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**Mama  
Bev's  
BAKERY**

# St. Louis Style Buttercake

A Third Generation Family Recipe

Gary Plasmeyer Co-Founder and CEO

As seen on:



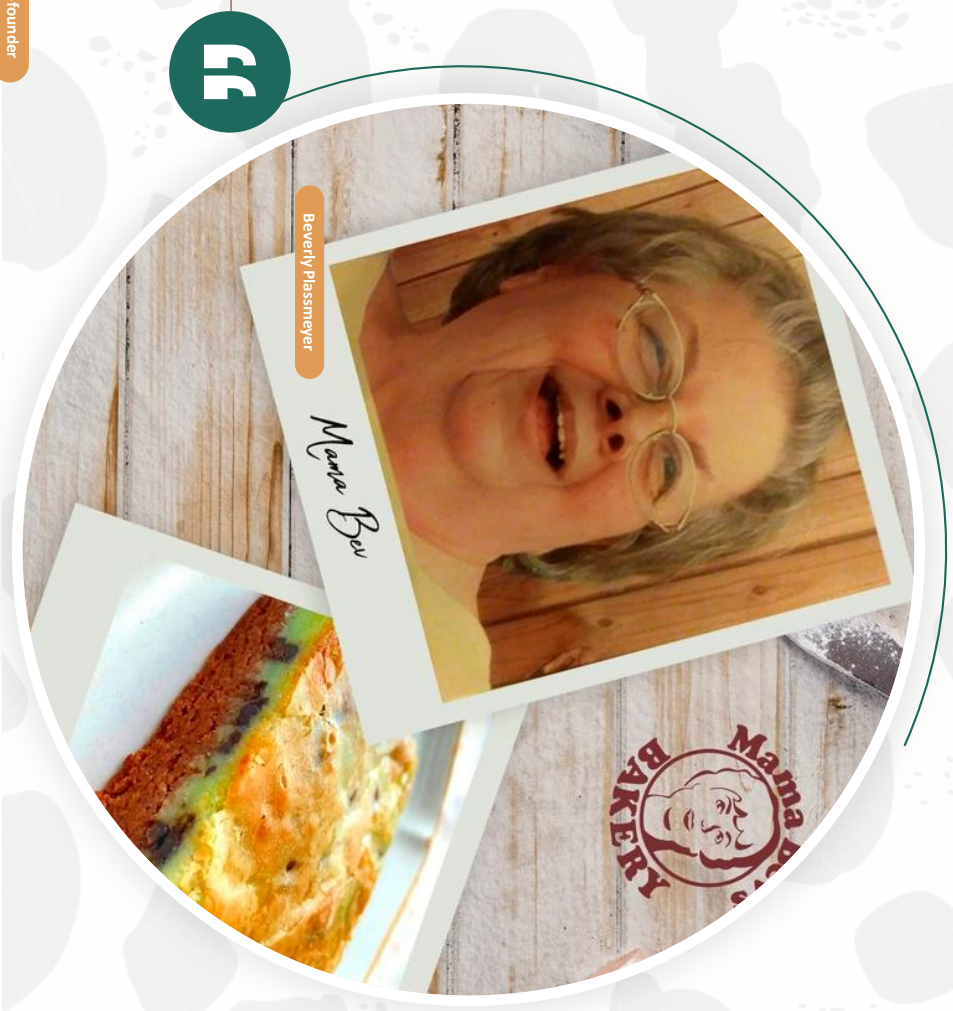
We were restaurateurs ... We took mom's recipe for butter cake and put it on our menu.

We named the cake after mom since she passed away right before we opened.

*Fast forward two years and we now have the opportunity to share cake with the country!*

We aim to help make the world a better place and if that means we do that through butter cake then so be it!

- Gary Plassmeyer, Co-founder



Beverly Plassmeyer

*Mama Bev*



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# Butter Cake anyone...

Bringing to life an almost century's old recipe known as the decadence and indulgence of St. Louis Style Butter Cake.

## Seizing An Under-Met Need

- **St. Louis Style Butter Cake**
  - **New EMERGING category**
    - **Extended shelf life**
    - **Few competitors**
  - **Experienced team of CPG vets**
  - **Phenomenal traction**



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# Problem & Solution



No innovation with big brands.  
Parents with kids have no time to bake.  
Buyers looking for the next big thing.



NOVEL and INNOVATIVE 3-layer dessert.  
Thaw, warm and serve!  
Grocery shelf turns are ROCKING.



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# 3 launch flavors and over 15 to follow it up with...



**Chocolate Chip  
Cookie**



**Raspberry**



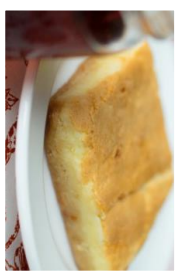
**Classic**



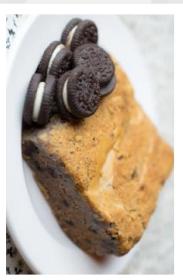
**Gluten Free  
Classic**



**Blueberry**



**Buttermilk Pancake  
'n' Syrup**



**Cookie's 'n' Cream**



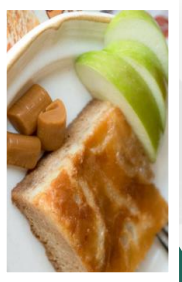
**Red Velvet**



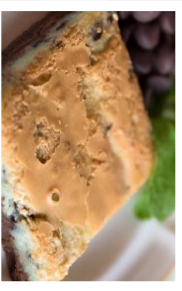
**Pecan Pie**



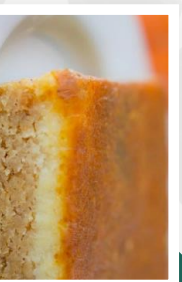
**Crumb Cake**



**Caramel Apple**



**Mint Chocolate  
Chip**



**Pumpkin**



**Peanut Butter  
Cookie**



**Salted Caramel**



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# Branding and Packaging



# A Heathy And Growing Market

**Brands are reinventing comfort foods and inspiring nostalgia.** Belgian Boys French Toast, Chubby Snacks' Peanut Butter & Jelly sandwich, and Goodles Cheddy Mac to name a few .

## TAM

Frozen Bakery Products,  
Global, 2021

### \$22.3B of Total Revenue

- The US frozen bakery market value is anticipated to cross USD \$7.8B (SOM) by 2025, according to a new research study published by Global Market Insights Inc.
- Serviceable Obtainable Market (SAM )of thaw and serve cakes is \$2.7B by 2025.
- Indulgent snacking is currently outpacing healthy snacking at a national level.

Source: Markets and Markets.com Published  
Date: Apr 2021 | Report Code: FB 1249



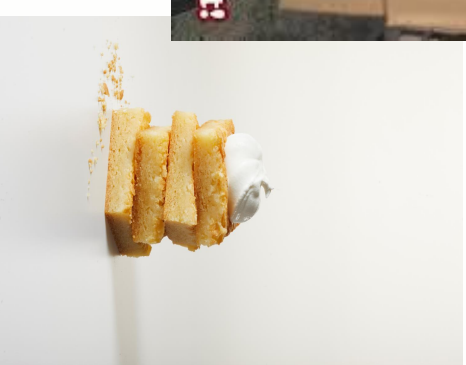
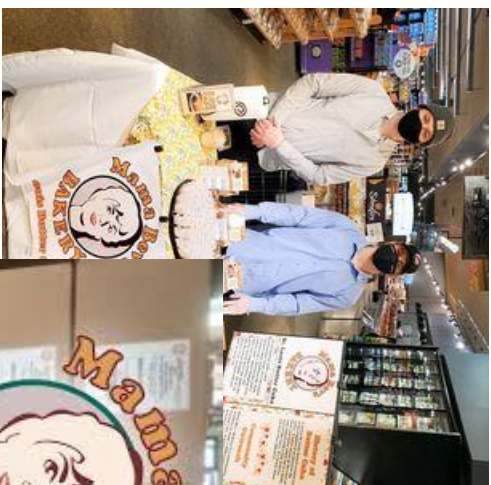
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# How Will We Do it?

## Getting The Word Out...

- Develop relationships with 2-3 key accounts in 2-3 key markets
- Move into Food Service
- Direct to Consumer push
- Then what?
  - National grocery expansion, Mass, C-Store, Club, and Drug
  - Expanded foodservice
  - National DTC expansion



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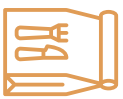


# Our Brand Strategy



## WHO WE ARE

Christian based group of recovered alcoholics, anxiety and mental health sufferers with and awesome cake!



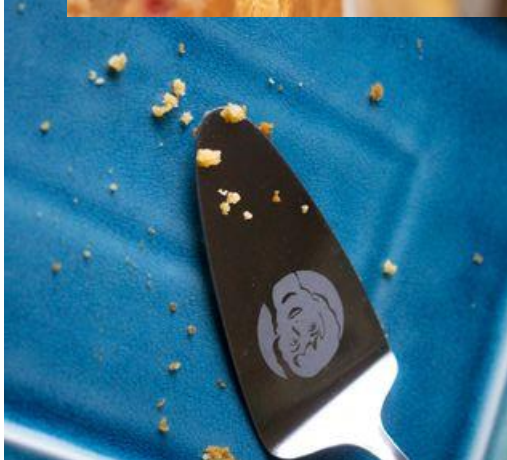
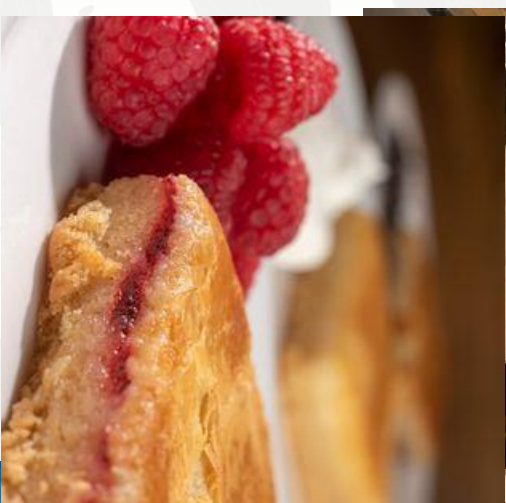
## WHAT WE DO

We bake the most decadent, indulgent, flaky, buttery, ooey gooey cake on the market.



## HOW WE WILL DO IT

Get out into the community, introduce the cake to everyone, and go DTC to B2B through e-comm and grocery retail.



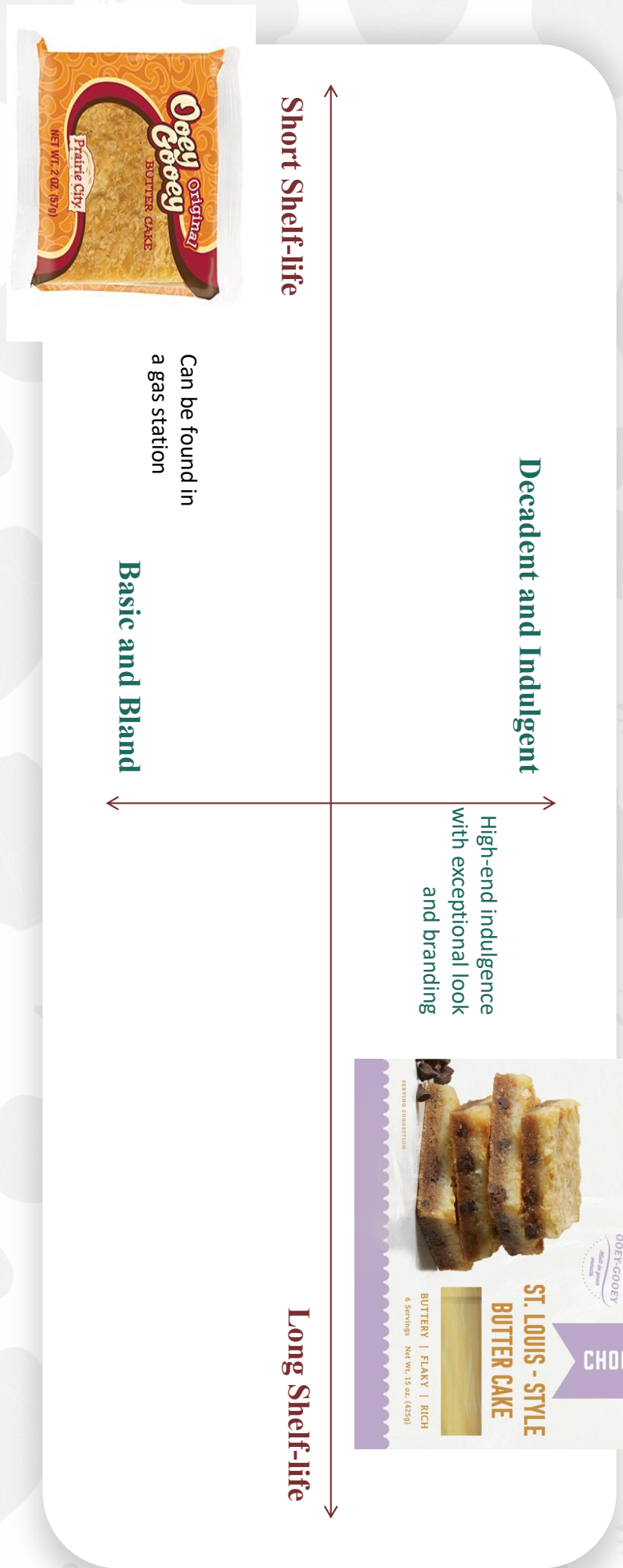
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# Up, Up and Away... Sales Growth is expected to be STRONG!



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# Current Competition



**Decadent and Indulgent**

High-end indulgence with exceptional look and branding



**Short Shelf-life**

Can be found in a gas station



**Basic and Bland**

**Long Shelf-life**

# Growth And Expansion

## Current Customers



## 2023 and beyond



- National brand exposure through QVC with an average cake sell price of \$13
  - Top 1% of brands to make it to 10+ airings
  - 4 successful airing sell outs – 8000 units per 8-minute airing
- Food service partner with GFS
  - Extended product offering

- Access to over 6000 doors
- Single serve package release
- Break even projected Q1 2024
- 40% gross margin projected Q1 2025
- **Distribution partners with AWG, UNFI, Certco, KeHE and Gordon Food Service**



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# Leadership Team

We're equipped to take this company from seed to exit.



Gary Plasmeyer

- Founder and CEO
- 20-year restaurant vet with high volume corporate chain experience with the Texas Roadhouse.
- Serial entrepreneur on 3<sup>rd</sup> start up with Mama Bev's, 9<sup>th</sup> Slice Pizza and Theronator Holdings.
- Specializes in operations, brand development and visionary build out.



Alvcia Pogreba

- Director of Operations
- 15-year restaurant vet with high volume start up experience with 9<sup>th</sup> Slice Pizza
- Specializes in product development, production line management and customer relations.



Scott Corsi

- Chief Commercialization Officer
- 25-year FAB industry vet with The Merco Group, SPC Product Consulting and Catapult Commercialization Services
- Specializes in sales, marketing, broker relations, margin analytics, product and brand development..



Jim Cain

- Chief Development Officer
- 30-year FAB industry vet with Kraft, Campbells, Del Monte and Maine Flavors.
- Specializes in developing strategic approaches and implementing creative technical solutions for product formulations, process developments, and packaging advances.



Carter Welch

- Chief Marketing Officer
- 30-year FAB industry vet with Proctor and Gamble, Brach's Candies, Pillsbury and the Fig Tree Group
- Specializes in marketing, revenue optimization, negotiating, change management, scaling for growth, biz dev, building teams, streamlining business processes, and brand management.



Ryan Calton

- Chief Financial Officer
- 20-year finance industry vet with Brewer Co, Hampel Corp and Baker Tilly.
- Specializes in mergers and acquisitions, new product development and go to market, and smart systems to support data-driven decision making.



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# Advisory Board

We're equipped to take this company from seed to exit.



Andrew Baer

- Founder
- 15-year beverage wholesaler owner with Anheuser Busch.
- Serial entrepreneur on 4<sup>th</sup> start-up with Mama Bev's, 9<sup>th</sup> Slice Pizza, Theronator Holdings and Advanced Learning Center.
- Specializes in logistics and facility management.



Penny Arvanetes

- Advisor and Board Member
- 30 year cross-industry business and marketing professional with Fluor Daniel, BI-LO Center, The Palmetto Bank, SoftwareONE
- Specializes in strategic marketing; brand alignment, communications and public relations.



Jamie Valenti Jordan

- Advisor and Board Member
- CEO of Catapult Commercialization Services
- 20-year FAB industry vet with General Mills, Del Monte and Campbells.
- Specializes in developing and executing aligned marketing and operations plans centered around novel food and beverage products.



Tino Arvanetes

- Advisor and Board Member
- VP of Wealth Management for PNC Bank
- 35-year finance industry vet with BMO, Johnson Financial, US Bank and PNC.
- Specializes in business banking and investor relations and loan adaptation.



Mikhail Palatnik

- Chairman and Advisor
- VP of Product Development for Zywave
- 20-year software industry vet with Accenture, Corelogic and Zywave.
- Specializes in product management, data & analytics and P&C insurance.



Brad Rostowski

- Advisor
- Founder for Food Finance Institute and Fab Wisconsin
- 35-year FAB industry vet with Kraft, Sargento and Palermos Pizza.
- Specializes in new product development, marketing, engineering management, integrated systems design and cross functional management.



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# Use Of Funds

How we will use the money

- Build our inventory.
- Hire some awesome people.
- Give us some runway to grow.
- Allow us to continue our community work.



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# Major Milestone's



Launched Jan 2020

Q3 2020

Q1 2021

Q3 2021

2022

After closing the restaurant and refocusing our efforts, we launched Mama Bev's in 1-year.

**SIGNED DISTRIBUTION** contract with Greco & Sons, Sysco and GFS on regional and national level.

Secured our first grocery store chain. Jewel Osco opened up 188 stores.

Introduced St. Louis Gooney Butter Cake to the nation. Have had over 10+ successful airings!

**Gained WI** state acceptance with Woodman's, Metcalfe's and Certico Distribution.



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## Thank You

Let us know if you are interested in this opportunity; we'd love to send you some St. Louis Buttercake!

[www.mamabevs.com](http://www.mamabevs.com)

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Co-founder/CEO

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