growth from 2022 to 2023



MOST INNOVATIVE PRODUCT





 apartment  
therapy

 CNN<sup>®</sup>

MARTHA STEWART  
**Living**

**domino**

Forbes  
**UNDER 30**  
LOCAL

House Beautiful

**thrillist**



REFINERY29

the  
spruce

A woman with curly hair, wearing a white shirt, is seen from the side, tending to a large plant in a room filled with various indoor plants. The room has a white door in the background and a window with a hanging plant. The overall atmosphere is bright and lush.

Plant Joy

# LOVED BY INDEPENDENT RETAILERS.

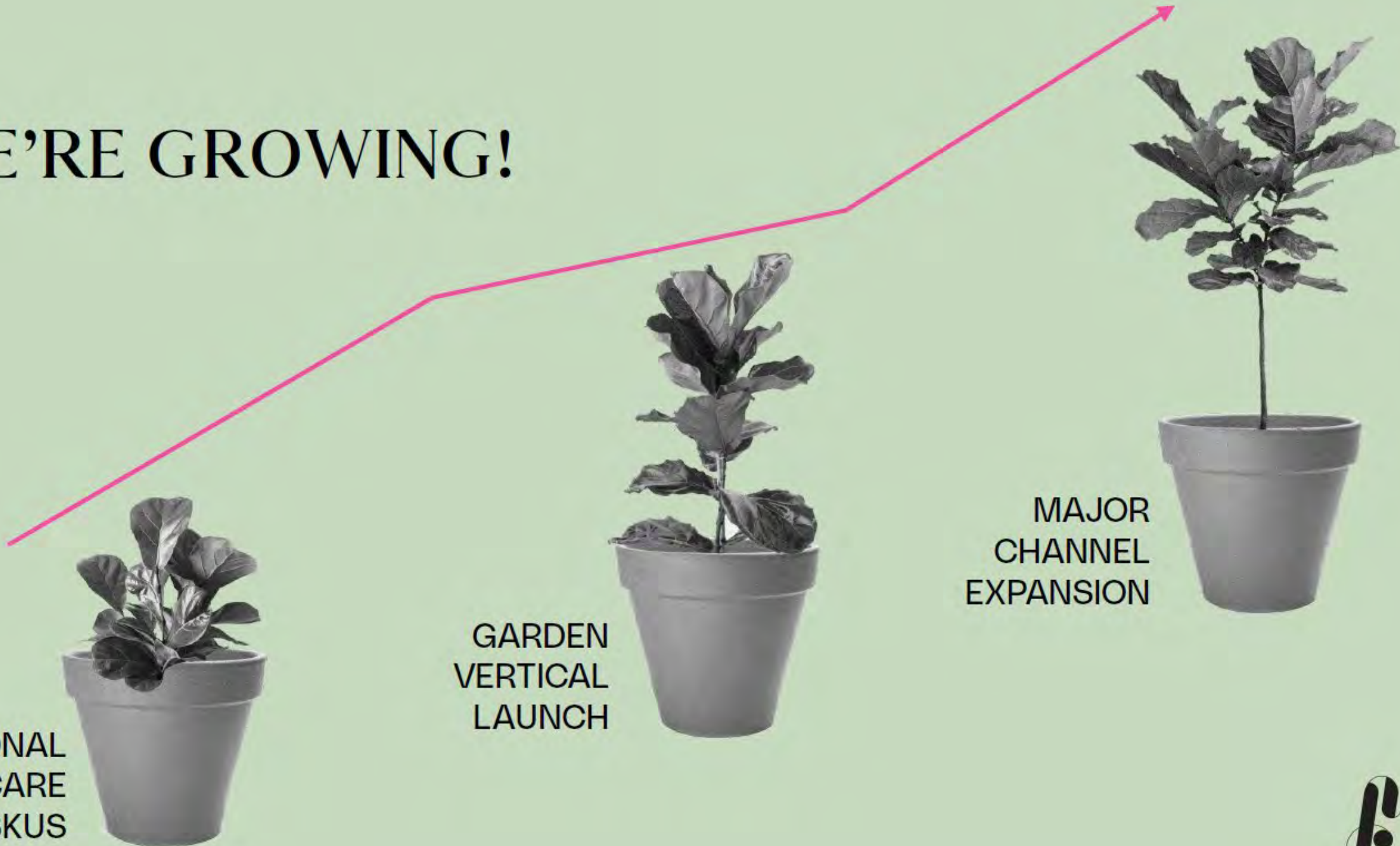
“Not only do our plants at our Plant Boutiques grow because of FLOURISH....they THRIVE. They truly inspire a world where we ALL flourish....each day.” - *Bree Clarke, Plant Project*



# BRINGING INNOVATION TO GROCERY FLORAL



# WE'RE GROWING!





PLANT IS THE NEW PET



Plant Care is Self Care.



# Next up to Pitch:



**Date Better Snacks**  
Michelle Valdez Wilton

Expo East



DATE BETTER



# HOW WE DATE BETTER?



GLUTEN-FREE



No Palm Oil



No Preservatives



No Fake Sweetener

**SUPER  
FOOD**



WHY DATE BETTER?

**Date Better is a line of  
indulgent and rich treats  
made from whole foods that  
are less than 1g of added  
sugar**

Founded to serve health and taste  
together, one delicious bite at a time.

Join our guilt-free rebellion against  
conventional sweets!



# DATE BETTER TIMELINE

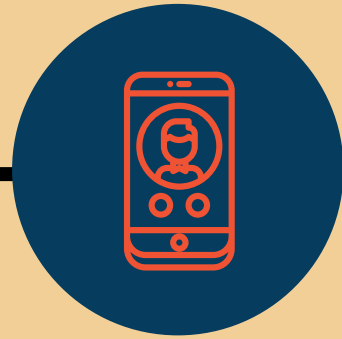


# MORE NUMBERS



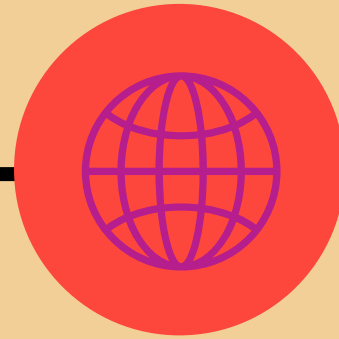
**26%**

Conversion  
rate



**88%**

Wholesale  
reorder rate



**\$106**

AOV



**\$0**

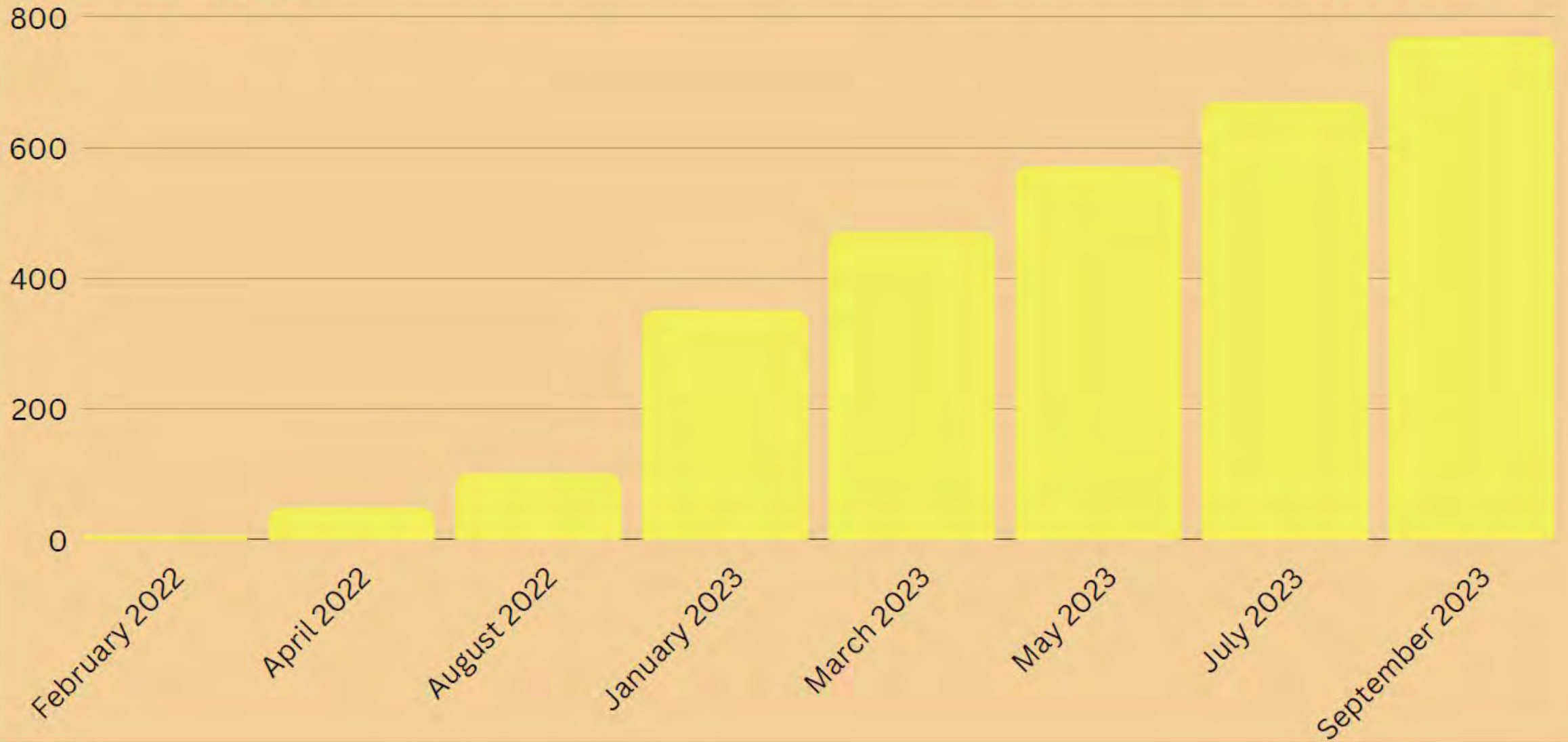
Spent on  
marketing

DATE  
BETTER

**770+**  
STORES

IN JUST 18 MONTHS

**48**  
STATES



A healthy relationship can be found here

It's whats on the inside that counts

# PRESS



**T** The New York Times Style Magazine

# domino



Clockwise from left: Joolies's medjool dates, grown in California's Coachella Valley; Date Better Snacks's dark chocolate-covered dates, in flavors from cashew-lime crunch to hazelnut praline; and Rancho Meladuco's dates, also grown in the Coachella Valley. Clockwise, from left: IX-ONE; Date Better Snacks; and photo by Ellen Silverman, styled by Mindy Fox

Despite its caramel-like flavor, the date has historically been a tough sell to American eaters. Now, though, a few entrepreneurial farmers and chefs are giving the fruit — which contains more potassium than bananas and



MAYBE MY FAVORITE SNACK AT @COACHELLA (OR OF ALL TIME)

@THESNAXSHOT @DATEBETTERSNACKS @WHOLESAM @THEBADJEW #DATEBETTER #COACHATCOACHELLA @COACH



Ok but major PSA because these are INCREDIBLE!!!!!! ordering 7 million more immediately @datebettersnacks



This color-blocked duffel has tons of little compartments for sunscreen and lip balm. Plus backpack straps! Filling up the car on Sunday morning just got so much easier.

MOUNTAIN DUFFEL Topo Designs (\$149)

Confetti-cake enamelware brings the party, even when instant coffee is on the menu.

RAINBOW FALLS MUG Crow Canyon (\$18)

A pack of chocolate-covered Medjool dates is basically GORP's cool older sister.

CASHEW LIME CRISP DATES Date Better (\$36/pack of 6)

also admiring packaging

# COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL



Date better @gjustagrocer

quite possibly the best date of my life



# WHERE WE'RE GOING

- Market expansion into new markets
- Product line extension to establish Date Better as a leading brand in the healthy & sustainable snack market
- Taking real food in its simplest form and making it snackable for the masses
- Date Better ...then Snack Better... for a better world!







Thank you!



# Next up to Pitch:



**AcreMade**  
Jake Achterhoff

Each year,  
globally,  
people eat  
more than

**1 Trillion**  
**eggs**

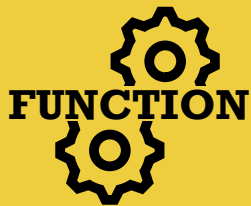




# WE MAKE **eggs**\*plant-based



**AcreMade  
brings eggs to  
the dry breakfast  
aisle for the  
first time.**



# AcreMade is **everything a person wants** in a modern food company.



Nutritious



High Protein



Extended Shelf Life



Free from Top 9 Allergens



Grown Domestically



Resource Light



Manufactured in USA



Builds Soil Health



Non-GMO



Limits Food Waste

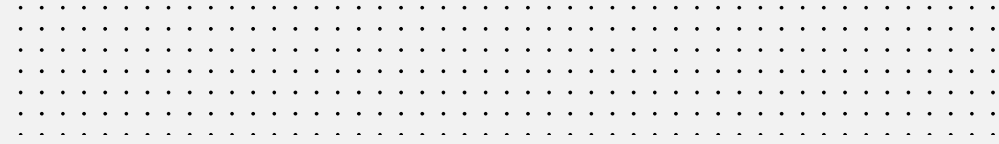


Biodiverse Crop

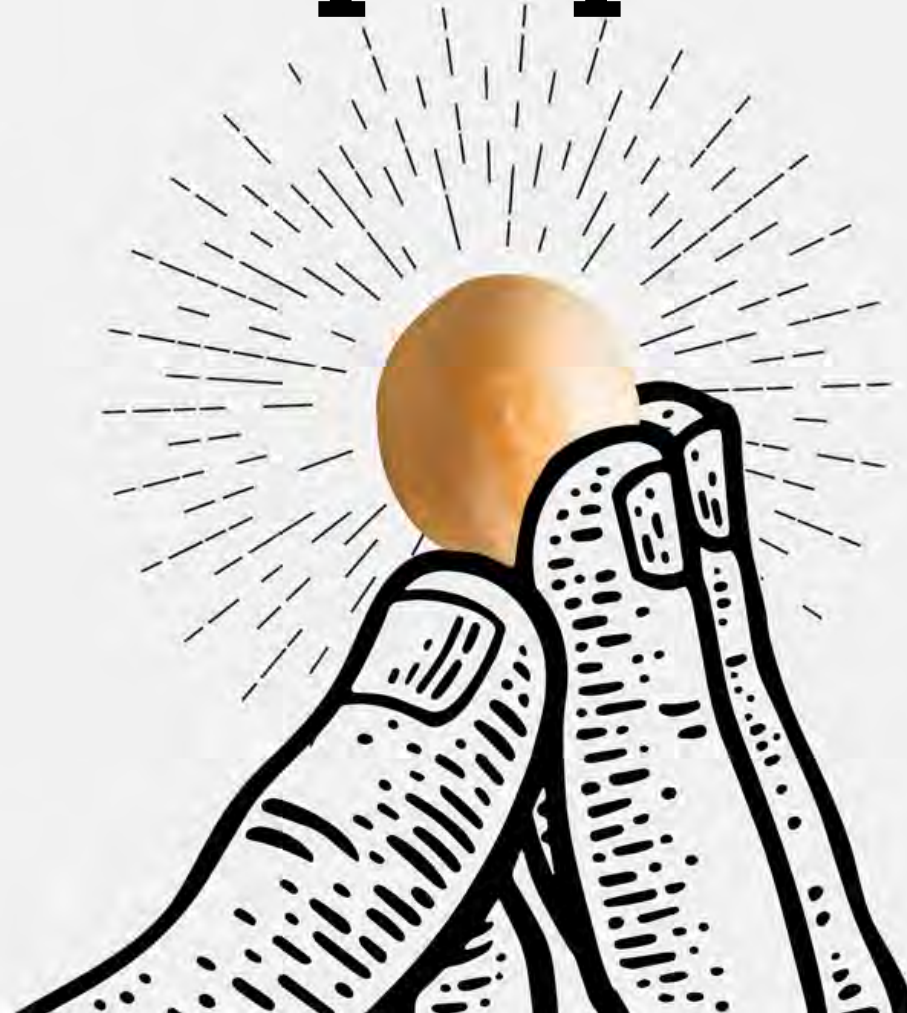


Traceable to Source





The bigger idea is changing  
**how we feed people.**



# Build outside retail to **succeed inside retail.**

This year showed if we seek lasting change, we need a new approach. So that's what we did, **focusing efforts outside of retail in year one.**







# The boom hasn't even begun.

AcreMade wins big with vegan and foodservice market, but our goals are global.

**Plant-Based Egg  
Retail Market**



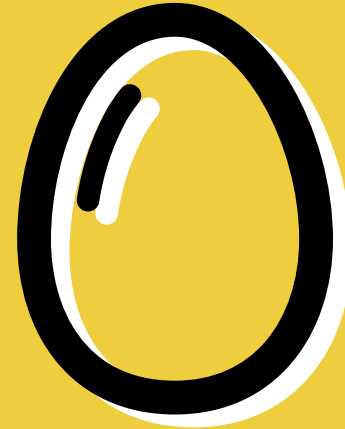
**\$45MM\***

**US Retail Egg  
Market**



**\$6BN\*\***

**Total US Egg  
Market**



**\$15BN<sup>+</sup>**

**2023 Global  
Egg Market**

**\$270BN<sup>++</sup>**

# Why AcreMade **will win.**

**1.**

**Superior  
Product**



**2.**

**Center of  
Converging  
Trends**

**3.**

**Assured  
Supply**



# The AcreMade journey to date.



**Event Debut!**  
(1 year ago yesterday)



**First Local Hospitality Partnership**



**First Regional Retail Partnership**



**September 1 DTC Soft Launch**



**First Local Retail**

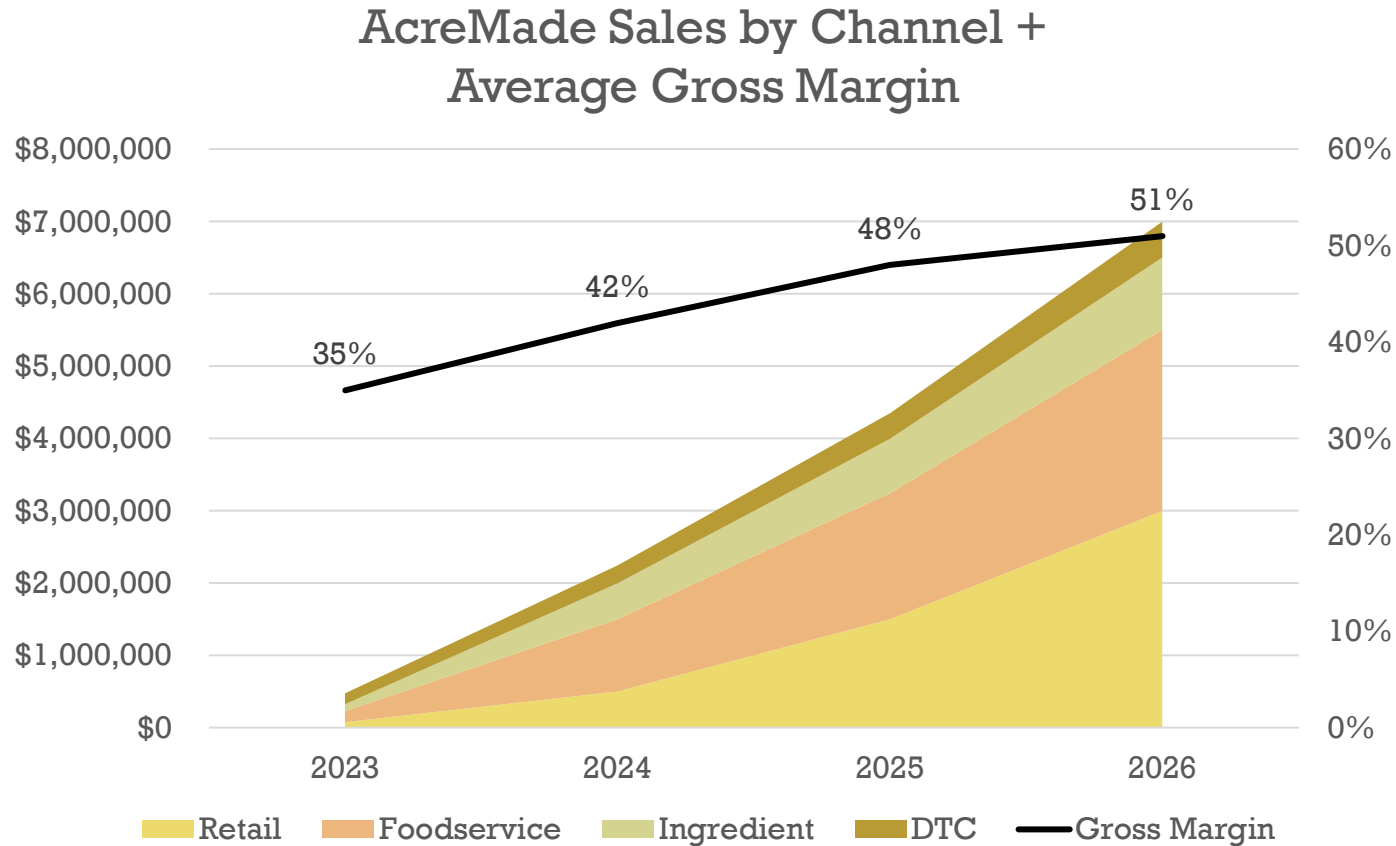


**First College & University Partnership**



**Exclusive National Vegan Egg Partner**

# AcreMade's **next 3 years.**



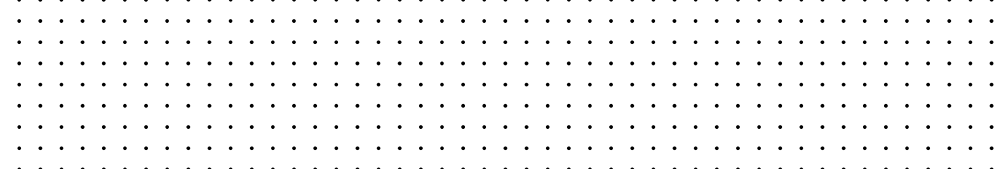
Build natural channel breakfast traction, with focus on education



Achieve 50%+ Margins by end of 2025 through foodservice scale.



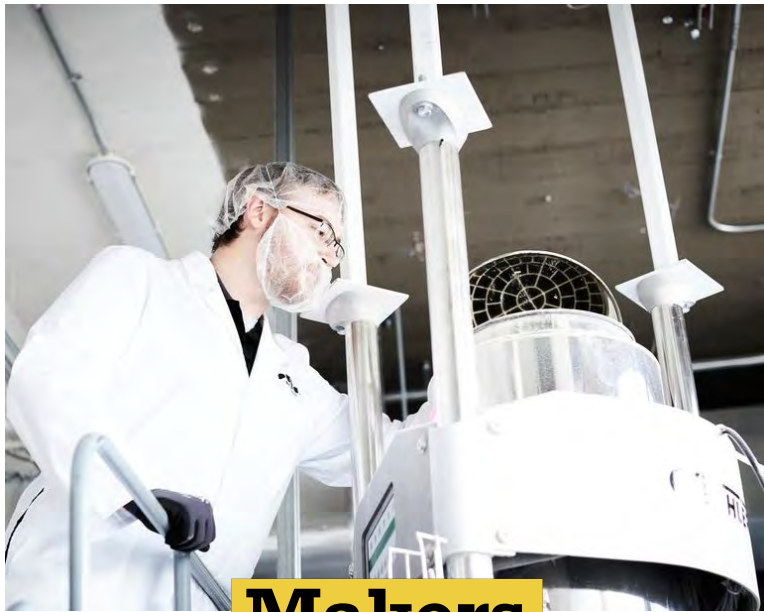
Set course as plant-based breakfast category leaders



# AcreMade is a win/win/win **solution that scales.**



**Eaters**



**Makers**



**Farmers**



Want to talk eggs\*?  
Jake Achterhoff  
Booth 4095  
Jake@AcreMade.com



# Judges Break for Deliberation



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# A Word From Our Semifinals Sponsor:



**Taylor Sankovich**  
301 INC



# Where Are They Now?

Hear From the Winners of Expo East Pitch Slam 2022!



**Gear Hugger**  
Checo Diaz



**Frescos Naturales**  
Juan Ignacio Stewart



# UP NEXT: Finalists Lightning Round Q&A



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# And the Finalists Are...



**Flourish**  
Lila Sullivan  
Kate Ferguson



**iYa Oaxaca!**  
Azul Couzens



**Root & Splendor**  
Kristin Fracassi



**Jasberry**  
Peetachai Dejkrasak



# Judge Deliberation



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# A Word From Our Finals Sponsor:



**Doug Helbig**  
Green Spoon Sales



# Audience Choice Winner



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# Audience Choice Award Winner

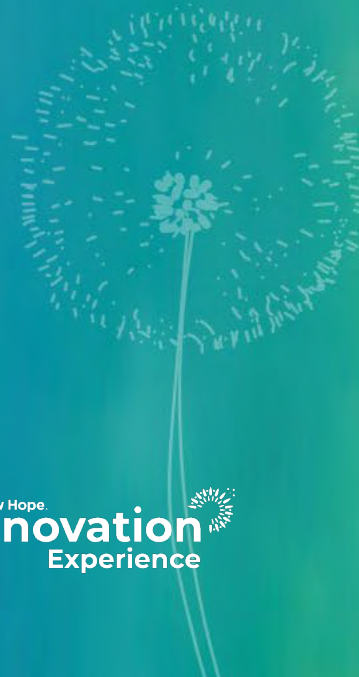


**Root & Splendor**  
Kristin Fracassi





# Runner Up



By Informa Markets

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# Runner Up



**¡Ya Oaxaca!**  
Azul Couzens



# And the Winner of Natural Products Expo East Is....



By Informa Markets

Co-located with



# Natural Products Expo East Pitch Slam Winner 2023



**Jasberry**  
Neil Dejkraisak



Thank you!



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