BROTH BOMB

Herbs, spices, and fizz - like a bath bomb invented for stew



brothbomb.store Lakeland, FL

Highlights

1. $1.8M in lifetime sales, grown from a $15,000 Kickstarter without venture capital
2. More than 40,000 orders shipped; typical online orders are sets of 6 or 16
3. 35,000+ customer community on email and social, built through pre-orders
4. 16 fully formulated seasoning SKUs, each boxed with a no-chop pantry recipe
5. 68% average direct-to-consumer gross margin from in-house manufacturing
6. Food Network reviewed the product; also covered by FOX 13, VegWorld, and WXYZ
7. Broth Bomb® U.S. trademark registered in 2020; Canadian trademark registered in 2023
8. Makes the product in-house in Lakeland, FL, on debt-free equipment the company owns

Team



Andrew Laurent Founder & CEO SPV Voting Proxy

Founder and CEO of Broth Bomb. He started Feed-a-Bull, a Tampa Bay restaurant-delivery company, in 2007, created these fizzy seasoning recipes, and grew the Lakeland, Florida brand from a 2019 Kickstarter. He has an economics degree and leads production.

Memo

Broth Bomb is a fizzy seasoning made for one-pot bean stews.

Broth Bomb seasonings are made with herbs, spices, and pH buffers that are meant to interact with beans and greens during cooking. We have 16 different blends. On the box is a wholesome, no-chop recipe.

They work like a meal helper for bean stews. They're fun, they're satisfying, and picky eaters approve. They are meant to solve "what's for dinner" for busy families.

The bath-bomb comparison is the hook that gets people to stop and look. The utility is what brings them back: one drop seasons a large pot, and the recipe is on the box.



The idea came from cooking at home after a career in restaurant delivery.

This business was built to date by Andrew as a solo operator, starting with $15,000 from a Kickstarter campaign, then ongoing customer pre-orders.

He previously started a restaurant delivery service in 2007 with $3,000, straight out of college, at the start of the Great Recession. Mastering a wide range of business skills. Working with so many restaurants, he ate diversely, but then had serious health complications and went plant-based.

Stews made with frozen pre-chopped ingredients and legumes were the easiest way to cook at home. People kept suggesting he make a recipe book. That cooking style led to Broth Bomb.

Using canned and frozen ingredients, with no chopping, was his way to cut food waste and still cook while disabled and living in a food desert. He says the recipes are simple enough that many disabled people can make them, and that they also work for people who meal-prep for the week.

TURNKEY INFRASTRUCTURE

Sweat, Equity, and Assets

Owned Equipment
Debt-free commercial machinery and operational experience.

Andrew Dundas Laurent
Repeat Founder. Recipe designer. Economics degree. Experienced marketer. Leadership experience.

Defensible IP
Registered trademark. Secret formulas and processes.

The fizz is not just for show.





Andrew says baking soda can interact with compounds in bean skins and greens, which is why the product is designed to soften legumes and take the edge off bitter flavors. Food Network's test kitchen made the same observation when it reviewed the product in 2021: the beans came out soft, and the dishes needed only a little extra salt.







95% of Broth Bomb customers are not plant-based or vegan; they just want an easy fun meal the whole family will eat.

Customers have already bought a lot of this product.

MARKET VALIDATION

Validated by Hundreds of Thousands

$1.8M	35,000+	65%+	16
Lifetime Sales	Customer Community	Gross Margin	Master SKUs
Bootstrapped customer demand	Engaged email and social base	Direct-to-consumer profit model	Fully formulated recipes

Andrew grew the business from that $15,000 Kickstarter and continuing pre-order campaigns. The company reports $1.8 million in total revenue, more than 40,000 orders shipped, and a 35,000+ email and social community. Most online customers order sets of 6 or 16. The average order is $45. Per-unit retail is $6.

In the busiest month, the company says it manufactured more than 60,000 units. Current equipment capacity is described as $300,000 a month, but a leased space with enough plumbing for agriculture-department approval is still needed.

Holiday customer acquisition cost has been as low as $12, including in seasons when the product was on back order. The company has also sold wholesale through Faire to small shops, and some retailers have restocked year after year.

Here's what some customers have written, including reviews posted on the Broth Bomb store:

"The. Best. Stew. I have ever made. The Scarborough Fair broth bomb is perfection. We also just tried the Reubenator and everyone loved it!!"

"I cannot believe the amount of vegetables my hubby just ate... highly recommended."

"Meal prep made easy! Drops of Jupiter-beans, sweet potatoes, tomatoes, onions, and garlic. Dinner for tonight and lunches for the week. I wish y'all could smell my kitchen!"

"It was so easy and delicious! Way better than prepackaged soup mixes!"

"My Mom has crowned me "Soup Queen" ... and my husband loved it too! Love, love love the Broth Bomb"

Food writers and local news have already tried it.

PRESS & ORGANIC VISIBILITY

Earned National Media Attention

QVC / HSN	Food Network	MSN Prevention	VegWorld
Winner of The Big Find product	Featured as an essential winter	Spotlighted for healthy eating	Celebrated for innovative



In March 2021, Food Network's test kitchen reviewed Broth Bombs as "the soup starter you need in your cabinet," and noted that the fizz helped tenderize beans. FOX 13 Tampa Bay featured the Dunedin-area company in its Made in Tampa Bay series. VegWorld profiled the brand in 2020. WXYZ and other local stations later picked up a Simplemost write-up of the product. The company also says Andrew won a QVC pitch competition, but did not have enough capital to fund the inventory those orders would have required.

The U.S. Broth Bomb® trademark was registered in 2020. A Canadian trademark was registered in 2023. Andrew says a few copycats have appeared that are shaped like a bomb but do not fizz.

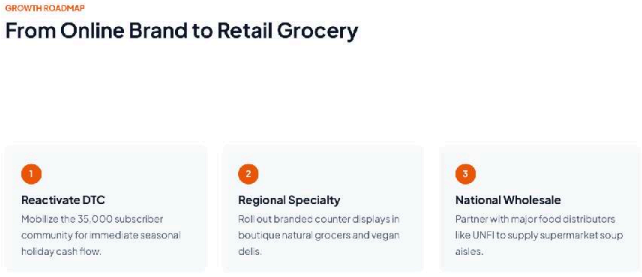
The company makes the product itself, which is how the margins work.



Broth Bomb is manufactured in-house in Lakeland, Florida, on commercial equipment the company says it owns debt-free. The November 2026 investor materials report a 68% average direct-to-consumer gross margin, with cost of goods and fulfillment making up the other 32%. The live page also notes cost of goods of about $1 per unit, and that marketing, retail, and shipping take a large share of margin. Those two ways of describing cost are not fully reconciled here; what is consistent is that the company says direct-to-consumer sales have already been profitable enough to fund growth without venture capital.

The company has an approved Meta advertising credit line of $38,000, so this raise is not meant to fund paid social upfront. Fixed facility overhead is described as under $3,500 a month.

The plan after this raise is to reactivate the 35,000-person community for holiday direct-to-consumer sales, then place branded displays in regional specialty and natural grocers, and later pursue national wholesale through distributors such as UNFI. That grocery path is a plan, not a signed rollout.



Andrew has run the company mostly on his own and wants to hire so it is not dependent on him alone. That is one reason he is raising: to pay for help in operations, bookkeeping, and marketing so he can spend more time on product and press.

This raise is meant to fund a facility, a small team, and inventory.

OFFERING ALLOCATION

Use of Proceeds: $120,000 Target

Category	Amount	Share	Key Milestone
Facility Setup & Deposit	$20,000	17%	Light industrial lease, sanitation, permits
Operating Buffer & Runway	$42,000	35%	12-month fixed overhead safety net
Operations & Professional Hires	$30,000	25%	Packaging assembly and bookkeeping
Bulk Inventory Resupply	$18,000	15%	Raw botanicals and packaging inventory
Wefunder Administrative Fees	$10,000	8%	Platform fee and SEC filing admin

The target is $120,000. In the company's November 2026 materials, the intended use is:

• $20,000 (17%) for a light-industrial lease, sanitation, and permits

• $42,000 (35%) for a 12-month fixed-overhead buffer

• $30,000 (25%) for operations help and professional services, including packaging assembly and bookkeeping

• $18,000 (15%) for bulk botanicals and packaging inventory

• $10,000 (8%) for platform and offering administration

The earlier page memo had a shorter split ($20,000 facility, $30,000 hires and agencies, remainder to QVC and retailer inventory). The figures above are the more complete allocation Andrew sent with the updated materials. The hiring list on the current page still stands as the kind of help he wants first: an operations manager, a fractional accountant, social and influencer help, and fractional press support.

The offering is a Post-Money SAFE (Simple Agreement for Future Equity) with a $2,500,000 valuation cap.

This is still a small, founder-led food brand. The next step depends on getting a facility that can pass inspection, funding inventory before retail or television payments come in, and proving the product can move from online and specialty shops into regular grocery distribution. Those things are not done yet.

Downloads

Broth Bomb Investor Pitch Deck (1).pdf