

INVEST IN MARK'S SNACKS

Real Ingredients. Real Flavor: The Real American Snack Brand



markssnacks.com San Francisco, CA

Highlights

- 1 Built and run by experienced entrepreneur with 20 years of building brands
- 2 No seed oils, no junk, no artificial or natural flavors. As few as 3 ingredients & NON-GMO certified
- 3 Projecting 60% gross margins & profitability within 1 yr of launch (not guaranteed)
- 4 Salty snack category is booming with a market cap at \$33.2B and growing every year
- 5 Our category continues to surge: Two 9 figure exits in last 12 months (Simple Mills/Lesser Evil)

- 6 Founder built previous nat'l snack brand, 9+ years sales, operations and manufacturing experience
- 7 Founder has strong business social media following - 67,000 followers on LinkedIn & large engagement

Featured Investor



Will Nitze 
Syndicate Lead

Follow

Invested \$5,000 

Founder/CEO at IQBAR. Above-average padel player.

“I’ve watched Mark navigate the highs and lows of the food industry for years. He’s got the experience, the grit, and the guts to build something special with Mark’s Snacks. That’s why I’m investing - because I believe he’s going to make this one count!”

Our Founder



Mark Samuel CEO and Founder

Pitch



Hi, I'm Mark! I want to personally thank you for visiting my Wefunder campaign.

What we're building here isn't your typical snack company. Mark's Snacks is a brand with purpose — rooted in three core pillars:

1. Family and Faith
2. Health and Fitness
3. Clean Ingredients and Radical Transparency

I'm a Dad first, there is no greater love I have than being with my kids every single day. Whether it's coaching their sports or just hanging with them after school and on the weekends. There is no greater gift I've been given from God, other than my health, than being a father.

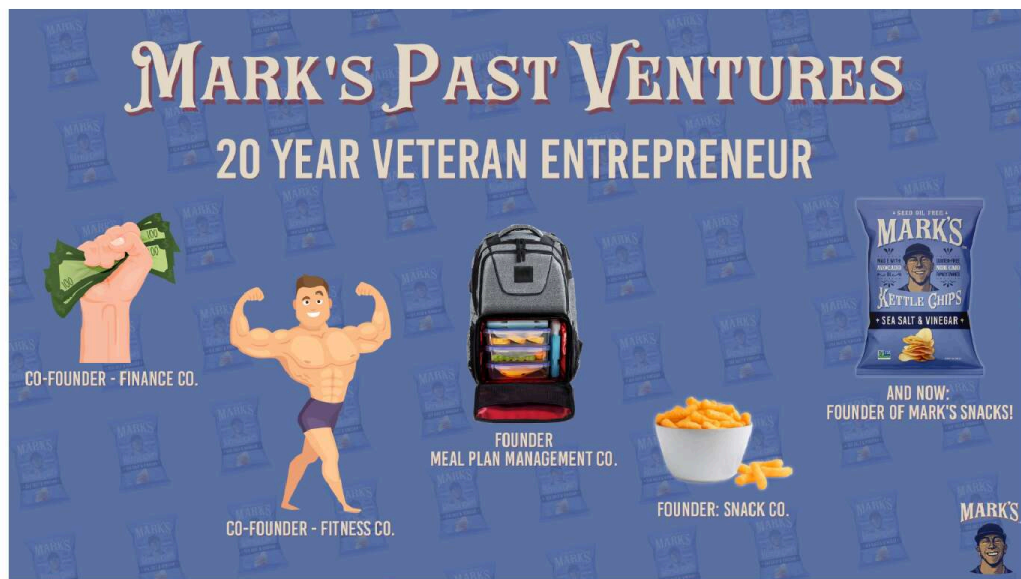


I'm also a lifelong health and fitness enthusiast. I've been lifting weights and doing some form of physical exercise bright and early for the past 25 years. I've always keyed in my food and nutrition intake too. I follow what some call the '80/20 Rule', where I eat whole foods, much of it rich in protein and nutrients, about 80% of the time, and the remaining 20% I eat most anything, some may say the fun stuff, but always in moderation. It's all about having a healthy relationship with food.

For me, and what I hope to inspire onto others, is that eating

for me, and what I hope to inspire onto others, is that eating well and getting movement each day allows me to show up, be the best version of myself. Oh, and yeah, I even competed in a show this past year at the ripe age of 45, and might just have to do it again.

Outside of my personal life, I've been down the entrepreneurial road many, many times. For over 20 years, I've been building businesses, everything from finance, to gyms, to meal management solutions, to a previous cpg product, one that was available in most major retailers across the country. It didn't pan out the way we originally planned, but I learned a lot, and it's brought me to where I am today, launching my newest and most personal creation: Mark's Snacks.



This isn't just a company. It's a **mission** — to bring back real food made with integrity, to operate with discipline and efficiency, and to build a brand that's profitable from day one.

Because this isn't just about snacks — it's about legacy. For my kids. For your kids. For anyone who still believes that how we live, how we eat, and how we lead, still matters.

Welcome to Mark's Snacks — where clean ingredients, strong values, and bold flavor meet.



At Mark's Snacks, we keep it extremely simple — on purpose.

No seed oils. No junk. Just real, quality ingredients you can actually trust. Our chips are made with 100% avocado oil and real American-grown potatoes. That's it.

No long ingredient lists. No lab-made nonsense. Just clean, bold flavor from ingredients that fuel your body, not fight it.



A majority of our partners are right here in the USA. From our food manufacturer to our packaging suppliers, to our operations and agency partners that will help me operate and scale the business, we support and invest in American jobs, plus look to avoid as much of the red tape and potential tariffs that cut into profitability.

We're not cutting corners. We're cutting out the BS and doing it proudly, domestically in the United States.

Now let's talk flavors: We're launching with three classics, all crafted with simple, honest ingredients:

- **Sea Salt** – Potatoes, Avocado Oil, and Sea Salt.
- **Sea Salt & Vinegar** – Potatoes, Avocado Oil, Sea Salt, and Distilled Vinegar.
- **Barbecue** – Potatoes, Avocado Oil, and our signature BBQ seasoning that's made with real ingredients like paprika, tomato, garlic and onion powder with a pinch of real cane sugar.

Three bold, satisfying flavors. Zero compromise. Just clean-label chips that actually taste like food — because they are.

OUT-LIFTING THE COMPETITION

Our product and quality does the heavy lifting. If you compare us to the top mainstream brands, and even other emerging ‘healthy’ brands, we have the upper hand.

Other brands are loaded with seed oils such as sunflower oil, cottonseed oil, hydrogenated oils, or canola oil. If consumed in too large quantities, there are studies that seed oils can cause inflammation, heart disease, type 2 diabetes, and even forms of cancer.

COMPARISON CHART OF SNACKS				
	CLEAN INGREDIENTS	NO SEED OILS	NON-GMO	FAMILY OWNED
♦ MARK'S ♦	✓	✓	✓	✓
Lay's	✓	✓	✓	
Doritos	✓	✓	✓	
Santitas				
KETTIE			✓	
Lays				

We excel by having minimal ingredients, no seed oil, and a brand built on family, fitness, and love.

WHY WE WILL WIN AND THE MARKET OPPORTUNITY

The salty snack category is booming — now a \$33.2 billion market and growing. Consumers are ditching legacy brands and reaching for healthier, cleaner options. And that’s where we come in.



Mark's Snacks is positioned at the intersection of health, flavor, and values.

Our unique selling points are clear and highly differentiated:

- 100% Seed Oil Free – Made with avocado oil, not the inflammatory seed oils used in 90% of salty snacks today (sunflower, cottonseed, canola, etc.).
- Clean Label – Just real ingredients. No GMOs. No fillers. No BS.
- Simple, Whole Food Nutrition – It's a chip you can actually feel good about.

♦ US VS. THEM ♦

MARK'S KETTLE CHIPS	MAINSTREAM CHIP CO.
♦ NO SEED OILS	♦ SEED OILS (SUNFLOWER OIL, SAFFLOWER OIL, HYDROGENATED OIL, SOYBEAN OIL)
♦ NON-GMO	♦ PRESERVATIVES AND NATURAL FLAVORS
♦ MINIMAL INGREDIENTS	♦ 7+ INGREDIENTS
♦ NOT GREASY	♦ GREASY AND NOT CLEAN LABEL
♦ CLEAN LABEL	

This isn't just a trend. It's a full-on movement and the M&A

This isn't just a trend. It's a run-on movement and the M&A space proves it. Big players are scooping up emerging clean-snack brands:

- LesserEvil – Acquired by Hershey's for \$750M
- Simple Mills – Acquired by Flowers Foods for \$795M



We're not trying to be a flash-in-the-pan startup. We're building a real brand with real fundamentals, strong product margin, operational discipline, and consumer loyalty.

SMART BUSINESS MODEL

Let's be real: The food and beverage space is brutal.

Most emerging brands follow the same tired path: go into retail, work with major distributors like UNFI or KeHE, and hope for scale.

But what really happens? Margins get crushed, costs skyrocket, and profitability becomes a distant dream. Many brands never make a dime. They just chase top-line growth in hopes of getting acquired, which is not a sound strategy in any economic environment, especially this one. **We're doing it differently. We're flipping that broken model on its head.**

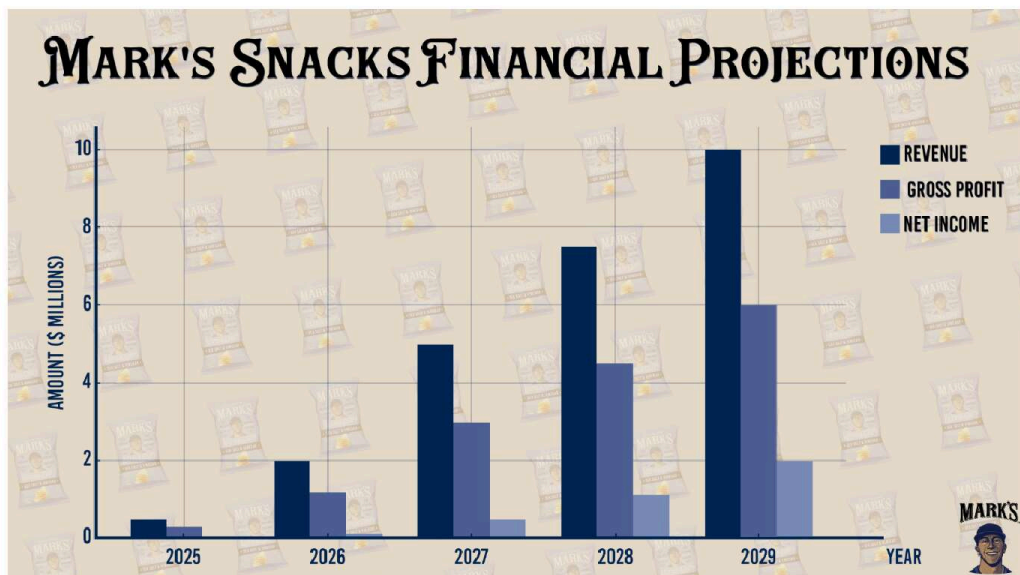
At Mark's Snacks, our business is built for profit and control from Day One, with a focus on:

- **Direct-to-Consumer sales** — giving us full control of customer data, relationships, and marketing.
- **No reliance on national distributors** — eliminating unnecessary fees and protecting margins. Instead, we'll utilize regional DSD relationships and direct to shelf (retail) opportunities, we even have our eye set at some larger channels, ones that fall in line with our commitment to financial stability (you won't hear about us paying exorbitant slotting or promotional fees, it's simply not part of our plan)
- **60%+ gross margins** — designed to be profitable in Year 1, not "someday."
- **Long-term brand building** — no inflated air here. We're building our brand to last.
- **And to tie everything together** - we'll leverage my extensive network in the CPG community, one built over the last 10 years; it'll help open up make-sense opportunities and partnerships, and allow us to build, resourcefully.

Future projections are not guaranteed.



This isn't just a snack company. It's a smarter business from the ground up.



Future projections are not guaranteed.

We’re projecting profitability in **Year 1**—a rare feat in the CPG world. By focusing on high-margin, strategic distribution channels, we expect strong gross profits and steady net income growth year over year.

This model also enables us to comfortably repay Wefunder investors through the revenue share program we’re offering (see terms for full details).

Our 5-year plan is built on disciplined, intentional growth—targeting **\$10M in revenue** and **\$2M in net profit** by 2029, driven by a lean, smart operating strategy. (Projections Not Guaranteed)

KEY INVESTMENT RISKS

While the opportunity to invest in Mark’s Snacks is exciting — and we believe the upside is real, we also want to be fully transparent about the risks involved.

Every investment carries challenges, and consumer packaged goods (CPG) is no exception. Here’s what you should know:

A Crowded & Competitive Category

- The salty snack aisle is still dominated by legacy giants like

Frito-Lay and Kettle Brand. Standing out takes smart strategy and real brand loyalty.

Retail Distribution Limitations

- By avoiding traditional distributors like UNFI and KeHE, we protect our margins — but it also means we must build alternative, efficient go-to-market channels ourselves.

Ingredient & Cost Pressure

- Using premium ingredients like avocado oil means our cost of goods sold is higher. Inflation and supply fluctuations can also put pressure on margins.

Consumer Education Gap on Seed Oils

- Many shoppers still aren't fully aware of the dangers of seed oils. Part of our mission is to educate the market — and that takes time, content, and commitment.

Trends Can Shift

- Health and wellness trends evolve quickly. What's hot today could fade tomorrow. That said, the demand for clean-label, better-for-you snacks continues to grow — and we're building for long-term relevance, not fads.



We're not here to sugarcoat anything. We're here to build something real and we believe with your support, we can do just

that.

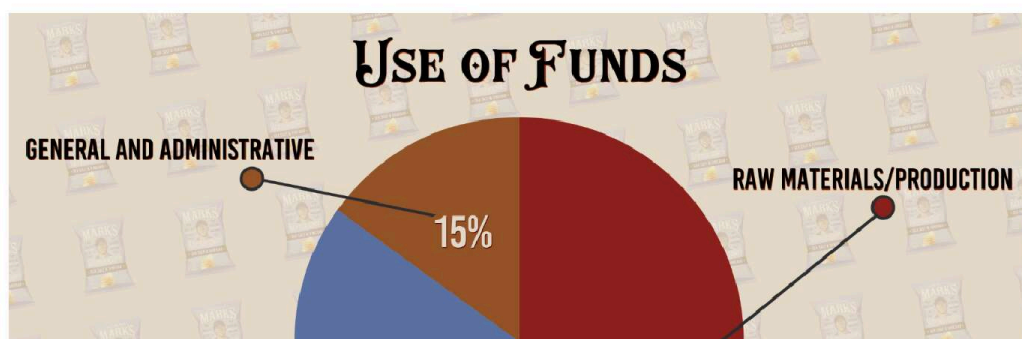


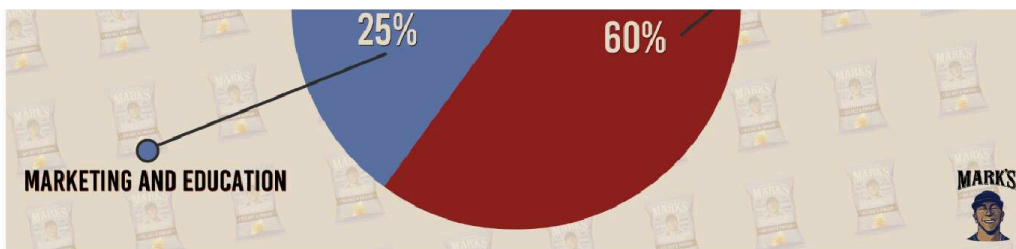
Your investment isn't just money, it's momentum.

We're putting every dollar to work in the most strategic and impactful areas to help us grow, reach more consumers, and educate the market on why seed oil-free snacking matters.

Here's how we'll allocate the capital:

- Raw materials/Packaging/Production (60%) - In order to make our product, we need capital for production runs, that includes MFG, ingredients and materials. And yes, we've already contracted an experienced, well known and reputable manufacturer.
- Marketing and Education (25 %) - not much will be spent here (compared to most) but we budget a small amount for early social media initiatives, and driving a bit of awareness out the gate (all ROI driven). Since we focus on direct to consumer and direct to retail, we won't need a bunch of capital for what most utilize in ad spends, slotting and promotions, however, we'll still allocate some funds to the marketing bucket.
- General and Administrative (15 %) - Simply put, we have and will always have a small and mighty team. I'll be doing most of the lifting the first year or so, which I love. Plus I'll have a handful of contracted, seasoned and trusted folks, people I have worked with before, to round out the business and make sure all t's are crossed day to day.





A PERSONAL MESSAGE FROM MARK

At the end of the day, this isn't just business for me. It's personal.

I'm building Mark's Snacks for my family and for yours. For people who still believe in doing things the right way. In working hard. In raising strong kids. In standing for something bigger than ourselves.

I don't want to play the startup game. I want to build a brand that stands the test of time — with clean ingredients, smart and strategic operations, and American values at its core.

If that speaks to you, I'd be honored to have you as part of our journey.

Invest Now and let's build this together.