

## We upcycle bacon ends into sweet spreadable bacon jam!



tbjgourmet.com West Chester  

Retail Food B2C Food Tech B2B

### LEAD INVESTOR



**Sue Marshall** CEO & Founder  
NETZRO, SBC

I invested in TBJ because I believe that adding upcycled spent grain ingredients to their seasoning line is a creative way to expand TBJ's brand portfolio and differentiate them from the competition. It is a perfect compliment to their bacon jam currently being offered to their existing foodservice customer base. I am excited to a part of their facility expansion which will help them expand quickly and increase their profit margin. Personally being from the Midwest and enjoying my love of bacon the idea of spicing up my pork chops with upcycled seasoning is a great way to have my beer and eat it too.

Invested \$50,000 this round & \$100 previously

## Highlights

- 1 📈 100% annual revenue growth since last raise
- 2 🌍 Leading the Upcycled Food Revolution 🌍
- 3 💰 \$2.5 million in revenue since last raise 🍷
- 4 🏪 National distribution with major Food Service, Grocery and Specialty partners.🛒
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- 5 💰 \$6M in total revenue. Bootstrapped AND profitable since inception.👍

## Our Team



**Michael Oraschewsky** Chief Executive Boar

Opened his first restaurant at 23 and has been leading teams of passionate food professionals since.

We love bacon and we hate to see waste. So when we saw that large bacon produces had some pieces of bacon that were not perfect enough to fit in the sliced bacon package bu were just too delicious to waste we had to act!



**Bruce J Kramer** President

A Drexel Engineer and home brewer, Bruce decided to go all in as a food entrepreneur with his idea.



**Elaine Brown** VP of Sales

Elaine started as a wholesale customer then joined the team full time to spread the word to others.



**Jeffrey McCary** Co-founder



**Alex Oraschewsky** Director of E-Commerce and Social Media  
Graduate of Pitt University, passionate food photographer, and youth wrestling coach.

## Pitch

You should join our journey if....

**Sustainability** and **innovation** are important

You invest in **high growth** companies

You are passionate about **FOOD**



**TBJ**  
GOURMET™

*spreadable*

*bacon...*

**FINALLY!**



**WE SAVE YOUR BACON ...literally!**



Source: Datassential





Source: Mintel/SPINS/IRI



National distribution in food service, retail and B2C



## Awards and recognition



### Just the Numbers

- 1 \$6mm in total revenue. Bootstrapped AND profitable since inception.
- 2 \$1,500,000 revenue last year at 50% GPM (10% above industry standard)
- 3 We were able to navigate the disruptions caused by COVID 19 and continue to grow through it all.
- 4 5,000 restaurants serving our products
- 5 Products on 7,500 grocery stores shelves.



## Downloads

[Sept9CupsPOS.pdf](#)

[Sept9JarPOS.pdf](#)

[Obj41New.pdf](#)