



INVEST IN ZEEK BAR

The Kids Bar Re-Imagined | #1 Amazon Best Seller | +173% in Whole Foods

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

zeekbar.com Novato CA

Female Founder

Food & Beverage

Ecommerce

Consumer Goods

Retail

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 a Game-Changing Brand "For Kids, By Kids"

Our Team



Reid Pearson Co-Founder & CEO

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

While coaching a little league team, parents complained about the sugary snack bars available. With my background in health and nutrition, I knew I was meant to solve this problem. Let's build something great together!



Cassidy Pearson Co-Founder

Mom + Marketer Currently @ Google, Formerly @ Nike

Disrupting the \$1.4B Granola Bar Category

Consumers, especially parents, are demanding less sugar in products.

Millennial parents list sugar as their

#1 concern

when evaluating snacks¹



1. C&R Research

Food & Beverage categories are reducing sugar at an unprecedented pace.

+\$20B

**"Low Sugar" claims
in 2021 vs. 2020¹**



Juice

13g → 7g
Sugar Sugar



Yogurt

16g → 6g
Sugar Sugar

The kids snack bar category is primed for disruption.

95% of the \$1.4B category contains more than 8g sugar¹



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

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

50% Less Sugar

4x More Protein



Flavors Kids Love



 Noelle Monette

★★★★★ **Your search for a nutrition bar is over!**

Reviewed in the United States on May 17, 2021

Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1) | **Verified Purchase**

The Brownie Blast-off is pro the best nutrition bar my family has ever had!

 Kristi McNamara

★★★★★ **We LOVE ZEEK BARS!**

Reviewed in the United States on May 27, 2021

Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1) | **Verified Purchase**

Great healthy snack option for my dancer that is always on the go!

 Jennifer

★★★★★ **Fantastic**

Reviewed in the United States on June 7, 2021

Flavor Name: Brownie Blast Off | Size: 4 Count (Pack of 1) | **Verified Purchase**

These taste amazing and my children love them! Highly recommended 😊

 Kayla Henning

★★★★★ **Yummy!**

Reviewed in the United States on June 4, 2021

Flavor Name: Cosmic Cookie Dough | Size: 4 Count (Pack of 1) | **Verified Purchase**

My kids love these bars! It makes me happy knowing their eating good ingredients!

We use all natural, Non-GMO ingredients like almond butter and honey to deliver a delicious, more nutritious kids bar.





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 LTV³**
- **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





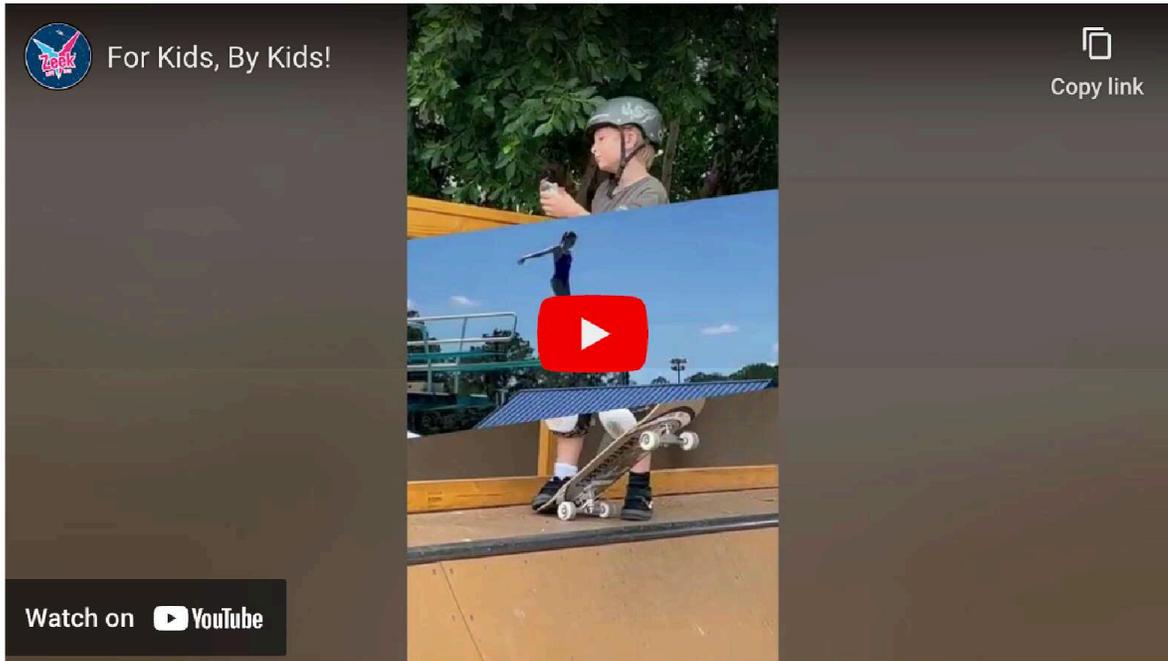
ZEEK BAR - Kids Protein Bars - 50% Less Sugar, 8g Protein - All Natural, Non-GMO, G...

★★★★☆ 338

#1 Best Seller

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We're building a game-changing kids brand.



Imagine Red Bull meets Nickelodeon.

Kid Ambassadors...





Kid Content Creators...



Team Sponsorships & Activations...





Kid-Focused Social Causes...



We're leveraging new media to capture the attention and imagination of kids.

This brand strategy will reduce our cost of customer acquisition, increase our distribution opportunities, and position us as 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).

DIQW



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 ourselves and deeply committed to persevering to build a national brand.

Founders



Co-Founder & CEO
Sales, Operations,
Fundraising



Co-Founder
Marketing & Product
Development

Kassidy & Reid Pearson

Novato, CA

Husband and wife founding team with operations & marketing experience at Google, Nike, and Whole Foods.

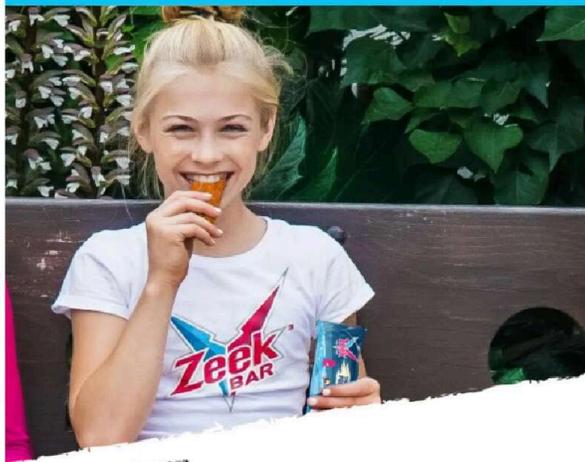


Let's build something great, together.

Join Our Mission



Get our mission



 **Kristi McNamara**
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Reid Pearson | reid@zeekbar.com
Kassidy Pearson | kassidy@zeekbar.com



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