

Coffee company dedicated to supporting First Responders



muertoscoffeeco.com Vacaville CA

Food & Beverage

Retail

LEAD INVESTOR



Todd Johnson

To strengthen the brotherhood bond and support a great cause! Muertos coffee unites the community in trying times for families. To Support the First Responder Community and our family in times of need. I'd like to be a role model for youth growing up and Showing how impacting someone's life really makes a change. Make an impact for the Brothers and Sisters around the Country who are in need! I hope to bring continued success to this already very successful company. Let's do this!

Invested \$1,000 this round

Highlights

- 1 \$2.4M in sales in last 24 months
- 2 Celebrity investors including Rob Dyrdek, Diplo
- 3 Expert Advisory team in beverages, former CEO Coffee Bean, SVP distribution Redbull, COO Health Aide
- 4 Customers in all 50 states
- 5 \$325,000 Donated to First Responder Foundations
- 6 Proven leadership team with multiple 9 figure exits as operators.

Our Team





Josh Held Executive Chairman

2 x CEO with \$275M in exits



Eli Held

Lead efforts and personally secured partnerships in all 50 states with First Responder Agencies (CAL Fire, LAFD, LA County FDNY, Boston) Donated \$25K to the National Fallen Fire Fighter Foundation & FDNY Foundation for the 20th anniversary of 9/11.

The Coffee of First Responders

**MUERTOS
COFFEE CO.**

CORPORATE STRUCTURE

**FIRST RESPONDER
HOLDING CO.**



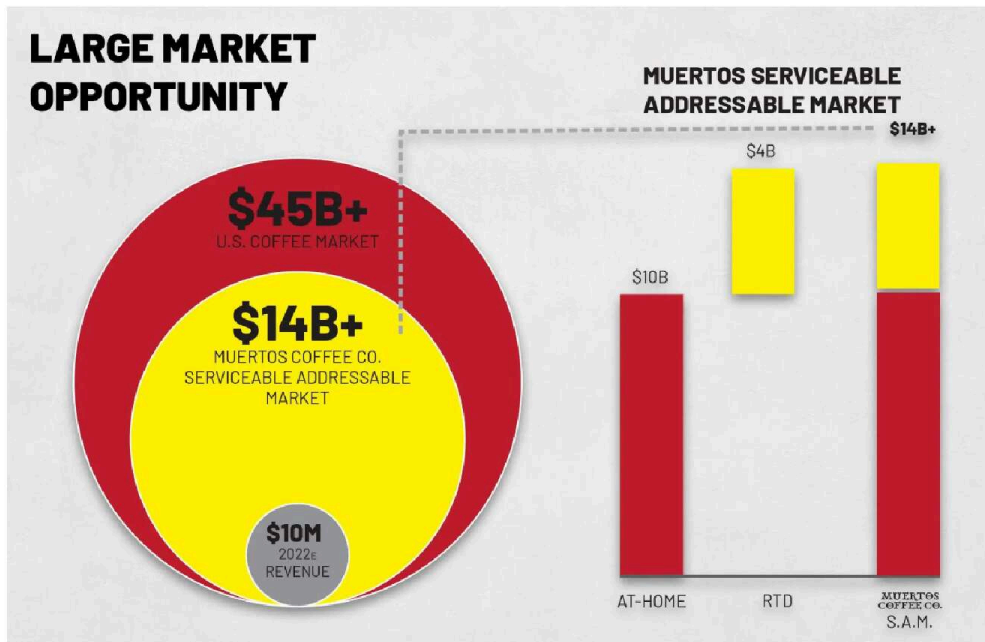
MUERTOS FIRE INC



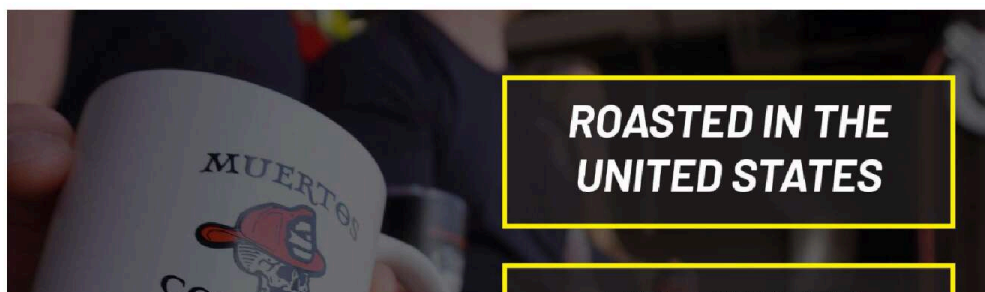
MUERTOS MEDICAL INC




MUERTOS POLICE INC



\$10M was our target revenue for 2022. Actual revenue was \$831,647.







**FIREFIGHTER
OWNED & OPERATED**

**TEAM BUILT OF
FIRST RESPONDERS**

OUR COMMITMENT



MUERTOS COFFEE IS DEDICATED TO SUPPORTING FIREFIGHTERS, FIRST RESPONDERS, AND THEIR FAMILIES ACROSS THE NATION.

**\$192,000
DONATED**



Muertos Coffee Co. has facilitated partnerships with hundreds of first responders & foundations around the nation in efforts to grow brand awareness and expand our charitable reach. Our plans is to continue our expansion until we can impact every city in the U.S.

ACTIVE PARTNERSHIPS











WHY MUERTOS IS A GREAT INVESTMENT

Authentic and Passionate Focus on Company Mission

- Company Vision and Mission drives consumer loyalty and retention
- Experienced advisors and team dedicated to the company's vision
- Dedicated to driving philanthropy to focused on community

Mission-Driven Lifestyle Brand with Loyal Customer Base

- Attractive lifestyle brand with loyal and growing customer base
- Large group of active First Responder Social Media Influence

Massive Market Opportunity in Coffee and Beyond

- \$45B+ total US coffee market with estimated \$28B+ SAM in coffee
- Clear opportunity to expand market beyond coffee and merchandise

Attractive Omnichannel Model with Multiple Venues for Growth

- Direct-to-Consumer subscription business with low churn
- Growing wholesale business with expanding roster of retail partners

Highly Scalable Platform Primed to Deliver Profitable Growth

- 2021E revenues of \$1.4M, growing at 165.65% compared to 2020A Revenue and with 40% gross margins
- Growth investments mask underlying profitability near term
- Pipeline of initiatives targeting medium to long-term margin expansion

Overview DATA GENERATED BY MUERTOS



WHAT WE DO



**MISSION DRIVEN
LIFESTYLE BRAND**



**HIGH QUALITY
COFFEE PRODUCTS**



**DIGITALLY NATIVE
OMNI CHANNEL**

Devoted to cause related content that EDUCATES, INSPIRES, ENTERTAINS, and builds our community

Great coffee that consumers love, and high quality merchandise that enables our community to showcase the brand

Omni channel business model with branded experiences that deliver community, quality, convenience, & value

POWERFUL OMNI CHANNEL STRATEGY DRIVES GROWTH

DTC



VENUES/STADIUMS



WHOLESALE

Wholesale

RTD

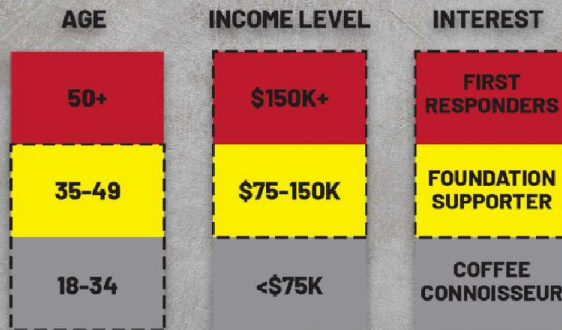
REVENUE MIX





ABILITY TO REACH A BROAD, DIVERSE AUDIENCE

Muertos customer base skews **younger, more affluent** & **mission driven** that the general population

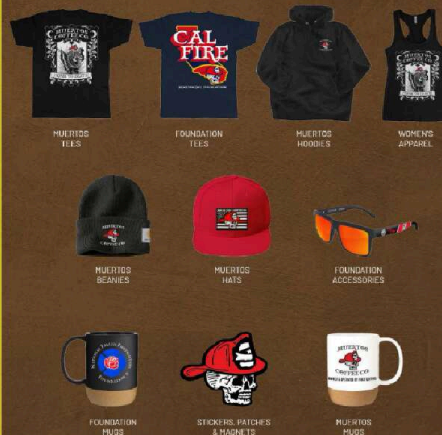


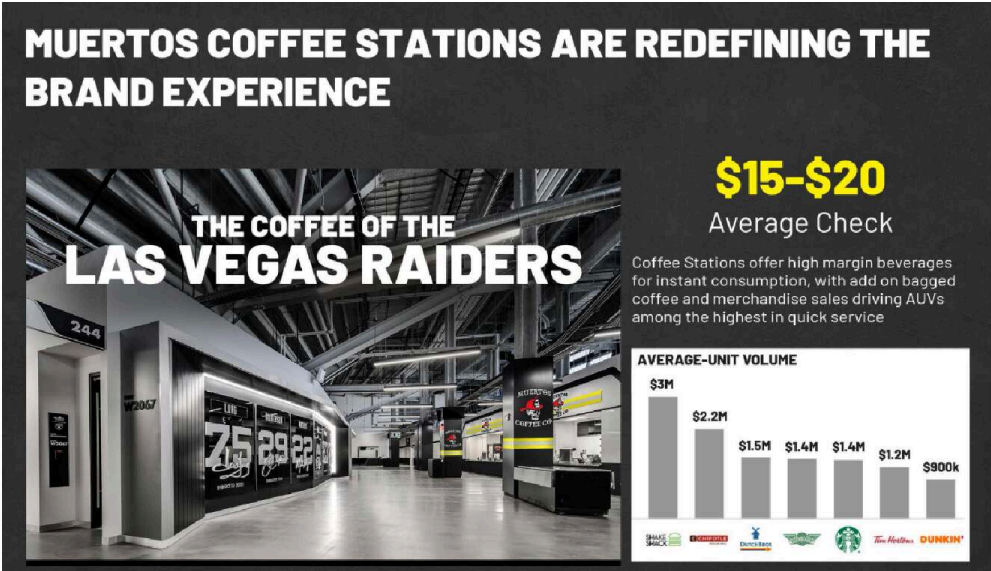
Mission driven brand messaging focused on First Responders and Foundation Supporters, with a total addressable population of 150M across a broad cross section of America

DELIVERING HIGHEST QUALITY COFFEE



CUSTOMERS DRIVE LIFESTYLE MERCH





CO-BRANDED PARTNERSHIPS EXPAND BRAND AWARENESS



FOX & **GOOD MORNING AMERICA**
friends
Forbes

Working with celebrities and national foundations to develop products and fundraising campaigns will continue to expand brand awareness and media coverage along with TV programming.

OMNI CHANNEL FLYWHEEL



AT HOME
DIRECT TO CONSUMER



WHOLESALE
G-STORE & RETAIL



STADIUMS/EVENTS
CONCESSIONS & RETAIL



COFFEE STATIONS
DRIVE THRU / DINE IN



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Stuart Daley



MALK Organics
President / COO

Josh Held



Serial Entrepreneur
Executive Chairman

Eli Held



Muertos Coffee Co.
Founder

Doug Walker



Muertos Coffee Co.
Founder

Our Advisory Board

CHAD PEPPER
EVP Red Bull Distribution

JUSTIN TROUT
COO / Founder Health Ade
Kombucha

MEL ELIAS
EX CEO Coffee Bean & Tea Leaf,
Founder Bruvi

ROBIN RICHARDS
CEO CareerArc, Serial Entrepreneur

IAN CALDERON
Former Majority Leader of the
California State Assembly