

VERÓN

Los Angeles





PLANT BASED MACARONS



Verón was created by founder Shera Fournier to satisfy her sweetest indulgences while honoring her deeply held values of respecting all living beings. French macarons are a nearly 200-year-old delicacy of Parisian tea rooms, their legacy stemming from a uniquely light texture in a bite-sized cookie. Shera's goal in creating specialty vegan macarons was to match the experience of eating these time-tested French meringues and make them accessible to a modern plant-based audience.





CONSCIOUS INDULGENCE



100% VEGAN

QUALITY INGREDIENTS

PALM OIL FREE

GLUTEN FREE

ARTIFICIAL COLOR & FLAVOR FREE

CORN FREE

SOY FREE





PLANT BASED LIFESTYLE



Plant-based food sales are expected to **increase fivefold** by 2030.

Mainstream US health organizations are **recommending** a plant based diet. Including Kaiser Permanente, the largest health care organization in the US, the Dietary Guidelines Advisory Committee, and the American Institute for Cancer Research.

21% of Baby Boomers and Generation X identify as vegan and **40%** of millennials identify as vegan



VEGANUARY

“Veganuary is here to help everyone who wants to try vegan, and our job is made much, much easier when delicious, gourmet vegan products like Verón hit the market!”

VegNews

"Nothing brightens our day more than a delivery of The Verón macarons."



VegOut

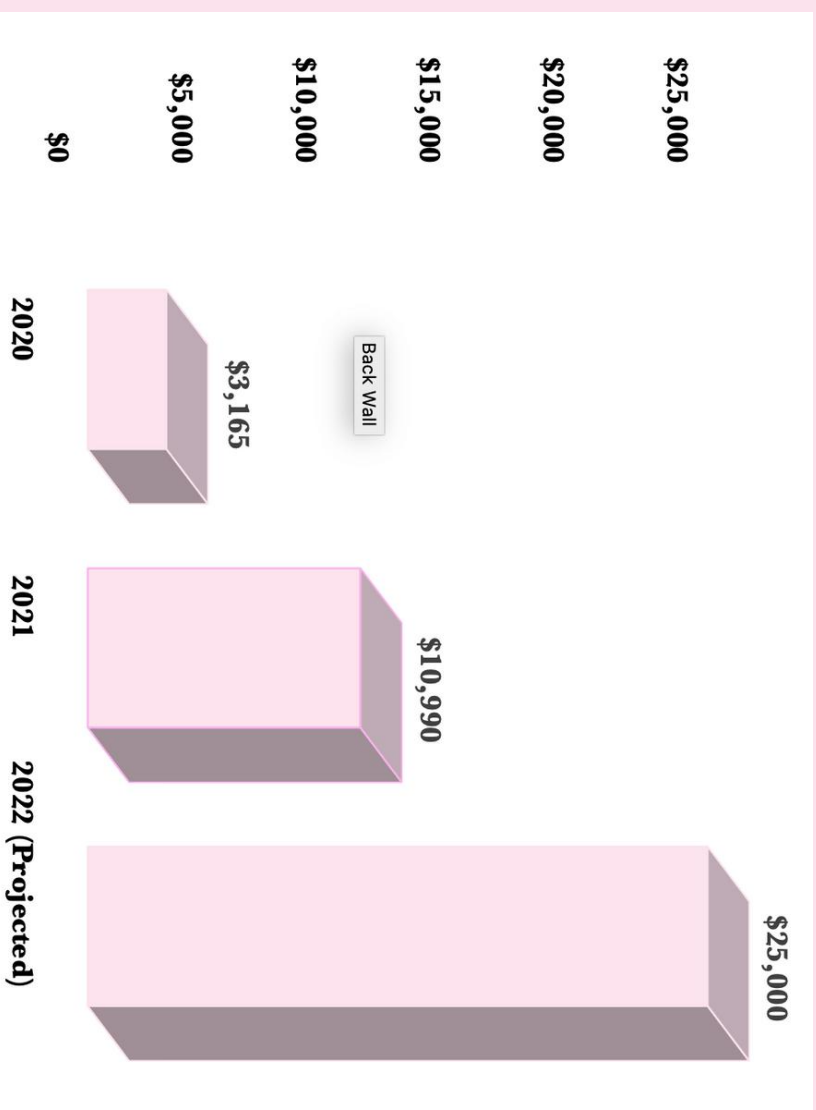
"Upon its launch in September of last year, Verón has risen in popularity among vegan and non-vegans."



COMPANY GROWTH



Average Monthly Sales





REVENUE STREAMS




eCommerce Website

Macarons ordered online are shipped nationwide to every single state including AK and HI




Wholesale

Sold in 25+ stores, cafes, and markets across 6 states



Pop-Ups

Markets across southern CA put us face to face with customers and enable us to offer non-shippable products



Brick & Mortar

(Coming Q4 2022)

Will provide us with visibility in a busy urban location, expand offerings to coffee & tea and a variety of other pastries and merchandise

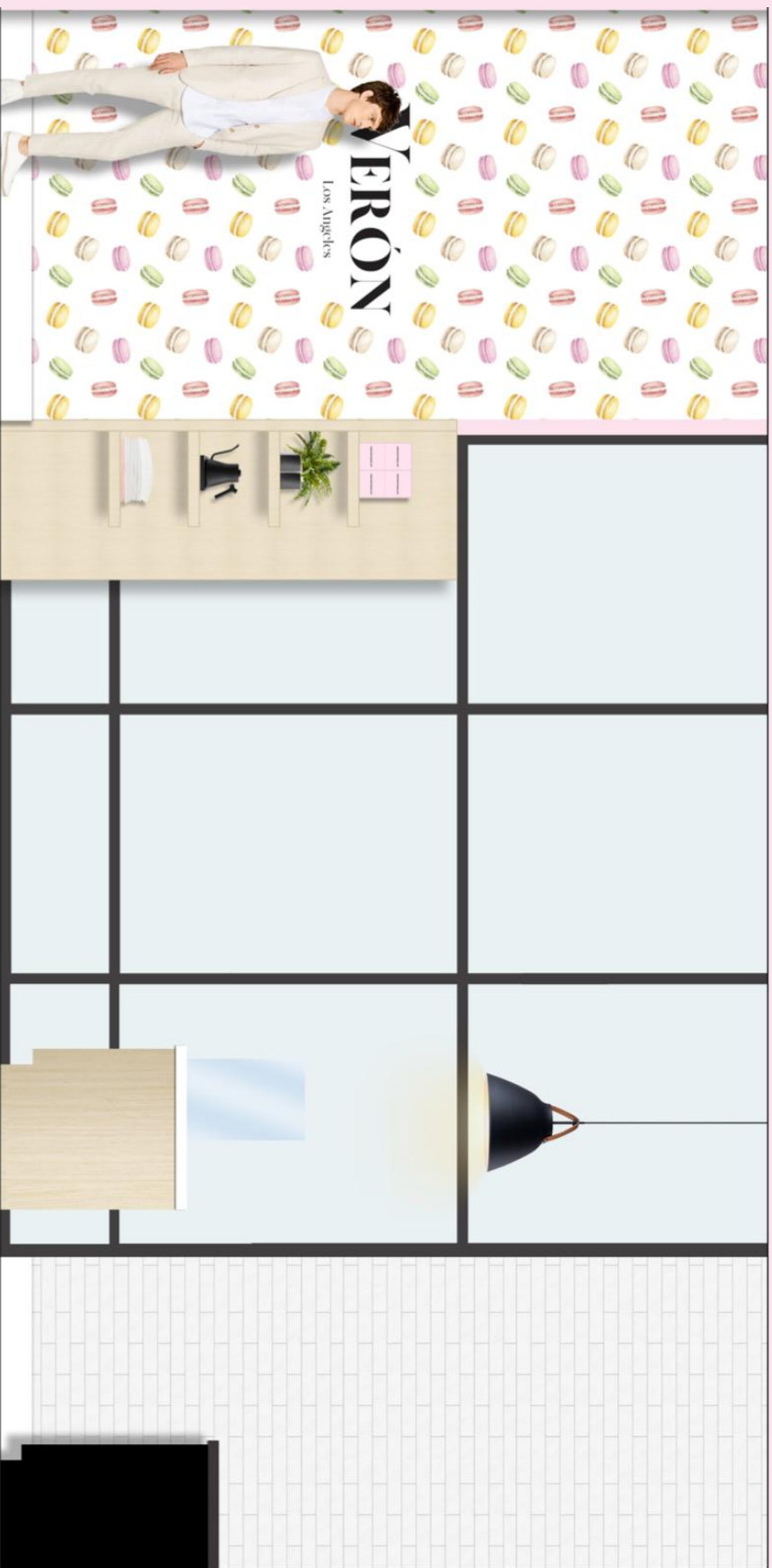
BAKERIES COME TO US

Verón is the #1 choice for the top
vegan bakeries to source their macarons



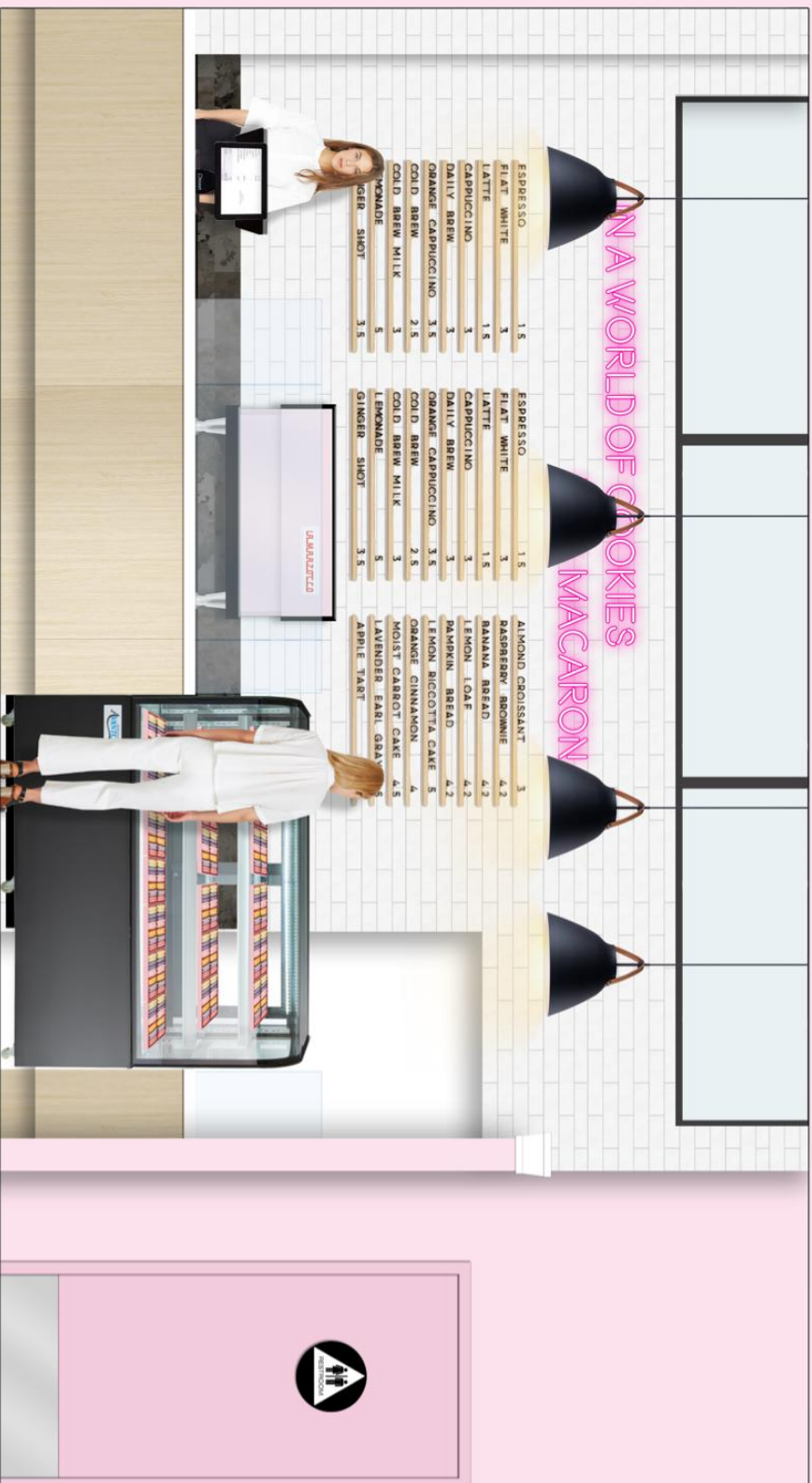
RETAIL EXPERIENCE

A location for patrons to enjoy the full macaron experience



DESIGN

A chic minimalist design



LOCATION

Located in a high foot traffic area on a busy corner walking distance from many of Downtown LA's most famous sites. Four pull-up doors in view from street will make it easy for new and current customers to locate us.





FANBASE



"My daughters and I look forward to many trips to your location"

"Ohh yeah! A place I can go buy your vegan desserts!!!"

"So exciting!! I will definitely be a regular!!!"

"I can't wait for your brick and mortar!!!"

"Your macarons are delish and definitely worth supporting. Can't wait!"



CEO PROFILE



**Raised Vegetarian,
10+ years vegan**

**Degree in Applied Mathematics,
published math author**

**6 years working in Data/Statistical
Analysis and Consulting**

**Experience building a
successful 6
figure business**

**Building positive
relationships with the
community and team**





PARTNER WITH US



Together we can grow even more and reach our goals

**PRODUCT, SALES &
MARKETING**

50 MONTHLY REVENUE

**100+ RETAIL PARTNERS
NATIONWIDE**

For More Information:

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"In a world of cookies, be a macaron"

