INVEST IN **TASTES MARKETS, INC.**

WeWork of Grocery Stores. We retrofit spaces & lease shelves to local food brands.

PITCH VIDEO INVESTOR PANEL

tastesfarmersmarket.com Austin TX

Food | Retail | Real Estate | Farming | Sustainability

LEAD INVESTOR

Ben Bradley

I whole heartedly believe that local supply chains are the future. This model gives local vendors a chance to actually compete with the large brands and handful of corporate leaders that currently exist across product categories. I see a capable, experienced team of leaders who've done so much work already around the value proposition and getting this off the ground. Finally, it makes business sense and is highly scalable. When you combine all of this (market need, strong leadership and strong financials), you have a perfect storm ripe for investment and growth. Very excited to join the team on this journey and we invite you all to come along as well!

Invested $25,000 this round & $25,000 previously

Highlights

1. Simple model - we are landlords of shelf spaces & hundreds of local food brands are signing up.
2. Impressive Proof of Concept - 80% shelf spaces reserved with all deposits in hand by Jan of 2022
3. Food brands sell direct - we have low inventory costs, labor costs, operational costs.
4. 1 store nets $3.24M (at maturity) x 264 stores in USA = $855M. Estimated net in Europe is $1.7B.
5. Traditional Grocers net average of 2% compared to our net of 34%
6. Consumers pay source direct pricing because they buy direct from local producers.
7. Consumers vote for products they want on shelves. We are the 1st democratized grocer in the world.

Our Team

Cheryl Cunningham Founder and CEO

As a seasoned entrepreneur with 20 years of startup experience as Founder and CEO, I offer capital, know-how, and proven successes from small to Fortune 500 companies. I am committed to the wise stewardship of your investment and it's growth.

Our food retail system is entirely unsustainable. Most solutions fix the symptoms, but not the problem. It took a team outside of the industry to pinpoint and solve the root cause of global nutritional degradation. Our responsibility is to realize the solution and empower the people to build a food system By the People, For the

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Steven Siegel Co-Founder (Finance, M&A, Expansion)

25 years experience. C-level Executive of Fortune 1000 companies. Experienced in AI, e-commerce, consumer goods, retail, fashion, finance, and fintech. Orchestrated successful billion dollar deals and has had multiple successful exits.

Steve Larkin Board Member (Marketing and Operations)

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.

Jim Eliasberg Board Member (Legal)

35 years experience. head legal counsel of Taco Cabana, Golfsmith, Citizens Insurance. Experienced in real estate, consumer goods retail, food retail, supreme court, and landmark cases.

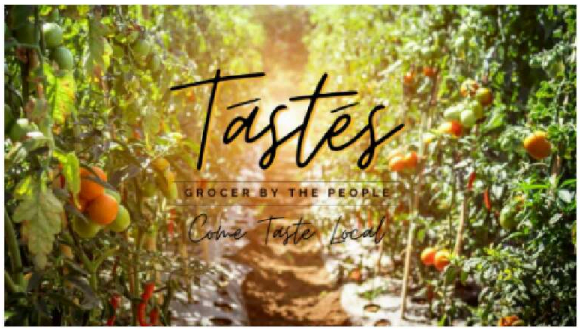
Josh Hoffman Board Member (Technology, Sales, Operation)

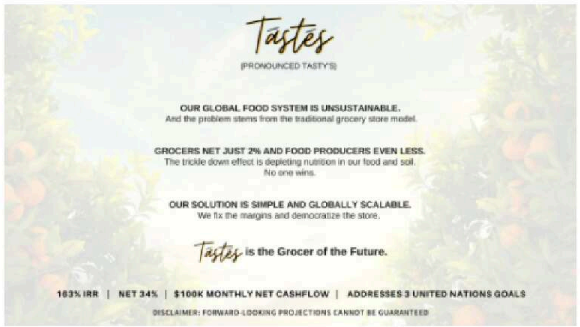
20 years experience. global sales leader in Fortune 100 companies, mentor in accelerators for startups. Experienced in technology, SAAS, and services.

Qingbin Yuan Board Member (R&D, Operations)

20 years experience. head innovator of R&D with Hersheys. Experienced in product development, agile innovation, and operations for Fortune 500 - 1000 companies.

Pitch





DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED

OUR DISRUPTIONS

1. BUSINESS MODEL
- LOW INVENTORY
- NO COMPLEX DISTRIBUTION
- AUTOMATION
- LOW CAP EX FROM SMALL FOOTPRINT

HIGH INVENTORY | NETWORK DISTRIBUTION | HIGH CAP EX AND LABOR

ALMOST ZERO INVENTORY | ALL LOCAL VENDORS WITH LOCAL DISTRIBUTION | SMALL FOOTPRINT EASILY SCALABLE STORE

2. REVENUE MODEL
- FOOD SUPPLIERS KEEP 100% OF SALES
- WE LEASE OUT SHELVING SPACES
- AFFORDABLE STORE SHELVING

VENDORS NET $0.03

VENDORS NET $0.60

3. TECHNOLOGY
HEALTH AND WELLNESS APP INTEGRATION
WORD OF MOUTH SOCIAL DISCOUNT PLATFORM

THOUSANDS OF HEALTH APPS DISCONNECTED FROM GROCERY STORE

HEALTH APPS CONNECTED TO STORE

Tastes APP

4. PRODUCT SELECTION & SHELVES ARE DEMOCRATIZED
- CONSUMERS DECIDE FOOD SELECTION AND SHELVES ARE FINALLY AFFORDABLE TO ALL FOOD PRODUCERS

FARMER JOE REVENUE COMPARISON

FARMER JOE NETS $0.15

FARMER JOE NETS $0.40 - $0.60 PER DOLLAR

TRADITIONAL GROCER

GROCERY STORE BUSTING FEE & MARKUP

COGS & OPERATING EXPENSES

TASTES

10-20% VALUE PRICING DOWN TO EVERYONE

COGS & OPERATING EXPENSES

SHELF FEE

GROCERY STORE PROBLEMS	Tastes SOLUTIONS
RAZOR THIN NET PROFIT	30-34% NET PROFIT
LOW PROFIT = LOW COMPETITIVE EDGE	HIGH MARGIN, HIGH GROWTH
HIGH INVENTORY COSTS	0 INVENTORY
COMPLEX DISTRIBUTION = HIGH COSTS	DIRECT DISTRIBUTION = MAJOR SAVINGS
POOR SCALABILITY $7.5-$40M EA	HIGH SCALABILITY $2.6m EA
TOO BIG, TOO SLOW	SMALL, NIMBLE, FLEXIBLE
OUTDATED & ALWAYS CHASING	BORN ADVANCED
STORES ARE BORING - A CHORE TO SHOP	EXCITING DESTINATION POINT
BAD FOR THE PLANET	GREAT FOR THE PLANET

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Tastes THE STORE

Tastes STORE #1 REVENUE

STORE	ONLINE	CAFE & CATERING	EVENTS
SHELVING RENTAL STORAGE RENTAL A-LA-CARTE VENDOR SERVICES (SUCH AS STOCKING) *	1% OF SALES ONLINE VENDORS MONTHLY FEE DELIVERY MEMBERSHIPS	JUICE BAR CAFE BROTH, BREW, AND BEER BAR PARTY PLATTERS CATERING STORE BRAND PRODUCTS	PRIVATE PARTY SPACE RENTAL AT CAFE COOKING CLASSES GUEST CHEFS TICKETED EVENTS SUPPER CLUBS QUARTERLY CITY-WIDE FOOD FESTIVALS
$2.4M/YR	$1.2M/YR	$740K/YR	$148K/YR

TOTAL REVENUE PER STORE: $4M TO $6.7M (AT MATURITY)

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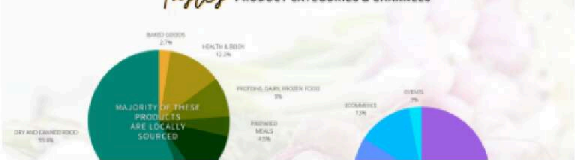
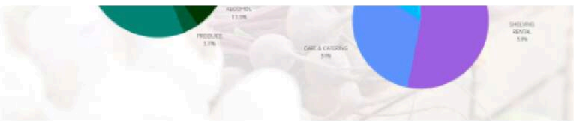
Tastes PRODUCT CATEGORIES & CHANNELS





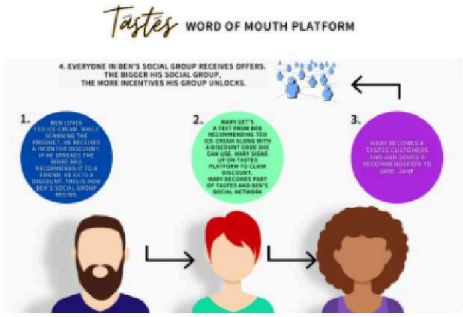
Tastes
ENGLE FARMS
ADD TO CART &
SCAN NEXT ITEM

Tastes OUR SECRET SAUCE
Freshness, Quality, Price!
Community and Consumer Drive.
Experiential.
100% of Spend Goes Back to Food Supplier.
Farmer Direct Prices
AN EXPERIENCE UNLIKE ANY OTHER
Bone Broths, Brews, & Beers on Tap
Local, Delicious Superior
HARVEST YOUR HERBS
VINTAGE
brunch
VIP GUEST EVENTS
AUTOMATED CHECKOUT
WARM AND INVITING
MEET YOUR FARMER
LOUNGE, SNACK, & JUICE

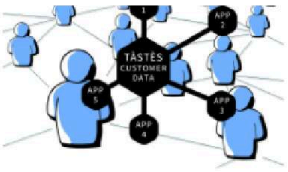
Tastes
TECHNOLOGY

Tastes VENDOR OWNED AND MANAGED INVENTORY
IN-STORE AND ON MARKETPLACE
INVENTORY MANAGEMENT
VENDOR STOREFRONT MANAGEMENT
PAYMENT MANAGEMENT
*YEAR TWO DEVELOPMENT
VENDOR OWNED - VENDOR MANAGED - PROVIDE THEM WITH TOOLS TO OPTIMIZE THEIR INVENTORY, MEET CONSUMER DEMANDS, AND MANAGE ACCOUNTS RECEIVABLES AND PAYABLES

Tastes CUSTOMER FACING TECHNOLOGY
IN-STORE
COMMUNITY BUILDING AI PLATFORM
+ HEALTH AND WELLNESS APPS
ONLINE MARKETPLACE
VENDOR'S ONLINE STOREFRONT IS MAINTAINED BY VENDOR
*YEAR TWO DEVELOPMENT


Tastes WORD OF MOUTH PLATFORM
4. EVERYONE IN BEN'S SOCIAL GROUP RECEIVES OFFERS.
THE BIGGER HIS SOCIAL GROUP,
THE MORE INCENTIVES HIS GROUP UNLOCKS.
1.
2.
3.

Tastes HEALTH AND WELLNESS APP STORE
WE WILL BE THE APPLE STORE OF HEALTH AND WELLNESS APPS.
APPS WILL BE ABLE TO UTILIZE OUR GLOBAL CUSTOMER DATA UPON CUSTOMER'S APPROVAL.
APP



WHY VENDORS CHOOSE US

Tastes
VENDOR BENEFITS

	TASTES	OUTDOOR MARKETS	WHEATSVILLE	WHOLE FOODS	HEB	[illegible]
VENDOR KEEPS 100% OF SALES REVENUE	✓	✓				
$700/MTH RENT WITH US VS. $100 EVERY WEEKEND AT FARMER'S MARKETS	✓					
SELL 7 DAYS A WEEK RAIN OR SHINE	✓	✓	✓	✓	✓	●
STORE PROVIDES CHECKOUT SERVICES	✓		✓	✓	✓	●
LIVE STREAMING CAMERAS TO VIEW INVENTORY & BEHAVIOR	✓					
VENDOR STORY PLAYING ON TOUCH SCREENS & CELL PHONES	✓					
CUSTOMERS HAVE DIRECT ACCESS TO VENDORS	✓					
CONVENIENCE FOR EXISTING 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

Tastes
CONSUMER BENEFITS

	TASTES	OUTDOOR MARKETS	WHEATSVILLE CO-OP	WHOLE FOODS	HEB	[illegible]
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 LABLES - VERIFIED IN PERSON BY STORE	✓					
WIDE SELECTION OF GRAB AND GO MEALS FROM TOP RESTAURANTS OR FOOD ESTABLISHMENTS ALL OVER THE CITY	✓					

WHY EMPLOYEES CHOOSE US

Tastes
EMPLOYEE BENEFITS

	TASTES	OUTDOOR MARKETS	WHEATSVILLE CO-OP	WHOLE FOODS	HEB	[illegible]
OPTION TO WORK 1 DAY PER WEEK	✓					
$3 STORE DOLLARS EARNED PER HOUR WORKED	✓					
FREE OR DISCOUNTED CLASSES NEGOTIATED WITH VENDORS	✓	✓	✓			
REFERRAL PROGRAM HELPING STAFF FURTHER CAREER W/ VENDORS	✓					
$250 HEALTHCARE FOR PART TIME AND FULL TIME STAFF	✓			✓	✓	●
CROSS TRAINING	✓	✓				
ATTEND CULINARY CLASSES AND TICKETED EVENTS FOR FREE	✓					

STRENGTHS

- HARD TO FIND TOP QUALITY PRODUCTS AT

WEAKNESS

- SMALLER SELECTION

VALUE PRICING
- AUTOMATED FAST SERVICE
- GOOD GUYS BRANDING
- LOCATED ON MAJOR THOROUGHFARE
- NO INVENTORY, LOW OVERHEADS
- HIGH NET PROFIT & CASH FLOW
- GROWING UPPER CLASS

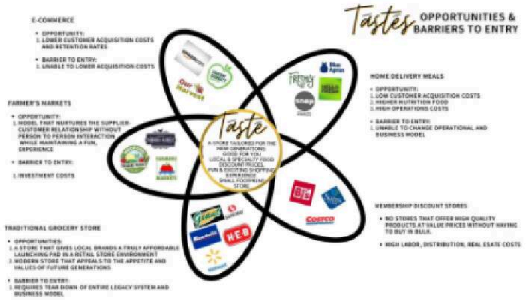
- NEW UNKNOWN GROCERY BRAND
- VENDORS MUST SCALE IN ORDER FOR US TO SCALE
- LACK OF GENERAL SERVICES SUCH AS PHARMACY FOUND IN BIG GROCERS
- DEPENDENT ON SMALL PRODUCERS WITH LESS SCALABILITY

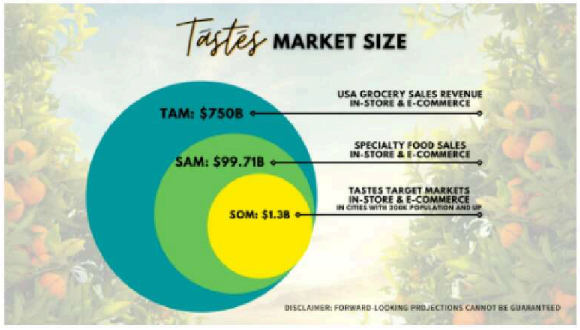
OPPORTUNITY

- BEING A PHYSICAL OUTLET FOR GHOST KITCHENS
- EXPONENTIAL GROWTH WITH COMMUNITY BUILDING PLATFORM
- SERVE LARGE UNDER-SERVED MARKET
- EXPLOSIVE GROWTH IN CITY
- EXPLOSIVE NEED FOR BETTER FOR YOU FOOD PRODUCTS
- BIG INVESTMENTS IN THIS SPACE

THREAT

- FAST EMERGENCE OF NEW COMPETITORS GLOBALLY
- SUPERMARKETS
- SHRINKING MIDDLE CLASS
- PANDEMIC DRIVEN THREATS



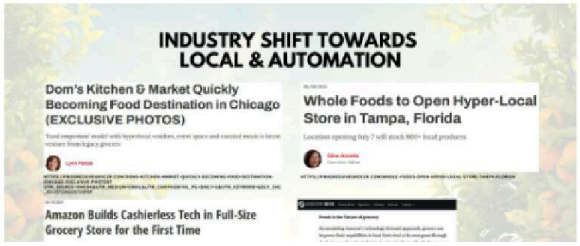

Tastes MARKET SIZE
TAM: $750B
SAM: $99.71B
SOM: $1.3B
USA GROCERY SALES REVENUE IN-STORE & E-COMMERCE
SPECIALTY FOOD SALES IN-STORE & E-COMMERCE
TASTES TARGET MARKETS IN-STORE & E-COMMERCE IN CITIES WITH 300K POPULATION AND UP
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED

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
10%
BABY BOOMERS 71.6M PEOPLE
20%
GEN X & Y 137.3M PEOPLE
70%

OUR VENDORS
MOSTLY LOCAL:
FARMERS
MANUFACTURERS
CPG BRANDS
RESTAURANTS
SUPPLIERS
AGGREGATORS
PET SUPPLIERS
ALCOHOL DISTRIBUTORS
BEVERAGE COMPANIES
VENDOR CRITERIA TO PREVENT HIGH SHELF TURNOVER
OPERATIONS AND SALES:
SIGNIFICANT LOCAL OPERATIONS PRESENCE (100 MILE RADIUS FROM AUSTIN)
SIGNIFICANT YEAR OVER YEAR GROWTH AND MINIMUM SALES REVENUE OF $500K/YR
OR MINIMUM OF 1 YEAR IN BUSINESS WITH SIGNIFICANT REPEAT CUSTOMER PERCENTAGE
CAPACITY TO SUPPLY AND REGULARLY STOCK 2 - 4 STORES
QUALITY AND REPUTATION:
CONSISTENT QUALITY AND CONSISTENTLY DELIVERING ON-TIME - VERIFIED WITH REFERENCES
KNOWNS OR 4 STAR RIDERS ON MAJOR REVIEW SITES
ORGANIC OR NATURAL (CLEAN LABEL) PRODUCTS
ACCURATE AND VERIFIABLE CLAIMS ON LABELS
HIGH SCORES ON TASTES PANEL TASTE TEST
ESTABLISHED CUSTOMER BASE WITH DIRECT MARKETING REACH
PRODUCTS WITH AWARDS REFLECT STRONG PREFERENCE
BUSINESS & PRACTICES:
SUSTAINABLE BUSINESS/FARMING PRACTICES
CUSTOMER FOCUSED & ALLOWS DIRECT CONTACT FROM CUSTOMERS
LAWFUL, COMPLIANT WITH REGULATORY BODIES, AND NOT IN LAWSUIT
ABLE TO PROVIDE ALL NECESSARY AUTO, LIABILITY AND WORKERS COMP INSURANCE

Tastes
VALIDATION

RECENT DEAL FLOWS
IPO
INVESTMENTS
M&A


INDUSTRY SHIFT TOWARDS LOCAL & AUTOMATION
Dom's Kitchen & Market Quickly Becoming Food Destination in Chicago (EXCLUSIVE PHOTOS)
Whole Foods to Open Hyper-Local Store in Tampa, Florida
Amazon Builds Cashierless Tech in Full-Size Grocery Store for the First Time

VENDORS LOVE Tastes
"This is an amazing concept.
I cannot wait to do business with you!"
- La Mimi Bakery, Yamina
I can still have direct sales to customers and restaurants. I am definitely very interested!
- Belle Vie
Yes
NO
"Definitely put me down for a spot. I have a lot of products. I hope you have enough shelves!"
-- Monarch Herbs, Nikki
I am all for it and in fact, I would like to lead the charge in repurposing the food."
-- Casper Fermentables, Ben
"What a great idea! I want to sell my cooking kits and cooking sauces!
- Kai, Simpli Thai
"All I need is refrigeration. Where do I sign?"
-- Austin Kefir Microbrewery, Marci

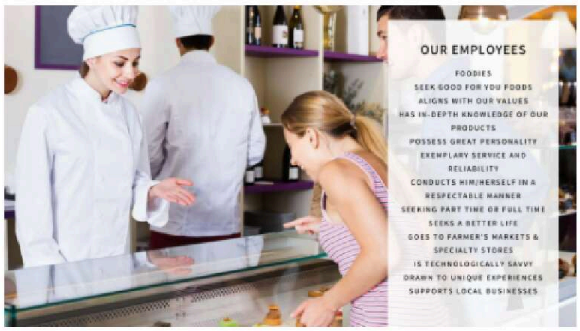
Tastes
NATIONAL CONSUMER SURVEY

CONSUMERS CHOSE Tastes
When asked on a national survey which store they will choose as their PRIMARY grocery store, Taste's (aka Mayfield) with MEMBERSHIP buy-in beat out all other grocery store choices including HEB type chains, Costco, Sam's Club, Amazon, and Instacart!
Which of these stores would you do most of your grocery shopping at, which would be the second most, and which the third most? Please choose an answer in each row.
A MEMBERSHIP only Taste Store with WHOLESALE PRICES BEAT OUT grocery chains, Costco, and Amazon/Instacart to be the PRIMARY STORE OF CHOICE!
PRIMARY STORE
SECONDARY STORE
TERTIARY STORE
MAYFIELD WITH MEMBERSHIP
TYPICAL GROCERY STORE
COSTCO, SAM'S
AMAZON, INSTACART
NONE

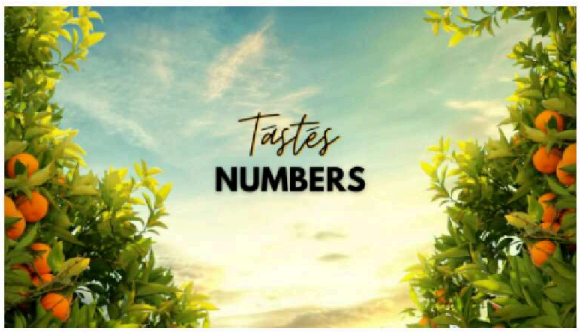
CONSUMERS STILL CHOSE Tastes
Same question but survey takers was asked to presented a no membership
Taste's (aka Mayfield) with NO MEMBERSHIP buy-in was an equally appealing choice when compared to a typical grocery store chain,
Which of these stores would you do most of your grocery shopping at, which would be the second most, and which the third most?
A NO MEMBERSHIP Taste store with RETAIL PRICES was an EQUAL CHOICE to typical grocery chains!
PRIMARY STORE
SECONDARY STORE
TERTIARY STORE
MAYFIELD W/ NO MEMBERSHIP
TYPICAL GROCERY STORE
COSTCO, SAM'S
AMAZON, INSTACART
NONE

CONSUMER FEEDBACK
Tastes
"I would travel out of my way to get to you."
"Sounds like a really cool place. I will have to visit you when you open."
"What you are doing is really great. I will absolutely be a customer"
"Bone Broth, wholesale pricing, and local? You got me!"
"The most exciting concept since Whole Foods. Refreshingly customer centric."
"So happy to hear the focus on local businesses and how you want to support them. It's about time"
"You mean I don't have to stand in line anymore? That alone is enough"
"I really hope you open one up in my side of town and I really hope this isn't just an idea"

Tastes



Disclaimer: These projections cannot be guaranteed



Tastes
USA ONLY
PROJECTED FINANCIALS
163% IRR AT YEAR 6
BREAKEVEN = YEAR 3
YR 2022
YR 2023
YR 2024
YR 2025
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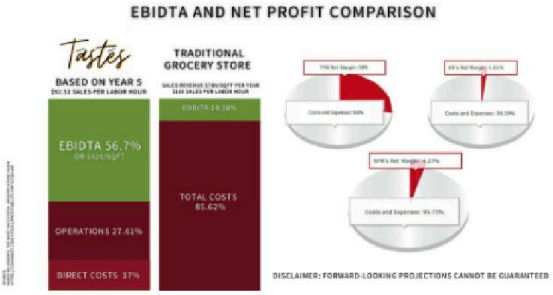
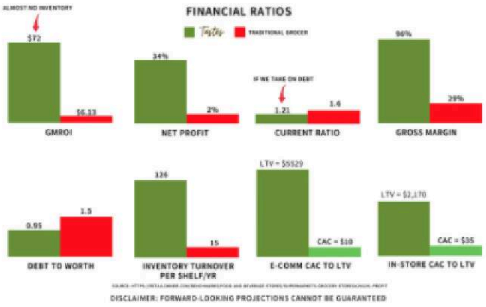
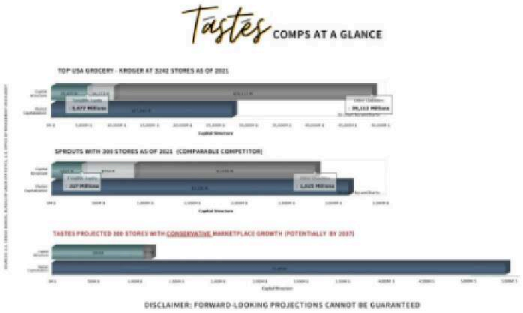
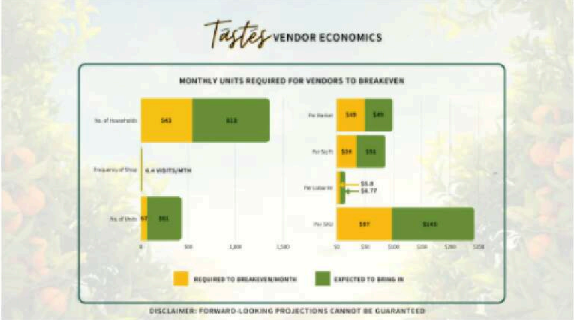

EBIDTA AND NET PROFIT COMPARISON
Tastes
BASED ON YEAR 5
TRADITIONAL GROCERY STORE
EBIDTA 56.7%
OPERATIONS 27.61%
DIRECT COSTS 37%
TOTAL COSTS 85.62%
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED


FINANCIAL RATIOS
Tastes
TRADITIONAL GROCER
ALMOST NO INVENTORY
$72
56.33
GMROI
34%
2%
NET PROFIT
IF WE TAKE ON DEBT
1.21
1.4
CURRENT RATIO
96%
29%
GROSS MARGIN
0.95
1.5
DEBT TO WORTH
126
15
INVENTORY TURNOVER PER SHELF/YR
LTV = $5529
CAC = $10
E-COMM CAC TO LTV
LTV = $2,170
CAC = $35
IN-STORE CAC TO LTV
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED


Tastes COMPS AT A GLANCE
TOP USA GROCERY - KROGER AT 3242 STORES AS OF 2021
SPROUTS WITH 200 STORES AS OF 2021 (COMPARABLE COMPETITOR)
TASTES PROJECTED 300 STORES WITH CONSERVATIVE MARKETPLACE GROWTH (POTENTIALLY BY 2037)
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED


Tastes VENDOR ECONOMICS
MONTHLY UNITS REQUIRED FOR VENDORS TO BREAKEVEN
No. of Households
Frequency of Shop
6.4 VISITS/MTH
No. of Units
Per Market
Per Sq Ft
Per Linear Ft
Per SKU
REQUIRED TO BREAKEVEN/MONTH
EXPECTED TO BRING IN
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED

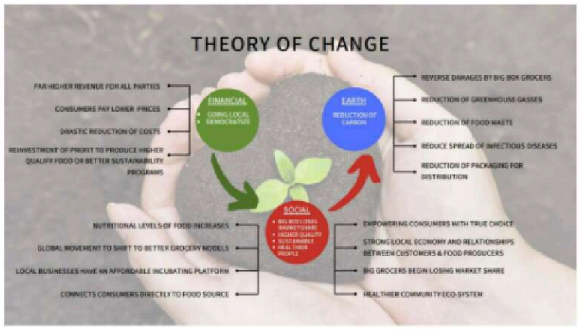
OUR MESSAGE TO VENDOR:
LET'S BUILD YOUR BRAND AND OUR STORE TOGETHER
AND LET'S START BY MAKING SURE WE TREAT YOU RIGHT:
WE WILL ALWAYS BE AFFORDABLE SO YOU CAN BE SUSTAINABLE
THIS IS A SAMPLE OF MONTHLY UNITS RATES PLEASE REQUEST FOR FULL PRICE LIST

Tastes
CAPITAL RAISE

SOURCES & USES
Sources:
Funds Invested
Shareholders $-
Angel/VC/Family and Friends $120,000
Tenant Improvement Allowance (refunded against rent over 2 years) $133,325
Total Funding $253,325
Uses:
All Regular Stores (Sample Store
3% ARCHITECT, MEP, PERMIT, SOFTWARE $10,000 $85,000
3% Beginning Inventory $2,000 $20,000
3% Beer and Wine License $400 $400
3% Deposits Required $10,000 $10,000
3% Vehicles Purchased $-
8% Furn., Fixt., Equip. $-
63% Leasehold Improvement $-
3% Initial Marketing Cost $13,900 $13,900
3% Prepaid Expenses Cost $3,600 $3,600
35% 1.5 Years Runway $672,422 $1,683,055
STARTUP COSTS $544,458 $1,880,900
1.5 YEAR CUSHION $672,422 $1,683,055
TOTAL CAPITAL TO RAISE $1,216,881 $2,958,030
Tastes
CAPITAL RAISE
AND USE OF FUNDS
USD$3M FOR STORE DME
BUILDOUT AND LAUNCH
MINIMUM $50,000 INVESTMENT
DISCLAIMER: FORWARD-LOOKING PROJECTIONS CANNOT BE GUARANTEED

Tastes
KEY PARTNERSHIPS
PROCURED:
• INVESTORS**
• FOR PROFIT & NON-PROFIT F&B ORGANIZATIONS**
• LOCAL FARMERS AND VENDORS**
• LOCAL SMALL BUSINESS DISTRIBUTORS**
• COMMERCIAL KITCHENS**
• GHOST KITCHENS**
• F&B / CPG CONSULTANTS**
• ALL OTHER F&B / CPG RELATED CONSULTANTS**
• GUEST AND CELEBRITY SPEAKERS**
IN PROGRESS:
• UNIVERSITIES
• SPORTS, HEALTH & WELLNESS RELATED TEAMS/GROUPS
• CHAMBER OF COMMERCE
• CONSUMERS GOODS STORES & LOCAL FOOD RETAILERS
• RESTAURANTS & FOOD ESTABLISHMENTS
• SMALL BUSINESS ADMINISTRATION
• FARMER'S MARKET AGGREGATORS
• HOTELS
• CORPORATE BUSINESSES
• APARTMENT COMPLEXES
• HOA'S
• FOOD DELIVERY COMPANIES (E.G. INSTACART)

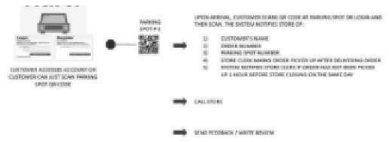
Tastes
THEORY OF CHANGE

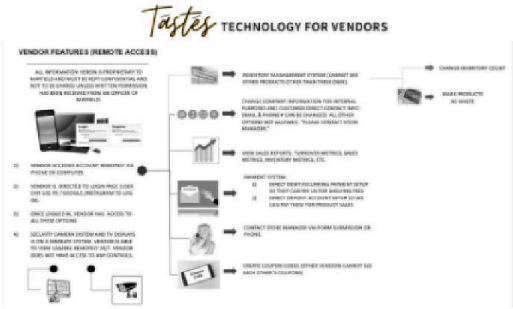

THEORY OF CHANGE
FAR HIGHER REVENUE FOR ALL PARTIES
CONSUMERS PAY LOWER PRICES
DRASTIC REDUCTION OF COSTS
REINVESTMENT OF PROFIT TO PRODUCE HIGHER QUALITY FOOD OR BETTER SUSTAINABILITY PROGRAMS
FINANCIAL
GOING LOCAL DEMOCRATIZE
EARTH
REDUCTION OF CARBON
REVERSE DAMAGES BY BIG BOX GROCERS
REDUCTION OF GREENHOUSE GASSES
REDUCTION OF FOOD WASTE
REDUCE SPREAD OF INFECTIOUS DISEASES
REDUCTION OF PACKAGING FOR DISTRIBUTION
SOCIAL
BIG BOX LOSES MARKETSHARE
HIGHER QUALITY
HEALTHIER PEOPLE
NUTRITIONAL LEVELS OF FOOD INCREASES
GLOBAL MOVEMENT TO SHIFT TO BETTER GROCERY MODELS
LOCAL BUSINESSES HAVE AN AFFORDABLE INCUBATING PLATFORM
CONNECTS CONSUMERS DIRECTLY TO FOOD SOURCE
EMPOWERING CONSUMERS WITH TRUE CHOICE
STRONG LOCAL ECONOMY AND RELATIONSHIPS BETWEEN CUSTOMERS & FOOD PRODUCERS
BIG GROCERS BEGIN LOSING MARKET SHARE
HEALTHIER COMMUNITY ECO-SYSTEM

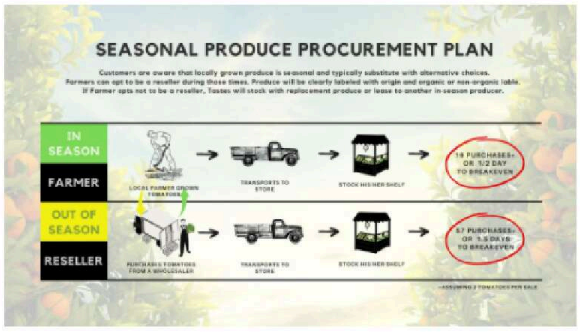
HOW EVERYONE BENEFITS BY GOING LOCAL
Tastes
TRADITIONAL
ANIMAL FARMS ARE BETTER:
PASTURE RAISED
SUSTAINABLE FARMING PRACTICES
NO USE OF ANTIBIOTICS AND HORMONES
SUPPORTS LOCAL ECONOMY
PROPER ANIMAL WELFARE
INDEPENDANT FARM MANAGEMENT
PRODUCE FARM ARE BETTER:
PROMOTES BIODIVERSITY & ECOSYSTEM
AVOID USE OF PESTICIDES
USE OF NATURAL FERTILIZATION
NON GENETICALLY MODIFIED CROPS
SOIL PRESERVATION
THE TASTES MODEL IS BETTER:
FARM
FACTORY
FACTORY PRODUCTION:
ANIMAL CRUELTY
ENVIRONMENTAL DEGRADATION
ABUSE OF ANTIBIOTICS
RURAL DECLINE / FOR PROFIT
UNFAVORABLE CORPORATE CONTROL
DROUGHT AND RISING COSTS
LABOR ABUSE & UNSAFE CONDITIONS
INDUSTRIAL FARM:
UNSUSTAINABLE FARMING METHODS
USE OF PESTICIDES
USE OF SYNTHETIC FERTILIZERS
TOXIC ALGEA BLOOMS
GENETICALLY MODIFIED CROPS (GMO)
SOIL EROSION AND NUTRIENT DEPLETION
LABOR ABUSE & UNSAFE CONDITIONS

CURRENT STATUS

- 40% OF SHELVING SPACES PRE-SOLD
- LOCATION SECURED - 3212 S. CONGRESS, AUSTIN TX
- CLOSED PRE-SEED FUNDING OF $300K
- TOTAL SEED FUNDING NEEDED - $3,000,000
  - CLOSED - $300K
  - ANGEL / VC - $1.7M (currently underway)
  - CROWDFUNDING - $1.07M (currently underway)
    - Class A Preferred with Voting Rights
    - www.WeFunder.com/tsts
    - minimum $100 investment







Downloads

Tastes Cafe View V3.jpg

Tastes Indoor V3.jpg

Tastes Cafe Exterior V3.jpg

Financial Model - 5000sqft w Social Platform - Financial Model - 6.10.21.xlsx

Real Investor Investor Pitch - 15 pager 2 .pdf

JAN 2022 Newsletter Investors 2.pdf