

Hottest dessert brand in L.A. featuring hand-made classic and innovative pie recipes



winstonpies.com Los Angeles CA

LEAD INVESTOR

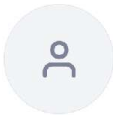
Jo

George Molsbarger

I have years of experience in the food and beverage industry and know a good product when I see one! Not only does Winston Pies have a strong management team, it has solid operations and a one-of-a-kind product. They have built a business that is ready to scale and bring high-quality pie to the nation. With their all-natural ingredients with nostalgic flavors - this is the pie that everyone will be talking about. I believe in the future prospects of Winston Pies and its growth.

Invested \$100,000 this round & \$250,000 previously

Featured Investors



George Molsbarger

Syndicate Lead

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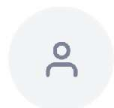
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Highlights

- 1 Proven track record
- 2 Poised for expansion
- 3 Cult following
- 4 Team and talent to scale

Our Team



Daniel Abrams Vice President

Investor, operator and startup advisor



Brianna Abrams CEO

Gave up a lucrative law career to open an all-dessert pie shop in the high-end Brentwood neighborhood. What started as a side hustle has grown into 4 stores (soon to be 5), and national shipping. She is the pie-maker to the who's who of L.A.

Pitch

It's Pie Time!



GROWTH CAPITAL TO EXPAND L.A.'S PREMIERE PIE SHOP

Investor Presentation

www.winstonpies.com



From Home Kitchen to LA's Best Pies

Former Lawyer Turns Pie Entrepreneur

Born out of her roots in Winston-Salem, NC, "Winston," Brianna turned a passion for baking and heirloom recipes into LA's premiere all-dessert pie shop. What started in a home kitchen is now a multi-million dollar pie concept with multiple retail locations with aspirations for nationwide growth.

No Other Pie Shop Comes Close to Winston Pies

Unique in Quality, Flavors and Experience

Winston Pies at Thanksgiving



This isn't your grandma's bakery.
 Winston Pies is the most sought-after upscale pie brand in the country.
 We have developed 100+ original unique recipes.
 Each pie is **handmade** but proprietary process ensures **quality control**
 and the **ability to scale**.
 We are known among tastemakers as the #1 pie in LA.
 We are growing exponentially without any marketing spend.



Winston Pies in a Snapshot

Key Accomplishments by the Numbers

Solid Performance

>\$5M Inception to Date
 Revenue
 \$2.2M 2022 Revenue
 >60% Gross Product Margin

Strong Metrics

24,000+ PieBites® LY sales
 40,000+ Full Size LY sales
 97,000+ 5" Pies LY sales
 100,000+ Slices LY sales
 > 125,000 Unique Customers

Valuable Intellectual Property

Registered trademarks for
 PieSmiths®, PieBite®
 Trademark protection for
 Winston Pies™
 Trade secret protection
 for catalog of 100+ recipes



Pie is a 365-day Treat

Pies aren't just for
 Thanksgiving.
 As our concept has proven,
 people eat pie every day
 and for every special
 occasion.
 When people gather, they
 eat pie.

Organic Customer Growth

We have grown unique
 customers by more than
 2.5x YoY without any
 marketing spend

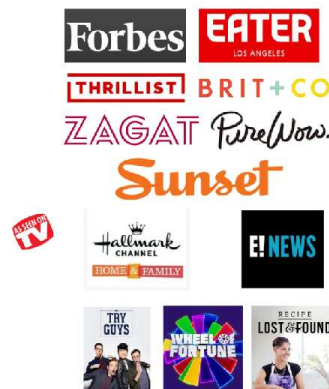
Growing 450% in 3 years

We forecast exponential
 growth as we expand
 regionally, throughout
 California and then
 nationally.



WINSTON PIES IS POISED
 TO BE THE #1 DESSERT
 PIE BRAND IN THE U.S.

You May Have Heard of Us



Innovative Menu and Offerings

Sizes and Sales Channels to Satisfy Every Customer



Numerous Sizes

- Four Sizes
 - Full Size
 - 5-inch Mini
 - 4-inch Hand Pies
 - PieBites®
- Prices for any budget

Incredible Flavors

- Creating custom and proprietary flavors constantly
- No other pie shop in U.S. has similar offerings or quantity
- Nostalgic classics and Candy Bar Inspired fun flavors

Multiple Sales Channels

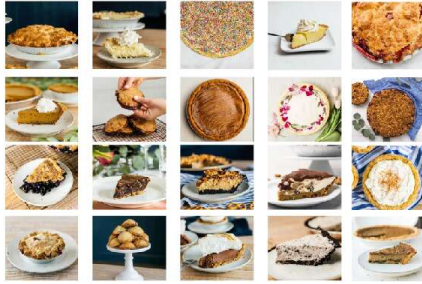
- Retail pickup and delivery
- National Shipping
- Weddings, Catering, Large Events
- Corporate Gifting and Orders



More Than
500k Units
Sold

American Classics

Known for flaky crust and not too sweet



Seasonal Flavors

Monthly new flavors and seasonal specials

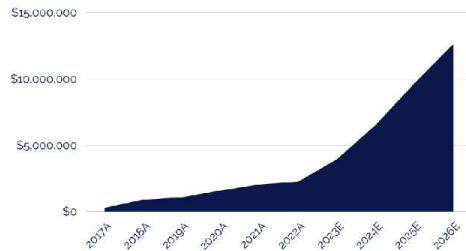
Innovative Flavors

Inspired by nostalgic American flavors and candy bars

Investing in a Recipe for Success

— This round of capital is the catalyst for 6X growth

We expect >450% growth over the next 3 years. We will look to capitalize on our track record and de-risked infrastructure to take Winston Pies to the next level and open additional retail locations and expand e-commerce offering.



Future Growth

— Proven in Competitive LA Market

Winston Pies will expand to high-income areas nationwide with similar demographics.

We already ship nationwide and know where our customers have demand for our products.

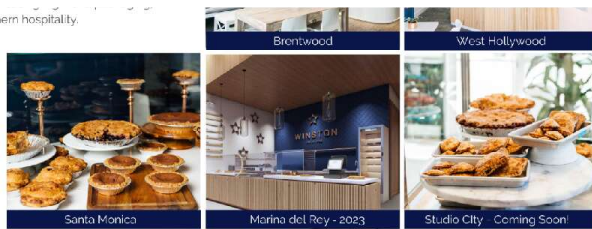


Expanding Retail Footprint

— Each retail store is an extension of the bespoke elegance of the Winston Pies brand showcasing high-end packaging.



bountiful displays and Southern hospitality.



Operational Capability for Scalable Growth



Centralized Commissary
Ensures Consistency
Across All Locations



Investment Goal:

Funding for near-term expansion and multi-regional growth

Use of Proceeds

- Opening 2 new L.A. Retail Locations in 2023
- Open Orange County Hub and Retail Storefronts
- Onboard regional operational staff
- Develop marketing budget to grow national shipping

We Have a 3-Year Plan

These proceeds will put us in a position to attract institutional investors to scale nationally. We anticipate interest at our next stage to be in 24-36 months and raise \$10M+ to allow us to open several markets simultaneously.



Thank You!

Founders@winstonpies.com
www.winstonpies.com

