



Pitch Deck

VINCE & MAF

Lean Kitchen - Research Triangle Park

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Road, Cary NC 27419

CaryNC@leankitchenco.com

*Note: Please NO commercial electronic
messages (i.e. marketing emails).*



FRESH MEALS THAT
COME TO YOU!



PREPARED

Fresh

FOR YOU!



eat
HEALTHY

Lean Kitchen Company is one of
America's fastest-growing pre-packed
meal franchise.

Our mission is to save consumers time &
money by providing fresh and healthy,
prepared meals that are delicious.

It offers chef driven meals that are made
from scratch, packed with protein and
have the nutrition facts & ingredients
listed on the label.



Problems

The situations we intend to address

SAVE ON FOOD WASTE

When compared to the cost of buying all the necessary groceries at the store to do meal prep for the week, there's a very thin difference.

However, there's a good percentage of those groceries end up in waste disposal.

SAVE ON TIME

Americans age 18 and over spent 259 minutes in food preparation and cleanup.

SAVE ON HEALTH COSTS

On average, adults in the US consumed 11.3% of their total daily calories from fast food.



Lean Kitchen

How we address the problems in our target market

SAVE ON FOOD WASTE

Lean Kitchen service is fully cooked, fresh, nutritious and healthy meals that are **pre-packed and can be picked up at stores or delivered** to homes and work places.



HOW IT WORKS

- 1 **Come in to** any location
- 2 **Grab as many** meals as you need
- 3 **Take them to** go or heat them up and eat them there

You can also **ORDER ONLINE** at LeanKitchenCo.com

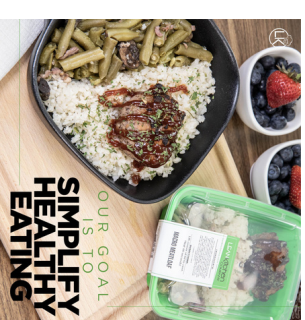


SAVE ON TIME

It's as simple as simple gets: Just **pull a delicious meal** out of your fridge or freezer and **warm it up -- no cooking required** -- and you've got a satisfying lunch or dinner ready to go

SAVE ON HEALTH COSTS

Lean Kitchen offers **chef driven meals** that are made from scratch, packed with protein and have the nutrition facts & ingredients listed on the label.





Lean Kitchen during Recession & Inflation

From CBS News (source: RECESSION TOOK A BITE OF RESTAURANT SALES)

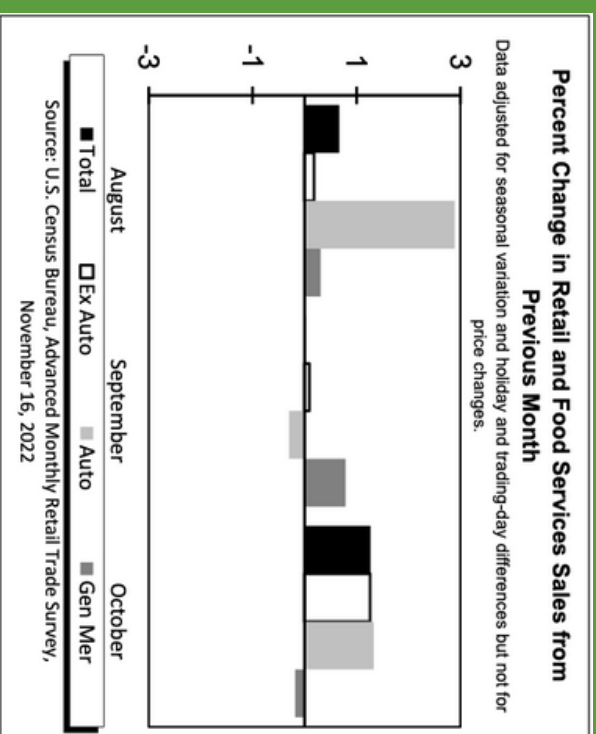
- Sales first began to slide at the chains in late 2007 when consumers started cutting back on small luxuries like eating out after watching the housing market deteriorate. High gas prices were also taking their toll on wallets, giving consumers less cash to use at restaurants.
- The casual-dining sector performed the worst. Unlike fast-food chains, which offer dollar menus and cheap limited time offers, sit-down chains typically require diners to pay a tip and charge far more for food. Customers also frequently are encouraged to buy pricey add-ons like drinks or desserts.
- Fast-food chains offer lower prices than sit-down restaurants, which fared better last 2008 recession.

As per U.S. Census October 2022 data report shows, food services continuous to be positive and growing even with current U.S. inflation.



Advance Estimates of U.S. Retail and Food Services

Advance estimates of U.S. retail and food services sales for October 2022, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$694.5 billion, **up 1.3 percent** (± 0.5 percent) from the previous month, and **8.3 percent** (± 0.7 percent) above October 2021.



ADVANCE MONTHLY SALES

Month	Sales (\$ billion)	Change (%)
October 2022	\$694.5 billion	1.3%
September 2022 (revised)	\$685.8 billion	0.0%*

Next release: December 15, 2022

* The 90 percent confidence interval includes zero. There is insufficient statistical evidence to conclude that the actual change is different from zero. Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes. Source: U.S. Census Bureau, Advanced Monthly Retail Trade Survey, November 16, 2022



Nature of the Industry

Overview

FOOD IS A LARGE AND GROWING INDUSTRY

Sometimes, food is simple; straight from the farm to our plates. But more often, what we eat has been crafted by a range of people – grown by farmers, processed by manufacturers, sold to grocers, and finally cooked by restaurateurs.

FOOD ECOSYSTEM

It is becoming more complex and more interdependent. This is driven by consumers, whose spending on food, and food decisions, are shifting.



Nature of the Industry

The Food Budget

- Food is a part of **every** household **budget**.
- Food spending is **fifth** on the **priority** list of Americans.

CATEGORY	2019 Monthly Spend	2020 Monthly Spend	YOY Change
INVESTMENTS	\$940	\$1334	41.91%
PIETS	\$140	\$197	23.13%
EDUCATION	\$499	\$418	17.02%
HOME	\$1815	\$1997	9.47%
FOOD & CONSUMERS	\$242	\$270	11.57%
HEALTH & FITNESS	\$270	\$206	23.97%
SHOPPING	\$206	\$410	53.89%
GIFFTS & DONATIONS	\$275	\$287	4.30%
LOANS	\$503	\$508	4.37%
KIDS	\$443	\$431	-2.77%
PERSONAL CARE	\$133	\$127	-4.51%
FEES & CHARGES	\$129	\$129	-7.19%
BUSINESS SERVICES	\$335	\$326	-8.17%
AUTO & TRANSPORT	\$470	\$409	-8.50%
TRAVEL	\$544	\$458	-21.89%
ENTERTAINMENT	\$120	\$93	-22.80%
BILLS & UTILITIES	\$423	\$426	-22.80%
FINANCIAL	\$871	\$832	-28.28%

- Being healthy and fit is a quick follow to food spending with **5.93% YoY increase**.
- Food increases by **6.73% YoY** (pre-pandemic 2019 vs. during pandemic 2020).



Fast Food Industry

Fast food is a major part of the American diet.

ABOUT 37% OF US ADULTS CONSUMED FAST FOOD ON ANY GIVEN DAY

"On any given day in the United States, an estimated 36.6% or approximately 84.8 million adults consume fast food," said Cheryl Fryar, first author of the report and a health statistician at the CDC.

HEALTH RISKS ON FAST FOOD CONSUMPTION

Fast foods tend to be high in calories, fat, salt and sugar, which -- when consumed in excess -- can be associated with obesity, high blood pressure, Type 2 diabetes and heart disease, among other health risks.

WHO EATS THE MOST AND LEAST FAST FOOD

31.7% of lower-income, 36.4% of middle-income and 42% of higher-income adults said they had eaten fast food.

44.9% of adults ages 20 to 39 said that they consumed fast food on a given day, compared with 37.7% of adults 40 to 59, and 24.1% of adults 60 and older.

Research Triangle Park

One of the most prominent high-tech research and development centers in the United States.



LARGEST RESEARCH PARK

The park is home to 250+ businesses, ranging from Fortune 100 multinational R&D operations to entrepreneurial-driven start-ups.



MAJOR UNIVERSITIES

Home to 3 major research universities: NC State University, Duke University, and University of North Carolina.





**\$141,264.92 or 35%
above the national U.S.
average**

Average Household Income within 5-Mile radius
of Parkside Town Commons

Demographics

Parkside Town Commons

1st Lean Kitchen store

**\$5,736.08 or 34% above
the national U.S. average**

Average Spent on Food Away from Home within
5-Mile radius of Parkside Town Commons





Lean Kitchen - Research Triangle Park Timeline

A simple timeline shows our journey towards opening our first store in our dream location.



- **November 2021**
Paid and signed a multi-unit franchise agreement with Lean Kitchen Company
- **February 2022**
Incorporated in NC and Partnered with CBRE-Raleigh to be its commercial realtor
- **December 2022**
Target date to secure a lease agreement with Kite Realty for Lean Kitchen 1st store in North Carolina
- **March 2023**
Target Launch Date



Comparison Matrix

This will show our sales projection against the actual sales of the top producing franchises.

Our forecast is much lower than the Top 1 and Top 3 stores even if our target market is much bigger than theirs. We want to remain conservative with our projections.

Comparison of Lean Kitchen NC against Top 3 (in Gross Sales) Franchise Stores Demographics

	Cary NC	Top 1 in Sales Taylors SC (>\$900K Annual)	Top 3 in Sales Anderson SC (\$750K Annual)
Number of Meal Packs Sold Per Week	2,500 (conservative forecasted)	10,000 – 15,000	2,800
Total Population	144,217	154,027	81,059
Average Household Income	\$141,264.92	\$90,458.11	\$63,118.54
Median Age	38 yrs old	41 yrs old	41 yrs old
Median Household Income	\$117,332.38	\$68,400.03	\$47,693.66
Median Disposable Income	\$88,417.92	\$55,705.07	\$39,612.68
Spent on food away from home (the national average spent on food away from home is \$3,796)	\$5,736.08	\$3,679.33	\$2,599.42



Direct Competitors

Clean Eatz

LYFE Kitchen

Luna's Living Kitchen

Indirect Competitors

Hello Fresh

Blue Apron

Hungryroot

Our Mission is to save you
time & money



Competitive
Advantages





Real Food

We add no artificial preservatives, flavors, or colors from artificial sources to our foods. We also do not add sugar to any of our dishes.

Chef Prepared

Detail is given to every aspect of creating your meal from the preparation of ingredients to containing the final product.



**GOODBYE
GROCERY
STORE!**



Lots of Savings

We save you time from planning your meals and, cooking and prepping for the week.

Customer Healthy Proof

Customers who have purchased weekly and monthly meal plans had seen the healthy result to their bodies like losing weight and renewed energy.




Future Roadmap

Lean Kitchen - Research Triangle Park



 **RAISE FUNDING AT MAINVEST**
November 2022

 **FINISH AND OPEN 1ST STORE
AT CARY**
Q1 2023

 **PAY OUT FOR INVESTORS**
End of each quarter between 2023 and
2025

 **RETURN OF INVESTMENT TO
INVESTORS**
December 31, 2025



STOCKED

up

**STOCKED UP & READY
FOR YOUR WEEK!**

Contact Us

CaryN@leankitchen.com

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