

Bold Southern Flavors, Effortless Cooking, Better for you!



Featured Investors



Derrick Odland ✓
Syndicate Lead

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I ordered the Chilau Foods product the first time April 2, 2020. Little did I know the Variety 4 Pack I got would send me into a cooking frenzy! This product was so good, like slap your mamma good, I immediately ordered more to keep my personal pantry stocked. The Chilau Food product line has become a favorite for many of my friends and family. The Recipes they provide on the website are to die for, and for me, a person who loves to cook and explore my culinary creativity, have had so much fun creating my own

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Invested \$50,000 this round

Highlights

- 1 Oct 2023 Retail Launch: Already in 370+ Stores Nationwide
- 2 \$50K Launch Revenue with Consistent Repeat Sales
- 3 Expanding Retailer Interest Pipeline for 2024
- 4 Served 20K+ Customers Online Successfully
- 5 Over 1000 Five-Star Reviews and Counting
- 6 2023 Specialty Food Association 'On Trend Product' Award
- 7 2023/2024 KeHE Distributors 'On Trend Product' Finalist
- 8 Engaged Customer Base Urging Top Retailers Nationwide to Stock Our Products

Our Founder

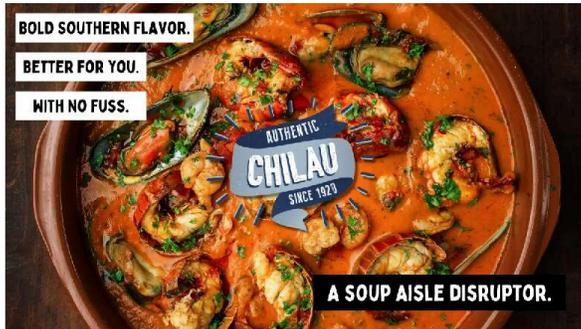


Michael Anderson Founder & CEO

I'm Michael Anderson, the founder and driving force behind Chilau Foods. My love for family, southern cuisine, and the cooking traditions of my grandma's kitchen fuels my passion. With unwavering determination and a vision to share the flavors of my southern heritage, I embarked on

a journey to create a brand that celebrates bold Southern tastes and the joy of effortless cooking. My commitment to excellence and a deep-rooted connection to the food I love have led me here, ready to share Chilau with the world. Join us on this flavorful adventure as we redefine Southern-inspired cooking, one delicious dish at a time.

Pitch



COMPETITION

While category-leading brands like Better Than Bouillon dominate the soup aisle, their offerings primarily revolve around traditional flavors like Chicken, Beef, and Vegetable. Chilau Foods stands out by delivering a range of southern and ethnic flavor profiles that ignite the taste buds and elevate everyday cooking. Innovative flavors saw 103% Growth in the last 52 weeks!

Flavor	\$ Sales % Change vs. Year-Ago
CHICKEN	23.0%
BROILED CHICKEN	16.1%
BEEF	14.7%
ROASTED BEEF	8.1%
TOMATO WITH CHICKEN	22.0%
CHICKEN YONGKOH	19.0%
SPICY CHICKEN VEGETABLE	15.5%
TURKEY AND CHICKEN	11.3%
VEGETABLE	3.8%
VEGETABLE AND CHICKEN	20.8%

via Nielsen NIQ

We anticipate capturing a substantial portion of soup aisle visitors, potentially reaching 15% of customers and generating \$11.3 million in sales over the next 3 years

Forward-looking statements are not guaranteed.



LOW COUNTRY CITRUS

CREOLE TRINITY

Chilai makes it easy!
With our 3 step cooking system, consumers can create classic southern-inspired recipes without all the hard work.

- 1: Choose your base mix
- 2: Choose your meat and veggies
- 3: Combine simmer and serve

It's that simple!

1 CHOOSE BASE MIX
STOCK, CREAM, TOMATO BASE, WINE, ETC.

2 PROTEIN & VEGGIES
VEGETABLES, BEEF, POULTRY, SEAFOOD, SHELLFISH

3 SIMMER AND SERVE
IDEAS: BEEF STEW, CHICKEN SOUP, SEAFOOD STEW, GUMBO, CURRY, RAMEN, CHILI, CHOWDER, MARINARA, CASSEROLES

CRAB AND SHRIMP BOIL

We are also demystifying the challenge of making a consistent and flavorful seafood boil without all the fuss

Our Boil Base is a First-of-its-kind solution infused with fresh chili peppers and a slow-simmered spice paste for unparalleled southern boil flavor.

"Our boil base is the "first-of-its-kind" to the best of our knowledge; there could be an earlier product that we are unaware of."

Market Analysis

Huge opportunity in a growing but stale category



The retail grocery market offers a wide range of culinary products to meet consumer demands. Within this market, the stove base segment, also known as bouillon, holds significant potential for growth and innovation. According to Data Bridge Market Research, the bouillon market is expected to reach an estimated value of USD 11.74 billion by 2028, with a projected compound annual growth rate (CAGR) of 1.10% during the forecast period. The increasing demand for convenient food options is a key driving factor for the bouillon market.

While major competitors like Better than Bouillon dominate the bouillon market, their offerings primarily revolve around traditional flavors like Chicken, Beef, and Vegetable. Chilai Foods stands out by delivering a range of southern and ethnic flavor profiles that ignite the taste buds and elevate everyday cooking.

Our stove bases bring a new level of zest and authenticity to the category, satisfying the cravings of adventurous consumers seeking enhanced taste experiences. By offering stove base options that incorporate bold and vibrant flavors, we tap into a previously untapped niche. This approach not only caters to existing customers who crave variety but also attracts new customers who are eager to explore new cooking horizons. We are redefining the concept of bouillon.

As we penetrate the market, we anticipate capturing a significant market share by catering to a growing demand for diverse flavor options. We aim to revitalize the category, offering an enticing alternative to the monotonous choices available to consumers. The market's projected size and stability, coupled with the increasing popularity of convenient food choices, provide a solid foundation for our growth strategy.

Forward-looking projections are not guaranteed.

Sales Plan

Trust the experts to do what they do best

Nationwide Distribution via UNFI



Chilai Foods has developed a comprehensive marketing and sales strategy to promote and distribute our authentic, on-theme focused products. We have established a strong market presence through our primary website and the launch of our Amazon store, reaching consumers directly. Our sales team, led by Jack Swartz, collaborates with a national broker network and distributors like UNFI and K&H to expand our retail reach.

Our broker network of firms who tasted and believe in the brand and are actively selling into their respective regions is listed as follows: CFSM - Southeast, Santitas Sales - East Coast / Northeast, JV Sales - Midwest, Mueller-Yorgue Associates - Midwest, K&B Brokerage - Texas and Louisiana, Glenmore Brokerage - West Coast and South West.

Marketing Plan

Mapping Out the Road to Success

To drive awareness and engagement, we implement targeted in-store promotions alongside digital marketing and social media campaigns. Our tactics include digital and in-store coupon campaigns, product sampling, and BOGO offers to entice consumers and trial. We have positioned Chilai as the go-to brand for high-quality, flavorful ingredients.

The 4Ps of Marketing

Product	Price
<ul style="list-style-type: none"> • Fulfill: Treatment for convenient, flavorful, high-quality meals • Address the frustrations of varied brands by providing a consistent, well-curated and exciting • Offer a 30-day trial or sample offering a repeat order option of convenience, flavor, and authenticity 	<ul style="list-style-type: none"> • The affordable price point of \$6.99 per jar offers great value and the recipe that feeds 4 to 6 people • Similar products in the grocery store basic category typically range from \$4.99 to \$5.99 • Our base offers customers a balance between affordability and the high-quality, flavorful ingredients that set it apart from competitors
Place	Promotions

By offering discounts, sampling opportunities, and promotions, we encourage customers to try Chilau products and share their positive experiences. Through these initiatives, we aim to build brand recognition, capture market share, and establish lasting relationships with consumers and retailers.

- To spread the word we will utilize a mix of digital marketing channels, including our website, social media, and influencer campaigns.
- Additionally, we will participate in trade shows and food fairs to reach our target audience.
- We will leverage the established networks of retailers, distributors, and online markets like Amazon to reach a wide base.

- Nationwide distribution in retail grocery, natural food stores, and e-commerce platforms.
- Collaborate with retailers to develop promotional campaigns such as coupons, BOGO offers, and loyalty programs.

Future Plans & Milestones

Innovate and Conquer

At Chilau Foods, our ambitious vision is to become a pantry staple in households across the globe, reconnecting families around the table with our diverse and flavorful product offerings. We are committed to expanding our reach, forging strategic partnerships, and continuously innovating to create a lasting impact on the industry while remaining dedicated to our mission of bringing joy and togetherness through the power of food.

1	2	3	4
Expand North American Presence	Grow Diverse Product Portfolio	Strategic Partnerships	Sustainability and Social Impact
Establish Chilau as a household name throughout the United States and Canada, reaching more families internationally.	Continuously innovate and expand our product offerings to adjacent categories and Food Service.	Forge strategic partnerships with chefs, social media influencers, and like-minded brands to amplify reach.	Build community engagement initiatives, aiming to make a positive impact on the environment and society at large.

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Retail Traction Summary

Since its debut at the Winter Fancy Food Show, Chilau Foods has seen remarkable traction in the retail sector. Our journey began with the Specialty Food Assoc. awarding Chilau 'On Trend Product', which set the stage for a series of successful IN/OUT promotions with major retailers like Hy-Vee and Market District. This momentum culminated in our retail launch in October 2023, where we launched with leading grocery chains such as Winn-Dixie, United Grocers, Albertsons Market, and Market Street.

Impressively, in less than 10 months from our introduction to retail, Chilau has secured distribution with anchor accounts at the two largest distributors in the country - UNFI and KeHE. Additionally, we have captured Food Services Distribution through Performance Food Service, whose chefs have tested the product and expressed excitement about the opportunities ahead in 2024. Chilau's rapid growth and expansion into these significant channels underscore the brand's potential and the enthusiasm for our products in both the retail and food service sectors.

RETAIL TRACTION

In 10 Months since Launch



CONSUMERS SEARCHING FOR CHILAU IN STORES



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Most Requested This Month By Category

PANTRY

Category	Value	Percentage
Debt Consolidation	\$100,000	30%
Inventory and Distribution	\$200,000	20%
Marketing & PR	\$500,000	30%
Sales & Performance Data	\$50,000	5%
Supply and Production Services	\$170,000	25%
TOTAL	\$1,000,000	100%

Forward-looking projections cannot be guaranteed.





Product List

Vibrant flavors of the South with real sauce-making convenience or convenience on taste. Clean label with better-for-you ingredients.

Easy 3 Step cooking system included on the label

Stew Base Original Southern Style
 Infuses your dishes with the authentic flavors of the South, elevating them to new levels of deliciousness, perfect for beef stew, stewed chicken, seafood stews and more.
 SRP \$6.99



Stew Base Low Country Citrus
 The same authentic flavor with a tangy and refreshing citrus twist for a unique and vibrant taste experience, perfect for shrimp and grits, bistro, curry and more.
 SRP \$6.99

Stew Base Creole Trinity
 The same authentic flavor adds aromatic blend of Creole spices perfect for Gumbo, Red Beans, Jambalaya and more.
 SRP \$6.99



Boil Base Crab and Shrimp Boil
 First-of-its-kind solution infused with fresh chili peppers and a slow-simmered spice paste for unparalleled southern boil flavor.
 SRP \$7.99