



Nams Wonton Crisps

Crispy

Clean Label

Highly Dippable

INVEST IN NAMS WONTON CRISPS

Crunch Like No Other: Meet Wonton Crisps

namsnacks.com New York, NY  

Highlights

- 1 Independent New York retailers already onboard (~50)
- 2 Asian & international foods growing 4x faster than overall grocery sales

- 3 Experienced NY sales team with 20+ brand launches and 10,000+ doors opened
- 4 Partnered with an established, high-capacity co-packer.
Projected 50% gross margins at launch
- 5 Raising \$124,000 [35% towards marketing and 45% towards working capital, 20% logistics & ops]
- 6 Advisors with 60+ years of combined CPG experience
- 7 Category with multiple nine-figure exits (Siete / LesserEvil)
- 8 Carving out presence in a \$24B chip category lacking real innovation

Featured Investor



Diego Silva
Syndicate Lead

Follow

Invested \$20,000 i

Invested in +10 startups. Career in tradfi and on the side research and invest in emerging tech space.

"I really liked these chips! The snack niche is interesting and unites cultures. The competitive landscape is tough but has the space for new entrant with compelling angle, which NAMS Wonton Crisps is! it is a well crafted idea and product. I like the taste, the crunchiness, the concept, the packaging. So I think it has the qualities to make it into top shelves in the US supermarkets. Also, equally important is Andres, as a founder, has what it takes to see this through!"

Team



Andres Siman CEO and Founder

Ex-JPMorgan / Restaurateur (scaled sales 10x in <5 years)

Crunch Like No Other: Meet Wonton Crisps.

OUR STORY —

In 2018, I left my banking job to team up with my sister in her restaurant. We worked side by side, eventually growing it from one location to three in just five years. Some of our favorite moments came after hours in the kitchen, tossing around snack ideas. That's when we discovered that wontons, when crisped, turned into something unexpectedly addictive.

It made us wonder: why wasn't anyone else doing this—especially when fewer than 3% of new chip launches innovate on the base ingredient, compared to 30% in other snacks.

The Chip Aisle is Stale

potato chips

born a 1850s

tortilla chips

born a CENTURY ago

pita chips

born in the 1990s



75% of the salty snack aisle

Potato Chips
Tortilla Chips
Vegetable Chips

70% of consumers
*seek more
adventurous options*

Source: Mintel

THE MARKET GAP AND OPPORTUNITY —

Tortilla, potato, and vegetable chips account for over 80% of the \$30 billion U.S. salty snack market (Grandview Research) despite nearly 70% of consumers stating they want more adventurous options in salty snacks (Mintel, 2023).

At the same time, with over 30,000 Chinese restaurants across the U.S., it's clear Americans crave Asian cuisine. And that craving doesn't stop at restaurants. In 2024, Asian products in US grocery stores grew four times faster than overall grocery sales (Circana, 2024). This is no surprise, given that three in five U.S. consumers actively seek snacks inspired by global cuisines, a trend led by millennials and Gen Z (FMCG Gurus, 2024)

Asian Food growth = **24x** overall grocery



Americans LOVE
Asian Food

Restaurants → Star Snack

Chinese
+30,000

Nams
Wonton Crisps

Mexican
+50,000



Mediterranean
+16,000



Source: MarketWatch, IBISWorld, Circana

OUR GAME-CHANGER —

We launched NAMS Wonton Crisps, reimagining an iconic Chinese dish into a clean-label, crispy, better-dipping chip. Our product is highly versatile, not only functioning as a culturally inspired crispy chip, but also as one that's crafted for better dipping.

In the U.S., we've secured a co-packer and our NY sales team has verbal commitments from 50 independent stores with a clear path to launch with 150 doors.

Snack Type Flavor on its own Built-to-Dip Better ingredients Cultural Adventure

Nams
Wonton Crisps



| | Potato Chips | Tortilla Chips | Pita Chips | Seaweed Snacks |
|----------------|--------------|----------------|------------|----------------|
| Potato Chips | ✓ | ✗ | ✗ | ✗ |
| Tortilla Chips | ✗ | ✓ | ✗ | ✗ |
| Pita Chips | ✗ | ✓ | ✓ | ✗ |
| Seaweed Snacks | ✓ | ✗ | ✓ | ✓ |



TARGET MARKET —

The global salty snacks market is \$250B, with \$30B in U.S. sales. Chips alone represent \$24B, or 80% of the category. Our focus is on this chip segment, driven by millennial and Gen Z snackers seeking bold, global options beyond potato or tortilla chips. We project a path to \$10 million in sales within five years by reaching 4,000 doors with four SKUs, each averaging five units per store per week.

GO TO MARKET STRATEGY —

Our primary channel is retail with MSRPs ranging from \$4.00 to \$6.00. We expect 50% gross margins to enable us to run in-store marketing efforts, optimizing units sold per store per week, tracking the results of these efforts, and iterating based on our customers' feedback. Our goal is to reach 300 independent stores within the first year.

We will also sell through DTC to build an engaged online community and gather valuable customer feedback that will guide product and brand growth. While not expected to be a major profit driver in the first years, it will serve as a key channel for learning and loyalty.

Go-To-Market Strategy

Launching 2 additional flavors by 2027. Expect to use DTC as a feedback-targeted channel.



COMPETITION –

A handful of wonton strip and chip products exist (Fresh Gourmet's, Kravy's, Glicks); however, they are mostly sold as salad toppings—unseasoned, fried in lower-quality oils, and not positioned as standalone snacks. Indirect competition comes from established dipping chips such as pita or tortilla, which dominate premium retailers. NAMS Wonton Crisps differentiates by delivering a seasoned, clean-label product designed for both dipping and snacking, offering cultural relevance and flavor variety that set us apart in a category long overdue for change.

How do we compare?

Similar Competitors

Kitchen Ingredient Unflavored Not Natural

Gefen Wonton Chips



Glick's Wonton Chips

One-Ton Chips

Wonton "Strips"

Fresh Gourmet



Mrs Cubbisons

365

Nams Wonton Crisps

Unique + relatable Built-to-dip

Flavor on its own

Clean Label

Indirect Competitors

Unique but not relatable Not built-to-dip Boring



FINANCIAL ROADMAP –

Our roadmap to growth focuses on 3 phases:

1. 2026 – Launch and initial traction: we plan to launch in 150 independent stores, with 2 SKUs, selling approximately \$10,000 per month. We expect to close the year with 300 stores and 3 SKUs, targeting \$45,000 of monthly sales.
2. 2027-2028 – Regional Growth: through regional grocery stores – such as Wegmans and Whole Foods – we expect to be in 1,000-1,500 stores with 3-4 SKUS selling \$150,000 monthly.
3. 2029-2030 – National Growth: we plan to expand to other regions tactically, reaching 4,000-5,000 doors, selling \$500,000 monthly.

Forward-looking statements are not guaranteed.

Unit Economics and Financial Projections

Gross Margin*

2026 = 50%

2030 = 60%

Projected Revenue

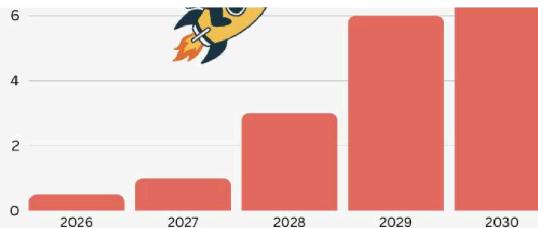
● USD\$M

10

8



MSRP
\$4.25 - \$5.90



Forward-looking projections are not guaranteed.

TEAM —

As CEO and founder, I bring 7 years of experience in banking and another 7 years as a restaurant operator, growing sales tenfold within 5 years. I launched and iterated 3 snack concepts in-market, gaining direct CPG experience.

Our sales team is led by Andres Montoya, a top-tier closer who led SANG Coffee to over 8,000 stores nationwide. He has successfully launched over 30 brands in the competitive Northeast market. He is a key element that will open doors and cultivate retail relationships.

Our Advisors have over 60 years of cumulative CPG experience, ranging from climbing the corporate CPG ladder to successfully exiting three start-ups.

Battle-Tested Founders and Top-Tier Sales Team



Founder / CEO

- Ex-JP Morgan
- Scaled Restaurant Chain 10x
- Analytical rigor with hands-on execution and brand vision
- Grounded in real-world CPG product testing



Sales

- Grew SANG Coffee to 8,000 stores nationally
- Ex Alliance Sales & Marketing
- Deep connections with national distributors and independent stores
- National Sales Director Kimino Inc.
- +15 years of experience



Co-Founder

- Education in Louisiana, USA & Buenos Aires, Argentina
- VP of Product development – San Martin Bakery
- Founder of La Tavola – Creative Bistro [Guatemala]

Advisors

- +60 years of cumulative CPG experience

USE OF FUNDS —

Approximately 15% of the raise is allocated to working

Approximately 45% of the raise is allocated to working capital, primarily inventory purchases and supporting a 90-day payment cycle. Another 35% will go toward marketing, with a focus on in-store activation—demos, promotions, and discounts.

Ask and Use of Funds

| | |
|-------------------|---|
| Sales & Marketing | Slotting fees, demos, discounts, display placement and guerrilla marketing |
| Working Capital | Expecting a 3-4 month lag in payments with revenue based financing only available after 12 months of operations |
| Logistics | Warehouse fees, transportation and other shipping costs |
| Admin & Ops | Payroll, travel expenses, accounting, legal |

