

Invest in The Cracker King

National Award Winning Gluten Free Snack Food Company!



THECRACKERKING.COM PORTLAND, OR

Food B2C B2B



ABOUT

UPDATES

REVIEWS

ASK A QUESTION

Why you may want to invest in us...

- 1 Great Product - Winner of The 2021 Good Food Award for Best Snack Food
- 2 Opportunity to invest in a Black Family Owned Business
- 3 Partnered with Whole Foods Market in Pacific Northwest
- 4 Cracker King's Natural Grocery sales are up 400% in 6 months
- 5 Gluten-free foods is a \$21b industry growing at 9% per year

WE'VE RAISED \$3,000 SINCE OUR FOUNDED

Our team



Jovani Prince

Founder/CEO

"Built Oregon" Accelerator Participant Winner of The Tasters Choice Award from The 2020 Oregon Entrepreneur Network Competition!



Matt Briggs

CFO

Contract CFO with a variety of experience in financial strategy and management. 4 years as VP of Finance & Operations at Picky Bars.



In the news



Portland



Downloads

[Rev Share Calculator Cracker King.pdf](#)

Story



Meet The Cracker King

We are a **Gluten Free** snack food company located in Portland, Oregon. Founded 2017 and operated by Jovani Prince while he worked side job to make ends meet for his family. He is a self-taught baker with a passion for healthy food alternatives. With this investment, Jovani will dive full time into his business and make his **dream** come true of building the Cracker King Empire!





Vision

Build a Legendary Gluten-Free Brand of Crackers & Snacks infused with healthy ingredients & positive energy. Made by people who care about community, the environment and the world we all live in!

Product Focus

- Current:** Delicious Rosemary & Sea Salt, Cheddar N' Pepper & Sriracha Gluten Free Crackers
- Near Future:** Kids Line (The Cracker King Crown)
- Distant Future:** Launch into additional Gluten Free Snack food categories

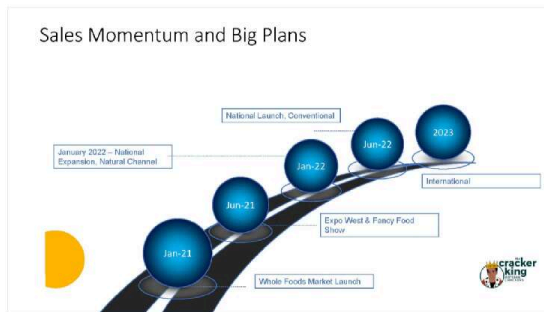




The Royal Opportunity



- More Ways to Build an African American Owned Business than ever before
 - Amazing margin potential of 55% B2B & 70% B2C
 - Selling in 80 stores selling ~9 bags per week per store
- Awarded investment by New Seasons Market to scale company

*These projections are not guaranteed.

The Cracker King Family

- Joynt Prince**, The Founder of The Cracker King, has an extensive background working in the Tech and Advertising industry as a director of sales. He currently works for The Oregonian as an Account Executive. He has built his company, The Cracker King, from the ground up. His primary job is sales and marketing.
- Matt Briggs**, COO of The Cracker King, graduated from Colby College in 2009 with a BA in Economics. After college he chased his dream of making the 2014 Olympics in cross-country skiing. That dream took him to Calgary, Vermont and then to Bend, Oregon. In 2014 he joined P&H Inc. as the director of finance and operations, where he learned a lot about what makes small businesses flourish. In the spring of 2018 he started his own business as a Contract CFO. Since then he has worked with all sorts of businesses, from start-ups to publicly traded companies.
- Diana Duhon**, Operations Manager for The Cracker King, graduated from the University of Puget Sound with a BA in Psychology. She has over a decade of business management experience within the Food Industry. She launched the company Portland Paleo and helped build the company Fire Brew. Diana is in charge of the daily operations of our company including the catalog and shipping our products.





2021 Good Food Awards Winner
Cheddar N' Pepper Gluten Free Crackers



The Cracker King aims to build an empire
Business entrepreneur had long been inspired for his mother's cookie empire



Meet Portland's Gluten-Free Cracker King
Cracker King: Meet the gluten-free snack that's taking the city by storm

Awards & Press



We Would Love Your Support!

Invest

Share

Refer

Shop

Advise



Investor Q&A

What does your company do? ▾

— COLLAPSE ALL

We believe we make the world's Tastiest Gluten Free Crackers!

Where will your company be in 5 years? ▾

In 5 years, we hope to be the number #1 Gluten Free Snack Food Company in the world! These projections are not guaranteed.

Why did you choose this idea? ▾

I became a Gluten Free Snack Food Maker because I wanted to provide a community that has been overlooked with a good snack food alternative. This is very important to me because people snack all day long and this is how most people gain weight and become unhealthy. This is my way of giving love and making people happy!

Who are your main competitors and why are you better than them? ▾

Mary's Gone Crackers, Milton's Craft Bakers, Jill's Gluten-Free Crackers.
We are better because our crackers are light, crispy, and crunchy and don't taste gluten-free. Our crackers are also preservative-free.



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