



INVEST IN CHERRY BOMBE

A modern media company celebrating women & creatives in the food world through content & events

LEAD INVESTOR



Megan Chody

As a business owner, I am excited to partner with Cherry Bombe. I believe in their purpose and support their mission to celebrate women in the food space. As an investor, I'm inspired by the great combination of talented, experienced senior management, a very loyal audience, and an impressive list of blue chip marketing partners. The food industry is experiencing a renaissance - if not a revolution - and female-fueled and -founded brands are capturing the hearts and minds of consumers globally. Cherry Bombe is at the center of the current zeitgeist and shares Garrett Brands' dedication to moments of joy and celebration.

Invested \$75,000 this round

Highlights

- 1 Established 10-year-old brand with an engaged & growing global audience known as the Bombesquad
- 2 2024 revenue growth is pacing 300% vs. 2022
- 3 Podcast network: Radio Cherry Bombe, new baking & GenZ podcasts + official podcast HBO/MAX "Julia"
- 4 Diversified media brand with growing subscription channels & paid membership program
- 5 The "Goldilocks" economy is being driven by the unstoppable power of women-owned businesses
- 6 Blue chip partnerships including American Express, Whole Foods Market, Kerrygold & OpenTable
- 7 Host of the Jubilee conference, the largest U.S. gathering of women in food, beverage & hospitality
- 8 The company has been boot-strapped, with no outside capital, until this Community Round

Our Team



Kerry Diamond Founder, Chief Content Officer

25+ years of experience at top media, fashion, and beauty brands, including WWD,

Harper's Bazaar, Lancôme, Coach, and Yahoo Food. Kerry understands how to translate great ideas into content and retail success.



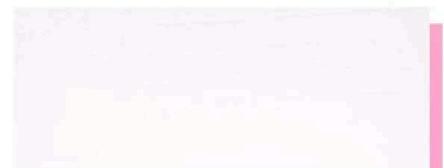
Kate Miller Spencer Chief Executive Officer

25+ years of experience in sales, marketing, and management. Most recently, Kate was Vox Media's Head of Industry CPG/Food & Beverage, Fashion, Beauty, Retail. Her career in food media started at Bon Appétit and she spent 17 years at Food & Wine.

CHERRY BOMBE

Cherry Bombe is the future of food media. We are a media & events company celebrating the influential role women play in the food, beverage & hospitality world.

A substantial market exists for content & experiences that



content & experiences that celebrate a fascination with all things culinary and showcases women in & around the food world, an industry that has historically been male-centric.



Photo: Christina Tosi for Cherry Bombe Issue 5
by Jennifer Livingston

Cherry Bombe is a women-owned and mission-driven company. Our community, affectionately known as the Bombesquad, is engaged across all channels: events, podcasts, newsletters, membership, social media, and our iconic magazine.



Photo: Sophia Roe for Cherry Bombe Issue 12
by Jennifer Livingston

With an experienced management team & marketplace momentum, we have the opportunity to scale



our growing brand & reach
individuals and brands interested
in women and food.



Photo: Zoë François, Jamila Norman, Samantha Seneviratne,
Casey Corn, Elizabeth Poett for Cherry Bombe Issue 22
by Jennifer Livingston

Our audience & partners want
more. More events, more
content, more connection.
We're raising money to build
our team and infrastructure to
make this possible.



Photo: Jess Shadbolt, Annie Shi, and Clare de Boer from King &
Jupiter Restaurants for Cherry Bombe Issue 21
by Jennifer Livingston

This \$250B food & beverage
market is expected to grow to
\$500B by 2025 as food becomes
an even larger vertical for



advertisers, events,
subscriptions, and licensing.



Photo: Martha Stewart for Cherry Bombe Issue 9
by Jennifer Livingston

forward looking projection not guaranteed

The Cherry Bombe Community Round on Wefunder will provide capital to meet market demand and interest from our audience & marketing partners.



Photo: Erin French for Cherry Bombe Issue 20
By Jennifer Livingston

By The Numbers Today

220k+ followers
across social media channels

3k
attendees at events annually, including Jubilee, the largest gathering of women in food in the US

22
print issues of our quarterly Cherry Bombe Magazine



20k+
total paid Bombesquad Members and free
weekly Newsletter Subscribers



Top Chef Winner And Tasting Wild Star Melissa King

By The Numbers Today

1M+
Annual Radio Cherry Bombe podcast
downloads

3
Shows on the Cherry Bombe Podcast
Network

#1
Baking Podcast: She's My Cherry Pie

2023
James Beard Award for Emerging Voice in
Broadcast Media® for Host Abena
Anim-Somuah's work on our podcast:
The Future of Food Is You

Radio
**CHERRY
BOMBE**

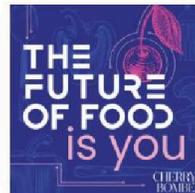
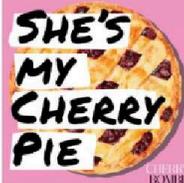


Photo: Abena Anim-Somuah, Host of The Future of Food Is You on
the Cherry Bombe Podcast Network & 2023 James Beard Award
Winner for Emerging Voice in Broadcast Media®
by Kerry Diamond

Planned Use of Funds

- ★ Expand our podcast, editorial, sales, and social teams
- ★ Produce more community events in more markets
- ★ Enhance membership benefits
- ★ Add content categories including kitchen design, beverage, and culinary travel
- ★ Open Cherry Bombe multi-media & multi-use spaces in NYC & LA

Historical & Projected Revenue

	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>
Total Revenue	\$1.3M	\$3M	\$6M	\$10.75M
Cost of Goods Sold	(\$350k)	(\$810k)	(\$2.1M)	(\$3.5M)
Gross Profit	\$950k <small>[73%]</small>	\$2.19M <small>[73%]</small>	\$3.9M <small>[65%]</small>	\$7.25M <small>[67%]</small>
Operating Expenses	(\$800k)	(\$1.44M)	(\$2.4M)	(\$4.7M)
EBITDA (pre-tax profit)	\$150k <small>[11.5%]</small>	\$750k <small>[25%]</small>	\$1.5M <small>[25%]</small>	\$2.55M <small>[24%]</small>

forward looking projection not guaranteed

Cherry Bombe Partners



WILLIAMS-SONOMA

