

# CHEF'D

## SHOPTALK

Presentation

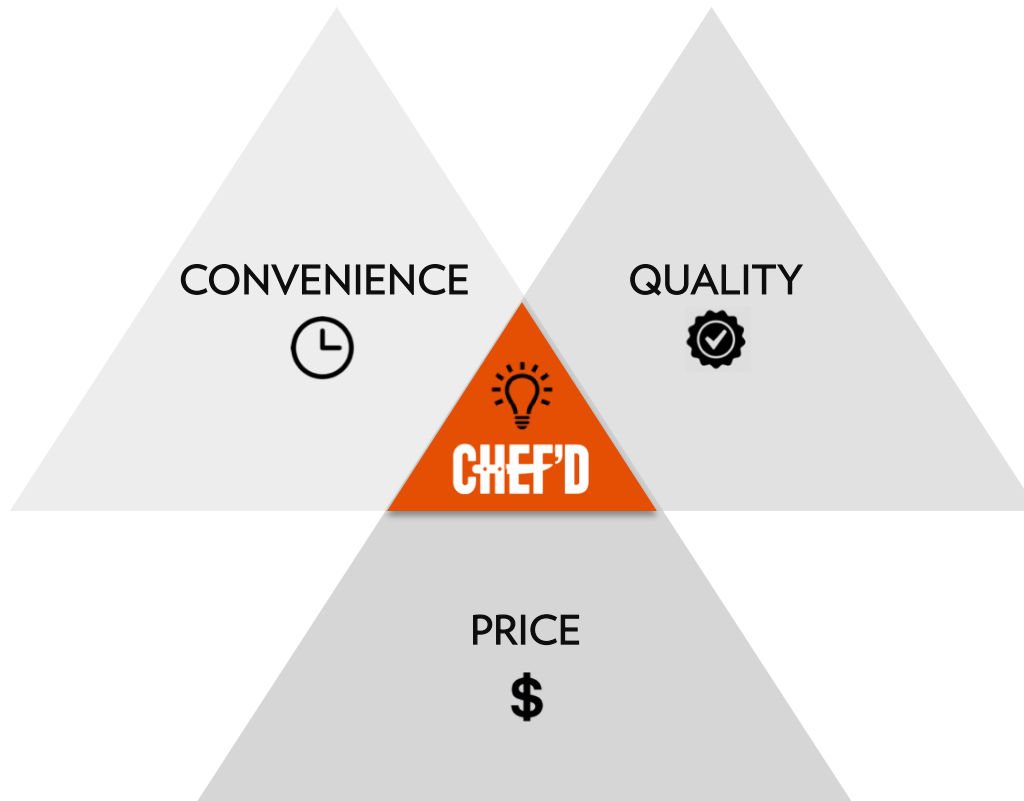
March 2018



# CHEF'D TRUE INNOVATION

THE EASIEST WAY TO BE A PRO

ACHIEVED FROM IMPROVEMENTS IN EACH OF PRICE, QUALITY, AND CONVENIENCE



MOST PRODUCTS OR SERVICES ACHIEVE IMPROVEMENT, WHICH IS ONLY 2 OUT OF 3

# CHEF'D CONSUMER BEHAVIOR

TODAY'S CONSUMERS SEEK INDIVIDUAL MEAL SOLUTIONS RATHER THAN TRADITIONAL GROCERY INVENTORY

## Grocery Inventory CPG Model

Meal Solution →



## MEAL SOLUTION LANDSCAPE

HOME DELIVERY



HEAT & EAT



GROCERY MEAL SOLUTION

CHEF'D

Running a Business... and Mom quit

Just Cooking Dinner



# CHEF'D TODAY

THE EASIEST WAY TO BE A PRO

## THE ONLY ENABLING PLATFORM CONNECTING BRANDS WITH THEIR CONSUMERS THROUGH FOOD

### MODEL ENABLES & EMPOWERS CONNECTIONS

#### TRUSTED BRANDS\*



\* Current partners of Chef'd

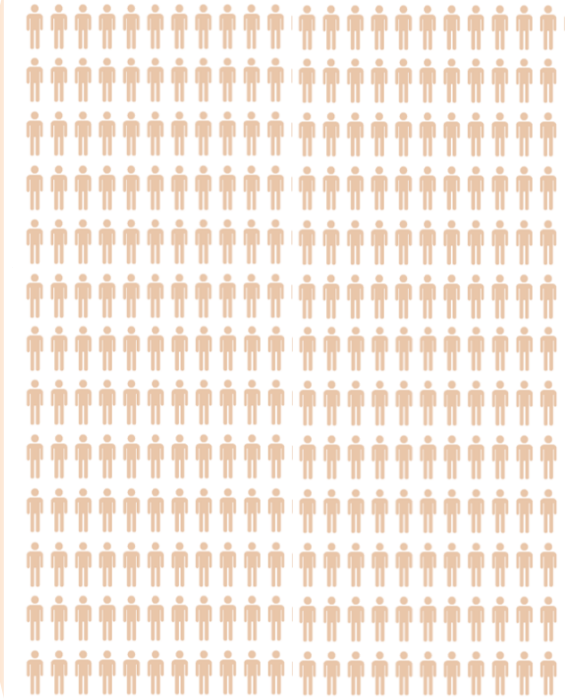
#### PLATFORM

## CHEF'D

Wins versus all competitors through superiority in 6 key categories of competitive advantage:

1. No subscription required
2. Choice: 2000+ Recipes
3. Reorder what you want, when you want
4. Recipes and ingredients from leading brands
5. National distribution network
6. Flexible fulfillment = Partnerships!

#### CONSUMERS (PARTNERS)



# NEXT GENERATION RETAIL EXPERIENCE

CHEF'D AND ITS STABLE OF BRANDS CAN MANAGE MEAL KIT CATEGORY AT THE STORE LEVEL

- ✓ Natural Extended Shelf Life
- ✓ Personalize Content
- ✓ RFI / Digital Scrap Management
- ✓ Product Integration
- ✓ Click & Collect
- ✓ E-Commerce Dropship



# CHEF'D TODAY, TOMORROW, & FUTURE

FOCUSED ON MEAL SOLUTIONS OF THE FUTURE AND REDUCING FOOD COSTS BY 50%

TODAY



RETAIL

TOMORROW



MASS  
CUSTOMIZATION

FUTURE



LOCALIZED MASS  
CUSTOMIZATION

**CHIEF'D**

TASTE THE POSSIBILITIES