COMMUNITY EQUITY OFFERING

BROTH BOMB

The fizzy seasoning revolution making scratch cooking effortless.

Target Offering	Valuation Cap	Instrument
$120,000	$2.5M	Crowd SAFE

MARKET OPPORTUNITY

Scratch Cooking Is Broken

Spice Clutter

Running to the store for herbs & spices that might only get used once or twice. High cost & waste.

Prep Exhaustion

Complicated recipes don't work for people with less time & energy.

Convenience Trap

Microwave meals are small and unsatisfying. Delivered meals and meal kits cost a fortune.

PROPRIETARY FOOD TECH

Food Science Meets Comfort Cooking

Effervescent Tenderization

Active fizzing uses pH buffers to soften legumes faster.

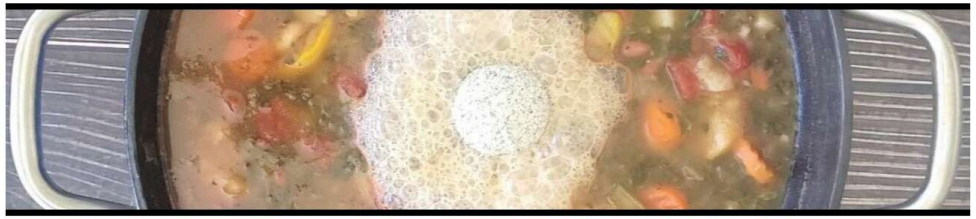
All-In-One Master Blends

Each drop seasons five full quarts of hearty stew.

Zero Chop Recipe Included

Designed to elevate everyday canned and frozen pantry staples.





RECIPE INCLUDED GLUTEN-FREE VEGAN

MARKET VALIDATION

Validated by Hundreds of Thousands

$1.8M

Lifetime Sales

Bootstrapped customer demand

35,000+

Customer Community

Engaged email and social base

65%+

Gross Margin

Direct-to-consumer profit model

16

Master SKUs

Fully formulated recipes

OPERATIONAL MOAT

In-House Production Delivers Premium Margins

68%

Average Direct-to-Consumer Gross Margin

Self-manufacturing eliminates third-party co-packer markups and preserves unit economics.



PRESS & ORGANIC VISIBILITY

Earned National Media Attention

QVC / HSN

Winner of The Big Find product search.

Food Network

Featured as an essential winter soup starter.

MSN Prevention

Spotlighted for healthy scratch legume prep.

VegWorld

Celebrated for innovative plant-forward taste.

MARKET SIZING

At the Convergence of Three Categories

$20.4B

Seasonings & Spices

Category dominated by standard dry powders ripe for kitchen convenience.

$42.0B

Pantry Meal Helpers

Consumers seek fast dinner shortcuts without chemical additives.

$31.0B

Plant-Based Proteins

Diners shifting from ultra-processed mock meats to whole beans.

GROWTH ROADMAP

From Online Brand to Retail Grocery

1

Reactivate DTC

Mobilize the 35,000 subscriber community for immediate seasonal holiday cash flow.

2

Regional Specialty

Roll out branded counter displays in boutique natural grocers and vegan delis.

3

National Wholesale

Partner with major food distributors like UNFI to supply supermarket soup aisles.

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.

CORPORATE STRUCTURE

Clean Cap Table, Unified Leadership

100% Sole Founder Equity

Unified Governance: Full single-member decision authority.

Clean Separation: All legacy partner interests relinquished for buy-out contingencies.

Zero Convertibles: No lingering notes or warrants.

Independent Growth Levers

Meta Credit Line: $38,000 ad facility approved.

Customer Pre-Orders: Non-dilutive working capital generator.

Lean Monthly Burn: Sub-$3,500 fixed facility overhead.

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

JOIN OUR COMEBACK

Own a Piece of Broth Bomb

Invest in the community round bringing healthy, delicious scratch meals to millions of kitchens.

Platform	Valuation Cap
wefunder.com/brothbomb	$2.5 Million