

NOSTALGIA

Exceptional Coffee //
Innovative Solutions



TRACTION & EXPERIENCE

- Successful Entrepreneur And Former CPA
- LGBTQ Female Founded Company
- 1st Venture: Mobile Café (2018)
 - \$200k Revenue
 - \$1.2m Annualized (Pre-Covid) Corporate Partnership Deal with Intuit
- 2nd Venture: Retail Roasting (2020)
 - Coffee Review “Top Rated Coffees In the World (94+ Points)”
 - Highest Rated Coffee Blend In California 2020



intuit.



THE PROBLEMS:



Lauren

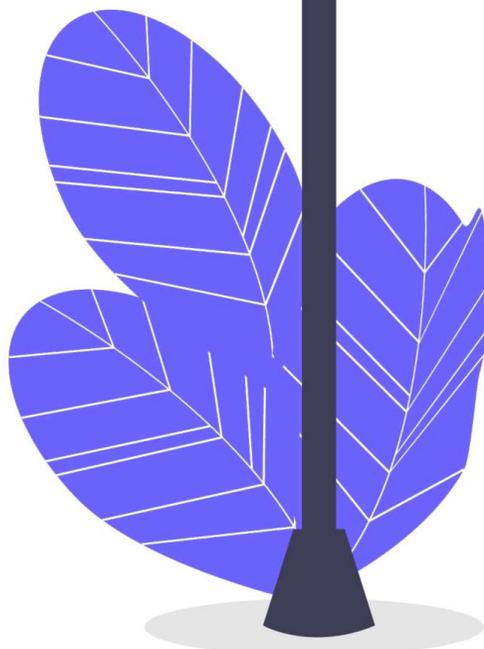


Tim

THE SOLUTION:



Jon



NOSTALGIA

COFFEE ROASTERS



COFFEE



IN A



BREW BAG

EXCEPTIONAL COFFEE MADE EASY

Innovative Brew Method: Nostalgia Brew Bag

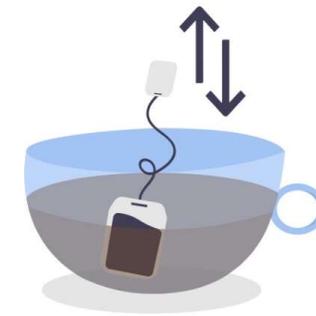
3 Easy Steps:



1. Pour Hot Water



2. Let Sit



3. Dunk, Toss & Drink



Convenient



Simple



High Quality



Portable



Easily Distributable

QUALITY & BRANDING



INNOVATION

**TRADE
SECRET**

We Obsessed Over The Science To Find The Ideal:

- **Varietal, Origin & Processing Method**
- **Blend Ratio**
- **Roast Profiles**
- **Micron Particle Size Distribution**
- **Off Gassing Time**
- **Extraction Yield %**



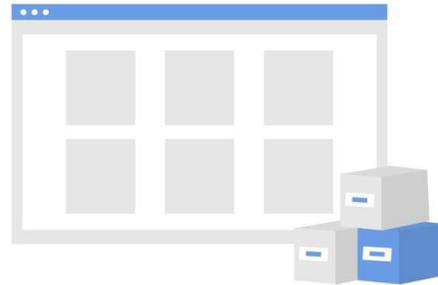
COST & DISTRIBUTION

Now In Production and Ready to Compete on Cost Immediately

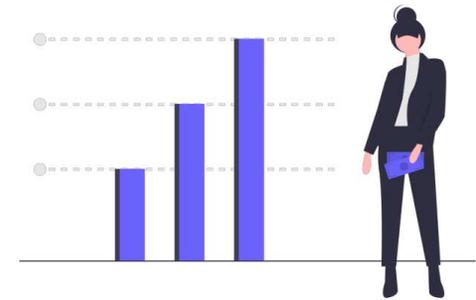
- Cost/Unit is ~\$.45



- Wholesale & Retail \$1-\$2



- Gross Profit %: 55%-80%



Travel



Hotels



Offices

*Active Conversations



Retail

*Active Conversations



Direct-to-Consumer

*Existing Customer Base



CAPITAL ROUND TRACTION

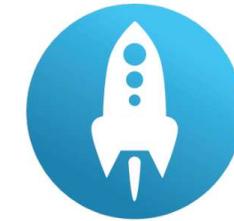
Raising \$500K (Convertible Note)



2021 Quarter-Finalist



Active Private Campaign
(>\$100K Raised)



STARTUP
SAN DIEGO

2021 Featured
Speaker



the
Brink



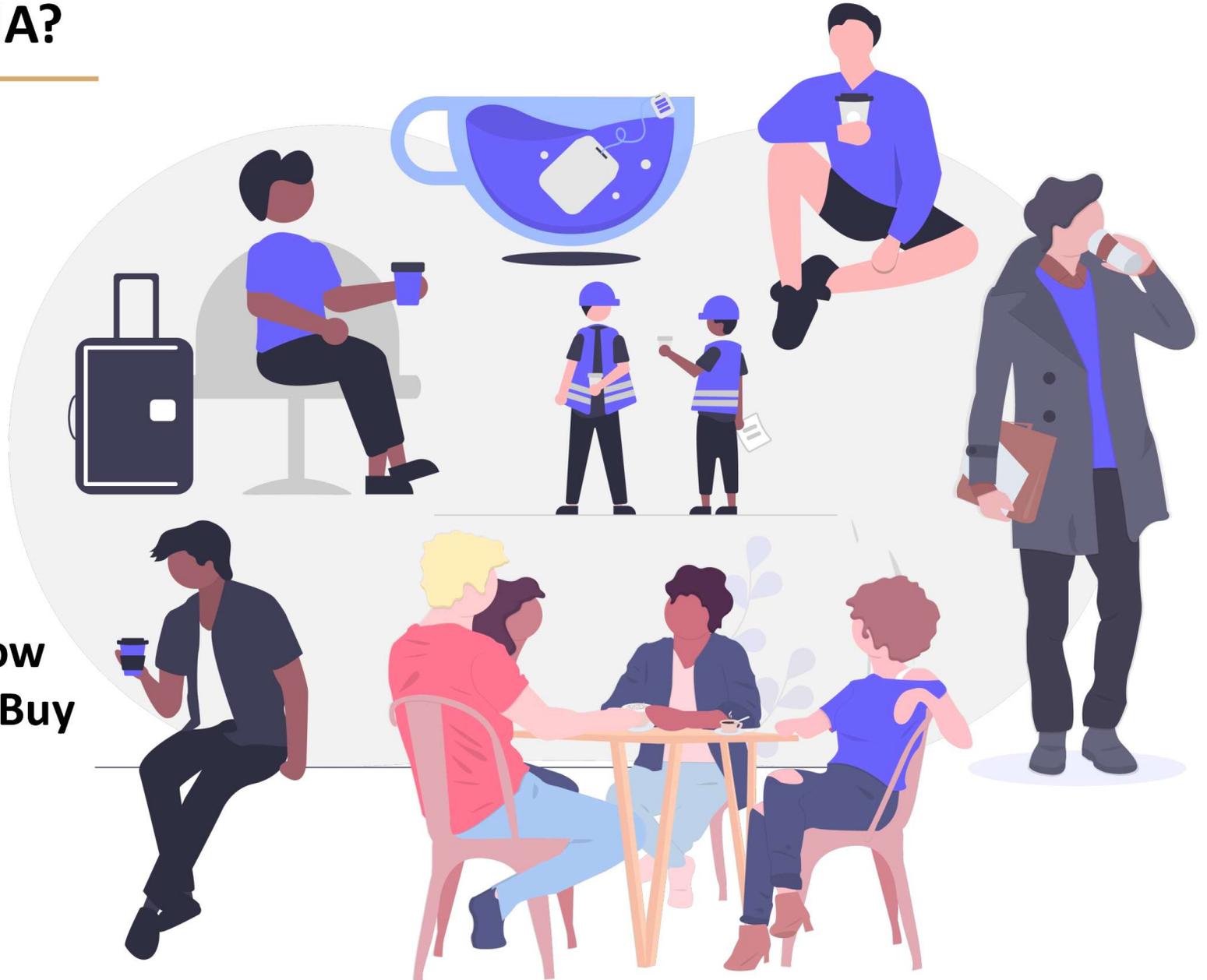
POST FUNDING DISTRIBUTION & ROLLOUT

- **Increase Production Capacity**
- **Continue To Build The Dream Team**
 - Secure Key Talent In:
 - Brand Management
 - Sales
- **Leverage Current PR Firm**
- **Focus on:**
 - Sales & Positioning



WHY GO WITH NOSTALGIA?

- Consumer Obsessed
- Innovative Team
- Unmatched Quality
- Driven by Taste, Ethics and Sustainability
- Fundamentally Changing How People Experience, Brew & Buy Coffee





Taylor Fields



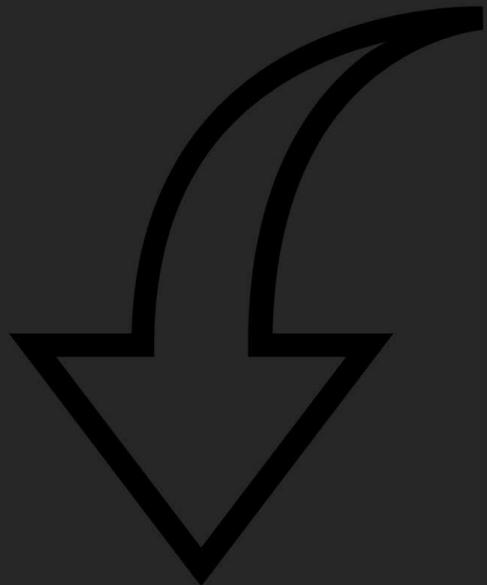
@nostalgiabrew

EXCEPTIONAL COFFEE & BRANDING



NOSTALGIA

Supplemental Slides



EXECUTIVE TEAM



▶ **Taylor Fields, Founder & CEO:**

- Former CPA @ BDO USA
- “Rising Business Stars” June 2019 SDV Magazine



▶ **Audrie Rosales, Head of Ops:**

- Managed Multiple Starbuck Locations
- Social Media Marketing Expert



▶ **Brandt Rakowski, Head Roasters:**

- Trained By And Roasted For Bird Rock Coffee Roasters (Micro-roaster Of The Year 2012 & Top 12 Roaster In The Country 2019)



▶ **Gage Johnston, Head Of Quality:**

- Trained Under World Renowned Certified Coffee Q-grader Maritza Suarez

ADVISORS



▶ **Silvia Mah, PhD, MBA**

- Successful Entrepreneur
- Accomplished Accelerator, Connector, Investor And Advocate



▶ **Lauren Fields, National Account Exec (Modis)**

- Expert In Corporate Beverage Advertising
- National Sales Consultant



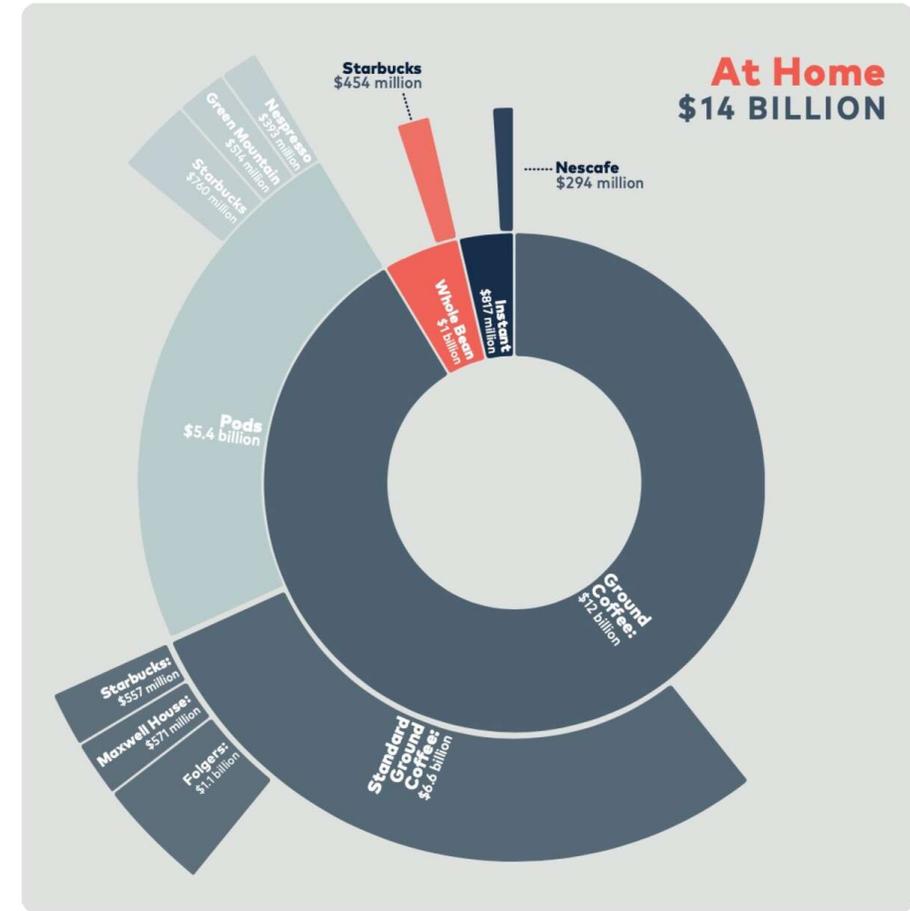
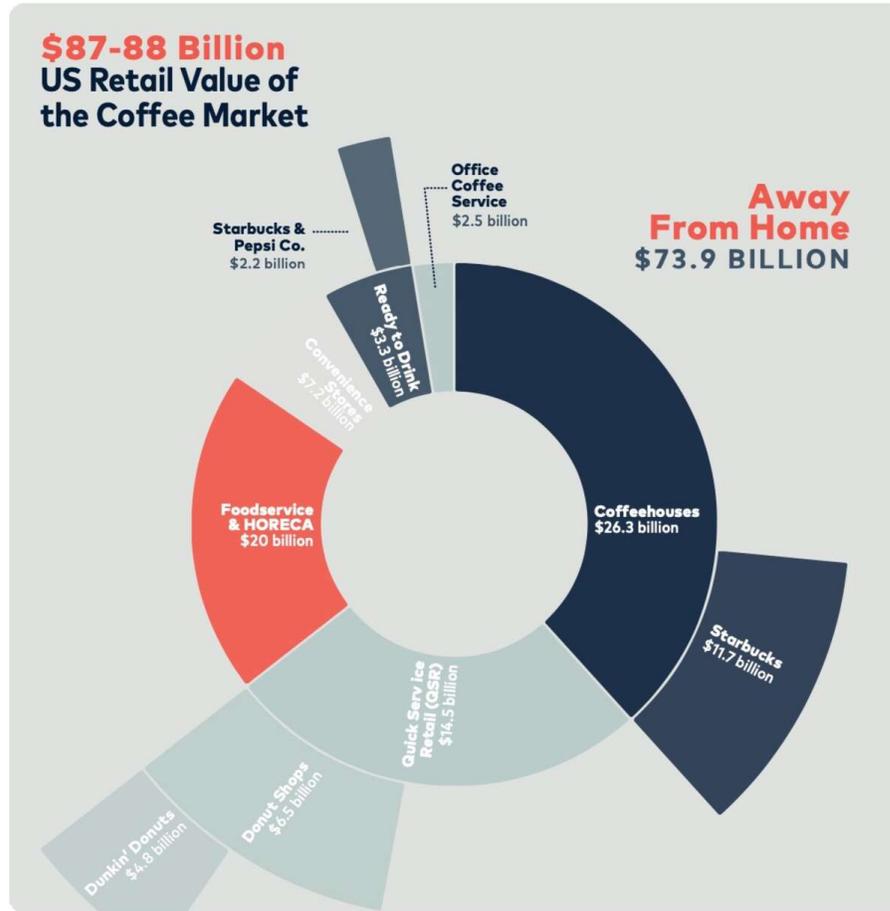
▶ **Greg Horowitz, T2 Venture Capital**

- Venture Capitalist, Serial Entrepreneur, Author, and Global Innovation Adviser



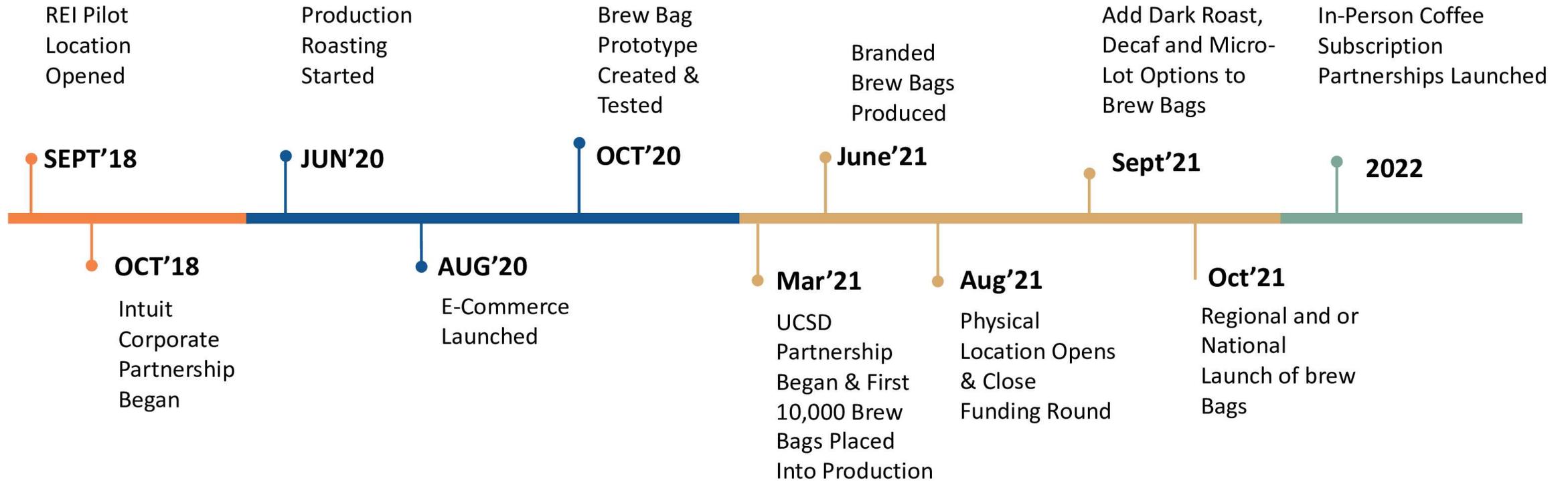
THE COFFEE MARKET

- TAM \$88 Billion



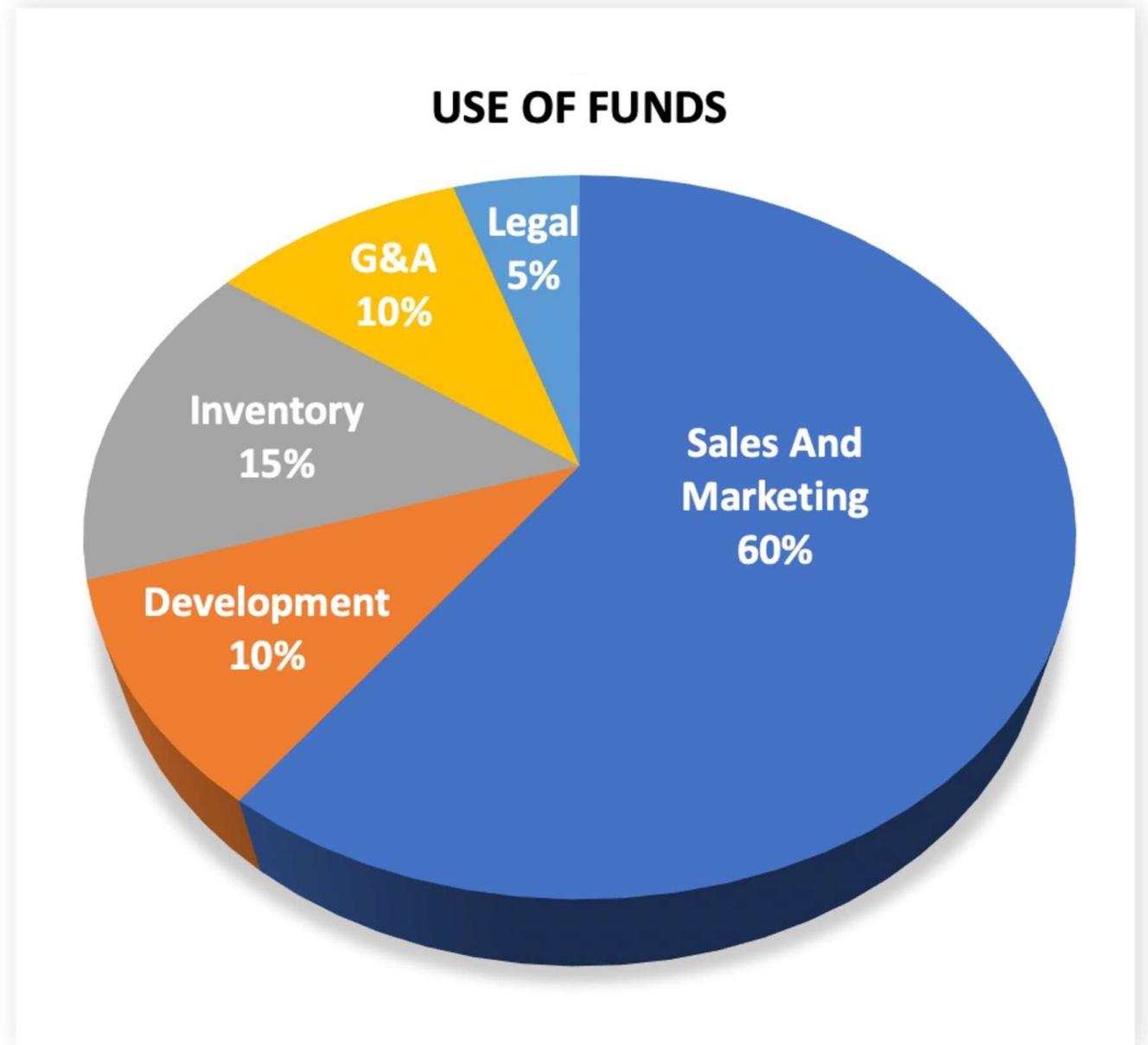
DID YOU KNOW: Americans Drink Nearly 2 Cups Of Coffee Per Day Per Capita --That Is 646 Million Cups Each Day!

TIMELINE



Raising \$500k

- **Investment:** Convertible Note
- **CAP:** \$5M
- **Discount:** 20%
- **Rate:** 6% Interest
- **Term Date:** 18 Month Note



COMPETITIVE ADVANTAGE

- **Price Point:**
 - 25%-50% Lower Retail Price Than The Nearest Competitor
- **Exceptional Quality:**
 - Only Brew Bag in the World to Have a 92+ Point Scored Coffee
 - Proprietary Brewing Directions
 - Tailored The Production Of The Coffee For the Brew Bag Experience
- **Relatable, Exciting, Young & LGBTQ Proud Brand:**
 - Popular, Fun And Unique Branding Positioned To Go International With Dedicated PR Agency
- **Successful Entrepreneur At The Helm**
 - Former CPA & Business Minded CEO
- **Lead Investor and Key Advisor Is A Renowned Serial Entrepreneur**
 - Silvia Mah, PhD, MBA



WHAT WE STAND FOR

Mission:

We Must Always Endeavor To Be Better And Do Better For Coffee, Humankind And The Earth. Making Exceptional Coffee Is Our Objective; Improving The World Around Us Is Our Mission.

Philosophy:

We Were Founded On The Core Belief That We Are A Company For Everyone. No Matter Your Gender, Identity, Age, Race, Ethnicity, Sexual Orientation Or Background, Everyone Is Valued At Nostalgia And It Is These Unique Characteristics That Each Of Us Inhabit That Makes Our Team Stronger, More Prosperous And Leaders In Our Communities. We Are Driven By The Notion That Everything We Do Must Positively Impact The Lives Of Our Customers, Our Partners, Our Team Members, Our Communities And Our Planet.

OUR VALUES

Strive To Be Better At Everything We Do

Treat Everyone With Dignity, Respect & Equality

Always Be Kind, Accountable And Respectful

Never Settle, Always Innovate, And Positively Impact Our World

Deliver Excellence In Coffee & Customer Service



COMPETITION



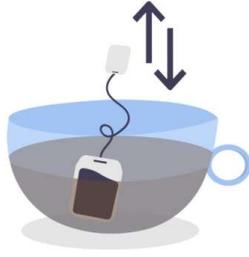
NOSTALGIA REVENUE STREAMS

*We are
NOT a
startup!*

Coffee in a Brew Bag (2021)



POUR



DUNK



STEEP

Cafes and In-Person Coffee Subscription (2021-2022)



Existing

On-Site Partnerships



Direct to Consumer E-Commerce

