



VAN CLEAVE DRY GOODS

A PREMIUM SNACK FOOD COMPANY

A close-up photograph of a brown horse's head, focusing on its eye and mane. The image is dark and moody, with the horse's eye being a prominent light blue color. The text is overlaid on this image.

MISSION

**Change the snack food game
by elevating the snack food experience**
with real innovation, superior quality ingredients,
and out-of-this-world flavor.

HUMBLE ROOTS



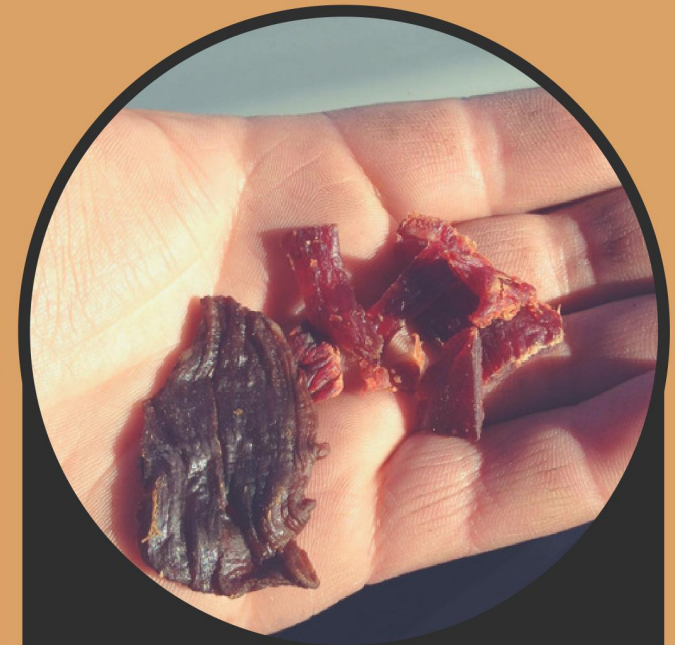
First Batch Ever

Initially, we only intended to improve our own snack food experience.



Home-Made

The first batches may have been small, but they inspired big dreams.



Van Cleave vs Jack's

Friends and family encouraged growth and provided proof of concept.

HUMBLE ROOTS



Farmers Markets

VC Dry Goods literally was born in the farmers markets of TX. That's where we made our first sale and planted our roots.



Wholesale Launch

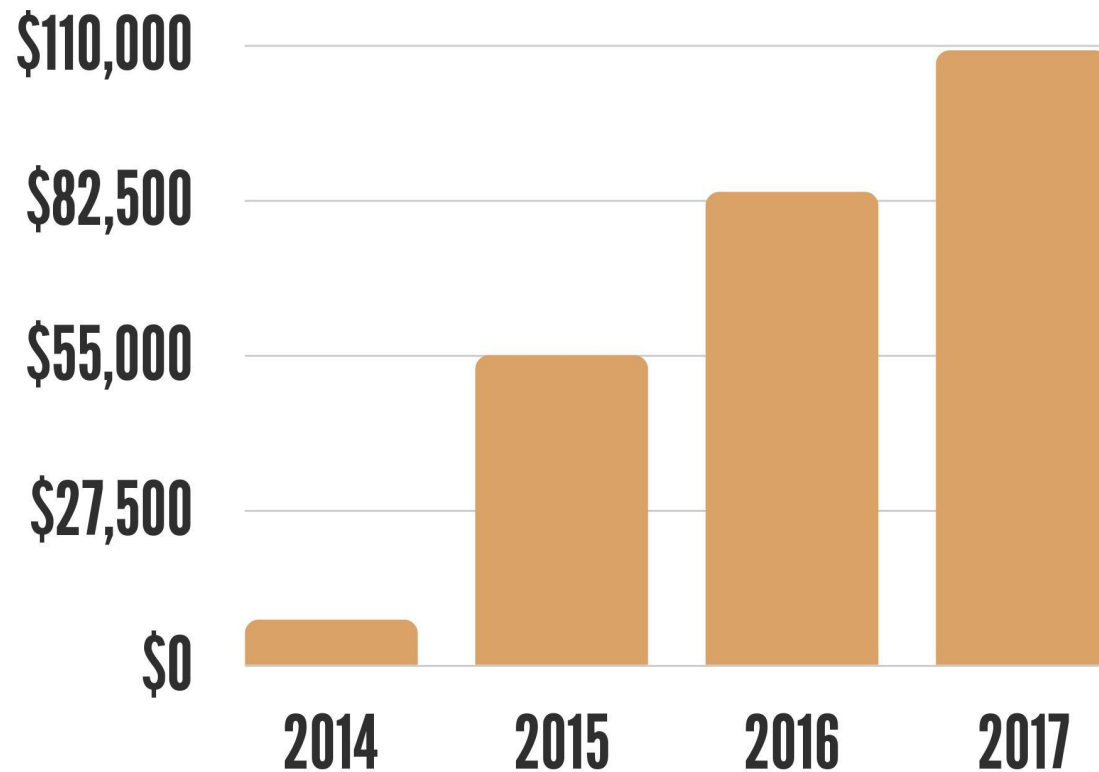
First wholesale sales came in Dec. '15. Soon after, WS became primary source of revenue.



E-Commerce

VCDryGoods.com is launched, and improves brand recognition and sales growth.

SALES RECORD



2014 - \$8,009

FIRST PRODUCT LAUNCH

2015 - \$54,909

WHOLESALE LAUNCH

2016 - \$83,904

FIRST LARGE RETAILERS

2017 - \$109,011

FIRST NATIONAL DIST.

A photograph of a paved road that curves through a dry, hilly landscape under a clear sky. The road is flanked by yellow markers and leads towards distant hills.

GAINING TRACTION

SALTY SNACKS AT-A-GLANCE

SALTY SNACK CATEGORY

27.5B

ANNUAL SALES

MEAT SNACK CATEGORY

2.7B

ANNUAL SALES

ANNUAL HOUSEHOLD SPEND

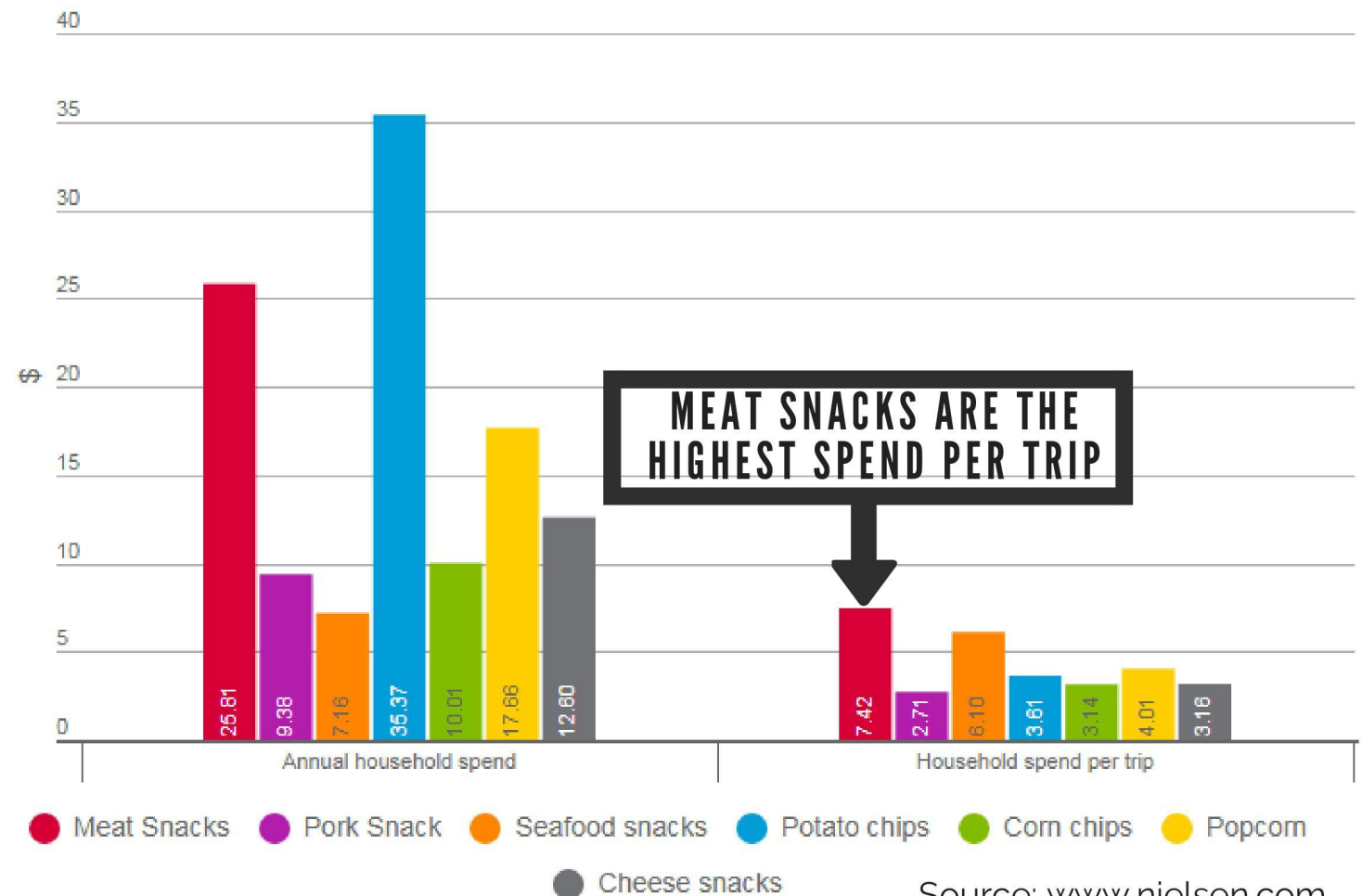
\$25.81

HOUSEHOLD SPEND PER TRIP

\$7.42

MEAT SNACKS

TOP-SELLING SALTY SNACKS



Source: www.nielsen.com

CURRENT PROBLEM

POOR QUALITY

BAD FLAVORS

WEAK BRANDING

ESTABLISHED PLAYERS



- ARTIFICIAL PRESERVATIVES
- HIGH IN SUGAR & SODIUM
- MYSTERY MEAT
- RUBBERY TEXTURE
- BLAND & BORING FLAVORS

NEW PLAYERS



- BETTER, BUT STILL LACKING
- STILL HIGH IN SUGAR & SODIUM
- NO FRESH INGREDIENTS
- MUSHY TEXTURE
- NON-MEAT FILLERS

THE SOLUTION



quality,
flavor
& attitude

GENUINE CRAFT JERKY



Quality

We use fresh ingredients, high-quality beef, and no artificial preservatives.



Flavor

Quality can open the door, but its the flavor that keeps them coming back.



Attitude

VC Dry Goods is a bold brand with an independent spirit, and is intended to have more attitude than other brands.

CURRENT CHANNELS

200+
Current Retailers



180+
New Retailers
secured for 2018

Our distributor is the largest
natural foods distributor in US.



COMPETITOR GROWTH



**GREW FROM 7.4M IN 2015
TO 26.9M IN 2016**



**GREW TO 10M
IN 2 YEARS**









**GREW FROM \$140,000 IN 2014
TO \$1.6 MILLION IN 2015**



**We replaced Lawless at Spec's because we are better!
Spec's has over 200 locations across Texas
5th Largest wine retailer in the country.**

RECENT ACQUISITIONS

TARGET	ACQUIRER	TRANSACTION	MULTIPLE
 → 		100M	5X
 → 		220M	6.28X
 → 		108.9M	6X (EST.)



THANK YOU!

For any comments or questions,
please feel free to email me
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