

PITCH VIDEO INVESTOR PANEL

INVEST IN VEGAN MOB

Serving up the best vegan BBQ & soul food in the Bay Area

LEAD INVESTOR



Angelique B

I am interesting in investing in Vegan Mob because I believe in the vision and mission of Vegan Mob. The Mob represents the soul food cuisine that I grew up loving but it is vegan! I think there's such a cool concept but also much more. It represents change for my culture that otherwise wouldn't be accessible or relatable. I see Vegan Mob as a gateway to veganism; resulting in healthier and more sustainable cuisine for my culture all around the world!

Invested \$5,000 this round

veganmob.biz Oakland CA  

Food & Beverage

B2C

Minority Founder

Restaurant

Cafe & Food Truck

Highlights

- 1 Over \$7.2M in Revenue to Date
 - 2 \$4.42 billion TAM for plant-based meats and frozen vegan meals
 - 3 World class advisory team including Miyoko Schinner - founder of Miyoko's Creamery
 - 4 Over 2,000 total rave reviews, with 165k total social media followers
 - 5 Listed in 10 best vegan BBQ spots in the US in USA Today
 - 6 Vegan Mob Cookbook, published by Penguin Random House will be released in Q1 '24
 - 7 New storefront in San Francisco opening this winter
-

Our Team



Toriano Gordon Founder & CEO

Dedicated a decade of his life to helping at-risk and formerly incarcerated youth in the SF Bay Area. Decided to pursue a lifelong passion of cooking after experiencing a huge shift in health and well-being after adopting a plant-based diet.

We created Vegan Mob to provide healthy food with plant-based ingredients and to help surrounding communities by empowering them with food they enjoy, while also supporting a healthy life-style. There are communities across the country that will benefit from access to healthier food that still celebrates the flavors they love.



GW Chew Chief Development Officer

Founder of Something Better Foods providing plant-based proteins sold under the brand name "Better Chew." Chef Chew's mission is to democratize the access to plant-based food for all people while changing lives for the better, one chew at a time.

Vegan Mob puts the soul in soul food.



Our mission here at Vegan Mob is to provide nutritious and healthy food with plant-based ingredients and to introduce traditional soul food and bbq dishes in a plant-based option. Our passion is to help surrounding communities by empowering them with food they love and enjoy, while also supporting a healthy life-style. Vegan Mob is a representation of diversity.

EXPERTS IN VEGAN CUISINE

Now - we're taking it to you

We're not just your average vegan food enthusiasts - we're THE MOB, and our track record proves it. With over \$7.2 million in revenue to date, we've shown that our mouthwatering creations resonate with taste buds far and wide. And speaking of buzz, we've garnered over 2,000 rave reviews and have amassed a whopping 165k social media followers who can't get enough of our authentic vegan BBQ.

We're proud to have been listed among the top 10 best vegan BBQ spots in the entire United States by USA Today.

UP NEXT. PLANT BASED MEATS

\$4 Billion Market. Baby.

Brace yourselves for our latest culinary innovation: Vegan Mob Plant-Based Meats. With the plant-based meat market projected to soar by 25% in the next decade, we couldn't resist diving into this sizzling opportunity.

Building upon the success of our renowned Vegan Mob BBQ, we're crafting a line of high-quality, mouthwatering, and nutrient-packed plant-based meats that will redefine the perception of vegan cuisine.

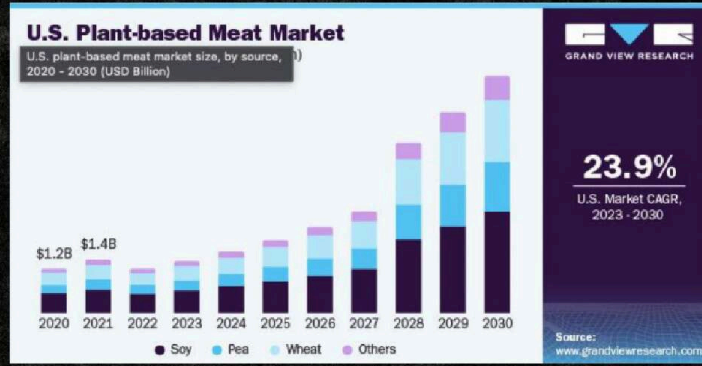
But here's the twist—our offerings are more than just delectable; they embody the vibrant essence of a diverse, hip-hop, and urban-forward brand, carving out a special niche in this booming market. We're elevating the plant-based game like never before!

PLANT BASED MEATS

PLANT BASED MEATS

Unique Products. Massive Growth.

- ★ The plant based meat market is currently valued at \$4.40 Billion, and expected to grow 25% from '23 to '30
- ★ The Vegan Mob brand is a community unifier with nationwide appeal - it's the only hip-hop forward brand in the vegan food space



Now - let's introduce our second new venture, Mob Meals. We're seizing the opportunity to meet the skyrocketing demand for ready-to-eat vegan meals without compromising on the exceptional quality our customers love. With the same dedication we put into our restaurant, we've crafted Mob Meal to be delicious, plant-based dishes modeled after our Vegan Mob best sellers.

And guess what? We're thrilled to announce that we've partnered with Whole Foods, bringing Mob Meals to over a dozen of their stores. We're bringing the

Mob to the rest of Northern California!

INTRODUCING MOB MEALS



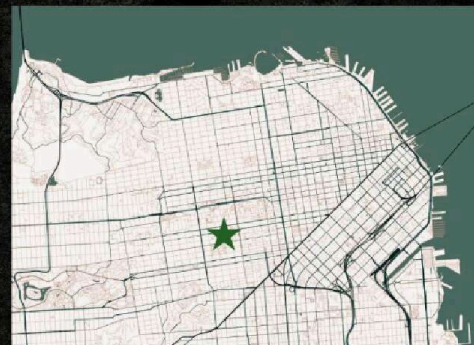
Mob Meals are an extension of some of Vegan Mob's most popular meals to be enjoyed at an on-demand convenience.



MOB MEALS

Why it Works

- ★ Signed LOI with Whole Foods for up to 20 Northern California Locations
- ★ New San Francisco storefront opening in the legendary Fillmore district
- ★ Classic Vegan Mob meals ready-to-eat



ABOUT THE FOUNDER

TORIANO GORDON

is a dedicated father and husband from San Francisco's Fillmore District. After





San Francisco's Fillmore District. After dedicating a decade of his life to helping at-risk and formerly incarcerated youth in the San Francisco Bay Area, Toriano focuses on community involvement and impact, pillars of what brought Vegan Mob to life. Toriano experienced a huge shift in his health and well-being after adopting a plant-based diet and now feels compelled to share this with others.

HELLA Media



The Best Vegan BBQ in the Bay

Vegan Mob | Oakland, California



Some of the delicious meals at the Vegan Mob — Photo courtesy of Toni Zerkis and Maya Cameron-Gordon

Located in Oakland, California, **Vegan Mob** serves vegan BBQ and soul food. One of their much-loved dishes is the "barbequito" which is a tortilla that's stuffed with vegan brisket, Mob sauce, macaroni, barbecue baked beans, slaw and guacamole. The barbecue seasoned fries are also a big hit.

Executive chef, CEO and founder Toriano Gordon loves bringing all his dishes to life in a plant-based form, and that passion shows in all of the tasty menu items.



bon appétit

Malou is joining the mob – the Vegan Mob that is! From burgers to gumbo to po'boys, customers say Vegan Mob is the best plant-based soul food around. Owner Toriano Gordon is a character who loves making people happy with his healthy cuisine, not to mention his rapping skills! Bon Appétit!

In Oakland, there are consistently lines of customers wrapping around the block, eager to try the local favorites at **Vegan Mob**. Toriano Gordon, the vegan BBQ and soul food restaurant's owner, believes that restaurants like his are a gateway to vegan cuisine for customers who want to enjoy a fast meal without taking on the health risks often associated with traditional fast food. There's fried lumpia stuffed with Impossible meat, onions, and spices; a plant-based nacho cheesesteak; and candied yams brushed with a hint of cinnamon. Providing what he sees as an alternative to non-vegan fast-food options, Gordon says, "I like to say that we combat what McDonald's has."

CELEBRITIES' FAVORITE VEGAN RESTAURANT



Zendaya



Kehlani



Shaun Livingston



GROWTH STRATEGY



CPG Model - Frozen Dinners



3 Locations - OAK, LA, LV



Launching Plant Based Meats

KEY DIFFERENCES

What Makes Us Stand Out

SOCIAL MEDIA



2k-5k Instagram followers/week

UNIQUE FOOD



"Can't believe it's vegan!"

BRAND & EXPERIENCE



Hip-Hop fusion culture

TEAM



TORIANO GORDON — CEO

- Celebrity chef & restaurateur
- Food innovator
- Building culture & brand



MIYOKO SCHINNER — Head of Advisory Board

- Founder of Miyoko's Creamery, valued at \$260M



EVAN KIDERA — Mentor

- CEO/Founder of Senor Sisig
- Top food truck in the Bay Area
- Restaurateur



KEBA KONTE — Mentor

- Owner/Founder of Red Bay Coffee



ALLISSA SORIANO — Operations

- Head of HR
- Fundraising team



DoGoodCFO

- Financial Team



THE FUTURE OF VEGAN FOOD

Is With Us





JOIN THE MOB
TODAY
PULL UP ON US BABY



