

Own a piece best vegan BBQ & soul food in the Bay Area

PITCH VIDEO INVESTOR PANEL



veganmob.biz Oakland CA



Food & Beverage B2C Minority Founder Restaurant Cafe & Food Truck

Featured Investors



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I am interesting in investing in Vegan Mob because I believe in the vision and mission of Vegan Mob. The Mob represents the soul food cuisine that I grew up loving but it is vegan! I think there's such a cool concept but also much more. It represents change for my culture that otherwise wouldn't be accessible or reliable. I see Vegan Mob as a gateway to veganism; resulting in healthier and more sustainable cuisine for my culture all around the world!

Invested \$5,000 this round

Highlights

- 1 Invest in a company with over \$7.2M in Revenue to date
- 2 \$4.42 billion TAM for plant-based meats and frozen vegan meals
- 3 World class advisory team including Miyoko Schinner - founder of Miyoko's Creamery
- 4 Over 2,000 total rave reviews, with 165k total social media followers
- 5 Listed in 10 best vegan BBQ spots in the US in USA Today
- 6 Vegan Mob Cookbook, published by Penguin Random House will be released in Q1 '24
- 7 New storefront in San Francisco opening this winter

Our Team



Toriano Gordon Founder & CEO

Dedicated a decade of his life to helping at-risk and formerly incarcerated youth in the SF Bay Area. Decided to pursue a lifelong passion of cooking after experiencing a huge shift in health and well-being after adopting a plant-based diet.

We created Vegan Mob to provide healthy food with plant-based ingredients and to help surrounding communities by empowering them with food they enjoy, while also supporting a healthy life-style. There are communities across the country that will benefit from access to healthier food that still celebrates the flavors they love.



GW Chew Chief Development Officer

Founder of Something Better Foods providing plant-based proteins sold under the brand name "Better Chew." Chef Chew's mission is to democratize the access to plant-based food for all people while changing lives for the better, one chew at a time.

Vegan Mob puts the soul in soul food.



Our mission here at Vegan Mob is to provide nutritious and healthy food with plant-based ingredients and to introduce traditional soul food and bbq dishes in a plant-based option. Our passion is to help surrounding communities by empowering them with food they love and enjoy, while also supporting a healthy life-style. Vegan Mob is a representation of diversity.

EXPERTS IN VEGAN CUISINE

Now - we're taking it to you

We're not just your average vegan food enthusiasts - we're THE MOB, and our track record proves it. With over \$7.2 million in revenue to date, we've shown that our mouthwatering creations resonate with taste buds far and wide. And speaking of buzz, we've garnered over 2,000 rave reviews and have amassed a whopping 165k social media followers who can't get enough of our authentic vegan BBQ.

We're proud to have been listed among the top 10 best vegan BBQ spots in the entire United States by USA Today.

UP NEXT: PLANT BASED MEATS

\$4 Billion Market, Baby.

Brace yourselves for our latest culinary innovation: Vegan Mob Plant-Based Meats. With the plant-based meat market projected to soar by 25% in the next decade, we couldn't resist diving into this sizzling opportunity.

Building upon the success of our renowned Vegan Mob BBQ, we're crafting a line of high-quality, mouthwatering, and nutrient-packed plant-based meats that will redefine the perception of vegan cuisine.

But here's the twist—our offerings are more than just delectable; they embody the vibrant essence of a diverse, hip-hop, and urban-forward brand, carving out a special niche in this booming market. We're elevating the plant-based game like never before!

PLANT BASED MEATS

Unique Products. Massive Growth.

- ★ The plant based meat market is currently valued at \$4.40 Billion, and expected to grow 25% from '23 to '30
- ★ The Vegan Mob brand is a community unifier with nationwide appeal - it's the only hip-hop forward brand in the vegan food space



U.S. Plant-based Meat Market
U.S. Plant-based Meat Market (est. 2020)
\$4.40 Billion (2023)



23.9%
U.S. Meat CAGR



Now - let's introduce our second new venture, Mob Meals. We're seizing the opportunity to meet the skyrocketing demand for ready-to-eat vegan meals without compromising on the exceptional quality our customers love. With the same dedication we put into our restaurant, we've crafted Mob Meal to be delicious, plant-based dishes modeled after our Vegan Mob best sellers.

And guess what? We're thrilled to announce that we've partnered with Whole Foods, bringing Mob Meals to over a dozen of their stores. We're bringing the Mob to the rest of Northern California!

INTRODUCING MOB MEALS

Mob Meals are an extension of some of Vegan Mob's most popular meals to be enjoyed at an on-demand convenience.

MOB MEALS

Why it Works

- ★ Signed LOI with Whole Foods for up to 20 Northern California Locations
- ★ New San Francisco storefront opening in the legendary Fillmore district
- ★ Classic Vegan Mob meals ready-to-eat

ABOUT THE FOUNDER

TORIANO GORDON is a dedicated father and husband from San Francisco's Fillmore District. After dedicating a decade of his life to helping at-risk and formerly incarcerated youth in the San Francisco Bay Area, Toriano focuses on community involvement and impact, pillars of what brought Vegan Mob to life. Toriano experienced a huge shift in his health and well-being after adopting a plant-based diet and now feels compelled to share this with others.

HELLA

Media

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The Best Vegan BBQ in the Bay

Malou is joining the mob – the Vegan Mob that is! From burgers to gumbo to poboyos, customers say Vegan Mob is the best plant-based soul food around. Owner Toriano Gordon is a character who loves making people happy with his healthy cuisine, not to mention his rapping skills! Bon Appétit!

In Oakland, there are consistently lines of customers wrapping around the block. It's a testament to the quality of the food and the community.



JOIN THE MOB
TODAY
PULL UP ON US BABY

