



Naturally Fermented

ORGANIC PIZZA

INVESTOR INTRODUCTION

August 2021

Confidential • Do Not Distribute



Our Mission

Build a brand platform based upon superior taste, nutrition and digestive benefits



Launched October 2020



Launched June 2021

ALEX'S
AWESOME
SOURDOUGH



How We Got Here

2016

Alex develops autoimmune symptoms and learns that modern bread, which is high in gluten and industrial ingredients, aggravates his symptoms.

2017

Alex discovers that he feels great eating naturally fermented sourdough and doesn't have any negative reactions. He begins baking sourdough.

2018

Alex quits his tech job, moves to Copenhagen to work at Michelin star restaurants and sourdough bakeries to perfect his craft. Alex launches his concept for better-for-you sourdough crust pizza at Drivers Market (Sausalito) in September and sells out the first day.

2019

Alex raises seed capital and achieves distribution in 70 Bay Area stores. Presence Marketing joins the team in the Fall and begins aggressive distribution expansion.

2020

The business reaches 1,200+ stores and \$3.0 million ARR; preps for launch of new skus



Sourdough's Health Advantages

- **More Nutrients**
Sourdough fermentation means more bioavailable nutrients. During fermentation, phytic acid is broken down which otherwise would inhibit the absorption of Zinc, Magnesium and many other important vitamins and minerals.
- **Easier to Digest**
Sourdough is naturally fermented similar to yogurt and sauerkraut. Sourdough fermentation has shown to increase fiber solubility and produce prebiotic compounds that can aid digestion.
- **Lower Glycemic Response**
Sourdough fermentation is shown to retard starch digestibility leading to a lower glycemic response.



ALEX'S
AWESOME
SOURDOUGH



Ingredients



- ✓ Always Organic
- ✓ Non GMO
- ✓ No Industrial Yeast
- ✓ No Added Sugar
- ✓ No Soy or Canola Oil
- ✓ No Xanthan Gum
- ✓ No Eggs or Nuts



3,500 Stores & Growing



Raley's

Central Market
REALLY INTO FOOD



Olive's
Real Food. Real People.®

JIMBO'S
...Naturally!

Fred Meyer®



HARMONS
NEIGHBORHOOD GROCER®



KINGS
WHERE INSPIRATION STRIKES



NATURAL GROCERS



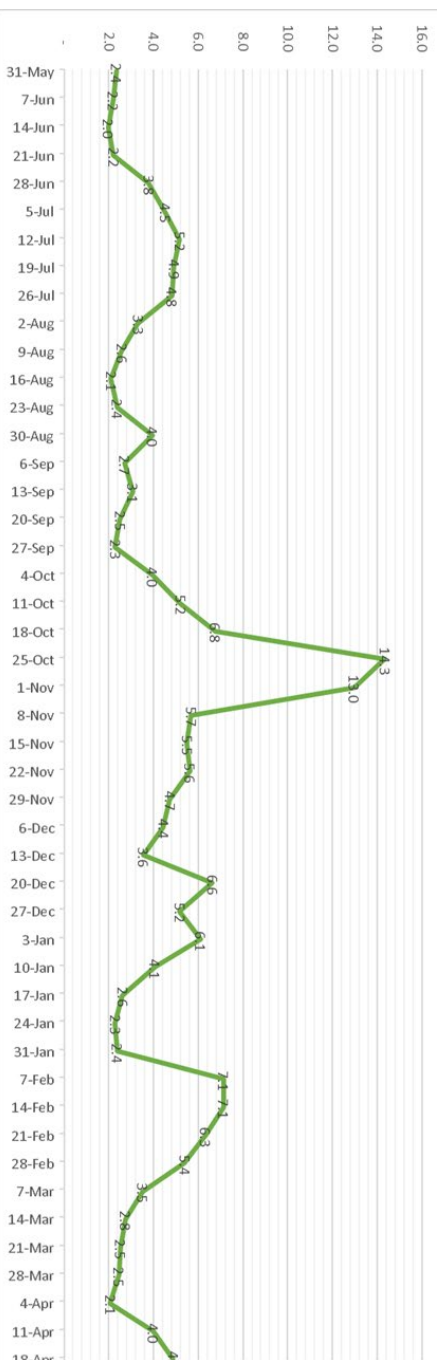
GIANT MARTIN'S

ALEX'S
AWESOME SOURDOUGH



Increasing Movement

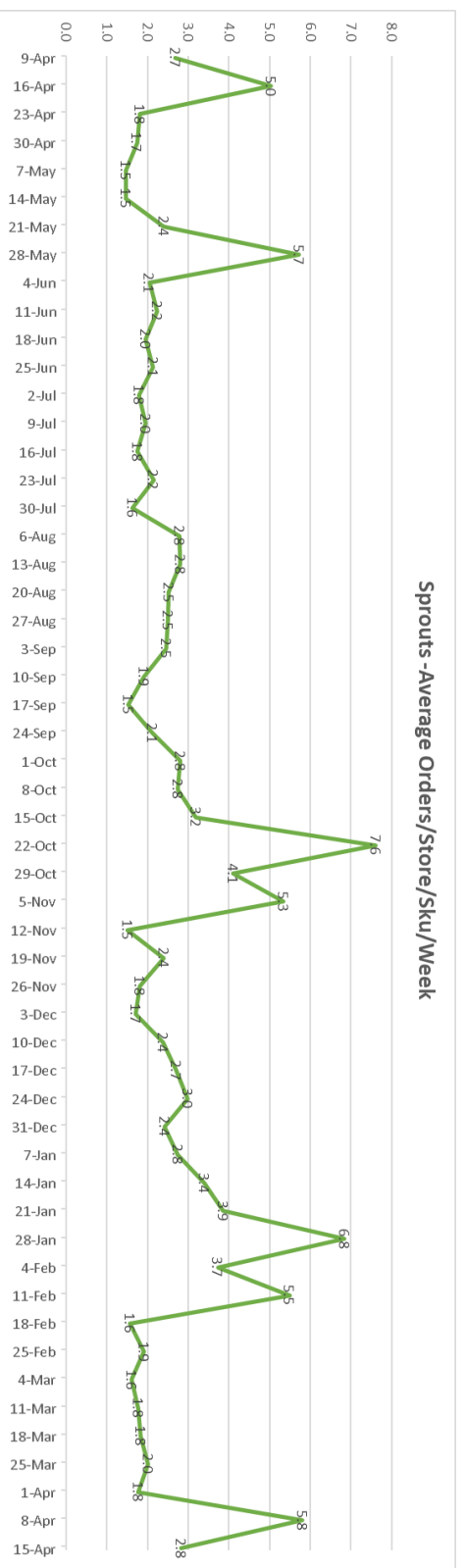
Whole Foods NorCal - Average Units/Store/Sku/Week



Increasing movement
at Whole Foods
NorCal

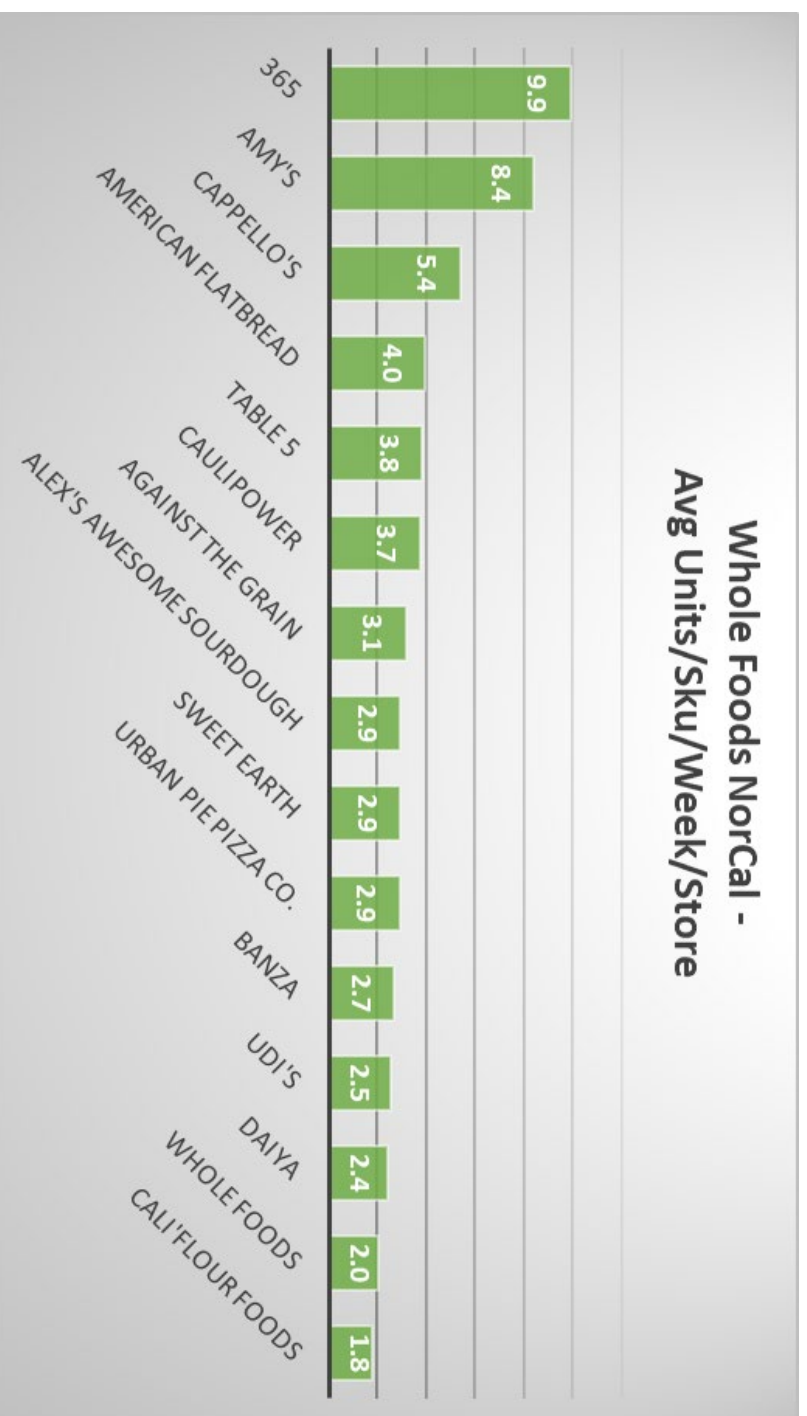
Increasing orders at Sprouts

Sprouts - Average Orders/Store/Sku/Week



Movement vs Competition

Alex's Awesome is ranked 8th based upon average sku movement at Whole Foods NorCal



Source: Nielsen; 24 weeks ending April 24, 2021

Increasing Market Share

After just 15 months working with Presence, we are ranked #9, and one of the fastest growing brands

Rank	Brand	\$ Share	\$, % Chg, PP for Last 4 Weeks	\$, % Chg, PP for Last 12 Weeks	\$, % Chg, PP for Last 24 Weeks	\$, % Chg, PP for Last 52 Weeks	ARP	Max % ACV	Max % ACV, +/- Chg, PP
1	AMYS KITCHEN	16.5	-2.4%	-10.2%	-5.8%	-24.3%	\$8.94	71.5	-0.5
2	DAIYA	11.1	6.8%	-28.7%	-7.5%	-7.9%	\$8.18	74.8	0.2
3	CAULIPOWER	10.5	1.6%	-18.4%	-12.6%	-36.0%	\$7.96	92.5	0.0
4	AGAINST THE GRAIN	7.0	1.5%	-0.1%	-4.2%	-0.3%	\$11.28	44.1	0.2
5	PRIVATE LABEL ORGANIC	6.8	-3.9%	9.2%	8.7%	6.4%	\$5.99	29.9	-0.3
6	CAPELLOS	6.2	21.7%	-3.4%	16.0%	65.3%	\$8.11	43.4	0.5
7	AMERICAN FLATBREAD	5.0	-2.0%	-0.2%	10.7%	44.4%	\$8.88	33.1	-0.1
8	CHLOE	5.0	12.3%	64.0%	14.1%	1109.7%	\$9.98	25.5	0.0
9	ALEXS AWESOME SOURDOUGH	2.9	6.9%	-6.2%	42.2%	547.9%	\$8.35	50.4	2.7
10	NEWMANS OWN	2.4	-4.7%	-17.7%	-7.6%	13.4%	\$7.73	25.4	0.0
11	DEEP INDIAN KITCHEN	1.9	5.6%	2.9%	-1.5%	0.1%	\$3.97	34.4	0.0
12	TABLE 5	1.8	16.8%	-17.3%	-6.0%	-15.3%	\$7.49	20.0	0.1
13	UDIS	1.5	10.1%	-13.8%	6.2%	-36.9%	\$11.54	27.3	-0.3
14	SWEET EARTH	1.1	0.3%	8.2%	-18.4%	-55.6%	\$8.89	22.0	0.2

Source: SPINS Enhanced Natural Channel for the 4 week period ending May 16, 2021

Consumer Marketing

The Konnect Agency is managing our social advertising and public relations campaigns



DIRECT SAMPLING



MORE THAN

1 THOUSAND MEETINGS

20 THOUSAND PARTICIPANTS

200 THOUSAND REFERRALS

BRAND PARTNERSHIPS



SOCIAL ADS + INFLUENCER

MORE THAN

30 MILLION POTENTIAL IMPRESSIONS FROM SOCIAL ADS

5.2 MILLION POTENTIAL REACH FROM SOCIAL ADS

14 INFLUENCER PARTNERS



[@HealthfulBlondie](#)
(18.4k followers)



EARNED MEDIA

MORE THAN
945 MILLION
POTENTIAL MEDIA IMPRESSIONS



Customer Love



Thank you for making this pizza! It is so delicious and the crust is perfection! I have digestion difficulties and I can finally eat pizza again. Don't ever change!!!

"I just had your mushroom pizza and it was the best frozen pizza I've ever had!!! I've tried all of the frozen pizzas and never found one as good as yours. Thank you so so much. I will be a loyal customer forever."

"Thank you for making this. I've eaten 3 mushroom and 1 cheese one and I really like them. Thank you for making an outstanding dough and sourcing good ingredients. It's lovely. I absolutely love your branding, graphic design and your website rocks. All done very right!!"



Strong Media Reviews

Forbes

"With this California-based brand, *we finally have frozen organic and non-GMO pizza we can all feel good about indulging in*. The crust is baked with naturally-fermented sourdough – which results in a crispy texture and subtle tang – while the nut-free pesto and grass-fed mozzarella lends richness without weighing down even the most sensitive stomachs."

"There's a strong chance you got into sourdough this year, and one place where sourdough really shines is pizza crust. **Alex's Awesome Sourdough** pizzas are yeasty and tangy on the bottom and light, yet flavorful on the top!"

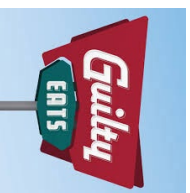


Chowhound

"Sourdough became a pandemic darling earlier this year, so it rightfully deserves a place in a frozen pizza lineup. "Naturally fermented" rather than relying on commercial yeast, the increase in bioavailable nutrients in the crust itself allows this pizza to declare itself **gut healthy**. (Even the cauliflower crusts can't be that bold.)"

"**Alex's Awesome Sourdough** is the first company to put a frozen sourdough pizza crust on the market!...this Alex's Awesome Sourdough Mushroom Pizza caught our eye. Its great for your gut health and provides you with 20 grams of protein and a whopping 11 grams of fiber for ½ a pizza!"

**EAT THIS,
NOT THAT!**



"Guys, the mozzarella pizza will blow you away. I'm not even joking. This is the **best cheese pizza** I have ever had. Coming out of the oven, it doesn't even taste or look like it was frozen, which I can't say about any other frozen pizza brand."



Building the Best Pizza

- We have developed differentiated processes that deliver our critical taste and nutrition differentiators for our crust
 - Organic stone-ground flour and water with no other ingredients
 - Overnight fermentation (versus 1 hour for conventional dough)
 - Small dough batches
 - Hand tossed crust versus machine rolled
- As an interim step, we have been using a co-packer in Berkeley, CA to produce our crusts and another in Waupaca, WI top our pizzas
- This arrangement has enabled us to produce a quality pizza but it requires extra handling, tolling and freight which results in a manufacturing margin of only 27%
- Effective November 2021, we are consolidating all production at a single location which enables us to achieve a 42% manufacturing margin with upside



Extending Our Platform

- Gluten free pizzas represent approximately 30% of premium pizza sales – we have no offering for this customer
- We have developed a rice-based sourdough crust that is gluten free, while offering distinct advantages over current gluten free options
 - Organic ingredients
 - Naturally fermented crust = gut-friendly
 - Superior taste
- Two skus are planned for presentation to key accounts this fall for shipment in early 2022



OUR Amazing Team



Alex

Founder & CEO



Paolo

Director of
Operations



Scott

Chairman and CFO



Michel

VP Sales



Yoolim

Controller

Experienced CPG Team With Successful Brands including:
Annie's, Artisan Bistro, Suja and Wild Planet



THE *Story Continues*

Alexander Corsini

Founder & CEO

415.847.8663

alex@awesomesourdough.com

