



MORE THAN  
**COCONUT**  
WATER

NOW, THAT'S

**GENIUS**™



MILLENNIAL SHOPPERS

DEMAND

**NATURAL & SUSTAINABLE**

CONSUMABLE GOODS





# YES

Coconut Water & Meat  
Smoothie-Like Texture

Plant-Based

Vegan

Paleo

# NO

Gums or Stabilizers

Sugar Added

Stevia/Monk-Fruit

Natural Flavors

# WHY GENIUS?

- IN DEMAND
- ON TREND
- TIMELY







**IN DEMAND**

## **HIGH GROWTH**

+274% YOY Store Placements

+116% YOY Revenue Growth

+19% QOQ Revenue Growth (Q2-Q3)

## **HIGH TURN**

+116% YOY Case Volume Growth

80% From Same Store Sales

## **HIGH APPEAL**

5,300+ Instagram Addicts

+160% YOY Online Sales Growth

# ON TREND

## ORGANIC

Plant-Based  
Dairy Free

## SUSTAINABLE

1 Base Ingredient  
Recyclable  
Up-Cycled Raw Materials

## NUTRITIOUS

Protein & Fiber  
Potassium + Electrolytes  
Good Fats & MTCs







# TIMELY

## COCONUT EXPLOSION

\$2.2B Market Cap (2016)  
27% CAGR

## DAIRY-FREE GROWTH

\$8.2B Market Cap (2016)  
9% CAGR

## MEAL REPLACEMENT BOOM

\$3B Market Cap (2017)  
6% CAGR



# NUTRITION FOCUS



MEAL REPLACEMENT



HYDRATION



# FLAVOR FOCUS



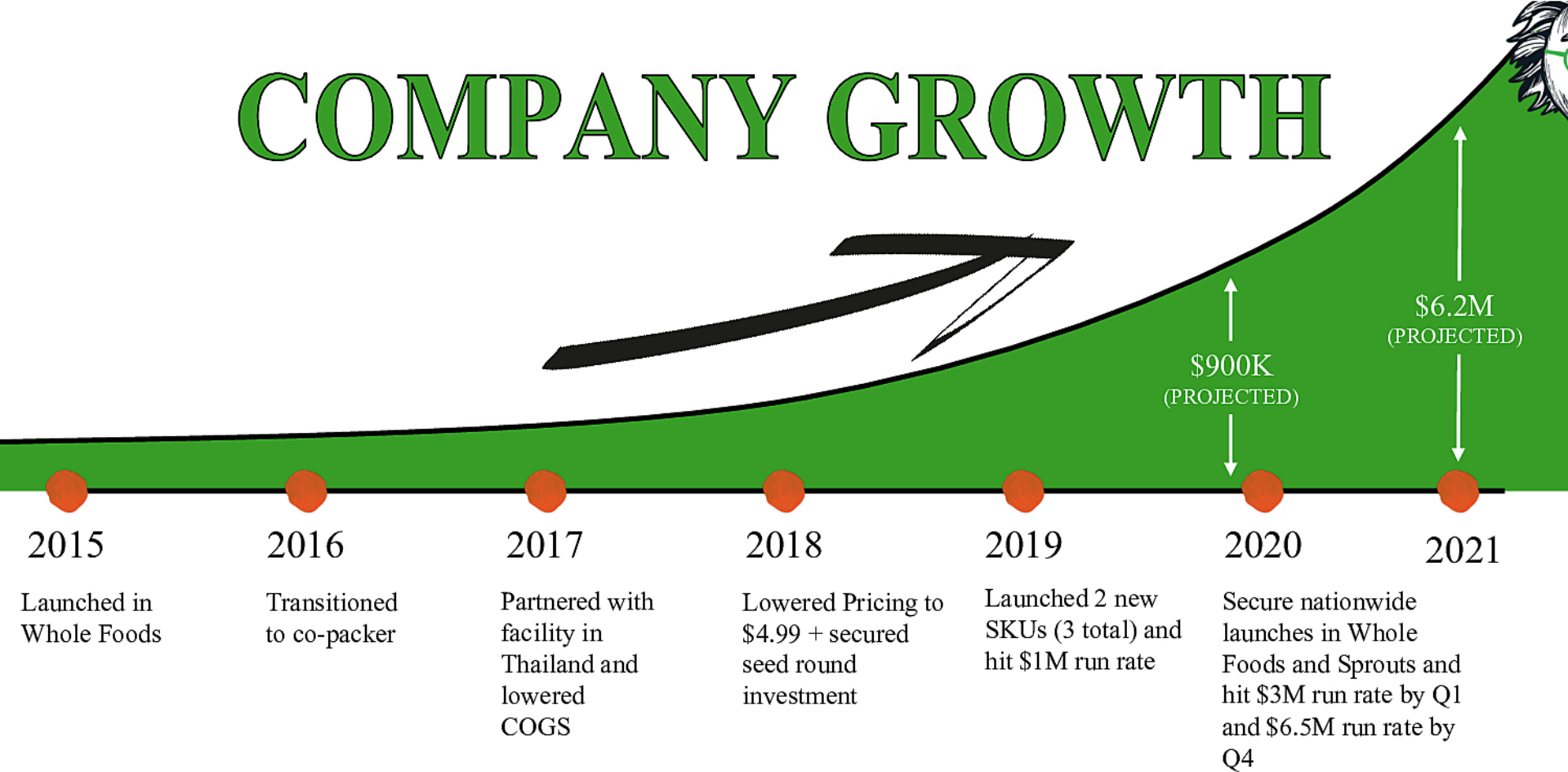


\$7.99

\$4.99



# COMPANY GROWTH



NOTE: The future projections on this slide are not guaranteed and are a prediction

## UPCOMING ACCOUNTS



Wegmans







## **ALEX BAYER – CEO**

Previous:  
Director of Marketing, VirginRaw Foods, LLC  
Account Executive, Total Corporate Solutions



## **RAMON CANEK – VP, OPERATIONS**

Previous:  
Chief Product Officer, Health-Ade Kombucha  
Chief Operating Officer, GT's Kombucha



## **GAVIN LINDE – NAT'L SALES DIRECTOR**

Previous:  
VP of Sales, ax-water  
Director of Strategic Sales, DRVN Partners



## **SIMONE BARRETT – N.E. SALES MANAGER**

Previous:  
Sales & Merchandising Manager, Boost Sales  
Territory Manager, Dora's Naturals

## **ADVISORS**



### **TOM MALENGO**

Previous SVP, KeyCorp  
Co-Founder, Litchfield Fund



### **SUSAN BRYENTON**

Co-Founder, Litchfield Fund



### **BRUCE NIERENBERG**

Board Member, Glaceau



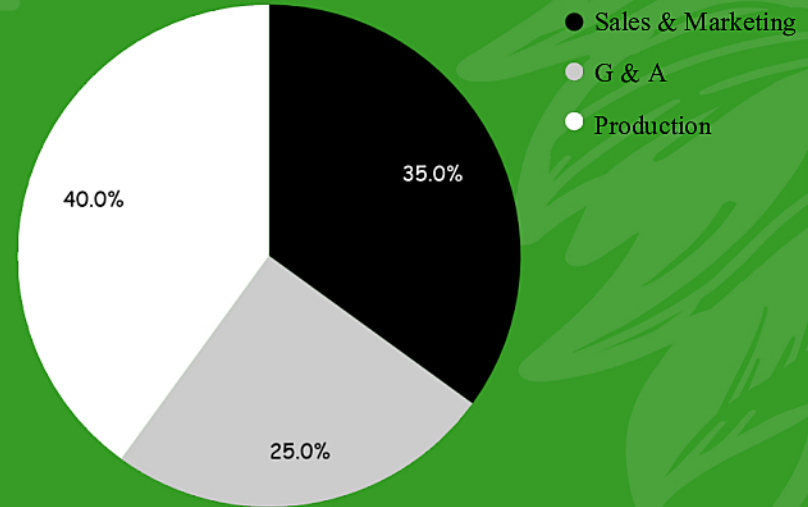
### **PATRICK STACY**

CFO, Rockenwagner Bakery

**RAISING**  
**\$2.5**  
**million**

Previous: \$250K @ \$4.5MM

## USE OF FUNDS



## RAISE GOALS

Revenue: \$6.2MM

Growth: 2,300 Stores

Velocity: 3 Cs/Store/Week

Price Reduction: \$3.99



# GENIUS™



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