

Tāstēs

GRO CER BY THE PEOPLE

Come Taste Local

WEBSITE





Tastes

(PRONOUNCED TASTY'S)

OPPORTUNITY

**CONSUMERS WANT HIGH QUALITY,
LOCALLY PRODUCED FOOD AT EQUAL TO OR LESS THAN CONVENTIONAL FOOD.
*THINK FARMER'S MARKET FOOD AT AFFORDABLE PRICES & CONVENIENTLY ACCESSIBLE .***

**THOUSANDS OF SMALL AND MID-SIZED FOOD PRODUCERS
WANT TO SELL DIRECTLY TO CONSUMERS IN A BRICK AND MORTAR SETTING,
BUT BARRIER OF ENTRY INTO A TRADITIONAL GROCERY STORE IS
COST PROHIBITIVE AND HIGHLY COMPLEX.
*INDUSTRY AVERAGE OF \$50K IN SLOTTING FEES ALONE BEFORE ANY OTHER FEES***

BUSINESS MODEL

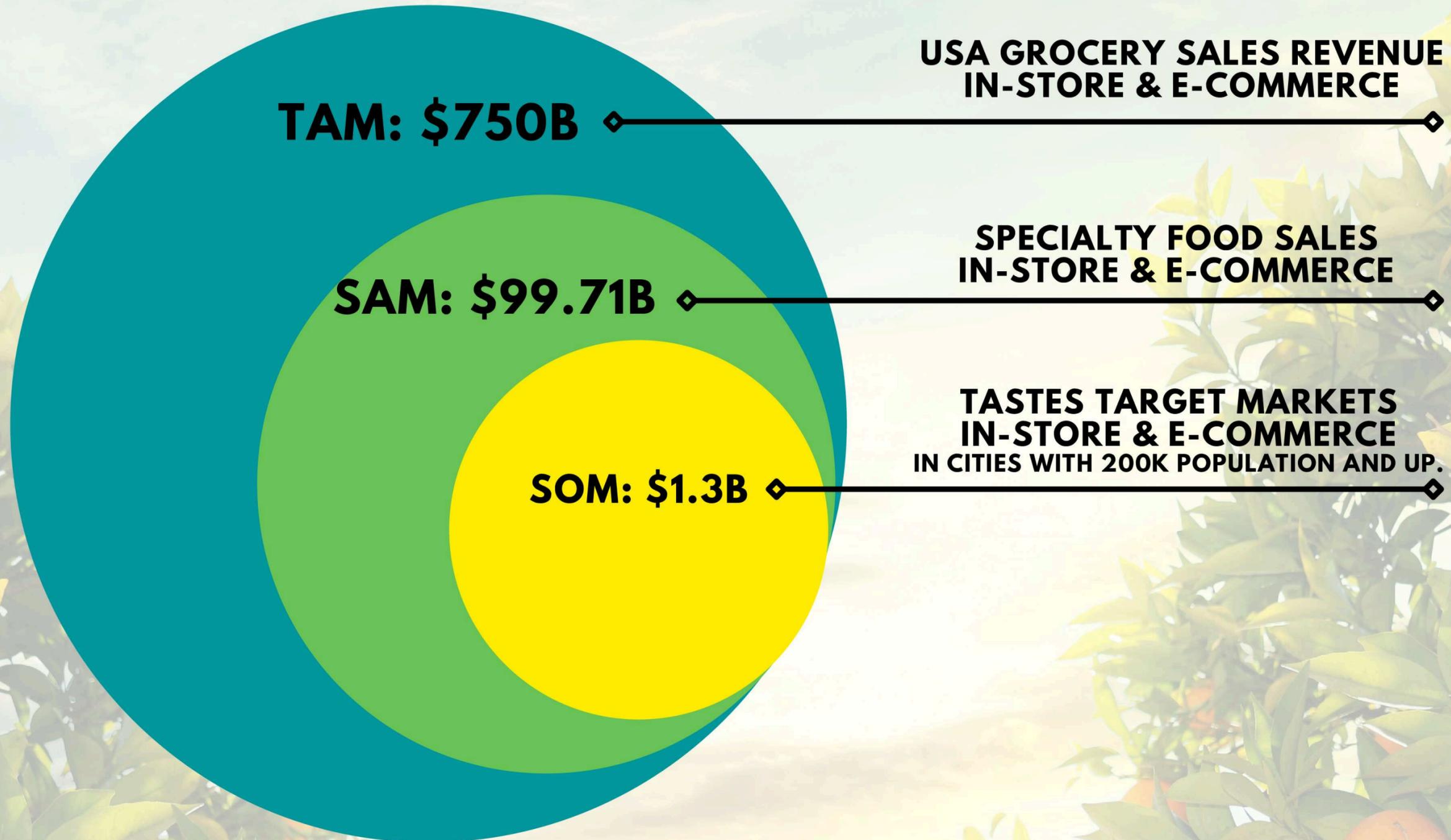
WE SIMPLY RETRO-FIT SPACES INTO UPSCALE GROCERY STORES AND
LEASE OUT SHELF SPACES TO LOCAL FOOD PRODUCERS
AT JUST \$215 PER MONTH SO THEY CAN SELL DIRECT TO CONSUMERS AFFORDABLY.



So if an account wants \$60,000 slotting per item, the manufacturer would have to sell 40,000 cases to pay for the slotting expense at \$1.50 contribution margin per case (assuming 15% contribution margin on \$10.00 hypothetical case). If the item moves 4,000 cases per month, it would take 10 months to pay back slotting.

Source: Frozen and Refrigerated Buyer (May 2015)

MARKET SIZE



**USA GROCERY SALES REVENUE
IN-STORE & E-COMMERCE**

TAM: \$750B

**SPECIALTY FOOD SALES
IN-STORE & E-COMMERCE**

SAM: \$99.71B

**TASTES TARGET MARKETS
IN-STORE & E-COMMERCE
IN CITIES WITH 200K POPULATION AND UP.**

SOM: \$1.3B

MARKET TRENDS

Dom's Kitchen & Market Quickly Becoming Food Destination in Chicago

'Food emporium' model with hyperlocal vendors, event space and curated meals is latest venture from legacy grocers



Lynn Petrak

[HTTPS://PROGRESSIVEGROCER.COM/DOMS-KITCHEN-MARKET-QUICKLY-BECOMING-FOOD-DESTINATION-CHICAGO-EXCLUSIVE-PHOTOS? UTM_SOURCE=OMEDA&UTM_MEDIUM=EMAIL&UTM_CAMPAIGN=NL_PG+DAILY+5&UTM_KEYWORD=&OLY_ENC_ID=1972A4105745F6F](https://progressivegrocer.com/doms-kitchen-market-quickly-becoming-food-destination-chicago-exclusive-photos?utm_source=omeda&utm_medium=email&utm_campaign=nl_pg+daily+5&utm_keyword=&oly_enc_id=1972A4105745F6F)

06/15/2021

Amazon Builds Cashierless Tech in Full-Size Grocery Store for the First Time

The new Amazon Fresh grocery store in Bellevue, WA, marks a pivotal moment for Amazon: the first time the retail giant has built the option to shop using its Just Walk Out cashierless tech in a full-size grocery store.

[HTTPS://RISNEWS.COM/AMAZON-BUILDS-CASHIERLESS-TECH-FULL-SIZE-GROCERY-STORE-FIRST-TIME? UTM_SOURCE=OMEDA&UTM_MEDIUM=EMAIL&UTM_CAMPAIGN=NL_RIS+EXECUTIVE+INSIGHT&UTM_KEYWORD=&OLY_ENC_ID=1972A4105745F6F](https://risnews.com/amazon-builds-cashierless-tech-full-size-grocery-store-first-time?utm_source=omeda&utm_medium=email&utm_campaign=nl_ris+executive+insight&utm_keyword=&oly_enc_id=1972A4105745F6F)

06/09/2021

Whole Foods to Open Hyper-Local Store in Tampa, Florida

Location opening July 7 will stock 800+ local products



Gina Acosta
Executive Editor

[HTTPS://PROGRESSIVEGROCER.COM/WHOLE-FOODS-OPEN-HYPER-LOCAL-STORE-TAMPA-FLORIDA](https://progressivegrocer.com/whole-foods-open-hyper-local-store-tampa-florida)

Fresh is the future of grocery

By emulating Amazon's technology-forward approach, grocers can improve their capabilities to beat their rival at its own game through deploying modern fresh-first technology built specifically for grocery infrastructure.

"The key lies in doubling down on those existing assets and operational competencies," Schwartz says. "Grocers can capitalize on their existing advantage and go from being better in fresh to being world-class in fresh,

[HTTPS://PROGRESSIVEGROCER.COM/INDEPENDENT-GROCERS-PLAY-KEY-ROLE-BOOSTING-US-ECONOMY? UTM_SOURCE=OMEDA&UTM_MEDIUM=EMAIL&UTM_CAMPAIGN=NL_PG+DAILY+5&UTM_KEYWORD=&OLY_ENC_ID=1972A4105745F6F](https://progressivegrocer.com/independent-grocers-play-key-role-boosting-us-economy?utm_source=omeda&utm_medium=email&utm_campaign=nl_pg+daily+5&utm_keyword=&oly_enc_id=1972A4105745F6F)

REVENUE PROJECTION

SIMPLE REVENUE MATH OF 1 STORE

500 SHELF SPACES X \$215/MTH PLUS OTHER SALES

GROSS \$6.7M

NET \$3.25M

264 STORES IN USA = NET \$855M

528 STORES IN EUROPE = NET \$1.7B



VENDOR BENEFITS

WHY VENDORS CHOOSE US

TASTES	OUTDOOR MARKETS	SPECIALTY GROCERS	WHOLE FOODS	HEB	COSTCO
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VENDOR KEEPS 100% OF SALES REVENUE (TRUE PARTNERHIP)	✓	✓			
HIGHLY AFFORDABLE RETAIL SPACE (DEMOCRATIZED)	✓				
SELL 7 DAYS A WEEK RAIN OR SHINE	✓	✓	✓	✓	✓
STORE PROVIDES CHECKOUT SERVICES	✓		✓	✓	✓
LIVE STREAMING CAMERAS TO VIEW INVENTORY & BEHAVIOR	✓				
VENDOR STORIES PLAY ON TV SCREENS & CELL PHONES	✓				
CUSTOMERS HAVE DIRECT ACCESS TO VENDORS	✓				
EXTENSION OF DAILY RETAIL SPACE FOR EXISTING RETAIL CUSTOMERS & PICK UP POINT FOR WHOLESALE CUSTOMERS	✓	✓	✓	✓	✓
SELF MANAGED COUPONS AND SPECIALS	✓	✓			
VENDORS WILL RECEIVE PROFIT FROM RETAIL MARKUP INSTEAD OF THE GROCERY STORE	✓	✓			
PROFIT SHARE WITH VENDORS - 20% EARMARKED FOR GROWTH OR SUSTAINABLE FARMING PRACTICES	✓				



WHY SHOPPERS CHOOSE US

ASK FOR OUR NATIONAL SURVEY RESULTS

CONSUMER BENEFITS

TÀSTÈS

OUTDOOR
MARKETS

WHEATSVILLE
CO-OP

WHOLE FOODS

HEB

COSTCO

WHOLESALE PRICING WITHOUT BUYING IN BULK



HIGHEST LEVELS OF NUTRITIONAL VALUE DUE TO FRESHNESS



LARGELY LOCAL PRODUCE & PRODUCTS (WITHIN 3 HOURS DRIVE)



IMMEDIATE AND DIRECT COMMUNICATION W/ VENDORS



LEARN ABOUT THE VENDOR'S STORY AND THEIR COMPETITIVE EDGE



CELL PHONE SCAN AND GO - FAST & SAFE CHECKOUT



FOOD SOURCE TRANSPARENCY



100% OF PURCHASE GOES BACK TO VENDOR



ONLINE ACCOUNT - SHOPPING LIST, CURBSIDE, REWARDS, ETC



VERIFIED CLEAN & VALID LABELS - VERIFIED IN PERSON BY STORE



WIDE SELECTION OF GRAB AND GO MEALS FROM TOP RESTAURANTS
OR FOOD ESTABLISHMENTS ALL OVER THE CITY



Tastes

**USA ONLY
PROJECTED FINANCIALS**

**96% EBIDTA
163% IRR AT YEAR 6
BREAK EVEN = YEAR 3**

YR 2027
EBIDTA - \$54M
NET - \$45M
REVENUE - \$109.6M

YR 2026
EBIDTA - \$30M
NET - \$25M
REVENUE - \$69M

YR 2025
EBIDTA - \$18M
NET - \$15M
REVENUE - \$39M

YR 2024
EBIDTA - \$8M
NET - \$7M
REVENUE - \$17.5M

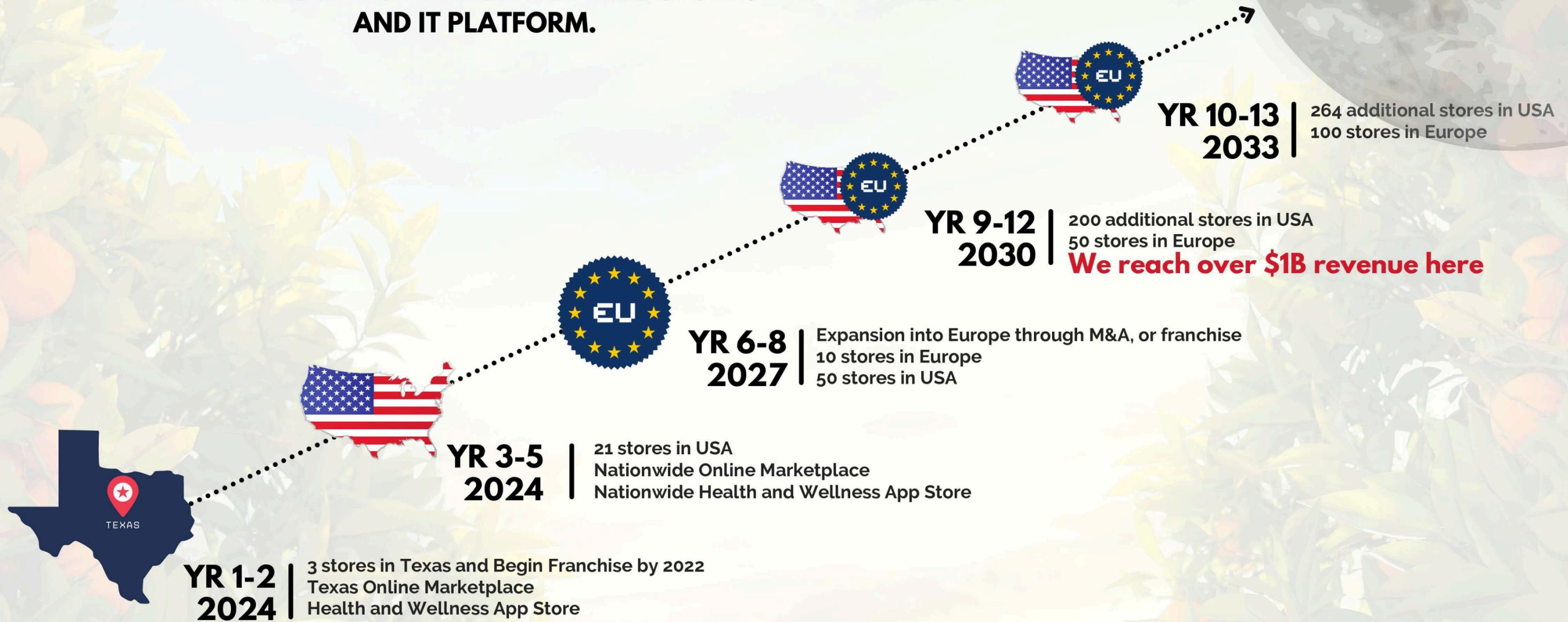
YR 2023
EBIDTA - \$3M
NET - \$2.6M
REVENUE - \$6M

YR 2022
EBIDTA - \$1.8M
NET - \$1.5M
REVENUE - \$3M



Tastes **GROWTH PROJECTIONS**

**GLOBAL EXPANSION WITH STORES AND E-COMMERCE.
ADVANCED TECH INTEGRATED INTO STORES
AND IT PLATFORM.**



Tastes

MANAGEMENT & ADVISORY TEAM MULTIPLE EXITS AND 150YRS EXPERIENCE



STEVEN LARKIN

INTERIM CMO, MARKETING ADVISOR

20 YEARS EXPERIENCE. C-LEVEL EXECUTIVE OF ZALES, GOLFSMITH, MACY'S. EXPERIENCED IN OMNI-CHANNEL RETAIL IN FORTUNE 100, STARTUPS, PUBLIC AND PRIVATE EQUITY. HAS HAD MULTIPLE SUCCESSFUL EXITS.



CHERYL CUNNINGHAM

CO-FOUNDER AND CEO

20 YEARS EXPERIENCE. C-LEVEL EXECUTIVE OF STARTUPS. EXPERIENCED IN FORTUNE 100, FOOD AND BEVERAGE, RETAIL, ENTERTAINMENT, MARKETING REAL ESTATE, AND SERVICES.



STEVEN SIEGEL

CO-FOUNDER

25 YEARS EXPERIENCE. C-LEVEL EXECUTIVE OF FORTUNE 1000 COMPANIES. EXPERIENCED IN GLOBAL EXPANSION, AI, E-COMMERCE, CONSUMER GOODS, RETAIL, FASHION, FINANCE, FINTECH WITH MULTIPLE SUCCESSFUL EXITS.



QINGBIN YUAN

RESEARCH & DEVELOPMENT ADVISOR

20 YEARS EXPERIENCE. HEAD INNOVATOR OF R&D WITH HERSHEY'S. EXPERIENCED IN PRODUCT DEVELOPMENT, AGILE INNOVATION, AND OPERATIONS FOR FORTUNE 500 - 1000 COMPANIES



JOSH HOFFMAN

SALES, TECH, OPERATIONS ADVISOR

20 YEARS EXPERIENCE. GLOBAL SALES LEADER IN FORTUNE 100, MENTOR IN ACCELERATORS FOR STARTUPS. EXPERIENCED IN TECHNOLOGY, SAAS, AND SERVICES



JIM ELIASBERG

HEAD COUNSEL AND LEGAL ADVISOR

35 YEARS EXPERIENCE. HEAD LEGAL COUNSEL OF TACO CABANA, GOLFSMITH, CITIZENS. EXPERIENCED IN REAL ESTATE, CONSUMER GOODS RETAIL, FOOD RETAIL, SUPREME COURT, AND LANDMARK CASES

Tastes TRACTION

IMPRESSIVE PROOF OF CONCEPT



OUR SHOPPERS

- HEALTH CONSCIOUS
- WILLING TO PAY FOR QUALITY
- SEEKS ORGANIC, VEGAN, GLUTEN FREE
- ABOVE \$75K HH INCOME
- PRIMARY OR SECONDARY SHOPPER
- SEEKS NEW PRODUCTS
- GOES TO FARMER'S MARKETS & SPECIALTY STORES
- DOES NOT LIKE BIG CROWDED STORES
- ORDERS ONLINE
- CELL PHONE USER
- GROCERY SHOP MIN. 1X PER WEEK
- SHOPS AT MULTIPLE STORES
- DRAWN TO SAMPLES & EVENTS
- DRAWN TO UNIQUE EXPERIENCES
- RESTAURATEUR / CHEF
- SUPPORTS LOCAL BUSINESSES

GEN Z
68M
PEOPLE

10%

BABY BOOMERS
71.6M PEOPLE

20%

GEN X & Y
137.3M PEOPLE

70%

BRANDING

"GROCER BY THE PEOPLE,
FOR THE PEOPLE"

EMPOWER FOOD
PRODUCERS



FARMER AND LOCAL
PRODUCER DIRECT



100% OF PURCHASE
GOES TO VENDOR



EMPOWER
CONSUMERS



VALUE
PRICING



FUN AND
EXCITING



FAST AND
CONVENIENT



COMMUNITY
BUILDING



Tastes

THANK YOU FOR YOUR TIME
AND CONSIDERATION

WEBSITE



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