

treats you can trust
**home
free**[®]

Delicious,
Healthy,
Allergy Friendly
Cookies



*Treats you can trust...
enjoyed by all!*



Contact: Jill Robbins, President, (603) 898-0172



Company Overview



- Homefree® creates high quality baked treats that are delicious and wholesome for everyone, while also including people with most special dietary needs.
- Founded with the mission of inclusion by Jill Robbins, clinical psychologist and mother of a child with food allergies.
- Certified Woman Owned Business (WBENC) and Woman Owned Small Business (WOSB).
- Certified B Corporation for strong commitment to environmental and social responsibility.
- Certified Safe Quality Food (SQF) Level III for outstanding food quality and safety.





The problem that inspired the creation of Homefree

- Jill's son Bradley is one of the 1 in 13 children, or on average 2 per classroom, with food allergies. Bradley's allergist strongly advised "*never eat food made in a shared facility with nuts or peanuts.*" When Jill and Brad expressed surprise and upset, the allergist explained:
 - A trace amount of a food allergen can be life threatening.
 - Research has found 6.5% *clinically significant* cross-contamination from shared facilities with peanuts, yet most baked goods are made in shared facilities.
- That was a frightening number.
- But what was left to eat that was safe, especially for treats? Very little.
- What would be safe AND taste good so everyone would want to enjoy it together? ...
- As a mom and psychologist, Jill knew the importance of inclusion. So, she left her career and created a solution.

The Solution: Homefree “Treats You Can Trust”

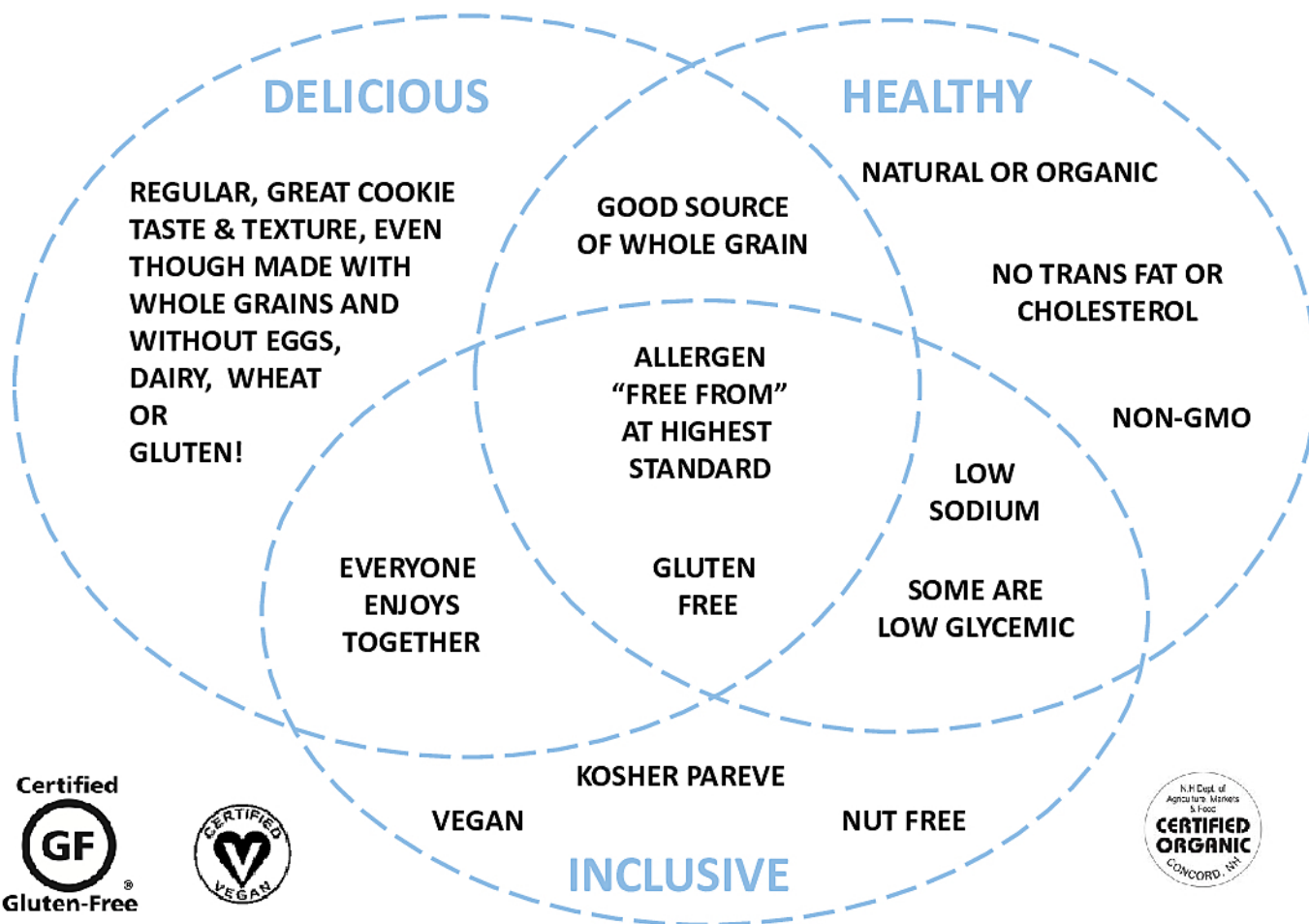
- Safe, delicious cookies, made from a facility, people, ingredients, and process to trust:
 - Created allergy friendly cookies that tasted so good that everyone would be delighted to eat them together.
 - Developed own dedicated facility completely free from peanuts, tree nuts, eggs, dairy, wheat and other allergens.
 - Set industry leading standards to source ingredients carefully, conduct allergen ELISA tests, and much more!
- Further, it was so great to include people with allergies, soon Homefree wanted to include everyone. So Homefree made the ingredients and facility gluten free too, and became certified gluten free.





Including everyone provided a much needed, unique solution!

Homefree is a terrific option for anyone seeking a delicious, healthy treat. And “one cookie for all” makes it super easy for stores and foodservice operators to satisfy special diet requests:





Homefree – One cookie for all!

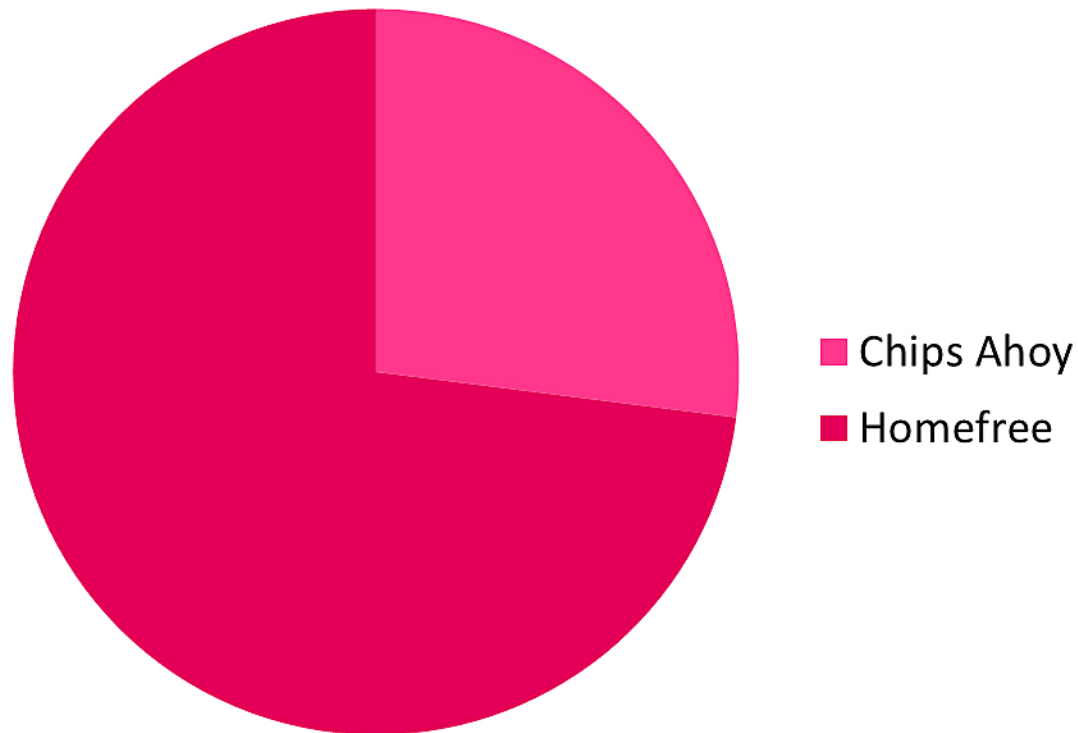
Comparisons of allergy friendly and certified gluten free cookies

	Homefree	Enjoy Life	Lucy's	Goodie Girl	Pamela's	Glutino	Tates	Back to Nature's mini choc chunk
Grain is gluten free oat flour for great taste and texture. Rice free!	Yes							
Peanut & nut free , dedicated facility	Yes	Y	Y					
Allergen sourced and tested ingredients	Yes	Y						
Certified vegan	Yes		Y					
No corn or soy proteins	Yes	Y						Y
Kosher pareve by OU or OK	Yes				Y	Y		
Low glycemic options	Yes				Y			
Certified organic options	Yes			Y	Y			
Non-GMO Verified	Yes	Y	Y	Y	Soon	(one)	(no but uses care)	Y
Certified good source whole grain	Yes							
Certified Women Owned Business	Yes		Y					
Certified B Corporation	Yes							(Rainforest Alliance Certified)
Safe Quality Food (SQF) Certified	Yes	Similar yes						6



Taste Test of Homefree Chocolate Chip Mini Cookies vs. Nabisco Chips Ahoy Conducted by Love with Food

Which Product Do You Prefer Eating?



Nabisco Chips Ahoy is the # 3 leading cookie in the United States, at 608.7 million dollars in 2016.

Yet 73% of the 406 women in the study preferred the taste, texture, and healthfulness of Homefree.

Acclaim for Homefree



- Top 25 Allergy-Friendly Packaged Foods, **Parents**
- Winner Best Sweet Snack, **TasteTV**
- Editor's Picks Best New Product, **Store Brands**
- Recommended by the **Good Housekeeping** Research Institute as Best Gluten Free Cookies
- Winner Best Snack Award, **Shape Magazine**
for being so delicious and healthy
- Winner Favorite Allergy Friendly Sweets, **About.com National Reader's Choice Awards** (part of the New York Times)
- Winner Food & Beverage Product Innovations Award, **National Restaurant Association Restaurant Hotel-Motel Show**.
Judged by industry leaders.
- <http://vimeo.com/homefreetreats/homefreetodayshow>
Featured on **Today** as Recommended School Snack.



Massive Growth Potential for Food Allergy and Intolerance Category

- The better-for-you eating world has a newer, \$12 billion, fast-growing category dubbed the 'free from' (allergens) segment. Growth is being driven not just by folks with allergies, but also by consumers who want to be free from these ingredients." (USA Today, February, 2015)
- Free-from items, including gluten free, grew 7% to \$32 billion in 2016, making the categories driving forces in food and beverage. Free-from foods will also see additional growth of \$9.5 billion in sales over the next four years. (Progressive Grocer, 2017)



Business Model: Market Execution and Marketing

Retail:

- Brokers
- In the key retail distributors
- In-store and distributor promotions and demos
- Public shows such as gluten free expos for consumer awareness and for the taste experience

Foodservice:

- Brokers
- In-house outreach, leads from shows
- In the key broadline foodservice distributors, including Sysco, USF, PFG/Vistar, Reinhart, GFS, and Tropical Foods, and in smaller regional distributors
- Newly with DOT Foods which will open the market exponentially

Private label, export, and other channels:

- With SQF credential, recently entered private label category
- Exporting with distributor partners to Canada, Malaysia and the Philippines, and the UK
- Interest from club and convenience channels



home
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can trust

Homefree in the USA

Key Customers





Primary Management:

Jill Robbins, PhD, is a clinical psychologist, mother of a child with food allergies, self-taught baker, author of *Allergen Free Baking: Baked Treats for All Occasions* and president and founder of HomeFree, LLC. Dr. Robbins received her Master's and Doctoral degrees in clinical psychology from the University of Massachusetts at Amherst and did her internship and postdoctoral work at McLean Hospital, Harvard Medical School. She worked as a psychologist for thirteen years before founding HomeFree.

Operations Managers:

Megan Zins – operations manager, SQF management team; **Barbara Britton** – executive assistant, bookkeeper, SQF management team; **Jim Cawthron** – facility and shipping manager

Advisory Board:

Rick Antonelli has served as the Chief Executive Officer and President of Galaxy Nutritional Foods, Chief Operating Officer, Executive Vice President and President of Distribution of Millbrook Distribution Services, Inc., and Executive Vice President and Chief Operating Officer of United Natural Foods

Phil Robbins, PhD, in child clinical psychology, trained at McLean, Harvard Medical School. Husband of Founder. Founded, grew, and is president of a thriving group psychology practice. Brings a strong business sense and a big picture approach.

Alan Greenwald, JD, Partner at Greenwald & Greenwald, and Jill's father, with a law degree from Harvard Law School, offers legal and business consultation.



Financial History and Projections

	2015	2016	2017	2018 projected
Revenue	\$786,734	\$1,340,224	\$1,547,585	\$1,850,000
Expenditure	\$1,687,687	\$1,783,338	\$1,807,232	\$1,967,000
Profit (Loss)	\$(900,953)	\$(443,114)	\$(259,647)	\$(120,000)

- **Gross Margin about 40%**
- **How we started breakout growth in 2016, and why it will continue to accelerate:**
 - **“Free from” category has become hot.**
 - **Our “gluten free” is an attribute, not identity.**
 - **Refreshed look and new SKU’s in 2016 dramatically increased entry and movement**
 - **Expanded facility, added significant equipment. The resulting increased capacity and reliability enables national account acquisition.**
 - **Recently made available via Dot Foods: Expands foodservice reach exponentially**
 - **With your help, funds for scaling up: Infrastructure, marketing and advertising, slotting and promotions, and equipment for expanded product lines.**

- **History of funding to date:**
- Significant personal and family capital has supported the first stages of the company.
- \$600,000 line of credit from Enterprise Bank, Salem, NH, now converted to a fixed rate 30 yr. loan
- \$500,000 line of credit from Enterprise Bank, Salem, NH
- **We are seeking:**
 - \$600,000 to help grow the company. We will reach a cash flow positive run rate during the next 12 months. Needs to drive growth include:
 - Marketing/advertising
 - Cost of entry, promotions
 - New hires
 - Network upgrade and accounting/inventory software
 - New product development and equipment
- **Valuation and structure of deal:**
 - Open to discussion



Hungry?

Help us bring people together with Homefree cookies, so everyone can grab a snack.



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