

Pitch Deck

VINCE & MAF

Lean Kitchen - Research Triangle Park

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CaryNC@leankitchenco.com

Note: Please NO commercial electronic

messages (i.e. marketing emails).



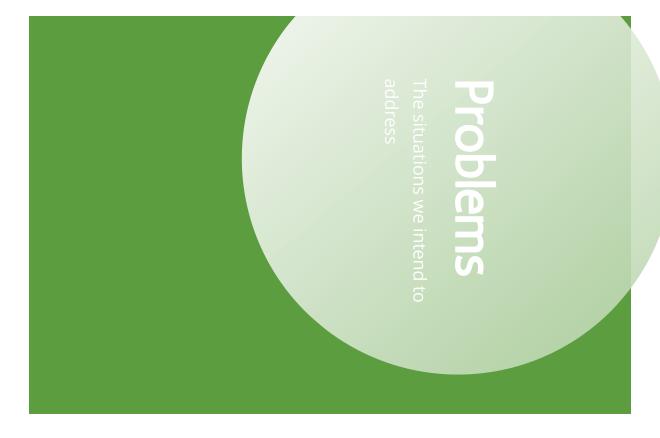




Lean Kitchen Company is one of America's fastest-growing pre-packed meal franchise.

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.





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 prepacked and can be picked up at stores or delivered to homes and work places.



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

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





Inflation Lean Kitchen during Recession

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

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

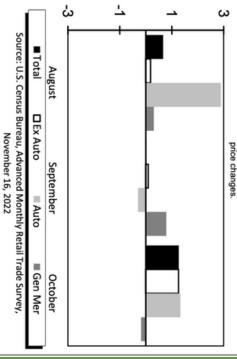
CONFIDENTIAL - DO NOT SHARE WITHOUT WRITTEN CONSENT FROM PINPIN COMPANY LLC

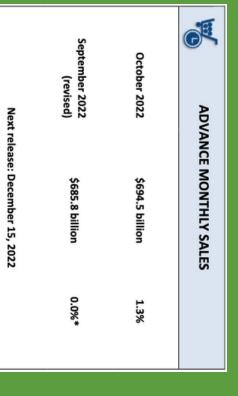
Advance Estimates of U.S. Retail and Food Services

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

Percent Change in Retail and Food Services Sales from Previous Month

Data adjusted for seasonal variation and holiday and trading-day differences but not for price changes.





* 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





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 restauranteurs.

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.

AMMENT	AINHENT		TRAVEL \$504	AUTO 6 TRANSPORT \$670	BUSINESS SERVICES \$355	FEES & CHARGES \$129	PERSONAL CARE \$133	NIDS 5443	LOARS \$563	GIFTS & DORATIONS \$275	SHOPPING 5366	HEALTH & PITHESS \$220	2002 CHMIND DODGE	HOME \$3831	EDUCATION 5699	\$134 STR	DARS STREETS SAND	CATEGORY 2019 Moveledy Spand
\$459 \$429	\$458	\$450		\$609	\$326	\$12.0	\$127	\$431	\$600	\$207	5810	\$200	5920	\$1997	5818	\$197	\$1334	2020 Monthly Spand
-22.90%	-22.50%		-21.50%	-9.70%	-8.17%	-2.19%	-4.57%	-2.71%	4.29%	4.30%	5,34%	5.50%	6.737%	9.07%	17,02%	23.13%	41.97%	YOY Change

- 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.

Park Triangle Research

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



LARGEST RESEARCH PARK

R&D operations to entrepreneurialranging from Fortune 100 multinationa The park is home to 250+ businesses,

driven start-ups.

















MAJOR UNIVERSITIES

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







Demographics

Parkside Town Commons

1st Lean Kitchen store

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

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

\$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

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



O November 2021

Paid and signed a multi-unit franchise agreement with Lean Kitchen Company

O February 2022

Incorporated in NC and Partnered with CBRE-Raleigh to be its commercial realtor

O December 2022

Target date to secure a lease agreement with Kite Realty for Lean Kitchen 1st store in North Carolina

O March 2023

Target Launch Date

Comparison Matrix

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

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

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Direct Competitors

Clean Eatz

LYFE KITCHEN

Luna's Living Kitchen

Indirect Competitors

Hello Fresh

Blue Apron

Hungryroot





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.





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.





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





Contact Us

CaryNC@leankitchenco.com

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

