



feel good foods®

GET FRESH WITH FROZEN



MISSION POSSIBLE:
TO CHANGE HOW PEOPLE **EAT.**

DAMN, WE'RE GOOD

WE ARE REVOLUTIONIZING THE MARKETPLACE WITH **CHEF-INSPIRED** FROZEN APPETIZERS & MEALS, INCLUDING THE FIRST-EVER **GLUTEN-FREE** POTSTICKERS, EGG ROLLS & EMPANADAS. EVEN BETTER, WE USE **NON-GMO** INGREDIENTS AND **ANTIBIOTIC-FREE** MEATS.



**WHY
NOW**



**WHO
CARES**

PROVEN GROWTH

ACROSS ALL CHANNELS FEEL GOOD FOODS GREW

84% *
YEAR OVER YEAR

*SPINS POWERED BY IRI/NIELSEN DATA, 24 WEEKS ENDING 12-25-16

PRODUCT INNOVATION

WE'VE BEEN AHEAD OF TRENDS, LAUNCHING **THE 1ST** GLUTEN-FREE
POTSTICKERS, EGG ROLLS, EMPANADAS AND CLEAN-LABEL TAQUITOS





MASS APPEAL

FEEL GOOD FOODS IS EXPERIENCING **111%** SALES GROWTH*

YEAR OVER YEAR IN THE CONVENTIONAL CHANNEL

*SPINS POWERED BY IRI/NIELSEN DATA, 24 WEEKS ENDING 12-25-16

THE BIG STORY

\$15.6B

TOTAL US RETAIL GLUTEN-FREE FOOD SALES*

\$4.6B

TOTAL US RETAIL FROZEN APPETIZER SALES**

*STATISTA.COM 2017 YEAR END 2016 **SPINS POWERED BY IRI/NIELSEN DATA, 52 WEEKS ENDING 6-28-17



THE FROZEN OPPORTUNITY IS NOW

THERE IS LESS COMPETITION THAN OTHER FOOD
AND BEVERAGE CATEGORIES WITH HIGH GROWTH
AND EXIT RATES

GROWTH

GREW TO:...
\$50M IN 2016



GREW TO:...
\$16M IN 2016



SOLD TO:

NESTLE
NESN (NYSE) FOR
(undisclosed amount
estimated) over \$100 M



SOLD TO:

PINNACLE FOODS
PF (NYSE) FOR
\$975M



SOLD TO:

CONAGRA BRANDS
CAG (NYSE) FOR
\$20M

EXITS



WE ARE MORE THAN A FOOD BRAND.

WE ARE A LIFESTYLE.



GROWTH FACTOR

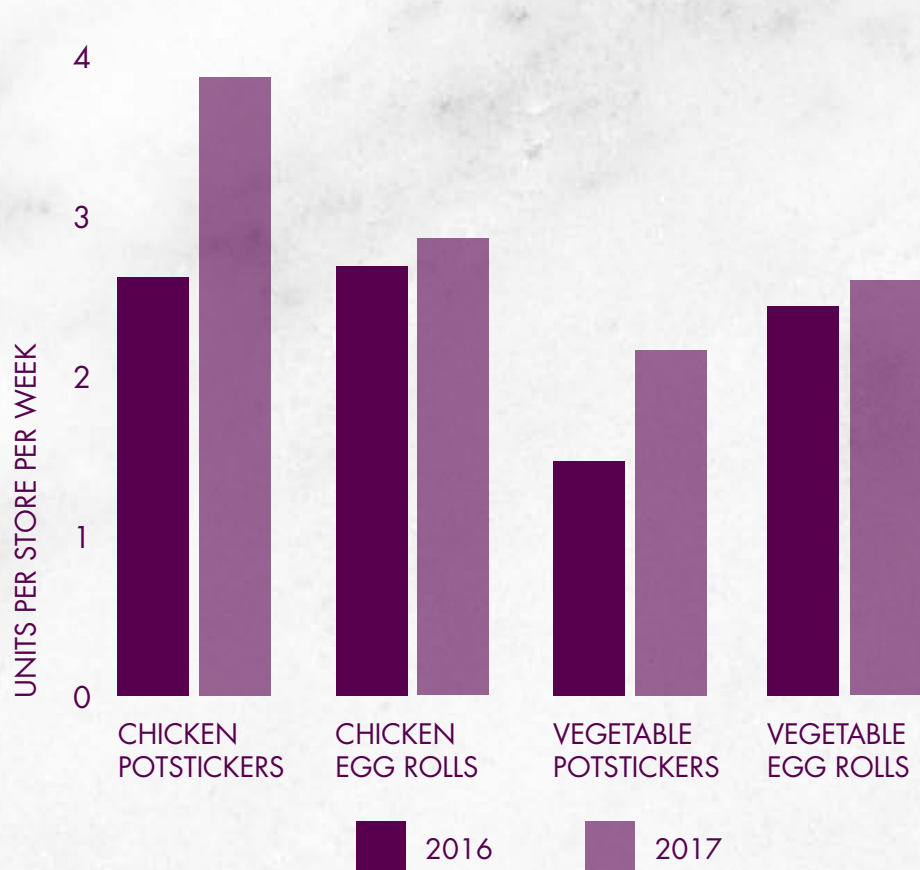
\$2.9M CAPITAL RAISED SINCE 2011 YIELDED \$15.2M**
IN GROSS REVENUE SHOWS FEEL GOOD FOOD'S ABILITY
TO GENERATE REVENUE WITH LIMITED CAPITAL INVESTED



* YTD **PROJECTION

ROAD TO \$50 MILLION

STRONG SELL-THROUGH AND VELOCITY IN THE APPETIZER CHANNEL



\$1,000 IN ANNUAL SALES/DOOR WITH AVERAGE OF 3 SKUS

POTSTICKERS/EGG ROLLS AVERAGE **2.5+ UNITS/STORE/WEEK**
(INDUSTRY AVERAGE=1.5 UNITS/STORE/WEEK)

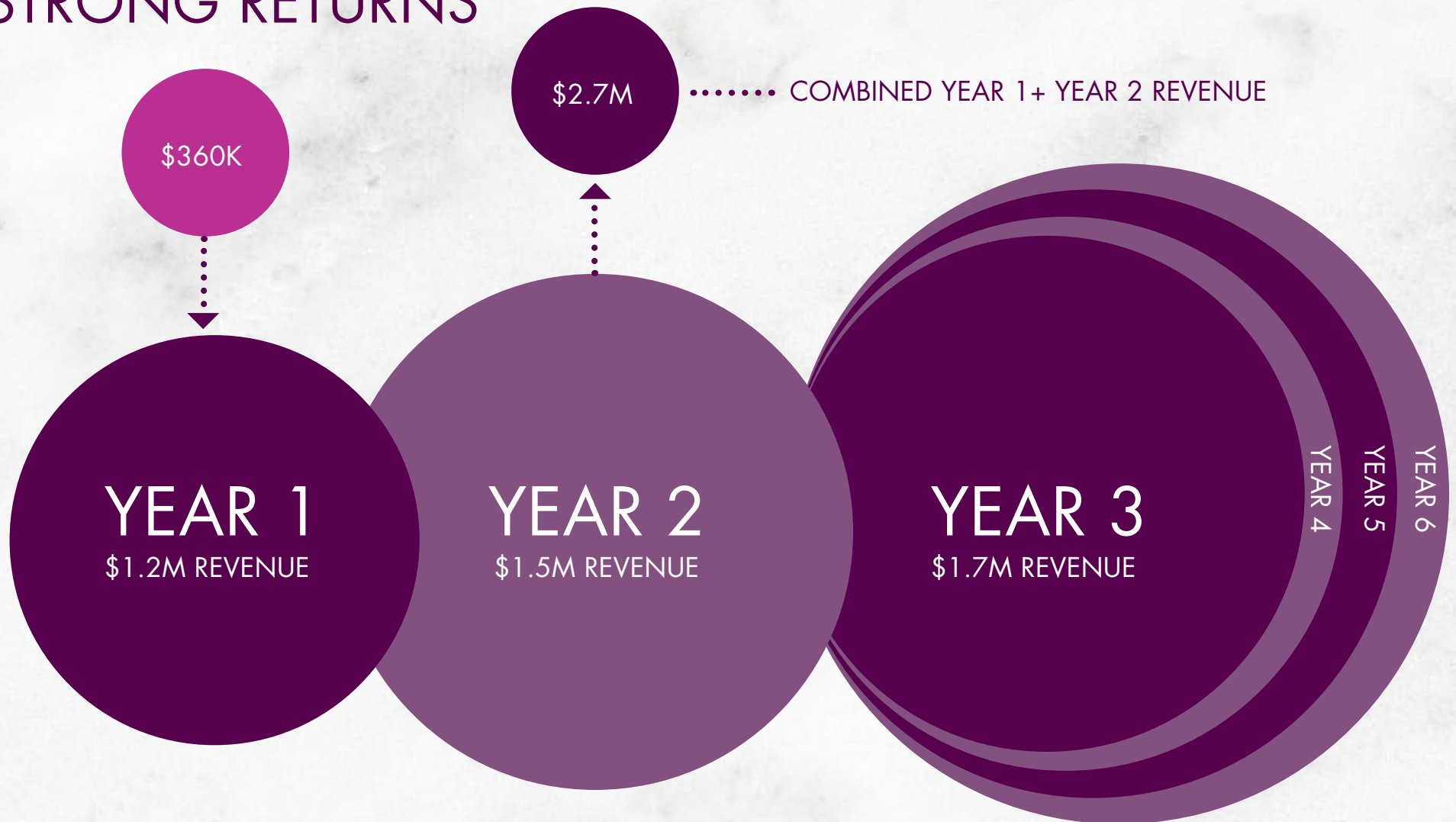


DOLLARS SALES PER POINT

*SPINS POWERED BY IRI/NIELSEN DATA, 24 WEEKS ENDING 5-21-17

ROAD TO \$50 MILLION

INVESTING WITH OUR RETAIL PARTNERS YIELDS STRONG RETURNS



EXAMPLE OF ANNUAL REVENUE BASED ON A \$360K SLOTS INVESTMENT WITH 1,200 SAFEWAY STORES



MILLENNIALS

SKIP SIT-DOWN MEALS IN FAVOR OF FREQUENT SNACKS



MOMS

MAKE MORE INFORMED DECISIONS FOR THEIR FAMILIES

OUR SHOPPER



CELIACS

NOW HAVE TASTY GLUTEN-FREE OPTIONS



HEALTHY EATERS

APPROVE OUR CLEAN-LABEL INGREDIENTS

ASIAN FOOD MARKET

\$247M*

TOTAL US RETAIL ASIAN
APPETIZERS SALES

\$4.8M*

TOTAL US
RETAIL NATURAL
APPETIZERS SALES

69%*

TOTAL US RETAIL ASIAN
APPETIZER SALES ARE
EGG ROLL/SPRING ROLL

290%

TOTAL US RETAIL
NATURAL ASIAN
APPETIZER GROWTH
2014-2017

OUR ASIAN DOMINATION

#1 FEEL GOOD FOODS IS THE
TOP US NATURAL
ASIAN APPETIZERS BRAND

FIRST & ONLY

COMPANY TO LAUNCH GLUTEN-FREE
POTSTICKERS AND EGG ROLLS

+170%*

IN TOTAL US RETAIL
ASIAN ENTREES
SALES

+78%*

IN TOTAL US RETAIL
ASIAN FOODS SALES

+60%*

IN TOTAL US RETAIL
ASIAN APPETIZERS
SALES *

*SPINS 52 WEEKS END 6-28-17TOTAL US FOOD

HISPANIC APPETIZER MARKET OPPORTUNITY

\$937M*

TOTAL US RETAIL HISPANIC APPETIZERS SALES

\$278M*

TOTAL US RETAIL FROZEN TACOS, TAQUITOS & FLAUTAS SALES

\$100M*

TOTAL US RETAIL NATURAL AND HISPANIC APPETIZERS SALES

\$1M*

TOTAL US RETAIL NATURAL CHANNEL SALES



**SPINS POWERED BY IRI/NIELSEN DATA, 52 WEEKS ENDING 6-18-17

WE ARE ANYTHING BUT AVERAGE

THE AVERAGE TAQUITO

WHEAT FLOUR (ENRICHED WITH NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, COOKED CHICKEN (WITH WATER, MODIFIED FOOD STARCH, SALT, SODIUM PHOSPHATE), VEGETABLE OIL (SOYBEAN, CANOLA AND/OR CORN OIL), MONTEREY JACK CHEESE (CULTURED PASTEURIZED MILK, SALT, ENZYMES), TOMATOES (WITH JUICE, CITRIC ACID, CALCIUM CHLORIDE), CONTAINS 2% OR LESS TEXTURED SOY FLOUR, GREEN CHILIES (WITH SALT, CITRIC ACID, CALCIUM CHLORIDE), BEANS, SPICES, FLAVOR, DEHYDRATED ONION, JALAPENO PUREE (WITH SALT, ACETIC ACID), SALT, MODIFIED CORN STARCH, TOMATO PASTE (TOMATOES), DOUGH CONDITIONERS (SALT, YEAST, CELLULOSE GUM, GUAR GUM, WHEAT STARCH, ENZYMES, SODIUM METABISULFITE, SODIUM STEAROYL LACTYLATE, L-CYSTEINE, MONO AND DIGLYCERIDES, DICALCIUM PHOSPHATE, MICROCRYSTALLINE CELLULOSE). CONTAINS: WHEAT, MILK, SOY.

OUR TAQUITO



HOT POCKETS COOL DOWN

FROZEN POCKETS CATEGORY IS

\$790
MILLION

90% IS HOT POCKETS®
DECLINING AT 3.5%
WITH **NO DIRECT
COMPETITION**



ENTER FEEL GOOD FOODS

HOT POCKETS® WITH 126 INGREDIENTS

ENRICHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, IRON, THAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID) WATER, FULLY COOKED HAM AND WATER PRODUCT, 25% OF WEIGHT IS ADDED INGREDIENTS, GROUND AND FORMED, NATURAL SMOKE FLAVOR ADDED (CURED WITH WATER, SUGAR, SALT, SODIUM ERYTHORBATE, SODIUM PHOSPHATE, DEHYDRATED PORK BROTH, POTASSIUM CHLORIDE, CARRAGEENAN, NATURAL SMOKE FLAVOR, SODIUM ERYTHORBATE, SODIUM NITRITE), REDUCED FAT CHEDDAR CHEESE (PASTEURIZED PART SKIM MILK, MODIFIED FOOD STARCH, CULTURES, SALT, FLAVORS, POTASSIUM CHLORIDE, ANNATTO, VITAMIN A PALMITATE, ENZYMES, INGREDIENTS NOT IN REGULAR CHEDDAR CHEESE), 2% OR LESS OF MONOGLYCERIDES, MARGARINE (PALM OIL, WATER, SOYBEAN OIL, SODIUM LECITHIN, SODIUM CHLORIDE, SODIUM LECITHIN, POTASSIUM SORBATE (PRESERVATIVES), ANNATTO AND TURMERIC EXTRACTS ADDED, CREAMER (COCONUT OIL CORN STARCH, WATER, SODIUM PHOSPHATE, MONO AND DIGLYCERIDES, DIACETYL, SODIUM CITRATE (MILK), MONO AND DIGLYCERIDES, DIACETYL, SODIUM CITRATE), PALM OIL, SUGAR, MALTODextrin, SODIUM PHOSPHATE, MONONATED PALM OIL, BREAD CRUMBS (ENRICHED FLOUR, WHEAT FLOUR, YEAST, SALT), BLEACHED ENRICHED WHEAT FLOUR (WHEAT FLOUR, BLEACHED ENRICHED WHEAT FLOUR, SODIUM SULFATE, SALT, L-CYSTEINE HYDROCHLORIDE, CALCIUM PHOSPHATE, ENZYMES), SEASONING (CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES, WHEY, SALT, DEXTROSE, GARLIC POWDER, ONION, NATURAL FLAVOR, SOYBEAN OIL, GARLIC POWDER, CITRIC ACID, LACTAID ACID, SPICE, EXTRACTIVES OF PAPRIKA AND ANNATTO), YEAST, POTASSIUM CHLORIDE, CHEESE SAUCE POWDER (CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), BUTTER (CREAM, SALT), NATURAL FLAVOR, BUTTERMILK POWDER, DISODIUM PHOSPHATE, EXTRACTIVES OF ANNATTO AND PAPRIKA), SOY LECITHIN, WHEY, LACTIC ACID BLEND (LACTIC ACID, CALCIUM LACTATE), CULTURED WHET (CULTURED WHEY, MALTODextrin), FLAVORING (YEAST EXTRACT, SALT), NATURAL BUTTER FLAVOR, WHEY PROTEIN CONCENTRATE, COLOR ADDED, SOY FLOUR, EGG WHITES.

NUTRITION FACTS

Saturated fat
9 MG, 45% DAILY VALUE
Sodium
620 MG, 26% DAILY VALUE
Cholesterol
25 MG, 8% DAILY VALUE

OUR CLEAN VERSION WITH 20 INGREDIENTS



SNACK POCKET POTENTIAL

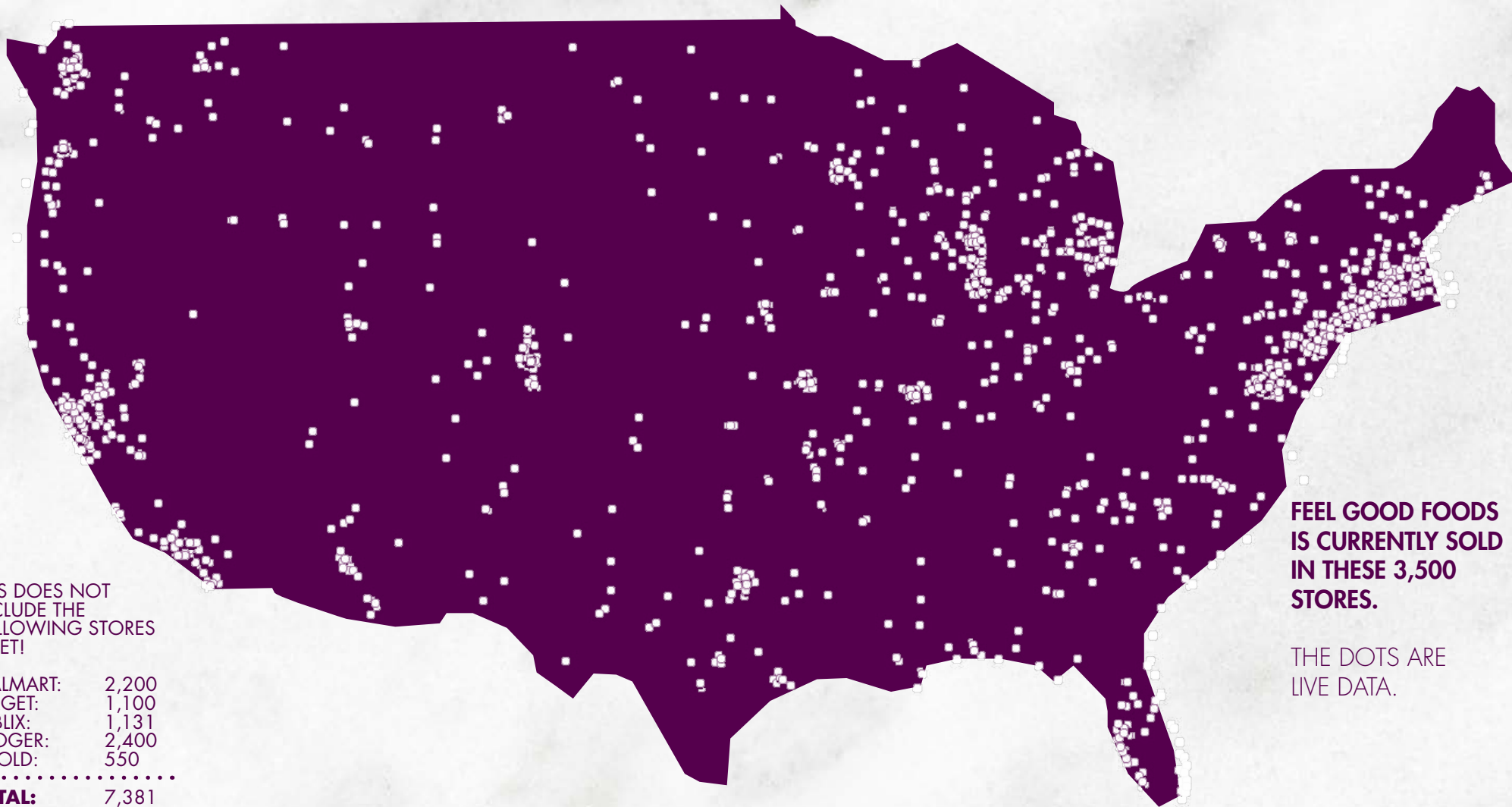
YEAR	REVENUE
2018	\$1,436,200
2019	\$6,966,000
2020	\$18,240,600
2021	\$27,864,000

GROWING TO **7500 STORES** AND **8 SKUS** BY 2021

*CURRENTLY NOT INCLUDED IN BUDGET ON PAGE 27

RETAIL SCOOP

CONVENTIONAL RETAILERS ARE REVAMPING GROCERY AISLES TO BRING NATURAL FOODS TO THE MAINSTREAM





HOW WE CONNECT,

GAIN NEW CUSTOMER
LEADS—AND ENGAGE WITH
OUR EXISTING, LOYAL FANS

DISTRIBUTION

WEB SALES

SOCIAL INFLUENCE

EMAIL

BRAND COLLABS

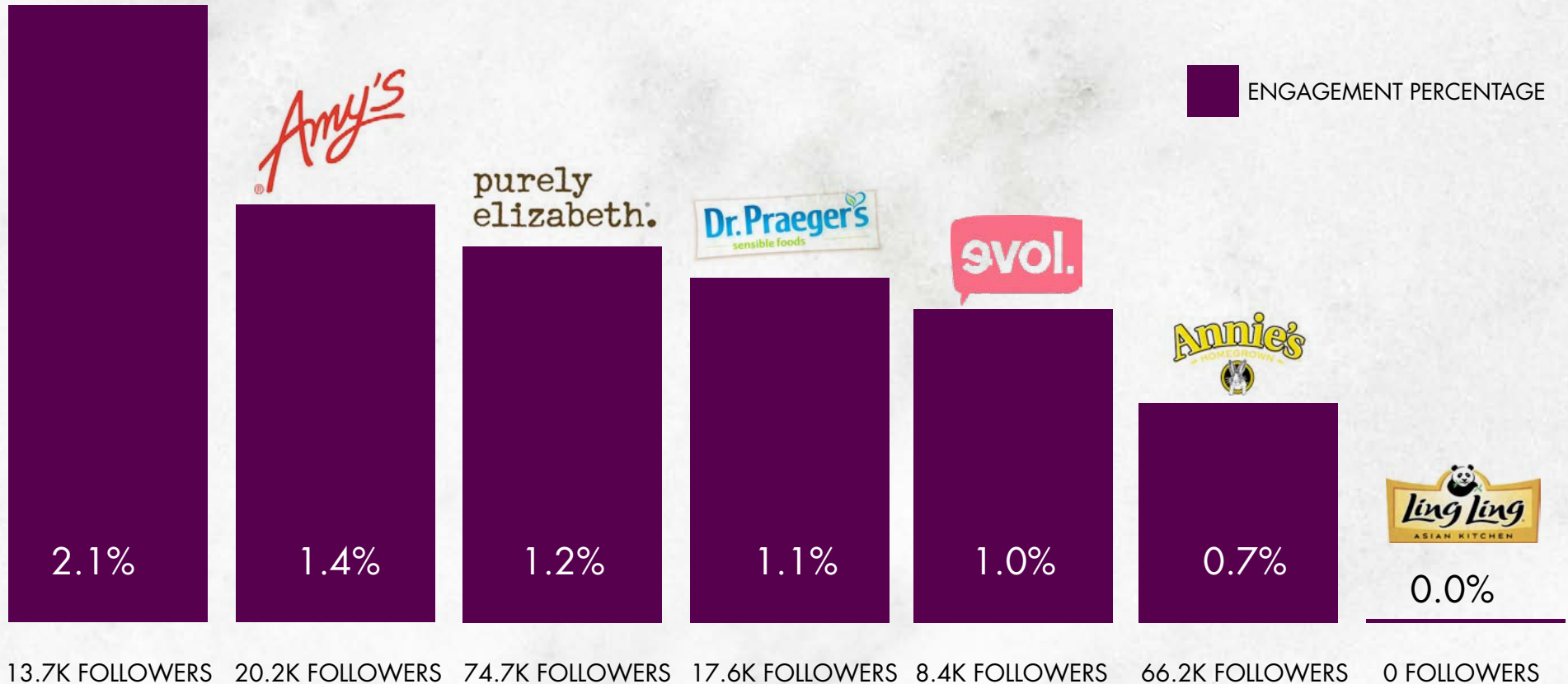
GIVEAWAYS

SOCIAL MEDIA SNAPSHOT

ENGAGEMENT ON OUR INSTAGRAM HANDLE IS HIGHER THAN THE COMPETITION. TRANSLATION: MORE ENGAGEMENT EQUALS MORE ACTION.



feel good foods®



USE OF FUNDS

\$3,000,000 EQUITY RAISE

\$500,000 TAQUITO AND EMPANADA LAUNCH
(INCLUDES INTRO DEALS AND SLOTTING)

\$750,000 POCKET SANDWICH LAUNCH
(WINTER 2017-2018)

\$750,000 MARKETING SUPPORT
(AGGRESSIVE APPROACH FOR 2017-2018)

\$400,000 NEW PERSONNEL
(CFO, DIRECTOR OF OPS, ADDITIONAL MARKETING AND ADMIN)

\$100,000 INNOVATION AND NEW PRODUCT DEVELOPMENT

\$250,000 WORKING CAPITAL

BUDGET

INCOME STATEMENT	2015	2016	2017	2018	2019
SALES					
Gross Sales	2,946,422	3,430,254	4,954,929	10,697,095	17,548,999
Discounts, Returns & Allowances	297,358	426,434	454,395	687,587	1,067,721
Net Sales	2,649,064	3,003,820	4,500,534	10,009,508	16,481,279
Cost of Sales	1,973,751	2,193,870	3,124,841	6,386,090	9,929,788
Gross Profit	675,313	809,950	1,375,693	3,623,417	6,551,490
Gross Margin	25%	27%	31%	36%	40%
OPERATING EXPENSES					
Total Operating Expenses	1,153,477	1,504,441	2,086,535	3,025,418	4,306,599
NET OPERATING INCOME	(478,164)	(694,490)	(710,842)	597,999	2,244,891
NON-OPERATING REVENUE (EXPENSES)					
Total Non-Operating Expenses	(67,127)	(40,618)	(24,839)	(15,459)	(13,340)
NET INCOME	(545,291)	(735,108)	(735,681)	582,540	2,231,551



1984

Tryg's childhood on a farm gave him an early appreciation for agricultural and food. A chef is born.



2009

Bite after bite Vanessa is floored—she can finally eat with confidence.



2012

After huge dumpling success, Feel Good Goods launches the first gluten-free egg roll.



2017

In March, Feel Good Goods breaks outside the Asian category, introducing gluten-free taquitos and empanadas.

A LOOK BACK

2006

Vanessa and Tryg meet working at a restaurant. Realizing she can't eat staff meals, Tryg makes gluten-free versions of Vanessa's favorite foods.



2011

Vanessa and Tryg send gluten-free frozen dumplings (in resealable plastic bags) to Whole Foods Market. Success! Their flagship product is born.



2015

Feel Good Goods launches gluten-free General Tso's chicken—another childhood favorite of Vanessa's—along with other Asian meals.



HIS STORY



Tryg Siverson
COO/Chef/Founder

ACCOMPLISHED RESTAURANT CHEF

Experience in top NYC kitchens, including Jean-Georges and Nobu

BEST IN CLASS TRAINING

Culinary Institute Of America graduate and food science student at Cal Poly San Luis Obispo

IN HIS DNA

Passion for food and agriculture combined with food science—his calling is to make good food that tastes great



Vanessa Phillips
CEO/Founder

VISIONARY

As a celiac, she's obsessed with bringing great-tasting, good-for-you gluten-free food to the masses

ON TREND

Immersed in food culture trends, her enthusiasm and experience drives rapid growth and innovation

IN HER DNA

Raised in a family of New York restaurateurs who owned Chinese restaurants, she grew up eating Chinese food and has a culinary understanding of Asian flavors

HER STORY