



## INVEST IN BLACKBIRD FOODS

# Plant-based brand of frozen pizza and plant-based meats

### LEAD INVESTOR



**Scott Ellithorpe** Director, Structured Finance

As a couple where only one half is vegan, Blackbird has plant-based food that we both enjoy and love. After first trying Blackbird seitan, it became a staple in our house because it tastes incredible and is an excellent, versatile source of protein. It quickly became the top choice in our kitchen to make tacos, add to pasta, or put on a sandwich. Every product that Blackbird creates is the best in class. From the sausage, which is the perfect flavor and texture, to the wings and pizza, which are both delicious, easy meals. When investing, we think the best strategy is to find a great product you believe in that is also in the path the world is moving towards. We believe Blackbird is a sustainable, delicious source of plant-based food, and the flavors, texture, and versatility are unmatched. We were excited when we saw the opportunity to invest!

**Invested \$10,008 this round**

[blackbirdfoods.com](https://blackbirdfoods.com) New York NY

PBC & B Corp

Notable Angel

Food & Beverage

Consumer Goods

B2C

# Highlights

- 1 In just three years, we've built a nationwide brand with 2,500 distribution points including Target & Whole Foods
  - 2 Our wheat protein has meat-like texture and versatility that comes from our proprietary process
  - 3 Our revenue run rate is now \$4.4M
  - 4 We have a strong restaurant presence in the northeast, including Motorino Pizzeria and Beyond Sushi
  - 5 Our products are chef-approved and made 100% from plants with only the most fresh ingredients
  - 6 The U.S. Plant-Based Market is projected to hit \$4.15 billion by 2026
- 

## Our Team



**Emanuel Storch** CEO

Previous Founding Member at Simply Gum. Led the company through its expansion from a few stores to nationwide distribution. With his passion for sustainable, restaurant grade, plant-based foods, Blackbird was launched at the start of 2020.



**Mike Pease** Co-founder, Director of Operations

Michael is a pioneer in the food space, first managing and growing NYC's premier plant based restaurants like Candle 79 and Cafe Blossom, and then founding Terri, NYC's first chain of plant-based fast casual restaurants.



**Abby Thaine** Marketing Manager



Previous: Owner of Vegan Bakery, Batter and Cake



**Tia Franzone** Business Development Manager

Previous: Manager at UNFI and Corporate Essentials



**Damian Athapattiou** Operations Manager

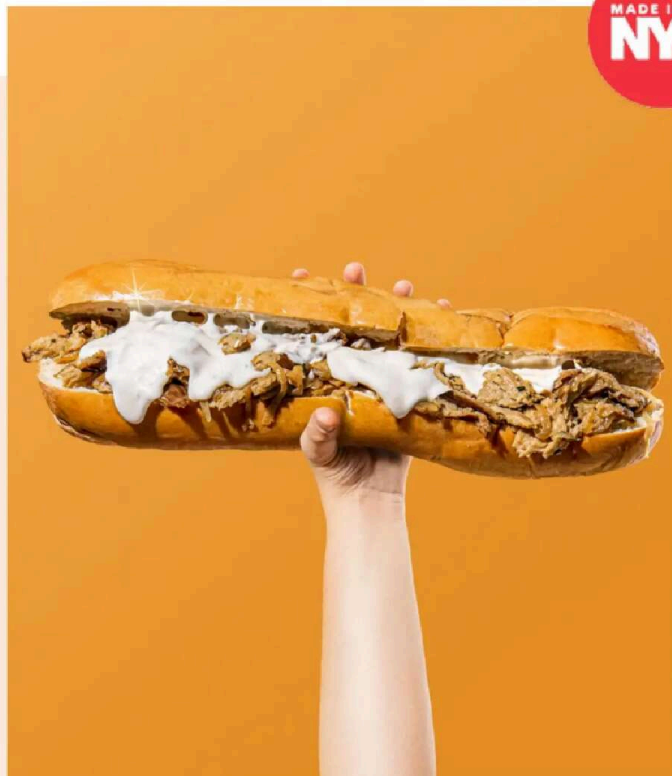
Previous: Manager of NuLeaf. Licensed Real Estate Agent

## Plant-Powered Living Is The Future



**blackbird**

**THE OG PLANT MEAT &  
BEST FROZEN PIZZA**





## OUR STORY

Founded by chefs, Blackbird's mission is to provide restaurant-quality meats and pizzas, 100% made from plants.

We started with our meaty seitan, selling to NYC's best restaurants and retailers. Then, our hand-tossed frozen pizzas hit the shelves, providing shoppers with NY Style pie, unmatched by any other brand.

Our newest innovation is pizza's best friend: WINGS



## blackbird INTRODUCING... WINGS! CRISPY, TENDER, AND HAND-BATTERED



# blackbird NEW WINGS

Meaty, crispy, finger-licking wings with the taste and texture of fried chicken – tender & juicy, unlike anything currently in retail

- Ranked **Best Vegan** Wings by Vegout Magazine!
- Launching in **Shoprite** (100 doors), **Central Market** (10 doors), **The Fresh Market** (160 doors), **Hungry Root**, **Lowes** (69 doors), and **Earth Fare** (21 doors) in 2023, unlocking 7 new distributors!
- Upcoming reviews scheduled for **Fresh Thyme**, **Whole Foods Global**, and **Giant**



Buffalo WINGS



Korean BBQ WINGS



Thai Chili WINGS



Texas BBQ WINGS



U.S. Plant-Based Meat Market is projected to hit \$4.15 billion by 2026.<sup>1</sup>

- ✓ From 2017-2019, sales of plant-based meat grew 38%.<sup>2</sup>
- ✓ Sales of refrigerated plant-based meat grew 63% in the past year alone.<sup>2</sup>



PLANT-POWERED  
LIVING IS THE



[1] Global Market Insights  
[2] The Good Food Institute

## OUR SEITAN LINE



# THE BEST FROZEN PIZZA

HAND-TOSSED & MADE WITH THE FRESHEST INGREDIENTS

## OUR PIZZA LINE



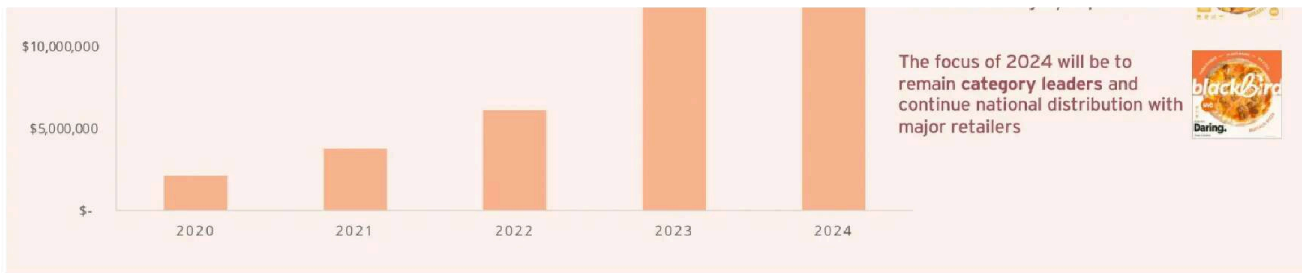
Pepperoni launched in early 2022. We developed our fifth pizza SKU to meet consumer cravings for the second most popular pizza flavors in the country. Our Pepperoni SKU is now available at The Fresh Market and Mother's Market!

We continue to explore new varieties and expect to launch additional SKUs this year. This includes collaborating and developing co-branded products with other plant-based brands. New flavors under testing include breakfast pizza, buffalo chicken, and pesto pizza.

## SALES GROWTH

Despite COVID headwinds, inflation, and competition, we've more than tripled revenue since our launch in 2020 and surpassed a \$3.6M ARR.





Forward looking projections cannot be guaranteed.

# blackbird

On the shelf in 2,000+ retailers nationwide and continues to expand distribution

## On shelf



## Partners



## Upcoming Launches



## Current Conversations



## PROTEIN WITHOUT COMPROMISE

### Meaty Texture

Tender and delicious, our wheat protein retains a desired moisture content and has a meat-like texture and consistency.

### Versatile & Functional

Blackbird adapts to a wide variety of culinary creations and readily absorbs flavor, delivering a consistent experience across cuisines and preparations.





preparations.

### **B** Nutritious

Packed with protein (22g\* per 100g), yet low fat (1g\* per 100g). 17:1 Protein-to-fat ratio leaps even the "healthiest" animal-based meat, white meat chicken.

### **B** Clean-Label

Just 4 simple Ingredients\*, our all-natural products effectively cater to health-conscious consumers.

\*Blackbird Original



## MOST PRODUCTS ARE FAR FROM BEING NATURAL

With artificial and ultra-processed ingredients, brands such as Beyond Meat, Impossible Foods, and MorningStar Farms do not appropriately cater to the 51% of Americans who cite health reasons as the primary motivation to consume more plant-based foods.

Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

**IMPOSSIBLE**

Water, Pea Protein\*, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Pomegranate Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Beet Juice Extract (for color).



**BEYOND MEAT**

Textured Vegetable Protein (Wheat Gluten, Soy Protein Concentrate, Water For Hydration), Egg Whites, Corn Oil, Calcium Caseinate, Contains Two Percent Or Less Of Modified Tapioca Starch, Onion Powder, Canola Oil, Triglycerides From Coconut Oil, Hydrolyzed Vegetable Protein (Corn Gluten, Wheat Gluten, Soy Protein), Dextrose, Salt, Soy Protein Isolate, Autolyzed Yeast Extract, Sugar, Natural And Artificial Flavors From Non-meat Sources, Caramel Color, Cultured Whey, Maltodextrin, Garlic Powder, Spice, Cellulose Gum, Disodium Guanylate, Disodium Inosinate, Soy Sauce (Water, Soybeans, Salt, Wheat), Vitamins And Minerals (Niacinamide, Iron [Ferrous Sulfate], Thiamin Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Riboflavin [Vitamin B2], Vitamin B12), Sesame Seed Oil, Celery Extract, Soy Lecithin.



**blackbird**



Unbleached High-Gluten Flour,  
Water, Organic Shoyu  
(Organic Whole Soybeans,  
Organic Whole Wheat, Salt),  
Lemon Juice.

## BETTER FOR YOU

Blackbird is a staple that can be enjoyed regularly and guilt-free

## HIGH PROTEIN LOW FAT

Protein-to-fat ratio leaps plant-based alternatives and animal-based meat.

**blackbird**

**BEYOND MEAT**

**IMPOSSIBLE**

**CHICKEN**

**BEEF**  
(80% lean)

RECIPE

All Natural  
Plant-based

Processed

Processed

Animal-based

Animal-based

<b>PROTEIN</b>	<b>22g</b>	18g	17g	17g	17g
<b>FAT</b>	<b>1g</b>	16g	12g	8g	20g
<b>CALORIES</b>	<b>118</b>	230	212	143	254



## PROPRIETARY PRODUCTION PROCESS

We operate our own production facility, based in NYC, and have the unparalleled ability to continue perfecting and achieving the most optimal texture for our all-natural plant-based products.

We have developed our own customized wheat processing equipment and proprietary methods that are optimized to enhance our products' nutritional and sensory qualities. Our wheat processing technology was perfected over 10+ years.

By owning our entire manufacturing process, we have dedicated R&D space allowing us to bring new products to market quickly. We are scaling fast and have already tripled the size of our manufacturing space in the past two years.

"Thanks @blackbird\_foods for such a great product... They are so good, texture on point"  
- Chef Guy Vaknin of Beyond Sushi



## UNRIVALED VERSATILITY & FUNCTIONALITY

Blackbird focuses on recreating the culinary and sensory experience of cooking



culinary and sensory experience of cooking and consuming meat.

Blackbird is delicious, satisfying, and can be made into the various shapes and forms. Just like their animal-based counterparts, Blackbird protein can be prepared in a wide variety of cuisines, yet is consistent, characteristic, and distinctly recognizable across preparations.

Whatever one can make with meat;  
Blackbird is GAME!

## BLACKBIRD PIZZA

### Entrepreneur

"Blackbird treats their wheat carefully. Not only do some of the pizzas use their own seitan, but all of the crusts are classic wheat and hand-tossed rather than mass-manufactured. Despite being a frozen food, this allows blackbird's pizzas to look and feel rustic and restaurant-quality, rather than like machine-made, highly processed fare."



Blackbird is now the fastest growing pizza brand by far! With 70% growth in the past 52 according to SPINS.



## CHANNEL BREAKDOWN

Blackbird is already sold in over 2,000



**55%**

Retail

retail doors. We're exhibiting high velocity as we expand into the natural channel and beyond. Our pizzas are already selling in the top 50% of the entire frozen pizza category at Whole Foods Market SW.

**40%**

Foodservice

Blackbird is currently served in NYC's most popular restaurants. Blackbird's versatility, competitive pricing, and quality are all big attractions to chefs; We are working to replicate our northeast distribution model to new hot markets in the US.

**5%**

Ecommerce

Our DTC site was launched in April 2020 when COVID hit, and consumers were stuck at home. It served as a good opportunity to introduce Blackbird to new customers in new regions. This quickly got the attention of west coast retailers such as Erewhon, as customers started to request our products at their local grocery stores.

## BLACKBIRD SQUAD

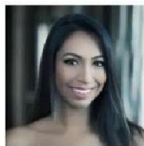
### Team



**Emanuel Storch**  
CEO



**Gavin Konkel**  
Director of Sales



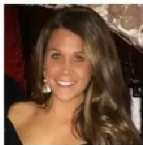
**Pearl Amin**  
Chief of Staff



**Michael Pease**  
Director of Operations



**Yaqi Grover, CFA**  
Board Chair



**Tia Franzone**  
Business Development Manager



**Abby Thaine**  
Marketing



**Damian Athapattiou**  
Operations Manager



**Nick Cooney**  
Board Member / Advisor

### Relevant



### Investors



## FEELING SOCIAL



### INSTAGRAM

18K Followers  
800K Accounts Reached\*

### PINTEREST

19K Monthly Views

I just tried your supreme pizza for the first-time last night and

## LOYAL CUSTOMERS CULT FOLLOWING



20+ Organic Tags Per Week

# TIKTOK

100K Video Views This Year\*  
13.3K Likes  
19% Growth in Views

# LINKEDIN

722.5% Growth

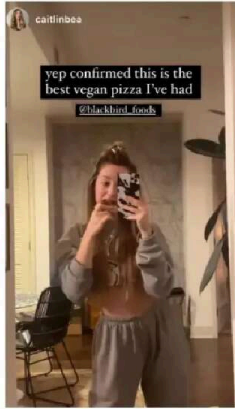
# DEMOS

100+ In Store Yearly\*

OMG! You guys make the best dairy-free/vegan pizza out there!!!!  
@BPALATTELLA



We deffff can't wait to try all of your offerings! We are major foodies and cook everyday! Cannot wait to try our other pizzas and use your seitan in recipes!! @Jennyeveryday



\*January 1, 2022- December 31, 2022