

Naia - 16 years of gelato & ice cream innovation

Naia is **all** about **real, good** gelato & ice cream.

For sixteen years we have crafted quality gelato, working with Northern California **farms** and **artisans** such as Clover Sonoma Farms, TCHO, Ritual Roasters, St. Benoît Creamery, Fiddymment Farms, ALBA Organics, and Bellwether Farms.



Naia seeks investment to reach the next level.

“Gold! Gold from the American River!”

-- Sam Brannan 1848, owner of General Store at Sutter's Fort

Our mining for gold with the Naia brand remains strong:

- Naia Bar sales up 27% year-on-year (Q1 2018-Q1 2017): ~150 units/store/week
- Naia Tub sales up 149% year-on-year (Q1 2018-Q1 2017): ~12 units/store/week
- Naia Pint sales inaugural launch with 365byWFM: ~60 units/store/week

Selling picks and shovels for “miners for upside” strengthens / diversifies Naia's brand play:

- R&D planning a launch of the fourth line : Bellwether Farm Sheep's Milk dessert
- Distribution engaging NorCal Independents with Whole Foods Market as anchor customer.
- Seeing strong demand for boutique and FDA/FSMA compliant manufacturing.

Naia Brand - Immediate Opportunities

Market Pack



Pint (14oz Cup)



Naia Brand - HomeCranked Opportunities

New York Times

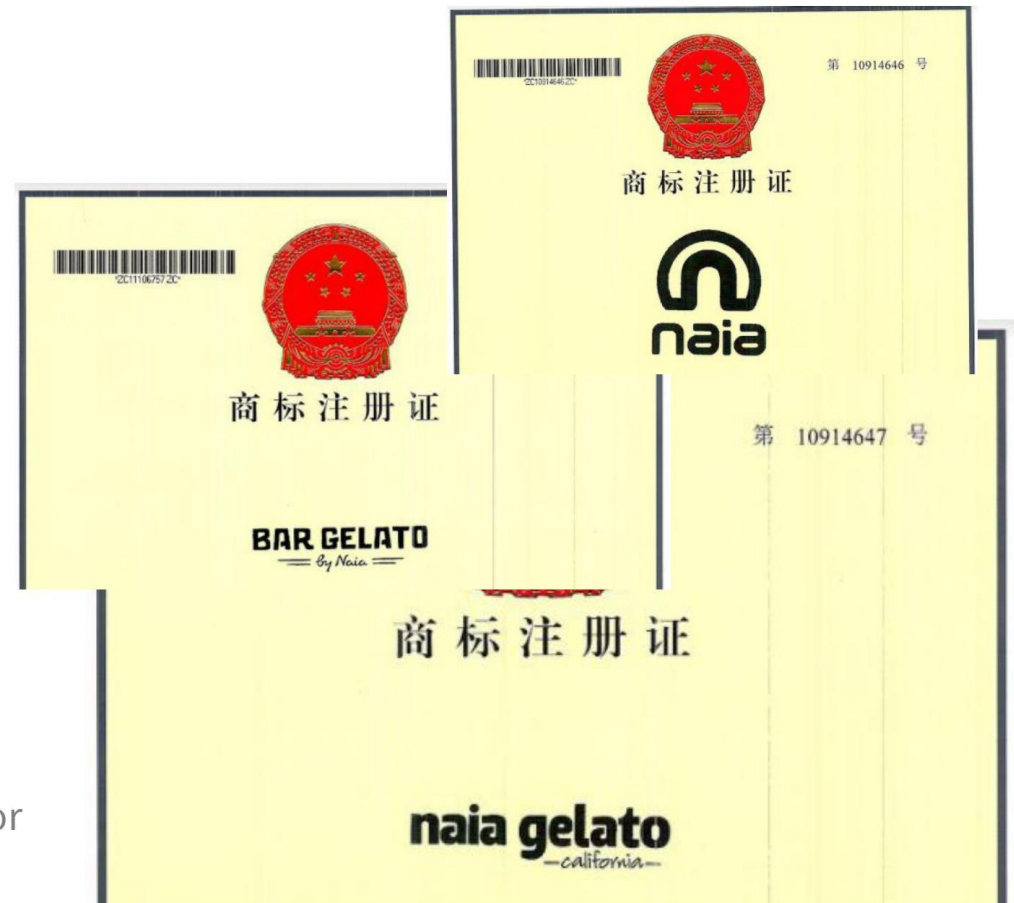


O Magazine



Naia Brand - Export Opportunities

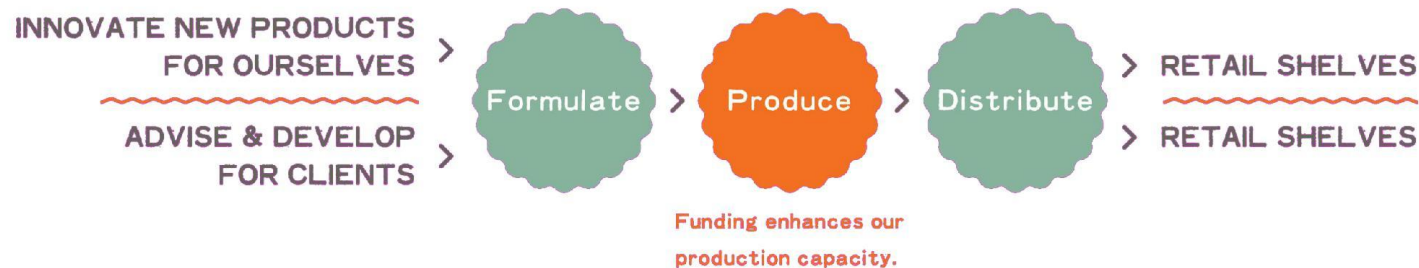
- The public in China does not trust its domestic milk supply because of past melamine scandals and low butterfat herds. Their middle class is growing and appreciate better quality ice cream and trust imports from California.
- Naia was partner in past joint venture to license IP (Chinese trademarks and internet domains) and export gelato mix based on California milk.
- Completed three export orders to China and one to Malaysia before joint venture partner expired.
- IP still available for license giving strong foothold in Chinese market with Naia's export experience.
- The improved manufacturing facility will allow Naia to supply finished goods at pallet quantities to consolidator to sell in China, Japan, Singapore, and Korea.



Naia Producer Services - Opportunities

Naia sells a vertically integrated pipeline to prominent farms/brands that already sell in WFM, looking to go beyond fluid. We cover the span between ideation to retail shelf execution for gelato, ice cream, and novelties:

1. **Product Development** - Naia develops frozen desserts respectful of a partner's brand and history. We successfully launched the 12 SKU Clover-Sonoma Craft ice cream line, a 6 SKU St. Benoît Creamery organic ice milk line, an 8 SKU New Barn organic almond milk line, and an upcoming 8 SKU line for Bellwether Farms.
2. **Production** - Naia runs a pilot manufacturing ice cream and novelty creamery in Hercules for its own brand and other products. **We are looking to grow our capacity with investment.**
3. **Direct Store Distribution** - NaiaDSD carries eight brand lines with 125 SKUs on its fleet of seven freezer trucks with a distribution network in Northern California from Ukiah to Roseville, Folsom and Monterey.



Management Team

Chris Tan – CEO. 18+ years in Product Development. Director of Engineering at high-tech startup Calimetrics.

Trevor Morris – VP Operations. 28+ years in F&B Operations including Brinker/Cheesecake Factory. Grew up on a dairy.

Ray Williams - Distribution Manager. 20+ years in distribution and operations management at Coca-Cola, Foster Farms Dairy, and Markstein Sales.

Craig Nisbet - Sales Manager. 38+ years in distribution and sales management at FCW Imports and Honeymoon Brands.

Goals with Raise

1. National sale launch of the Pint and Bar Gelato Market Pack product.
2. Improvement of Hercules creamery with improved efficiencies and capacity for Naia brand and other customers such as Bellwether Farms. We have good fortune with a unique real estate opportunity next door to easily leverage our existing creamery in Hercules with little downtime or reconfiguration.
3. Restructuring of high-interest debt and leverage existing real estate capital gain to improve balance sheet and reduce monthly cash flow out.
4. Project totals \$2.4 million:
 - a. Equity Injection: \$450k
 - b. Real Estate: \$530k
 - c. Construction and Contingency: \$275k
 - d. Equipment: \$310k
 - e. Loan Restructure and Loan Costs: \$675k
 - f. Working Capital: \$150k-550k

Real Estate Project Overview

MAJOR EQUIPMENT

- TetraPak S700A Continuous Freezer \$71,125
- TetraPak FF2000 Ingredient Doser \$37,250
- TetraPak ProPump C2 Variegate Pump \$19,185
- TetraPak Liquichip \$12,000
- MTA model TAEvo -081 Water Recycler/Chiller \$20,020
- S/S Dual Mix Tanks and Pipes \$61,035
- Sawvel Pint/Quart Filler \$65,040
- SafeLineMetal Detector \$25,120

