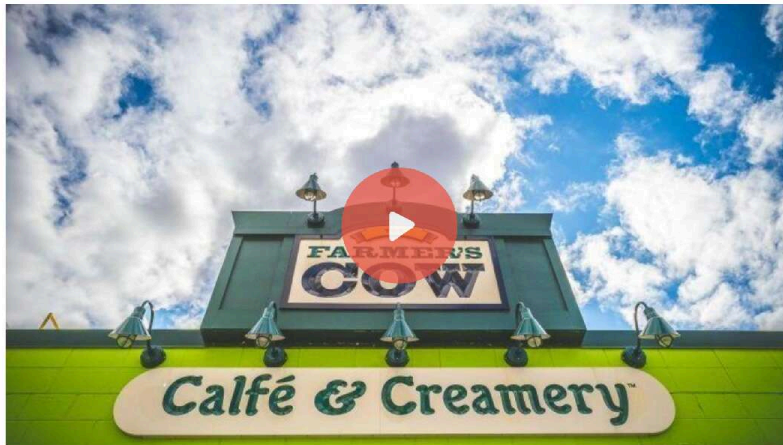


## A Profitable and Growing Farm-to-Table Fast Casual Restaurant Seeking Investment to Expand

[PITCH VIDEO](#) [INVESTOR PANEL](#)



[thefarmerscowcalfe.com](http://thefarmerscowcalfe.com) Mansfield CT [f](#) [i](#)

[Food](#) [Main Street](#) [Retail](#) [Restaurant](#) [Sustainability](#)

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

### Highlights

- 1 📈 +216% sales growth from Apr - Aug 2020, during the peak of Covid restrictions.
- 2 📈 Projected 2021 Sales increases of +38% and profitability +20% 📈 (not guaranteed).
- 3 🌱 Farm-to-table greatly influences purchasing choices for nearly 70% of consumers. (Nielsen)
- 4 🏠 The investment will support unit expansion with several sites already selected. 🏠
- 5 👤 Experienced leadership team lead by Karlin Linhardt, former executive at Papa John's, Subway, and McDonalds.

### Our Team



**Karlin Linhardt** CEO

Karlin started his restaurant career at McDonald's, and recently has led strategic turn arounds at Subway as Marketing SVP and at Papa John's as Global CMO. His knowledge, energy and enthusiasm have attracted other strong talent to the team.

The small farmer used to be the backbone of our economy and culture, but many have been left behind. It is our mission to support them while offering fresh ingredients and better tasting food.



**Coryn Princevalle** COO

Coryn's operations experience includes start-ups, independent brands and established franchises. From owning her own restaurant to managing multi-units for Dunkin' Donuts, she excels in creating strong culture and delivering excellent service.



**Angela Sanders** Head of Marketing

From franchise giant Subway to fast-casual start-up Smashburger, Angela has held many restaurant leadership positions in her career. Most recently she led CRM account teams at Panera and Brinker to drive growth and further digital transformation.

[SEE MORE](#)

## Pitch



### Post-Covid: Best Time to Launch New Fast-Casual Restaurant Concept



Restaurant spending represents 50% of our food dollar, and pent-up demand remains high. 83% of consumers want to eat out more!



Total restaurant unit growth was outpacing demand, but 2020 saw 110,000 restaurants close for good.



Majority of closures had been in business 16 – 30 years. Most were part of the community, but unlikely to reopen.



**Fast Casual is fastest growing** restaurant sector due to higher quality food vs. QSR and lower costs, higher speeds vs. Casual Dining. (NIRN)

Source: NIRN, 5/20/21

### Key Consumer Trends Have Been Driving Industry Growth



**Convenience:**  
Digital Pre-Order  
Contactless Pick Up  
Delivery.



**Quality**  
Better Ingredients.  
Crawable Tastes.  
Insta-worthy Products.



**Food Source**  
Local, Sustainable,  
Fresh.

Food Source has opportunity to further change the industry and set new concepts apart.

Farm to Table  
Influences 69%  
of Consumers'  
Choices About  
Where to Eat

Source: Nielsen



**THE FARMER'S COW**



Meanwhile, in New England  
six family-owned dairy farms  
dedicated to local farming  
started **The Farmer's Cow**  
Cooperative.







### The Farmer's Cow Established a Successful Supermarket Brand

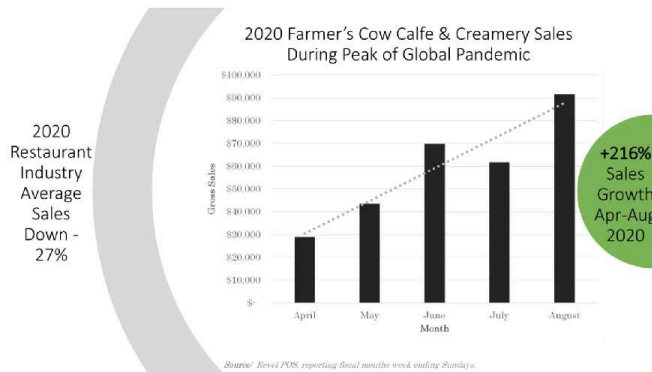
They currently offer their dairy products to Supermarkets throughout New England, and have a strong and loyal following.

Then, They Opened The Farmer's Cow Cafe & Creamery



- In 2019, new investments were made, and new management joined the team.
- In 2020, they achieved triple digit sales growth during the pandemic.
- In 2021, sales are projected to grow +38% and generate positive cashflows.

Disclaimer: These projections cannot be guaranteed



### 2021 Sales Projections

+38% based on Q1 Comps.

Almost +20% increase vs. restaurant industry.

Source: Revel POS, reporting final month's week ending Sundays.

Q1 FY21 Growth Based on Q1 2020 Comps.

### The Farmer's Cow Capitalizes on Five Key Trends and Addresses Key Consumer Needs



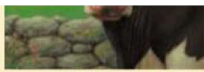
Farm-to-Table, Which Means Quality Freshness You Can Taste.

Part of the Growing Fast Casual Restaurant Segment.

Innovative Menu Items Across All Dayparts, including the Fast-Growing Snack/Treat Occasion.

Leader in Convenience with Digital Pre-Order Pick Up Window, Drive-Thru and Delivery.





Supporting Local Farmers and Giving Back to the Local Community.

10

Happy Farms =  
Happy Food!



Experienced Restaurant Executives Are  
Leading This Growth



**CEO**  
Executive experience with  
McDonald's, Subway, Papa John's



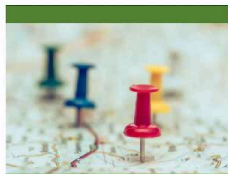
**Head of Operations**  
Experience at Dunkin' as well as  
Privately-Owned Restaurants



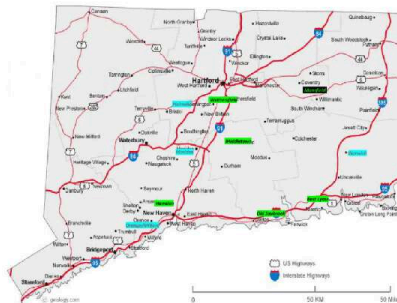
**Head of Marketing**  
Experience at Subway, Agropolis, and  
Fast Casual Start-up Smashburger



**Head of Analytics**  
Experience at Subway, Meritco,  
and Best Buy



Immediate unit expansion  
includes potential locations  
identified throughout the  
state of Connecticut.



Broader  
Expansion

The Farmer's Cow Team  
will establish license  
agreements with local  
farmers in new territories.

The Farmer's Cow Cafe  
and Creamery will expand  
across the country.

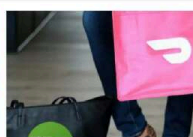


Disclaimer: These projections cannot be guaranteed

Additional Increases  
in Sales and Profitability  
will come with  
Increased Conveniences

Plans to increase conveniences include:

1. Adding drive-thru windows, where possible.
2. Improving mobile order pick-up with dedicated window.
3. Increasing third party delivery momentum with advertising.





What We  
Need?

\$1,000,000

Our main growth hurdle is  
investment to expand locations.

Several locations already scouted  
to open that we'd like to move on  
quickly.

**THE  
FARMER'S  
COW**  
Café & Creamery

Happy Farms. Happy Food.

Thank you for  
your  
consideration!