

Mexican food that's better for you and the planet



tialupitafoods.com San Francisco CA   

Retail Food Main Street Minority Owned Eating and Drinking

LEAD INVESTOR



Elliot Begoun Founder, Brand Champion of TIG Brands

I like the BFY ethnic space and am confident Tia Lupita has the products and the authenticity to flourish. I also really believe in Hector and Amy! The hot sauce line will serve as a gateway to Conventional Grocery while the tortillas can really drive velocity in the Natural/Specialty channel. I also see a huge upside in Foodservice. I am encouraged by the innovation pipeline and the potential to have the brand cross into more categories within the store.

Invested \$2,500 this round & \$25,000 previously

Highlights

- 1 📈 2X YoY revenue growth, D2C sales 3Xing MoM
 - 2 💰 912K in gross revenue in 2020, projected to reach \$4M next year (not guaranteed)
 - 3 ✅ Sold in 4000+ stores like Whole Foods, Sprouts, Wegmans, HEB, & Fresh Market. Also sold on Amazon and D2C platforms
 - 4 📺 Featured in Today, Fox News, NBC, Yahoo News, Forbes & more
 - 5 📈 Total hot sauce category growing 20% YoY, according to Nielsen
 - 6 🌐 Internationally-inspired food brands have grown more than 2X other brands in the past 2 yrs
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Our Team



Hector Saldivar Founder

I am an immigrant with 14 years of CPG experience. I started as a field rep and have moved up the ranks at Nestle USA, Diamond Foods, & beyond. I am passionate about food and my background! I am a firm believer that good food has the power to unite.

After growing up in Northern Mexico, Hector was shocked to find the lack of healthy hot sauce options when he moved to San Francisco. He talked to his mom, Tia Lupita, into letting him use his family's recipe and the rest is history.



Amy Kaufman Co-founder

Partner & Search Practice Leader at BVOH, LLC., recruiting firm.



Cam Morris



Vince Giudice Head of Operations & Supply Chain

Meet Tia, your new favorite hot sauce (& more!) 🌶️



Hector Saldivar, knows that Food is Love. His mother, known affectionately as Tia Lupita (“Aunt Lupita” in Spanish), filled the family kitchen with the love, laughs and tasty eats that brought everyone together. In Mexico, family recipes are valuable heirlooms carefully handed down from generation to generation. Tia perfected her own family hot sauce recipe to create a delightful balance of heat and flavor, coveted by anyone lucky enough to get a taste.

When Hector moved to San Francisco, California, Tia would ship him bottles of her hot sauce, to make certain he always had a taste of home with him. Hector shared the love, and soon friends would come knocking, looking for the next delivery of this irresistible hot sauce. The need to keep to himself, Hector

delivery of Tia's irresistible hot sauce. Too good to keep to himself, Hector returned to Mexico and asked for his mother's blessing to bottle the sauce for all to enjoy.

The brand is named Tia Lupita to honor his mom and the legacy of the family recipe. Tia's likeness on the label pays homage to her most-loved trademark: wearing a curler on her head while she cooks to keep her bangs out of her eyes! Complementing the completely craveable hot sauce, you'll find more creative, healthy products have joined the lineup including Grain Free Cactus Tortilla Chips and Cactus Tortillas.



CURRENT STATE OF HISPANIC FOOD BRANDS:

Tired legacy brands are **unhealthy and lack creativity or innovation, contributing to obesity and diabetes in the Hispanic population**



The face you make when you can't find a brand with clean, simple ingredients.

Current Market

TIA LUPITA IS

A BETTER FOR YOU, HEALTHY, MEXICAN-INSPIRED FOOD

Tia Lupita Foods are inspired Mexican recipes from Hector Saldivar's Mom and her family kitchen (and curler too)! All of our flavorful sauces and snacks use healthy, sustainable ingredients. Food truly is love with every taste of Tia Lupita!

CURLER POWER!

Our Story





THE \$60B HISPANIC FOOD & BEV MARKET



Market

GEN Z + MILLENNIALS = HISPANICS

30% of new generations are Hispanic. We are acculturating and paying attention to what we eat. We favor sustainability and innovation.

Hispanics lead and over-index all other ethnic segments in cultural connection elements such as family, history, food, language, recipes and music.

59% of Hispanics said that they actively seek out brands that acknowledge their culture's unique traditions



New Generations





BE AUTHENTIC!

International vs Non-International Grocery Sales*

Year	International (\$B)	Non-International (\$B)
2018	\$143	\$264
2019	\$140	\$248
2020	\$183	\$294

32%
The percent of consumers that want authentic, ethnic food and are willing to pay more for it*

12%
The expected CAGR of the global ethnic foods market from 2021 to 2028**

Two-Year CAGR
International: 13.3%
Non-International: 6.1%

When the hot sauce drips on the side of the bottle.

- Authentic, globally-inspired brands are experiencing significant growth that is expected to continue as consumers pursue global cuisines
- Internationally inspired brands have grown more than 2x faster than non-international brands in the last two years

SOURCE: INVESTITION CAPITAL, HEALTHY LIVING, CONSUMER PRODUCTS INDUSTRY REPORT Q4/2021

HOT SAUCE

AUTHENTIC FAMILY RECIPE

Product

Tia Lupita is Driving Category Growth

SKU Expansion will Meet Demand and add Incremental Dollars to the Set

- Total Hot Sauce category growing at +20 % YoY
- Premium and super premium brands are driving the category growth, earning more space in the set to meet demand. **Super Premium growing 3 x vs. mainstream.**
- More shelf space for super premium brands will meet consumer demand and drive category incrementality
- **Tia Lupita growing +14.9 %** and is a top performing brand in Super Premium category

YoY Dollar Growth

nielsen Nielsen MQC, 34 weeks ending 8/23/21

Category

POR QUE CACTUS?

WHY NOPALES?

This superfood has the **potential to not only improve your health but improve the world!**

- **66% of global consumers** are willing to pay more for sustainable goods
- **73% of millennial consumers** are willing to pay more for sustainable goods

Ingredients

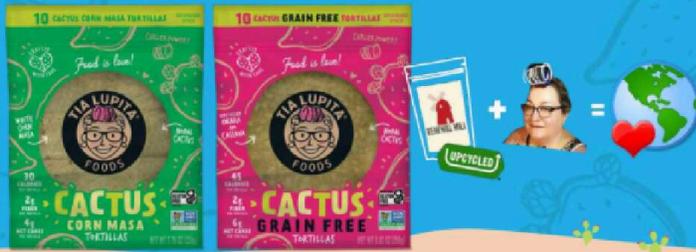


GRAIN FREE CACTUS TORTILLA CHIPS



Product

SUSTAINABLE CACTUS TORTILLAS



Product

DTC and E-COMMERCE

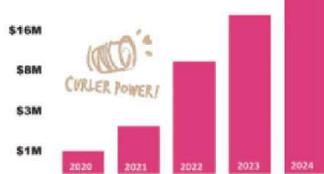


TIA LUPITA RETAIL DISTRIBUTION



Retail

PROJECTED GROWTH
\$US DOLLARS IN MILLIONS



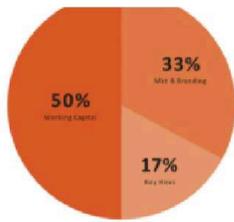
TIA LUPITA IS

experiencing strong growth ↗

Tia Lupita revenues have doubled YOY and **DTC is growing 3x month over month.**

Growth

Forward-looking projections cannot be guaranteed.



THE ASK:

\$1.5M

Terms: Convertible Note

Objectives: Hire a national Head of Sales, back office infrastructure, Product Development, Branding & Market Strategy, Distribution Increase

The Ask

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Only \$750k of the \$1.5M is being offered in this Wefunder round.

THE TIA LUPITA TEAM



HECTOR SALDIVAR
FOUNDER & CEO



VINCE GUIDICE
HEAD OF OPERATIONS, SUPPLY CHAIN AND LOGISTICS



CAM MORRIS
HEAD OF CUSTOMER SUCCESS, E-COMMERCE AND A/LT CHANNELS



AMY KAUFMAN
HEAD OF FINANCE AND HR



ALICE HOLTHIUS
S&W AREA FIELD REP

Team

TIA LUPITA IS ONE OF THE FASTEST GROWING PREMIUM HOT SAUCES AND A TOP BRAND IN THE SPECIALTY/NATURAL CHANNEL

“LOVE YOUR HOT SAUCE!
WE ARE USING THE HOT SAUCE ON EVERYTHING! AMAZING!”

“THIS HOT SAUCE IS LIKE CRACK, BUT IN A GOOD WAY!”

MUCHAS GRACIAS!

“BEST CHIPS EVER!!
THESE ARE A GREAT LOW CARB ALTERNATIVE AND THEY TASTE DELICIOUS. I’VE ALWAYS FOUND A LOW CARB DIET DIFFICULT BECAUSE I MISSED MY CHIPS AND QUESO. TIA LUPITA HAS THE BEST CUSTOMER SERVICE EVER, TOO.”

OUR TORTILLAS ARE ON-TREND: GRAIN FREE, GLUTEN FREE, LOW CARB, HIGH NUTRITION

TIA LUPITA IS THE FIRST BRAND IN THE UNITED STATES
TO INTRODUCE CACTUS AS AN ALTERNATIVE, FUNCTIONAL SUSTAINABLE INGREDIENT IN OUR TORTILLAS AND GRAIN-FREE TORTILLA CHIPS.

Tia Lupita