FRANKIE & JO'S

Healthier ice cream, made by people who care



frankieandjos.com Seattle, WA

Highlights

1. Ice Cream that Feels Better in Your Belly
2. Made by hand. Organic, clean ingredients. Gluten, Dairy & Soy-Free. Vegan. Not Ultra-Processed
3. $2.3M Annual Revenue: 3 scoop shops + WA State Distro + National Shipping
4. YTD Sales up 6% from 2025 and 16% growth projected for 2027 (not guaranteed)
5. 6,000sf Production Facility prime for national distribution expansion
6. Founded and led by Award-winning Chocolatier / Pastry Chef
7. Incredibly devoted and engaged community of customers from 10 successful years in business

Team



Autumn Martin SPV Voting Proxy



Brian McFadin

Pitch Deck

Click to open pitch deck

Memo

FRANKIE & JO'S

ice cream that loves you back



Time and time again, we hear from our customers...
they're tired of feeling heavy,
sluggish and unwell in their belly

after eating dairy ice cream.
They want to feel better.

and then they found us...

wildly delicious, incredible high-quality, creamy and creative
non-dairy ice creams that actually feel good in their body!

Because WHY NOT eat plants for just one of your meals?

You won't miss the dairy in our ice cream -
and your belly will feel better.



All of us deserve to
celebrate life
with healthier ice cream.

We believe in the ICE CREAM we make.

And clearly, you do too.

Clean & organic ingredients, and few of them - less is more.
Commitment to process & craft.
Integrity & honesty.
Hand-made by people who care.

We've had **10 SUCCESSFUL** years of business,
and are ready to create MORE ACCESS to our
HEALTHIER ICE CREAM - it's time to

OPEN MORE SHOPS and
GROW PINT DISTRIBUTION

We want YOU to be a part of our story.

for the FIRST TIME EVER

we are SEEKING Co-Owners

We started our company on CROWDFUNDING.

Our seed money came from
Community Sourced Capital - a community-based loan which we paid off in the first two years of business. Since, we've opened 4 successful shops from traditional bank loans, all of which are paid off.

Now we are coming back to who matters most - our ***community of customers.***

Help us reach our GOAL:

+ Open a NEW SHOP

+ Get Pints in grocery stores across the West Coast all the way to Texas

Reason for Being

There is always a different way.
The vision for a new kind of ice cream was born in 2011 by our founder Autumn Martin, who believes in a different and more yin-supporting way of doing business, and a healthier ice cream that all bodies can enjoy and feel good eating. She set out to make an allergen-friendly, plant-based ice cream that



tastes as good, or better, than its dairy counterpart. We can all say, she's succeeded. Frankie & Jo's has gained a devoted following since opening in 2016. Autumn and her former business partner Kari Brunson built not just a brand, but a way of living and celebrating life.

Autumn and Kari ended their partnership in Spring 2026, and now Autumn is stewarding the company into its next phase.





Organic Ingredients.
Wildly Creative.
Cultured & Healthier.
Thoughtful.
No Dairy.
Gluten Free.

Where we are now:

For the last few years, it's been tough at FJ - a dissolving partnership, and a challenging economy with high costs of doing business in Seattle, FJ sales have declined YOY since 2023.

However, since Autumn has taken over operations supported by Brian McFadin, former COO from 2021-2023 and now 2025-Current, summer sales have increased 6% from 2025 - the first upswing in years.

We feel an insatiable trust in the community needing what Frankie & Jo's provides - and in some ways, we're just getting started.



What Matters?

Since taking over total company leadership in May of 2025, Autumn and her team have:

-Remodeled Ballard scoop shop and launched Froyo
- Ballard summer sales increased 33% from 2025 and YTD is up 25% from 2025

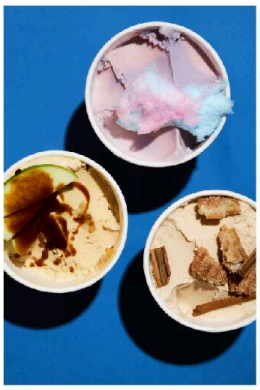
-Improved photography and food styling



-Improved model for social media - engagement has gone up, with customer feedback saying they feel the change
-Re-branded pints and general marketing to reflect the new vibrant energy of the company



We aren't stopping. As a matter of fact, we feel like we're just beginning



A food business who makes it 10 years and still has energy to keep going is nothing short of a miracle.

We believe in our work and what we make.

Your hard earned money matters to us, and by investing in our ability to continue to grow, means the world.

Our ability to make you your money back matters.

Help Us Get Healthier Ice Cream to More People

$500k Raise

West Coast Natural Grocery Distribution - $75k

New Shop - $300k

Operating Capital - $200k

With your investment, we will open a new shop in Summer of 2027.

We will be able to hire a Sales Manager to help us get into distribution, which is especially needed for all of our out-of-state customers.

Our initial Form C filing sets a maximum raise of $124,000. We are planning to increase the maximum in the future.

Exit Strategy

There are two ways for you to see a return on your investment:

1. A Mission-Aligned Buyer. If a buyer comes along with integrity as deep as tree roots who can steward a mission-driven growth phase beyond our team's capability, we will certainly and whole-heartedly consider. The goal here is to create access to the healthier ice cream we make, so our quality and ingredients will never be compromised, regardless of who shows up at our doorstep. Full stop.

2. Dividends. We show the real possibility of distributions in 2029. As long as there is cash on hand and we are still able to grow, we will distribute dividends to our co-owners.





We look forward to working together!

We are here to answer any questions you may have :)
Don't hesitate to reach out to us.

We are a PNW maker of nourishing food,
and are family & mother-owned.

We employ 40-60 community members,
and cover 80% of health insurance costs,
with a 401k matching plan.

We are devoted to keeping small food production alive and well, where people are at the core of our production, even at national distribution levels.