



INVEST IN ZEEK BAR

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## The Kids Bar Re-Imagined

LEAD INVESTOR



**Andrew Leneve** Financial Services VP

We invested in Zeek because of our conviction that the world needs more healthy food alternatives for children. Many advertise “healthy” options, but a quick scan of the ingredients label shows products often loaded with sugar, additives, gluten, etc. As working parents, we have experienced first hand how hard it can be to find fast and nutritious snacks for our 3 year old - and ones he will be excited to eat! After one trial run of Zeek Bars at home, our son was asking for more! We also loved the idea that the Zeek Brand was uniquely built to cater to kids tastes and nutritional needs, not the parents, and we were immediately inspired to participate. For kids, by kids!

Invested \$30,000 this round

[Learn about Lead Investors](#)

[zeekbar.com](http://zeekbar.com) Novato CA

Food

Ecommerce

Female Founder

Cpg

Kids

OVERVIEW

UPDATES

WHAT PEOPLE SAY

ASK QUESTION

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## Highlights

- 1 🚀 +173% YoY Growth in 40 Whole Foods Stores
- 2 🔥 Amazon #1 Best Selling Product
- 3 🧑 Founding team with experience at Whole Foods, Nike, and Google
- 4 📦 Voted "Best New Snack of 2020" – Red Tricycle
- 5 🧪 50% Less Sugar & 4x More Protein vs. Leading Kids Bar
- 6 💰 Disrupting the \$1.4B Snack Bar Category
- 7 ⚡ Red Bull Meets Nickelodeon: Building the Next Great Brand For Kids, By Kids

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## Our Team



**Reid Pearson** Co-Founder & CEO

Dad + Entrepreneur Formerly @ Whole Foods, @ Fanlime, @ USC

While coaching a local little league team, parents complained to me about the poor snack options available. With my background in health and nutrition I knew I was meant to solve this problem. Today we have a child of our own and this mission has become even more personal to our family.



**Kassidy Pearson** Co-Founder

Mom + Marketer Currently @ Google Formerly @ Nike

## Why Zeek Bar is a Good Bet

There is a major shift away from sugar in consumer product goods.

Millennial parents list sugar as their

**#1 concern**

when evaluating snacks<sup>1</sup>



1. C&R Research

Category after category is removing sugar from their products.

**+\$20B**

**“Low Sugar” claims  
in 2021 vs. 2020<sup>1</sup>**



**Juice**

13g Sugar → 7g Sugar



**Yogurt**

16g Sugar → 6g Sugar

1. 2021 IRI Report

**The kids snack bar is next.**

**95%**

**of the \$1.4B category contains  
more than 8g sugar<sup>1</sup>**



1. Analysis of data from IRI Snack Bar Total US 52 week period ended March 21, 2021. Standardized to 35g serving.

Zeek Bar is disrupting the category by re-imagining the kids bar with drastically less sugar and more protein.



The graphic features three blue boxes with white text on the left side, set against a background of a honey dipper, an almond, and a chocolate chip. To the right is a Zeek Bar wrapper with a bite taken out of the bar. The text in the blue boxes reads: "50% Less Sugar", "4x More Protein", and "Flavors Kids Love". The wrapper text includes "Zeek BAR", "KIDS", "PROTE", "50% — LESS SUG", and "\* VS. LEADING KIDS BAR".

We use all natural, Non-GMO ingredients like whey protein, almond butter, and honey to deliver a bar with more nutrition and delicious, kid-friendly flavors.





We've achieved fantastic early traction with a focused distribution strategy through Whole Foods and Amazon.



**+173%**

**YOY same-store growth in 40 Northern California Whole Foods!**

**350+**

**verified 5 star reviews**

### Amazon KPIs

- 40% customer re-order rate
- \$142.79 Average LTV<sup>3</sup>
- Amazon Best Seller

### Community

- "Best New Snack of 2020" - Red Tricycle
- 20K+ bars donated in partnership with Stephen & Ayesha Curry's Eat.Learn.Play Foundation.



ZEEK BAR - Kids Protein Bars - 50% Less Sugar, 8g Protein - All Natural, Non-GMO, G...

★★★★★ 338

#1 Best Seller

**\$23.89** (\$1.66/ounce)

prime

1. Period ending 6/19/22 2. Period from 10/1/21 to 12/31/21 3. Data gathered from 2020 calendar year





We're building the first brand in the category "For Kids, By Kids".

Imagine Red Bull meets Nickelodeon.

From Ambassadors...





To Content...



**To Sponsorships & Event Activations...**



**To Social Causes...**



We're building a challenger brand by capturing the attention and imagination of kids.

This brand strategy will position us an attractive acquisition target.

**2x Revenue every 12 months** to position for acquisition by strategic partner or legacy F&B brand.  
**Early M&A discovery starts at \$10M (2027).**



**Acquirer: Kellogg's**  
Price: \$600M  
Years to Acquisition: 4



**Acquirer: Mondelez**  
Price: \$277M  
Years to Acquisition: 11



**Acquirer: Laird Superfoods**  
Price: \$12M  
Years to Acquisition: 11



**Acquirer: Hershey**  
Price: \$397M  
Years to Acquisition: 20



**Acquirer: Mondelez**  
Price: Undisclosed  
Years to Acquisition: 14



**Acquirer: Simply Good Foods**  
Price: \$1B  
Years to Acquisition: 9

We are the right team to build this company - we are parents deeply committed to persevering and building a national brand.

## Founders



### Kassidy & Reid Pearson

Novato, CA

Husband and wife founding team with operations & marketing experience at



**Co-Founder & CEO**  
Sales, Operations,  
Fundraising



**Co-Founder**  
Marketing & Product  
Development

Google, NIKE, and WHOLE FOODS.



Let's build something great, together.

# Join Our Mission



**Kristi McNamara**  
★★★★★ **We LOVE ZEEK BARS!**  
Reviewed in the United States on May 27, 2021 | **Verified Purchase**  
Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1)  
Great healthy snack option for my dancer that is always on the go!



**Jennifer**  
★★★★★ **Fantastic**  
Reviewed in the United States on June 7, 2021 | **Verified Purchase**  
Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1)  
These taste amazing and my children love them! Highly recommended 😊



**Noelle Monette**  
★★★★★ **Your search for a nutrition bar is over!**  
Reviewed in the United States on May 17, 2021 | **Verified Purchase**  
Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1)  
The Brownie Blast-off is pro the best nutrition bar my family has ever had!

Reid Pearson | reid@zeekbar.com  
Kassidy Pearson | kassidy@zeekbar.com