

## The Healthy, Delicious, Vegan, Drive-Thru.



valeriefarmtotable.com Montville NJ

Food Retail Food Food Tech Restaurant

**LEAD INVESTOR**

**Laura Kiernan** CEO & Founder HTIR

Valerie's is on the forefront of sustainability by providing delicious, healthy, plant-based food, created by master vegan chefs in an affordable, easy-to-access drive-thru and delivery format. Valerie is a visionary leader that is well connected in the plant-based world. This is an omni-channel company with retail, brick-and-mortar for pickup and delivery with a smart menu available in a unique digital application.

Invested \$5,000 this round

[Learn about Lead Investors](#)

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

### Highlights

- 1 Vegan Master Chef meals made affordable, in a convenient Drive-Thru.
- 2 Award-winning concept, received \$250K applied to our smart menu application technology.
- 3 \$931 Billion Dollar Market by 2027. McDonalds launched "McPlant," processed vegetarian food, in 2020
- 4 Omni-Channel business with revenue streams online, in application, in retail, pick-up, and delivery.
- 5 Partnered with The Center For Nutrition Studies M.D.'s for their first ever Affiliate Program.
- 6 Vegan and ethically made merchandise available.
- 7 Woman Owned Business. Sustainable, ethical, cruelty-free company working with The United Nations.
- 8 International growth projections and potential to be the first healthy Michelin Star QSR.

### Our Team



**Valerie Bendish** Founder, CEO

Founder at VBPR with 10+ years in the health industry including previous work at Dr. Oz.

I became a vegetarian in 2017 and a vegan in 2020 for health concerns, animal-cruelty, and awareness for the planet. Then I realized there was nowhere to eat! With 10 years in the wellness industry, I feel my passion will deliver. We are providing a solution for a simple ongoing problem; where to find delicious, healthy, vegan food on-the-go.



**Vince Viviani** COO

KIND Bar and Tru Foods logistics and product quality. Previously at Revlon.



**Kathy Svetina** CFO

Discover Card Financial Analyst Lead managing a \$1 Billion dollar budget.

[SEE MORE](#)

### Valerie's Farm to Table Drive-Thru





## The Vegan Drive-Thru

01

**Welcome to Valerie's**  
VISION AND VALUE

*We aim to be the Vegan equivalent of McDonalds!*

Finally, Vegan and Vegetarian Food is ready for its' big debut! DELICIOUS vegan meals with health and wellness in mind.

Our team will (literally) deliver the most in-demand vegan brand, for **everyone**.

02



## The Problem

- DEMAND**  
 \$707B Customer Demand in Superfoods in the US.  
 \$5B in Plant Based, \$570B Dollar Fast Food Market
- AVAILABILITY**  
 Finding clean eating options at convenience is almost impossible.
- PRICE**  
 Vegan and Vegetarian options are expensive, even in the supermarket.
- HEALTH AND COVID-19**  
 A spike in online ordering and the desire for Healthier Food  
 Yet limited options with safe hands-free transactions.

03



## The Solution

- VALERIE'S PLANT-BASED, VEGAN DRIVE-THRU:**
  - Affordable
  - Convenient
  - Safe contactless pick-up and delivery options
  - Delicious, Healthy Meals on the go!
- THERE'S AN APP FOR THAT:**  
 The first Smart Menu Application for a Drive-Thru; allowing consumers to shop meals for their health and weight goals.
- AN OUNCE OF PREVENTION IS WORTH A LB OF CURE!**  
 With master chef meals and M.D. partnerships, we seek to aid in a preventative cure for the health epidemic.

04



## The Global Market Opportunity

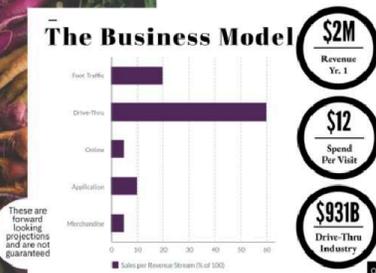
**\$931.7 Billion**

- MCDONALDS LAUNCHES "MCPLANT," 11/9/20**  
 Plant-Based meat alternatives line comes to McDs
- THE FAST FOOD MARKET PROJECTION IS \$931.7B**  
 Report by Research and Market for their 2027 Projection  
 These are forward looking projections and are not guaranteed.
- THE VEGAN MARKET CONTINUES TO GROW DUE TO:**
  - Mounting concerns over health
  - Awareness of animals and environmental issues
  - Selective eating consumers: Vegan & Vegetarian
  - Plant based protein transition from niche to mainstream
- PLANTS GO MAINSTREAM**  
 Appeals to a growing segment of consumers including; carnivores vegans and vegetarians. *Everyone loves delicious.*

05



## The Business Model



06



## Milestones

- LAUNCH IN RETAIL**  
 Intellectual Property purchased from Master Chefs. Product being sold in Downtown Natural Market NYC; locations in Queens and Brooklyn with online orders available in Manhattan.
- \$250K WINNINGS**

Recipient from The Global Startup Ecosystem in 2019

- **APPLICATION PROTOTYPE**  
Credits from GSE Accelerator applied to Application Prototype
- **\$50K COMMITTED RAISE**  
Family and Angel Investors commitment to Valerie's launch support

## Downtown Natural Market

Valerie's launch in Queens and Brooklyn, online ordering available in Manhattan.

Master Chef Made Menu; Breakfast, Lunch and Dinner:

- VEGAN PIZZA**  
We believe we are launching the first fully made vegan cauliflower pizza in retail
- VEGAN BURGERS**  
Exclusive rights to the next "Impossible Burger!"
- BREAKFAST AND DESSERT**  
Zucchini Pancakes and Pastries

\*SAMPLE MENU AVAILABLE FOR INVESTMENT\*

## Marketing Strategy



\*The above slide contains forward looking projections that are not guaranteed.

## Executive Team

<p><b>CEO</b> VALERIE BENSOSH</p> <p>EXPERIENCE: VP, THE PLANT-BASED WORLD EXPO FOUNDER</p>	<p><b>COO</b> VINCE VIVIANE</p> <p>EXPERIENCE: CEO THE PLANT-BASED WORLD EXPO FOUNDER</p>	<p><b>CFO</b> KATHY SVETINA</p> <p>EXPERIENCE: NEW YORK FINANCIAL INSTITUTION GLOBAL TRADING SERVICE SERVING UNCERTAINTY</p>	<p><b>CTO</b> TOM TARKREDE</p> <p>EXPERIENCE: DOM &amp; TOM FOUNDER STRATEGIC ALLIANCE PARTNER</p>
---	---	--	--

## Meet The Chefs

**MASTER CHEF HELMUT HOLZER**

- Chairman for American Master Chefs Order (AMCO)
- Küchen Meister (European Master Chef)
- Konditor Meister (European Master Pastry Chef)
- One in 70 U.S. Master Chefs.
- One of 11 Global Master Chefs.

**VEGAN CHEF RON PICKARSKI**

- Ron Pickarski is the first professional vegetarian chef to be certified as an Executive Chef (CEC) by the American Culinary Federation
- 50 years' experience in professional kitchens ranging from fine dining to QSR

## Committee and Partners

**THE CENTER FOR NUTRITION STUDIES**  
President, PhD: LeAnne Campbell

- M.D. and Nutritionist Team
- eCornell Certifications
- Valerie's original Affiliate Programs

**PLANT-BASED WORLD EXPO**  
CEO: Ben Davis

**FANTASIA FRESH JUICE**  
CEO: Jayne Hillman

- Founded beverage company



**LEAF PROGRAM**  
**CEO: James Morris**  
 • Physician's metrics in Valerie's Application



**MEATLESS MONDAY**  
**COMM DIRECTOR: Cherry Diamant**  
 • Media Relations Partner

## Valerie's Application

### A Smart Menu + Loyalty Program



### Competition

We believe we are the **FIRST Vegan, Healthy Drive-Thru in the U.S.A.** Available online and in retail.

Loyalty Benefits and Affiliate Programs available in App.

M.D.'s, Ph.D.'s, Master Chefs and Executives focused on delicious, healthy food!

## Investment & Funds Application

Seed Round: \$1.07M

3 outlet 450 Daily transactions to reach \$2M revenue by yr 3



- Drive-Thru Location
- Application Development
- Master Chef Menu

- Franchising
- Doctor Affiliate Programs



We are seeking 12 months financing to reach 13M in yr 3 (not guaranteed)

\*The above slide contains forward looking projections that are not guaranteed.

## Thank You!

We appreciate your consideration on Valerie's Farm to Table Drive-Thru and look forward to the potential in our partnership.

Contact: Valerie Bendish  
 Valerie@vbpr.org

Visit: [valeriesfarmtotable.com/](http://valeriesfarmtotable.com/)

