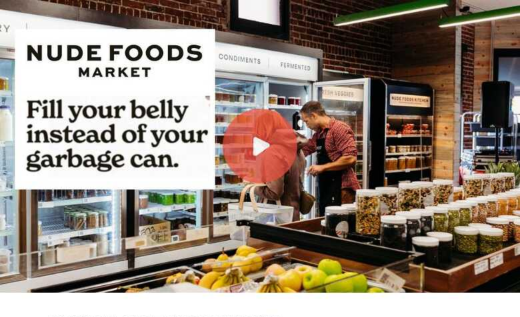


INVEST IN NUDE FOODS MARKET

Probably the most sustainable grocery store on Earth

nudefoodsmarket.com Boulder, CO

Food & Beverage · Retail · Brick & Mortar · Sustainability

Highlights

1. We've already saved more than 1 million pieces of single use packaging from ever being used.
2. We've generated $5 million in lifetime sales with just our first location.
3. The company has grown 53% a year on average since 2021.
4. Named one of the Top 15 Independent Grocers in the US by Progressive Grocer Magazine.
5. Customers love us! We have more than 200 5 star reviews!
6. We have over 14,000 people signed up to our weekly newsletter.
7. We've reduced our labor cost to fill a jar by 50% prior to adding automation.
8. We have 2 locations, offer ecommerce and are currently launching on Instacart.

Featured Investors

Justin Gold Follow

Founder of Justin's Nut Butter which sold to Hormel Foods in 2016 for $286 million. Justin is now Chief Innovation and Strategy Officer at Rudi's

"We need more and better alternatives to the mainstream grocery experience. Nude Foods is disrupting our relationship with food and packaging, and that is a good thing!"

Jake Plummer Follow — Invested $5,000

Jake Plummer played football for the ASU Sun Devils, Arizona Cardinals and our home town team, the Denver Broncos. Jake is now an advocate for natural medicine and healthy eating and is the co-founder of UMBO Functional Mushrooms and also MycoLove Farm. en.wikipedia.org

"I was raised in a family filled with good humans that loved to be outdoors in nature. My Mother taught me the importance of a healthy mind, body and spirit through healthy eating and this is exactly what Nude Foods provides. Good food that is both good for people and the planet."

Tom Virden Follow — Invested $25,000

Founder and Exec Chairman of Boatbookings.com - the world leader in online yacht charter Co-Founder - Nymbl Science Adjunct Professor at CU Boulder - Demming Center for Entrepreneurship International Director at Lastminute.com (sold for $120m)

"I invested in Nude Foods because they have pioneered local, sustainable, plastic-free food retail unlike any other company - they are probably the most sustainable food store on the planet. I have been a customer since day one not just because they are fresh; they are doing all the hard work for you in understanding the most sustainable, local, healthy products. It's appalling the amount of plastic waste we see in all other food stores - Nude Foods delivers top quality food the way it should be. Nude Foods is the first stop for anyone who is concerned about our climate crisis and plastic pollution."

Leah and Tony Murphy Follow — Invested $100,000

Leah and Tony believe in investing in innovative start-ups driven by a sense of true purpose in addition to profit.

"We believe Nude Foods Market is the future. We love shopping there!"

Ora Goldman Follow — Invested $15,000

Founder / CEO of Mekorma and leader in ERP software integration

"I invested in Nude Foods after learning about the tremendous amount of garbage in the dumps in the world and ocean. I also love the choices of fresh, whole and organic foods that are offered. I would love it if every grocery store had a "nude" section and want to do what I can."

Philip Ogren Follow — Invested $50,000

Consulting Research Scientist at Oracle

"Every weekend I load up the trailer on my e-bike with empty jars and ride over to the Boulder Nude Foods which is conveniently located just off a major bike trail. Nude Foods has quickly become our #1 grocery store to feed our family and I'm so proud to be a part of this effort. Thank you for making zero-waste options so convenient!"

Julie Smith Follow — Invested $50,000

Coors Brewery for 19 years, focus on water and wastewater, utilities project management, environmental sustainability, waste reduction, energy reduction and water reduction. Founder of Aspire Colorado, a sustainable skin care brand.

"I am a proud investor in Nude Foods because it's the most progressive bulk store I've ever seen. Nude Foods has taken bulk to a whole new level that we desperately need to help our planet, when single-use containers make up 8.5% of our obscene carbon footprint in this country."

Miles Freyer Follow — Invested $50,000

Experience in Entertainment, StartUp, and Decision Science Industry University of Southern California and University of Denver Alumni Investor in Real Estate and StartUps

"I invested in Nude Foods because there's a lot more plastic wrapping my food than the material in a single plastic bag. The most important R in the 3 R's of recycling is "Reduce" and Nude Foods is combining that with local products and great pre-made meals., It's a game changing combination."

Daniel Epstein Syndicate Lead Follow — Invested $20,000

Another Boulder vegan who appreciates how easy you've made it to shop zero waste, locally sourced amazing food

"I've invested into dozens of companies as an angel investor and Nude Foods stands out amongst the rest. I exclusively invest into ventures that are using profit and technology as a tool to pull a more regenerative future into the present. I believe that the team at Nude Foods, and that their founder, Verity Noble, are uniquely well positioned achieve this goal and to do so at national scale. I also live in Boulder and Nude Foods has been my favorite local business ever since it first sprung on the scene. As a reoccurring customer they have created a new model for a grocery that is better than anything I could have imagined for myself. I see a future where they can scale their approach regionally and then nationally. I feel they are well positioned to do what Whole Foods did over the past two decades — but Nude Foods will do it in a more sustainable, local, nutritions and regenerative way and in a way that is more aligned with the desires and needs of consumers today. If anyone is well positioned to disrupt the grocery store market for the better, I believe it's them. And I believe that Verity is the right leader to take the business from where it is to where she and the team envision it going. As an investor, I also feel the terms are fair and that they are simple and clear — which is always appreciated."

Other investors include Alyssa Gillespie

Our Team

Rachel Irons CEO/COO

Rachel is a two time entrepreneur and has been working in the food industry since she was 16. She has spent the past decade helping communities on the front range and beyond reimagine the ways they interact with our food systems.

Verity Noble CMO

- Founded 3 successful businesses with the first named runner up in 'Yahoo! Finds of the Year 2007' - Placed in the top 100 of the Courvoisier Future 500, 'an elite network of the rising stars in the UK'. - Built 3 communities of 10,000+ people - MBA

Matt Arnold CFO

- Founder of 4 businesses in the food and impact space. - MBA from a top 10 business school - Husband and father of 3.

Pitch

Imagine a world where grocery shopping doesn't result in overflowing trash cans in our homes and dangerous microplastics in our bodies.

That's what we're building.

Problem:

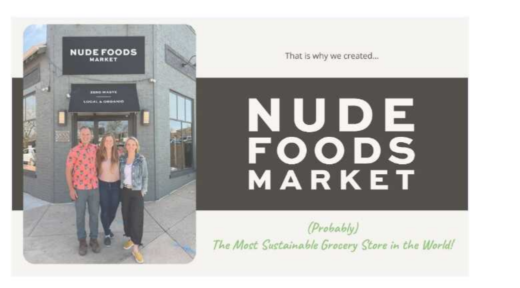
Every piece of plastic ever made still exists today. The average person unknowingly consumes between 78,000 and 211,000 microplastic particles every year. And a staggering 63% of personal trash comes from grocery packaging.

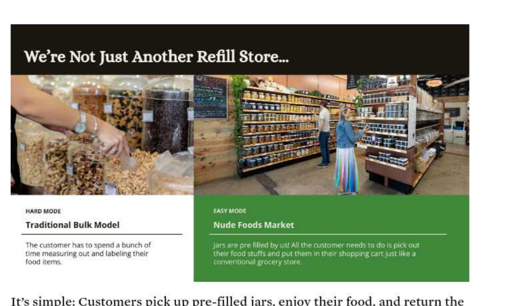
Consumers are more aware than ever and they're demanding solutions. There is a growing tsunami of consumer discontent with the status quo.

Our answer is simple: We have created (probably) the Most Sustainable Grocery Store in the World where we help fill your pantry, not your garbage can.

The Solution:

Nude Foods Market eliminates single-use packaging through a seamless, pre-filled jar system. Unlike traditional bulk stores where shoppers have to weigh and label products themselves, our model is as easy as conventional grocery shopping—but without the waste.

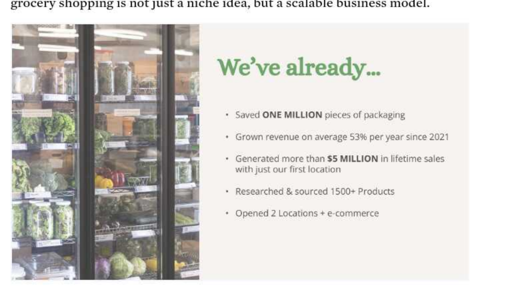




It's simple: Customers pick up pre-filled jars, enjoy their food, and return the empties. We clean, sanitize, and refill them, creating a closed-loop system that keeps packaging out of landfills.

Traction and Growth:

And it's working! Since launching, we have avoided over a million pieces of packaging from being used, grown revenue by an average of 53% per year, and generated over $5 million in lifetime sales—all with just our first location. With two stores and an e-commerce platform, we're proving that sustainable grocery shopping is not just a niche idea, but a scalable business model.



The Conscious Consumer & Market Demand

Our business is built on a rapidly growing movement: the Conscious Consumer. Today's shoppers—especially Millennials and Gen Z—are actively seeking sustainable options. Consider these numbers:

- **4 out of 5 consumers** say they would choose plastic-free products if available.
- **Growth in sustainable consumer packaged goods (CPGs) is triple** that of conventional products.
- **Almost 9 in 10 Gen Z and Millennials** are very concerned about ocean pollution and plastic waste.

Consumers want a better way to shop, and right now, there aren't enough options. That's why Nude Foods Market stands out: we make it easy to access sustainable groceries—we make it easy and convenient. By offering pre-filled, ready-to-go reusable packaging, we remove the barriers that often prevent consumers from making sustainable choices.

And the proof is in the numbers—our customers are loyal, engaged, and growing every day. We have:

- **Over 18,000** subscribers on our newsletter.
- **Almost 10,000** Instagram followers.
- **Paid memberships growing 5%** per month.

Future Projections are not guaranteed.

Awards, Press & Industry Recognition

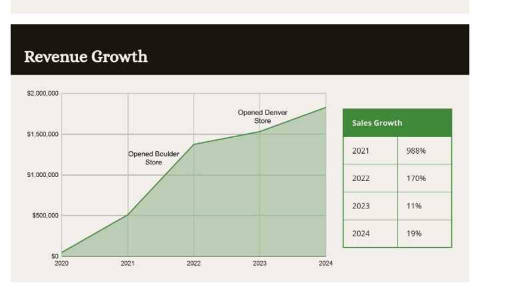
People are sitting up and taking notice. The impact of Nude Foods Market hasn't just been felt by our customers—it's being recognized across the industry. We've received multiple awards, including:

- **Top 15 Independent Grocers in the U.S. by Progressive Grocer Magazine**
- **Best of the West for Natural Grocers**
- **Best New Business in Boulder County**
- **Best Women-Owned Business in Boulder County**
- **Best Independent Business in Boulder County**

And these aren't just small wins—these are industry-wide acknowledgments that Nude Foods Market is doing something truly innovative.

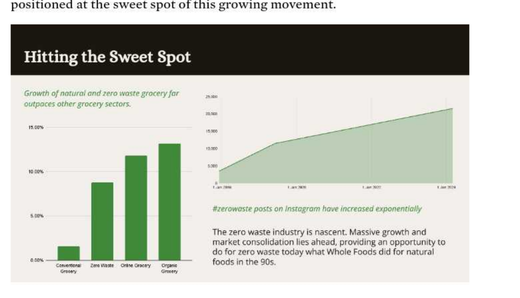
Beyond awards, we've also been featured in major press outlets, sparking conversations about the future of grocery shopping. Publications and media have highlighted our mission, our unique zero-waste model, and our rapid growth. This kind of visibility isn't just great for our brand—it proves that people are hungry for sustainable solutions in grocery retail.

Consumers are not only choosing us—they're coming back, referring friends, and signing up for memberships. This is the future of grocery shopping, and we're leading the charge.



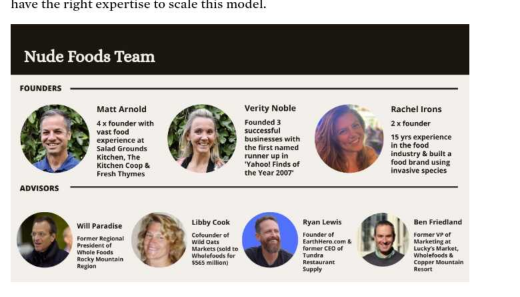
Market Opportunity

The zero-waste industry is at an inflection point—growing just like natural foods did in the 1990s. Consumers are actively searching for plastic-free products, and major grocery players are starting to take notice. We're positioned at the sweet spot of this growing movement.



Our Team

Behind this vision is a powerhouse team of founders and advisors, including executives from Whole Foods, Wild Oats, and EarthHero. With decades of experience in food retail, supply chain, and sustainable business growth, we have the right expertise to scale this model.

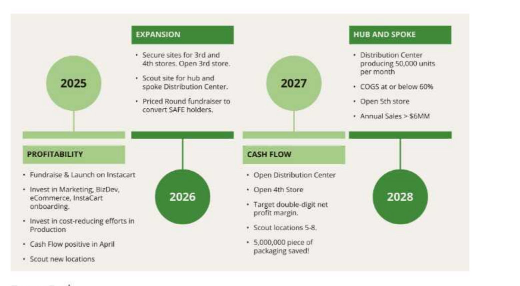


Our Roadmap & Financials

Looking ahead, we're on track for profitability this year (and in fact ended up hitting it 2 months early) and are preparing to expand to multiple locations. By 2029, we project over $6.8M in revenue, with five stores supported by a central distribution hub.

Future Projections are not guaranteed.

Since building out our team in 2022, we were then able to focus on securing our second location in 2023 and expanding our product offerings. Over the next few years, we plan to:



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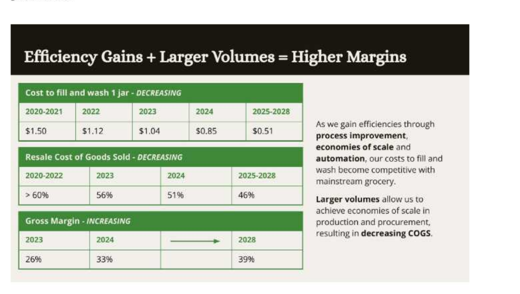
Store Economics:

As we scale, our store economics become increasingly favorable. Currently, a single store generates about $1.3M in revenue with a 26% gross margin. But as we grow to three and five stores, our margins imp

rove significantly—hitting 34% and 39% respectively. Why? Because efficiency gains, volume discounts, and automation help lower costs. Payroll expenses as a percentage of revenue also decrease as we scale, improving overall profitability.

Our Hub & Spoke model is key to this efficiency. A centralized distribution center will allow us to produce, package, and distribute reusable containers more effectively across multiple locations, reducing costs and boosting margins even further. By 2028, we project a gross margin of nearly 40%, making our model not just sustainable for the planet, but also highly profitable.



Efficiency Gains + Larger Volumes = Higher Margins

Cost to fill and wash 1 jar - *DECREASING*

2020-2021	2022	2023	2024	2025-2028
$1.50	$1.12	$1.04	$0.85	$0.51

Resale Cost of Goods Sold - *DECREASING*

2020-2022	2023	2024	2025-2028
> 60%	56%	51%	46%

Gross Margin - *INCREASING*

2023	2024	→	2028
26%	33%		39%

As we gain efficiencies through **process improvement**, **economies of scale** and **automation**, our costs to fill and wash become competitive with mainstream grocery.

Larger volumes allow us to achieve economies of scale in production and procurement, resulting in **decreasing COGS**.

Future Projections are not guaranteed.

Raise Plan

Up to $500K of Growth Capital on a SAFE Agreement, at $7.2MM Post-money Valuation Cap.

Summary

1M

5M

Named in the Top 15 Independent Grocers by Progressive Grocer Magazine, won Best of the West for Natural Grocers, Best New Business in Boulder County, Best Women Owned Business in Boulder County and Independent Business in Boulder County.

Raising capital to open 5 stores by 2029