

TaDāh!



**Whole Plant Based
Convenient
Authentic
Ethnic**



Flexitarian's Dilemma

- Plant based/healthy often means uninspired flavors
- Not everyone wants overly engineered faux meat that bleeds
- Something other than a bean burrito or veggie nugget

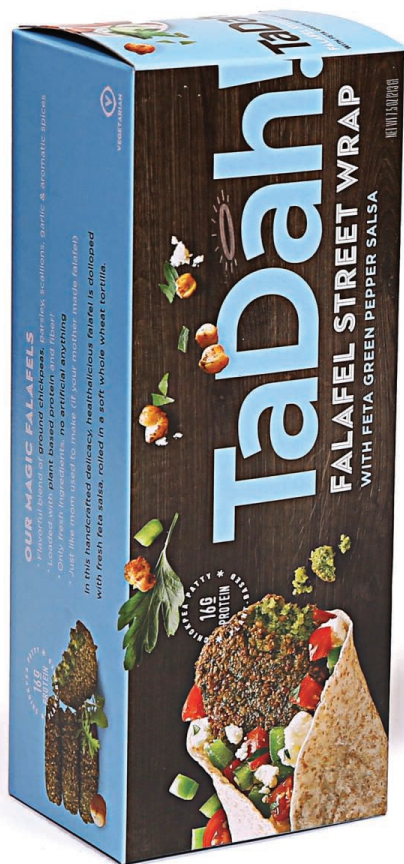


3rd Wave Plantbased

- Flavor focused preparations developed over and used for centuries
- Authentic, convenient, innovative plant based foods
- Ethnic cuisine made modern and approachable



Falafel Street Wraps



GF Falafel Poppers



Today's Shoppers

“Millennials value **convenience** ...Many follow special diets such as Veganism or Gluten Free. They are a well educated generation when it comes to food and they love **authenticity**”

– Wendy Dimitri, The CRB Group

“Generation Z, those 17 and under, are the most ethnically diverse cohort...more likely to seek **innovative** and **ethnic cuisines**”

– Melissa Abbot, VP Culinary Insights
at the Hartman Group



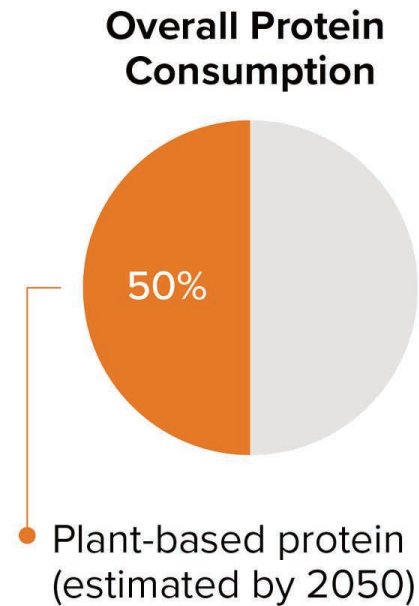
Market Validation

- 31% practice meat-free days
- 36% of consumers buy plant based meals
- About 83% of consumers are adding plant-based foods to their diets to improve health
- 600% increase in people identifying as vegans in the U.S in the last three years



Market Size – Future of Food

The plant-based food market is anticipated to reach a market valuation of US\$ 38.4 billion by 2025



KPI

- Over \$10M in product sold
- On shelf in 3800+ retail locations
- Available in all major distributors via 32 DC's nationally
- 2020 Sales up 151% from 2019
- Over 900 POD coming on board in 2021
- Projecting \$2.8M+ in 2021



Retail Banners



TaDah in the Media

- Featured in emotional season 11 premiere of Shark Tank
- Received offers from 2 Billionaire Sharks
- “I couldn’t stop eating the @tadahfoods samples. They were SO delicious, I was stunned they were straight from the package. It's not easy to be eating throughout the segment when you are supposed to be taking notes, but I finished everything on my plate!”- Daniel Lubetzky



“If you want proof that these are worth considering for your next meal – founder John Sorial went into the tank asking for \$300,000 and left with a \$500,000 investment.” - AskMen

For TaDah, the deal means guidance from an industry titan, beyond just the financial investment. "He aligns so well with the ethos of our company," Sorial said.

Media Coverage

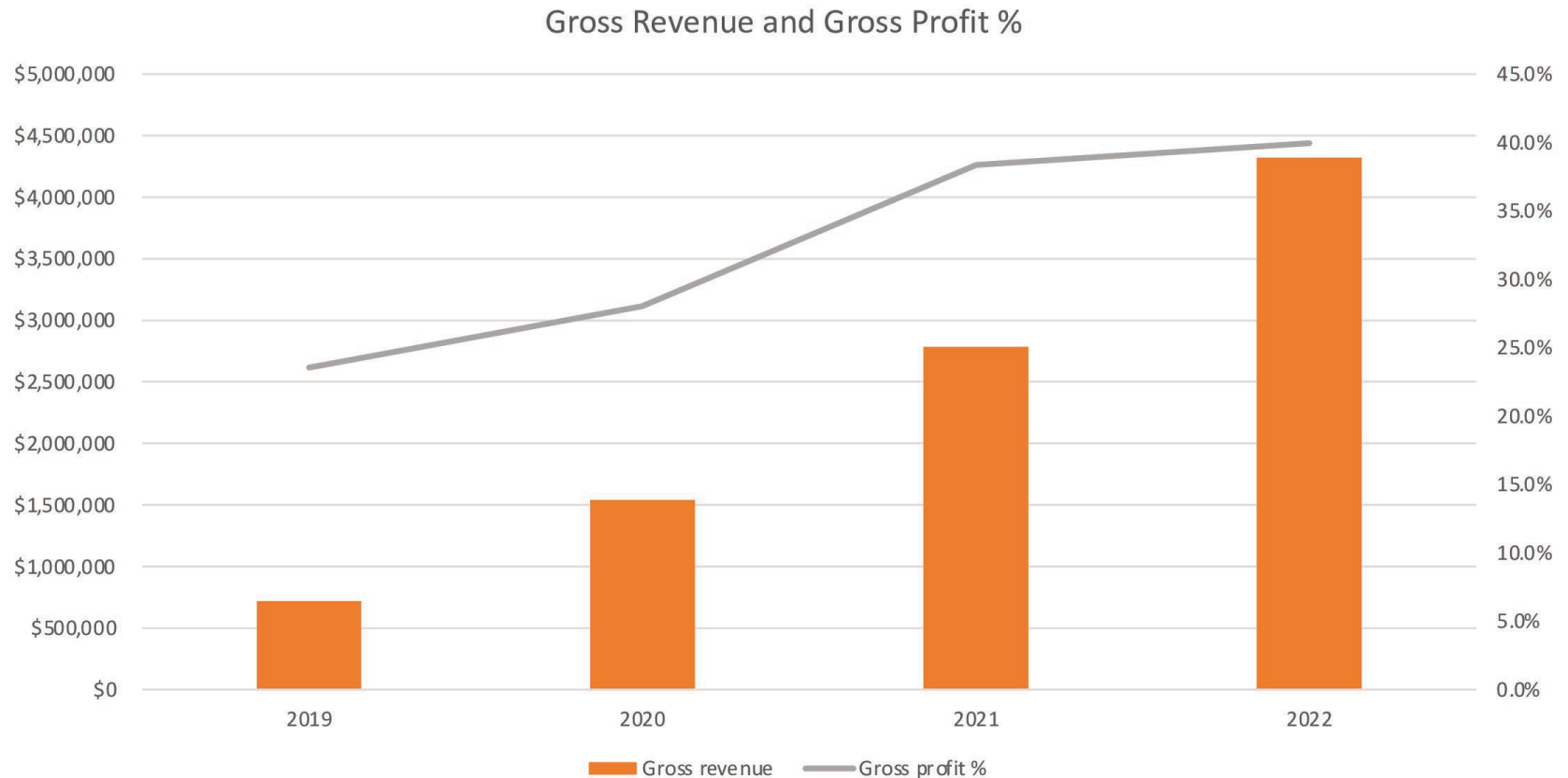
Total Impressions | **118,779,692**

Total Mentions | **38**

Different Outlets | **30**



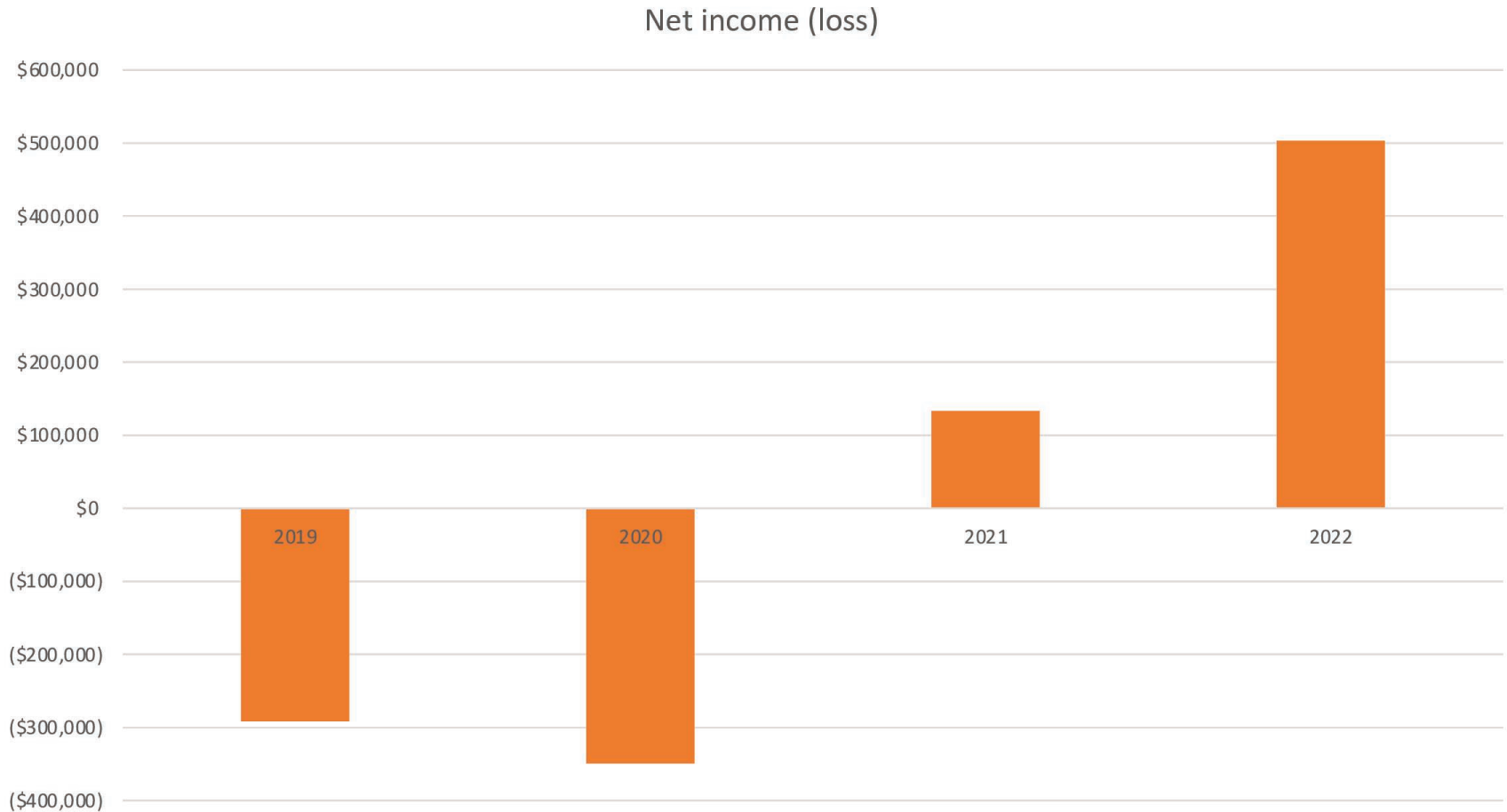
Growth Curve



- Revenue is benefiting from uninterrupted production and strong orders from new and existing retail outlets
- Gross profit % is rising due to delivered model shift, enhanced pricing and production cost savings

Disclaimer: these projections cannot be guaranteed

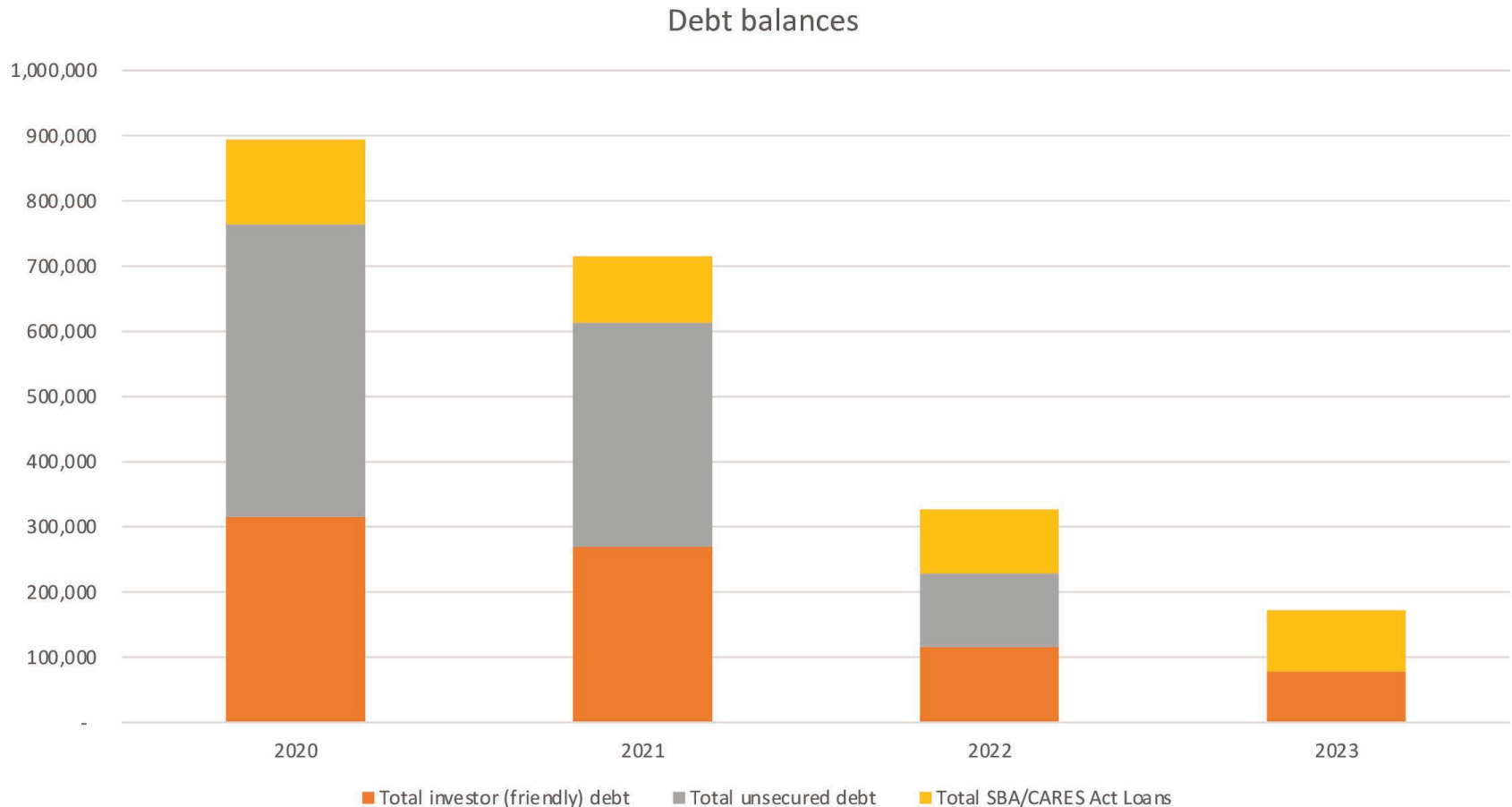
Net Profitability in 2021



- Net profit gain from higher revenue, enhanced gross profit % and strict cost management

Disclaimer: these projections cannot be guaranteed

Debt Structure



- Tadah is current with all debt amortization and is committed to rapid debt reduction as cash flow permits
- We anticipate having the PPP loan (\$23k) forgiven in Q1 2021. The EIDL loan (\$107k) is 3.75% payable over 30 years

Disclaimer: These are forward looking projections and cannot be guaranteed.

The Ask: \$1.0M via Reg CF

Investment Dollars

1. Consistent inventory to supply current growing national footprint
2. Team build out in operations, sales, & marketing support
3. Sourcing and process optimization
4. Increased in-store promotions and robust influencer marketing campaign
5. Launch 2-6 new SKUs



Leading the Plantbased 3rd Wave

- Flavor Focused
- National Footprint
- Authentic
- Ethnic
- Convenient
- Socially Conscious

