

Oh My Okra™/MC

Oh My Okra is a wholesome and delicious **SUPERFOOD** made using only **3 ingredients**:

- Crispy Whole Okra
- Expeller Pressed Canola Oil
- Sea Salt



Vacuum Dehydration

- Over 80% of nutrients are retained in products
- Low oil absorption in products
- Original colour, texture and natural flavours are preserved
- Vacuum dehydration cooks food below 180F thus not forming acrylamide*

**Acrylamide is a known carcinogen which has caused cancer in animals exposed to high doses. This is according to a 2010 study conducted by the Joint Food & Agriculture Organization .*

Nutrition Facts Valeur nutritive

Per 1/2 package (25 g)
our 1/2 emballage (25 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 120	
Fat / Lipides 9 g	14 %
Saturated / saturés 1 g	4 %
+ Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	0 %
Sodium / Sodium 40 mg	2 %
Potassium / Potassium 390 mg	11 %
Carbohydrate / Glucides 10 g	3 %
Fibre / Fibres 6 g	24 %
Sugars / Sucres 3 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	10 %
Vitamin C / Vitamine C	25 %
Calcium / Calcium	8 %
Iron / Fer	4 %

*** Claims based on NSF International testing in accordance with 2003 Guide for Food Labelling & Advertising.*

Benefits...

- Low in sodium*
- Very high source of fibre*
- A good source of vitamin A and C*
- A good source of calcium*
- Excellent source of potassium*

** Claims based on NSF International testing in accordance to 2003 Guide for Food Labelling and Advertising.*



BRCS

SMETA

Bert's Foods

6-6150 Highway 7 Suite 117, Vaughan ON, L4H 0R6
Tel: 289-763-7763

OhMyOkra.com

OhMyOkra



Beyond Moo Foods

A COMPLETE LINE OF OAT-BASED
DAIRY ALTERNATIVE FOODS

Beyond Moo Foods makes delicious oat milk-based dairy alternatives that are dairy-free, gluten-free, tree nut-free, soy-free and clean label.

We are constantly innovating and have the only full line of oat milk-based products including:

- Oat Milks
- Oat Yogurts
- Oat Kefir
- Oat Creamy Spreads
- Oat Creams
- Oat Butters
- Oat Dips
- Oat Ice Cream



Our secret isn't just the recipes and high quality of our ingredients, it's also in the techniques we use to make them.

We have spent countless hours of trial and error perfecting the recipes for the best flavour and also the *properties* that are closest to dairy such as mouthfeel, smoothness and creaminess.

The result is a premium product that most closely resembles dairy and is extremely difficult for competitors to copy.

We are in grocers in Ontario now! Talk to us about listing in your store, private label or food service.

Beyond Moo Foods

Mississauga, ON, L5J 3E4

www.beyondmoofoods.com

Yulia Weber (416) 268-9383 sales@yorfoods.com



The Cultured Coconut

Nature's Finest Probiotic

Healthy gut flora



PROBIOTICS **FERMENTATION**
coconut **Plant-based** **organic**
ANCESTRAL TRADITIONS
living/raw foods skin care/anti-aging
Gut Microbiome Health

Introducing The Cultured Coconut, a unique natural food that is in-line with today's wellness trends. Our traditionally-fermented coconut milk is a bonafide probiotic backed by a full microbial analysis.

For less than a dollar a day, it's accessible to health-minded consumers wanting to reap the benefits of maintaining healthy gut flora.

Just 1 tablespoon daily provides 4+ trillion Colony Forming Units (CFU) of living bacteria and a broad diversity of 40+ probiotic strains.

The compelling combination of high probiotic value and affordability make The Cultured Coconut a natural choice.

Organic 🥥 Dairy-free 🥥 Gluten-free 🥥 Sugar-free 🥥 Cholesterol-free

100% additive-free: no guar gum, sulphites, carrageenan or Bisphenol (BPA)



INGREDIENTS: ORGANIC COCONUT MILK (NON-CHLORINATED AND FLUORIDE-FREE WATER, ORGANIC WHOLE COCONUT), BACTERIAL CULTURES AND YEAST.



DAIRY FREE



GLUTEN FREE

KEEP REFRIGERATED
DO NOT FREEZE

Made in Canada

Manufactured by

Coconut Goodness Food Products Inc.
Bedford, Nova Scotia B4A 1A9

www.theculturedcoconut.ca



Water Soluble Hemp Seed Oil – Product Information

What is water soluble hemp seed oil?

Water soluble hemp seed oil is a product that can be mixed 100% into water to create a fully soluble beverage that contains omega 3.

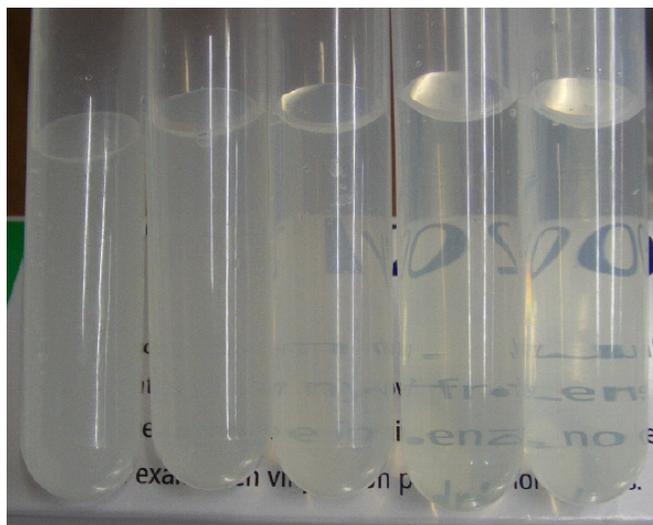
Why is it the product useful?

Hemp seed oil is arguably one of the healthiest omega fatty acid oil supplements since it contains an optimal ratio of omega 3 to omega 6 fatty acids, at a 1:3 ratio. This ideal ratio is proven to best promote heart and brain health, and it *naturally occurs* in hemp seed oil. In addition, hemp seed oil contains a variety of essential fatty acids that are key for our bodies for auto-immune and anti-inflammatory functions.

When mix into a water soluble form, hemp seed oil becomes much more *easy to consume*, since the consumer is able to simply drink the product to achieve the same health benefits.

What is in it?

Our water soluble hemp seed oil is a mixture of *monodispersed* hemp seed oil particles and water. These small oil particles are stabilized in water with natural food grade emulsifiers. This mixture is referred to as the water soluble *concentrate*. The water soluble hemp seed oil concentrate is a mixture of hemp seed and water with a 5% oil concentration. The reason it is 5% oil is because this allows the oil to remain stable in water indefinitely. Below is the appearance of the concentrate:





How to use it?

The concentrate can be added to plain water, or any beverage in order to add omega 3 to the final product. 5 grams of concentrate added into 500 mL of water is recommended to create a **clear** beverage with a hemp seed oil concentration of 250 mg.

There is no limit on the amount of concentrate that can be added to water because the concentrate is infinitely soluble in water. The concentrate **easily** mixes into water with minimal stirring.

Bioavailability

Hemp seed oil in a beverage is much more bioavailable than consuming the straight oil. This means that the hemp seed oil in water soluble form can absorb into the body much more efficiently. The phenomenon is a result of the presence of monodispersed oil particles. To quantify how much better the oil absorption is than straight oil, the relative bioavailability of monodispersed oil particles in water vs. straight oil can be compared. The relative bioavailability for monodispersed oil is 524.7% compared to straight oil – therefore the oil in a water soluble form is just over 5 times as strong as straight oil (Yin et al., 2017).

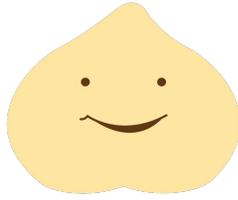
Applications

There are numerous applications in the beverage industry for using water soluble hemp seed oil. Mainly, the concentrate can be further mixed into countless beverages to boost omega 3 content in the final product. In addition, the concentrate may be **sold on its own** for retail sale, where the consumer can add it into their drink of choice. The concentrate can be further flavored as well. If the concentrate is added to hot beverages such as coffee or tea, the heat will not affect the integrity of the hemp seed oil.

Nutritional Info

For 5 grams of concentrate:

Nutrition Facts	
Valeur nutritive	
Per serving size 5 g / Par portion de 5 g	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 3	
Fat / Lipids 0.25 g	0.4 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
Omega-6 / oméga-6 144 mg	
Omega-3 / oméga-3 45 mg	
Carbohydrates / Glucides 0 g	0 %
Fibre / Fibres 0 g	0 %
Sugar / Sucres 0 g	
Protein / Protéines 0 g	
Cholesterol / Cholestérol 0 mg	0 %
Sodium / Sodium 0.44 mg	0 %



eggcitable

Plant based egg alternative

 Hannah Chisholm  hannah@eggcitable.com  +1 (902) 870-4832  www.eggcitable.com

Founded in 2018, Eggcitable is a plant-based egg alternative made with just eight simple, clean ingredients. We believe that eggs should be for everyone! Our product is shelf-stable and has multiple use-cases.

Stage: Pre-Seed

Industry: Consumer packaged goods, natural products

Number of employees: 1

Market size: \$1.92 billion with 192% yoy growth

Looking for: Advisors in CPG growth

Area of aid: Accelerate sales, grow team, enhance marketing, strengthen operations

CHALLENGE

Many people either don't like, or can't eat eggs, and are looking for egg alternatives. The current egg alternatives have complex formulas and are often only for a single use-case like egg scrambles.

SOLUTION

Eggs for everyone! We have developed a plant-based product using chickpeas that has just eight *simple* ingredients.

MARKET

The egg alternative market is a new and emerging category, that year over year has grown by **192%** ! By 2022, this market will be worth **\$1.92 billion**. Our opportunity is to be at the leading edge of this new category.

MILESTONES

Since launching in 2018, we've grown our distribution to 63 retail stores across Canada. We now have three flavors, and our e-commerce channel is seeing strong growth each month.

REVENUE MODEL

We have a mixed revenue model of B2C and B2B through our retail partners.

COMPETITIVE ADVANTAGE

We have only eight, simple, clean ingredients! We source our ingredients from Canadian farmers, and we have a co-packer that enables us to scale at demand.

EXIT

Our goal is to carve out a leader position within the emerging egg alternative food category and exit to a mature CPG company looking to gain market share through acquisition.

Hannah Chisholm
Founder, CEO

Developed product formula and launched company just out of university.

Bootstrapped growth to this point. Won multiple entrepreneurship competitions.

CURRENT STATUS

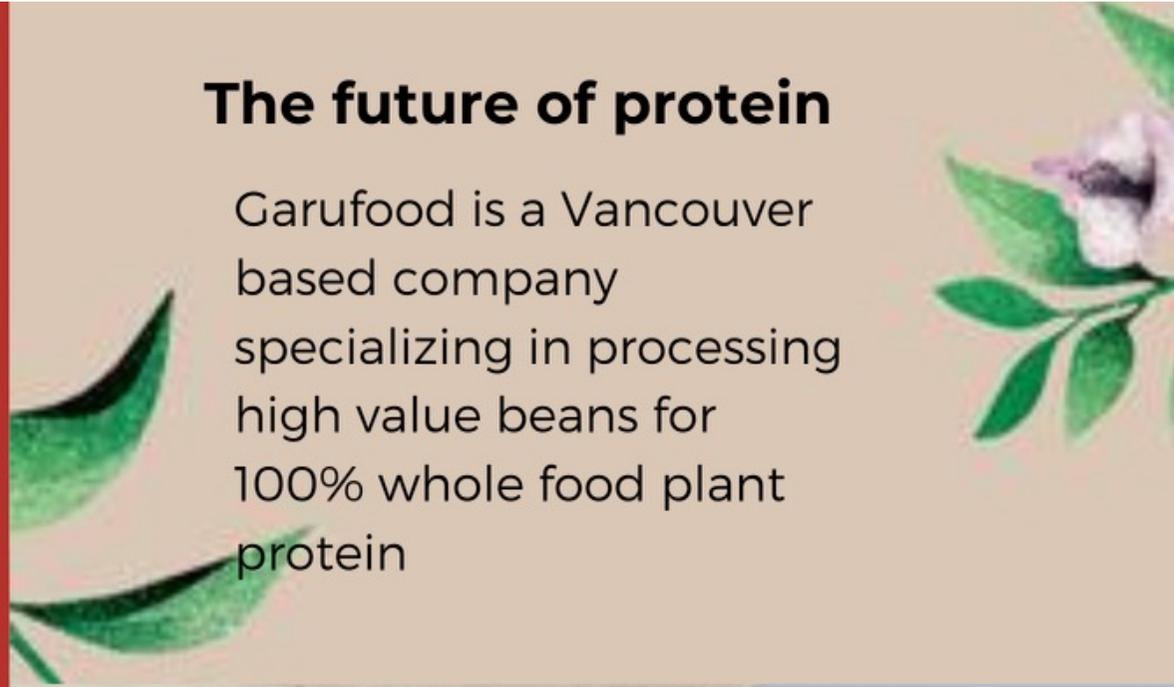
We are currently sold in 63 retail locations across Canada, and we are growing our e-commerce channel with Shopify.



Nutritious organic
bean powder for
consumers and
food
manufacturers

The future of protein

Garufood is a Vancouver
based company
specializing in processing
high value beans for
100% whole food plant
protein



Wholesale inquiry and questions

CONTACT US

Garufood Inc.
Vancouver, BC
Kris Kim
(604)868-2907
kris@garufood.com
garufood.com



PERFECT BOOST FOR SHAKES, SMOOTHIES AND BAKING

- ☐ Complete protein
- ☐ Phytochemicals
- ☐ Antioxidants
- ☐ Electrolytes
- ☐ Fibre & iron
- ☐ Zero cholesterol
- ☐ low glycemic index

organic

100% whole food
(no isolated parts)

sprouted

gluten free

plant based

Product specification

unit, resealable
stand-up pouch,
15.5Wx24Hx4D
cm

net weight
180g(6oz)

18 month shelf
life

SRP \$19.90

individual bean
powder available
for B to B



Pairs well with :
Chocolate almond milk
Maple Syrup
Peanut butter
Banana



Garu Organic Black Bean and Black Sesame, our all time best seller, has a roasted nut flavour (without containing nuts), it gives us yummy creamy roasted black sesame and nutty taste.

Ingredients : Organic Black Bean · Organic Black Rice · Organic Black Sesame · Goji Berry · Cornelian Cherry · Sea Asparagus · Brown Kelp · Green Tea

Pairs well with :
Any milk
Almond butter
Peppermint marshmallow
Espresso



Garu Organic Cacao has a rich chocolate flavour with a hint of sweetness. It blends well with hot and cold water and makes a decadent smoothie with any fruits or veggies.

Ingredients : Organic premium NON GMO Soybean · Organic raw Cacao · Organic granulated coconut blossom nectar

Q : Garu Organic Plant Protein blends, what do they taste like?



Pairs well with :
Vanilla Almond milk
Strawberry
Blueberry
Raspberry



Garu Organic Red Beet and Adzuki Bean has a subtle sweet taste from beet and coconut blossom nectar, it gives us the creaminess from Adzuki bean and familiar flavour of mixed cereal.

Ingredients : Organic Red Adzuki Bean · Organic Red Beet · Organic Black Bean · Organic Black Rice · Organic Black Chia ORGANIC Granulated Coconut Blossom Nectar · Goji Berry · Cornelian Cherry · Sea Asparagus · Brown Kelp · Green Tea

Pairs well with :
Maple syrup
Any milk
Matcha
Cinnamon



Garu Organic Soy has a subtle sweet taste and rich earthy creaminess from Soy. The most versatile one, it blends well with almost everything you throw in your smoothie and makes a delicious non dairy latte base when mixed with hot water.

Ingredients : Organic premium non GMO Soybean

JOYVIGO

Company Profile and Products



341-3583 Sheppard Ave E.
Scarborough, ON, M1T 3K8
T: 647 977 9391
E: hello@joyvigo.com

Company overview

Joyvigo is a plant-based cultured dairy alternative company focusing on digestive health and dietary lifestyles. Our mission is to provide the most transformative digestive health-focused plant-based dairy alternative food to the world so that people can experience the joy of healthy living.

Joyvigo is locally manufactured at a HACCP certified facility in Guelph. We combine a mix of plant protein, fibre, and effective probiotic strains then craft them into a balanced union of flavourful drinkable yogurt style beverages that will help maintain a stable microflora critical for a balanced lifestyle.

By facilitating plant-based living, Joyvigo contributes to the sustainability of our environment and to the transformation of our food system.

Product overview

Joyvigo high plant protein yogurt comes in single and multi-serve formats and three flavours, **mango, strawberry, and vanilla**.

Our yogurt drinks are ideal for those who want to pursue plant-based living for health reasons (e.g. lactose intolerance) or dietary lifestyles and environmental concerns (e.g. vegan, vegetarian, or flexitarian).

The microbes that inhabit our digestive tract help with food digestion, support the preservation of our gut lining, fight inflammation and enhance the absorption of nutrients and the regulation of appetite. Packed with pre and probiotics, powered with plant protein, and formulated with low sugar content, Joyvigo is a perfect boost to kick off the day, a great mid-morning or afternoon snack and healthy bedtime smoothie.



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Product overview (cont.)

Joyvigo high plant protein offers the following benefits (236ml serving):

- 7g plant protein
- High source of prebiotic fibre
- Source of probiotics - 2 billion CFUs (5 live active bacterial cultures)
- Low sugar
- Only natural ingredients, no artificial flavours or preservatives
- Free from dairy, gluten, soy, gums, and GMO
- Vegan, vegetarian, flexitarian friendly

For more Information and samples

Khaled Fourati
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Joyvigo plant protein





BUMP by the numbers:

70% Canadian beef
30% Prairie-grown pea protein

Compared to ordinary lean ground beef BUMP contains:

18% Fewer calories
27% Less fat

Nutrition Facts		Valeur nutritive	
Per 100 g			
pour 100 g			
Calories	180	% Daily Value*	
		% valeur quotidienne*	
Fat / Lipides	11 g	15 %	
Saturated / saturés	4 g	23 %	
+ Trans / trans	0.5 g		
Carbohydrate / Glucides	2 g		
Fibre / Fibres	1 g	4 %	
Sugars / Sucres	0 g	0 %	
Protein / Protéines	18 g		
Cholesterol / Cholestérol	50 mg		
Sodium	80 mg	3 %	
Potassium	200 mg	4 %	
Calcium	20 mg	2 %	
Iron / Fer	2.5 mg	14 %	

*5% or less is a little, 15% or more is a lot
 *5% ou moins c'est peu, 15% ou plus c'est beaucoup

PRODUCT NAME - BUMP Ground Beef + Plant Protein Blend.

UNIT #

UPC - (01)00133066099012

SKU

WHOLESALE PRICE - Depending on DSD or wholesale

MSRP PRICE - \$8.50 regular | \$6.45 promo

PRODUCT DIMENSIONS - TBD

WEIGHT - 454 g (one pound) per package



THE MEAT CATEGORY IS EVOLVING - IS YOUR SELECTION KEEPING PACE?

A new type of consumer is on the rise - flexitarians. For a variety of reasons, these consumers are reducing but not eliminating animal products in their diets. BUMP is uniquely positioned to meet the needs of this expanding category.

WHO ARE FLEXITARIANS?

Consumers that see the value of reducing animal-based product consumption but aren't ready to give them up entirely.

10% of Canadian consumers self-identify as Flexitarian

4% Identify, for comparison, as vegan or vegetarian

32% of Canadians intend to reduce their meat consumption in the next six months

Flexitarian movement is multi-generational

42% of Flexitarians are boomers; Millennials and Gen Zs are also on-board

Many Flexitarians are high-income earners

Individuals with an average annual income between

\$75,000 - \$150,000

are most likely to identify as Flexitarian

Motivations include healthier living and environmental concerns

Flexitarians are not willing to sacrifice flavour, however

WHAT MAKES BUMP STAND OUT FROM PLANT-BASED MEAT SUBSTITUTES & LEAN GROUND MEAT?

From the ground up, we created BUMP specifically for flexitarians. We wanted to deliver a product that's not only better for you and the environment but also tastes great. With most plant-based or blended products, you can taste the compromise. Not with BUMP.

By using pure Canadian beef blended with plant-based protein, we've created something special. We've reduced the fat and the environmental impact - but it's so delicious and retains its moisture so well, BUMP can substitute 1:1 for regular beef in any meat-based meals without sacrificing any of the real beef experience.

FAQS ABOUT BUMP

Where is BUMP produced?

We blend Canadian beef with prairie-grown pea protein in our two federally inspected, BRC-certified co-packing facilities. One facility is in Ontario, and one is in Alberta.

What environmental benefits does BUMP's packaging provide?

Our vacuum packaging uses less plastic than traditional tray overwraps and modified atmosphere packaging. It also extends the shelf life of our product, thereby reducing food waste.

At what temperature does BUMP need to be stored?

BUMP is distributed frozen and must be slacked on-site. Display in your meat case alongside conventional ground meat products.

What portion sizes does BUMP come in?

Currently, we offer BUMP in a convenient 454 g (1 pound) package. Family-size packaging is coming soon.

Are other BUMP blends available?

BUMP Beef + Plant Blend is only the beginning. New products are already in development to provide you and your customers even more meat options.

Is BUMP available to sample in-store?

Yes! Talk to us about scheduling and let your customers taste the BUMP difference.

How many pieces fit in one case?

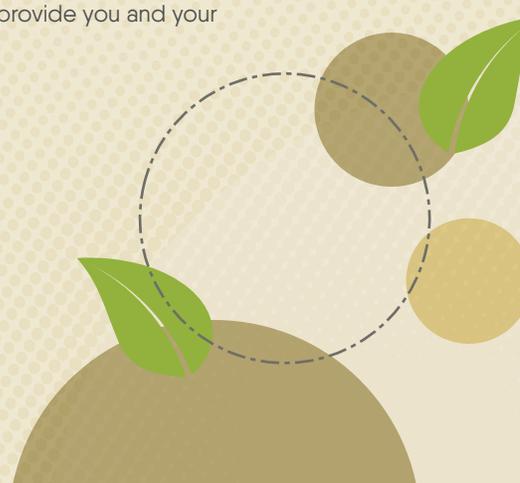
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What is BUMP's shelf life?

12 days. Requires in-store application of a "best before" sticker after slacking.

What is in BUMP? Are there any allergen alerts?

BUMP contains just three ingredients: beef, water, and textured pea protein. None of the major allergen categories are present in BUMP.





A Relentless Search. An Extraordinary Find.

Consumers are making healthier and more informed decisions about the quality and origins of their food. They also expect improved nutritional performance from their food. Natures Crops specializes in plant seed oils for health & wellness, and set out to find and produce the healthiest edible oil possible from a sustainable, non-GMO, environmentally friendly plant. One that offers greater health benefits than any other available culinary oil. One that offers complete traceability and transparency. It's called Ahiflower®.

The Facts.

Our diets are flooded with commodity oils like soybean, sunflower and canola, delivering a huge imbalance in the type of fat and that contribute little to our essential nutritional needs. Finding a healthy balance is important to ensure wellness, longevity, and the ability for consumers to look well, move well, and feel well. While some new oils like avocado, hemp, and flax are now available to consumers, none offer the full-spectrum benefits associated with taking a daily multi-omega supplement.

Ahiflower goes above and beyond other sources as a great tasting, versatile, and cost-effective way to gain a healthy balance of fats in your body. While other oils fall short, Ahiflower bridges the gap towards a healthier diet and lifestyle.

Ahiflower is a naturally wild and now cultivated agricultural crop regeneratively grown by a group of UK farmers. This dedicated team of farmers is passionate about growing sustainable crops that promote global wellness, biodiversity, and regenerative farming while preserving our planet's ecosystems.



Why Choose Ahiflower?

Ahiflower oil is a complete & balanced multi-omega oil that contains the essential daily omegas our bodies need. Ahiflower is:

- Sustainably and regeneratively grown
- Traceable back to the field from which it came
- Easily used in foods as a healthy alternative to commodity vegetable oils
- Non-GMO

An Impressively Versatile Oil.

Ahiflower is a clean-tasting and can be used in a variety of recipes and products like dressings & dips, plant-based milks and protein bars in ways that other oils cannot.

Choose an oil that delivers more. Choose Ahiflower.

Did you know: Ahiflower supplies all the healthy omega fats required in your diet?



Sperry™

TRUST THE HEALING POWER OF NATURE



SPERRI PRODUCT
AND NUTRITION INFORMATION



ABOUT SPERRI

Sperrri is about delivering optimal plant nutrition to people that are well and unwell, and is a tool to optimize health. Sperrri doesn't contain any preservatives or artificial ingredients to guarantee quality nutrition and excellent taste.

We focus on high quality, scientifically-proven, functional ingredients in our formulation such as:

- Organic hemp protein powder and pea protein powder to provide the 20 essential amino acids
- Organic algal DHA oil and organic hempseed oil for functional fats and brain health
- Canadian organic maple syrup, organic tapioca syrup, and organic tapioca maltodextrin as our carbohydrate sources

Sperrri is designed to help people get well and stay well and focuses on functional outcomes:

- Gut-health
- Brain-health
- Immune maintenance & support

Sperrri is suitable for most diets as it doesn't contain common allergens and is:

- Gluten-free
- Dairy-free
- Soy-free
- Organic
- Non-GMO
- Vegetarian and vegan



63% of consumers purchase for immune maintenance



Plant-based foods sales grew by 22% in 2020, becoming an industry valued at \$7 billion



Vegetarian dietary patterns reduce cardiovascular disease mortality and risk of coronary heart disease by 40%



NUTRITION INFORMATION

FEATURES

NUTRITIONAL APPLICATIONS

Nutrition Facts	
Valeur nutritive	
Serving 1 container (330 ml) pour 330 ml	
Calories 330	% Daily Value*
	% valeur quotidienne*
Fat / Lipides 12 g	16 %
Saturated / saturés 0.4 g	
+ Trans / trans 0 g	2 %
Carbohydrate / Glucides 39 g	
Fibre / Fibres 2 g	7 %
Sugars / Sucres 15 g	15 %
Protein / Protéines 16 g	
Cholesterol / Cholestérol 0 mg	
Sodium 250 mg	11 %
Potassium 400 mg	9 %
Calcium 300 mg	23 %
Iron / Fer 3.5 mg	19 %
Vitamin A / Vitamine A 400 µg	44 %
Vitamin C / Vitamine C 20 mg	22 %
Vitamin D / Vitamine D 2 µg	10 %
Vitamin E / Vitamine E 4 mg	27 %
Thiamine 0.55 mg	46 %
Riboflavin / Riboflavine 0.4 mg	31 %
Niacin / Niacine 6 mg	38 %
Vitamin B ₆ / Vitamine B ₆ 0.55 mg	32 %
Folate 90 µg DFE / ÉFA	23 %
Vitamin B ₁₂ / Vitamine B ₁₂ 0.5 µg	21 %
Biotin / Biotine 50 µg	167 %
Pantothenate / Pantothénate 1.9 mg	38 %
Phosphorus / Phosphore 400 mg	32 %
Iodide / Iode 80 µg	53 %
Magnesium / Magnésium 90 mg	21 %
Zinc 4.5 mg	41 %
Selenium / Sélénium 15 µg	27 %
Copper / Cuivre 0.85 mg	94 %
Manganese / Manganèse 2 mg	87 %
Chromium / Chrome 15 µg	43 %
Molybdenum / Molybdène 30 µg	67 %

*5% or less is a little, 15% or more is a lot
*5% ou moins c'est peu, 15% ou plus c'est beaucoup

- Free of all common allergens (dairy, soy, wheat, peanuts, tree nuts, sesame, shellfish, eggs, etc.)
- Easily digestible plant-based ingredients
- 4 mg EPA
- 100 mg DHA

- Sole-source or supplemental nutrition
- Compliant with gluten-free, lactose-free, vegetarian, and vegan diets
- Good for those with poor GI tolerance to existing formulas

PRODUCT SPECIFICATIONS

Caloric Density: 1.0 calorie/mL

Caloric Distribution (% of kcal): 20% Protein, 50% Carbohydrates, 30% Fat

Plant Based Protein Source: Organic Hemp Protein Powder, Organic Pea Protein Powder, Organic Moringa Powder

Carbohydrate Source: Organic Maple Syrup, Organic Tapioca Syrup, Organic Tapioca Maltodextrin

Functional Fat Source: Organic Algal DHA Oil, Organic Hempseed Oil

Omega-6 to Omega-3 Ratio: 4:1

INGREDIENTS

Ingredients: Water, Organic Tapioca Maltodextrin, Organic Hemp Protein, Organic Tapioca Syrup, Organic Maple Syrup, Organic Pea Protein, Organic Sunflower Oil, Organic Natural Flavor, *Organic Compliant Vitamins and Minerals, Organic Sunflower Lecithin, Organic Moringa Leaf Powder, Organic Hemp Seed Oil, Salt, Algal DHA Oil, Organic Broccoli Sprout Powder, Gellan Gum, Rosemary and Mixed Tocopherols.

DISCLAIMERS

Not suitable for: IV use, parenteral nutrition, suitable for anyone over 2 years, should not be used as sole replacement for all meals in those under age 12

Nutritional information, specs, and ingredients subject to change as we are currently undergoing a slight reformulation.



Rainfed

The future of plant proteins

Startup HQ: Toronto, Canada

Confidential
Mar 2021

Problems with conventional meat and dairy



**Animal
Welfare**



**Resources
(9X land +water)**



**Carbon Emissions
(>aviation+shipping)**

Consumer behaviour is changing...

People willing to pay 2X for alt milks
2019 US spend on alt dairy = \$3.4 b



The future is plant-based!



MILK
SALES
IN 2018-19

-6%

+17%

PLANT
BASED
MILK
SALES
IN 2020

\$38

BILLION

EXPECTED
MARKET FOR
PLANT-BASED
MILK BY 2024

Why now?

Covid-19 has the US cheese and milk industries on the brink

Dairy farmers forced to dump milk as demand drops amid coronavirus closures

"You can't shut down cows. You can't turn them off like a faucet," one farmer tells NBC News about the sudden drop in demand for dairy products.

How Dean Foods' bankruptcy is a 'warning sign' to the milk industry

Struggling with debt and changing consumer demands, the largest dairy producer in the U.S. filed for Chapter 11. Food Dive looks at how the company got here and what's

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[Industry Agenda](#) [COVID-19](#) [United States](#) [Agriculture, Food and Beverage](#)

U.S. dairy farmers dump milk as pandemic upends food markets

White gold: the unstoppable rise of alternative milks

Current alternatives...

Silk

Taste

we dig plants.
**EARTH'S
OWN**



Clean Label



Nutrition

Silk



Sustainable



ripple
Dairy-Free. As It Should Be.™

Our Solution: Smart Milk



Taste
Nutrition
Clean Label

Nutrition Facts

1 servings per container	
Serving size	1 cup (240ml)
Amount Per Serving	
Calories	120
<small>% Daily Value*</small>	
Total Fat 4g	5%
Saturated Fat 0.4g	2%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	7%
Total Carbohydrate 16g	6%
Dietary Fiber 2g	7%
Total Sugars 4g	
Includes 0g Added Sugars	0%
Protein 7g	14%
Vitamin D 0.8mcg	4%
Calcium 325mg	25%
Iron 0.36mg	2%
Potassium 376mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Patentable
Formulation
+
Processing
Technology



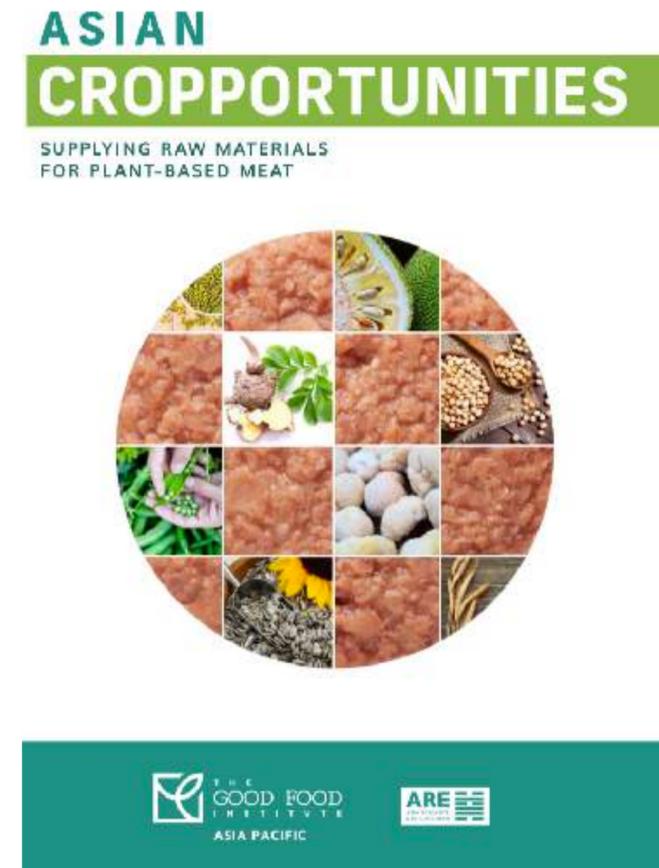
Millets : Rainfed crops



Climate-Resilient, Under-utilized Supports Regenerative Ag



2023 - International Year of Millets



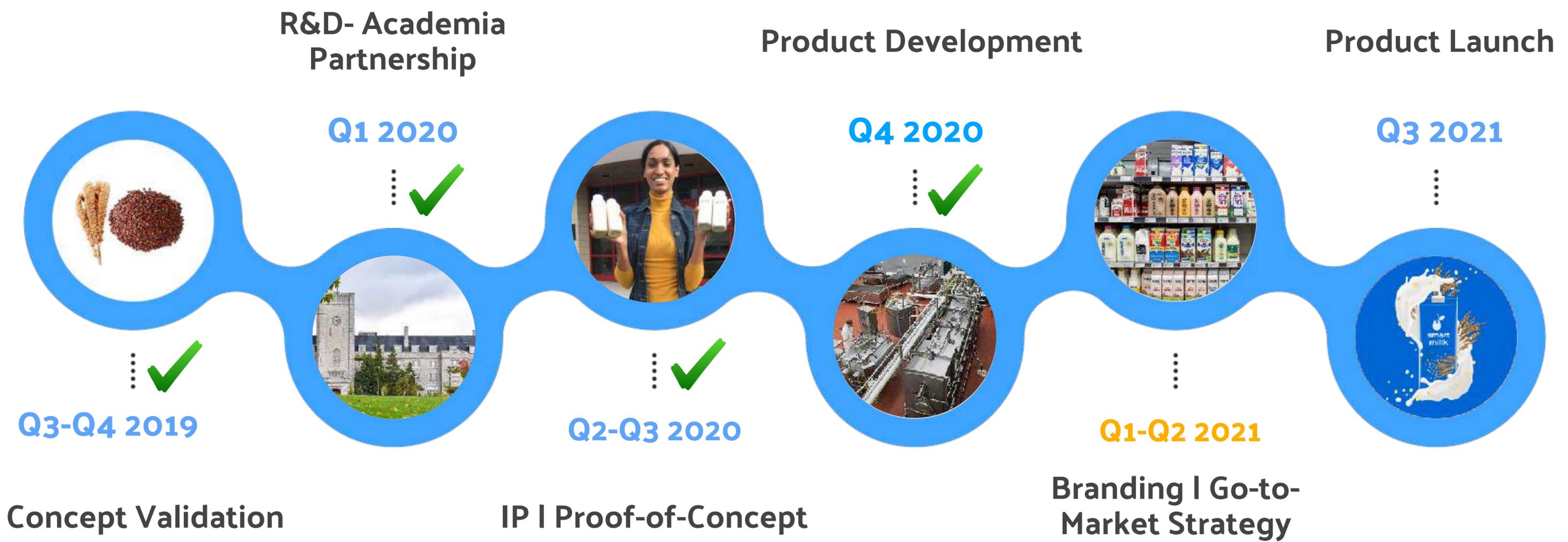
GFI : Ingredient for plant based meat

Competitive Landscape - Canada

NUTRITION	 smart milk					
Price (1.5-2L) CAD	\$6.49	\$4.99	\$4.49	\$4.49	\$4.49	\$7.49
Top 8 Allergen-free	●	○	○	●	○	●
Protein >= 8g	●	●	○	○	●	●
Clean Label	●	●	○	●	○	○
Functionality	●	●	○	●	●	●
Desirable taste	●	●	○	●	○	○
SUSTAINABILITY						
Carbon Footprint	●	○	○	●	●	●
Water Use	●	○	○	●	●	●
Land Use	●	○	●	●	○	●

* Prices, from Sobey's Retail

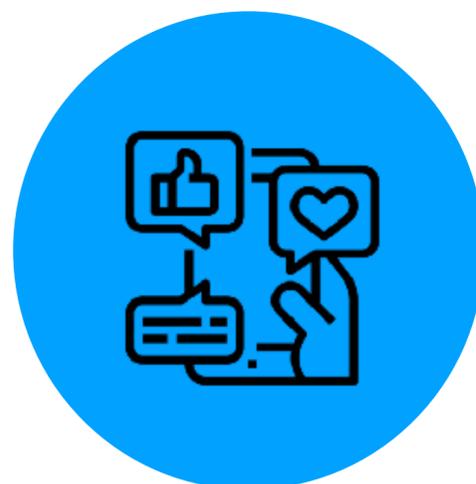
Traction and Roadmap



Go-to-Market Strategy



Unique Positioning
(Very little competition in
Canada (launchpad), followed
by Asia Pacific)



Digital Marketing Campaign
(Collaboration with
influencers and strategic
partners)



B2B and B2C
(Retail, E-commerce,
Grocery delivery, Meal kit
partnerships)

Future of Rainfed



Creamer



**Single-Serve (Flavors)
R&D complete**



Yogurt



**B2B (Protein as
Ingredients
(R&D in progress))**

Team



Sujala Balaji

Founder | CEO

**2x Entrepreneur | Mom
Engineer | Food Scientist**

15 + years - Startups, supply chain, dairy operations and large scale manufacturing



Sometimes

Ben Roche

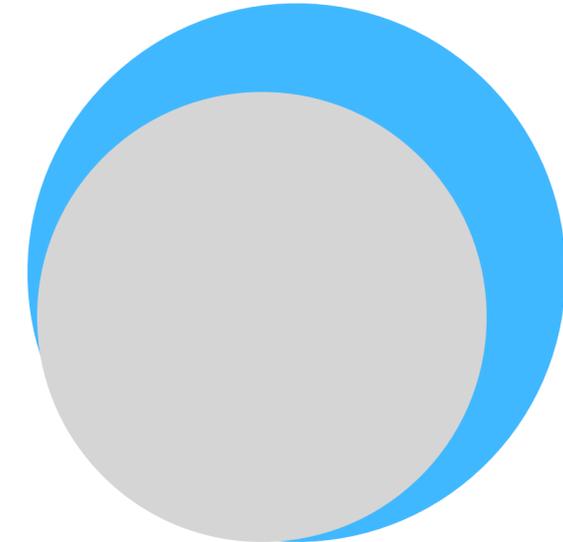
Co-founder | Product&Innovation

**Michelin-star chef
Fast Company's 'Most Creative People'**

15 + years - Alt protein startups, R&D, product commercialization, food service



https://www.ted.com/talks/homaro_cantu_ben_roche_cooking_as_alchemy



Marketing and Sales

**(Role to be filled,
Currently interviewing)**

Advisors



Patricia Bubner
Orbillion Bio
(The Millet Project)

Plant and cell-based |
Scientist Alternative Proteins
| Process Analytics



Caio Malufe
Hancock | Top Tier Impact

Corporate Development |
Strategy | M&A Execution |
Private Equity and Venture
Capital | Food and Ag
Investments



Dana McCauley
Canada's Most Powerful
Women 100

Food Trends and Innovation
New Products launch
Commercialization Expert
Marketing and Retail



Rob Harrison
Global Gardens Group

Grocery and Retail
Distribution | Nationwide
Product Launches |
Manufacturing and Operations



Lenishya
(Sujala's daughter)

12 yo 'Unbiased' food
critic and Junior Chef

.....and more



Let's Be The Change!

Sujala Balaji

sujala@rainfedfoods.com

[LinkedIn](#)



Hi We're Seeva!

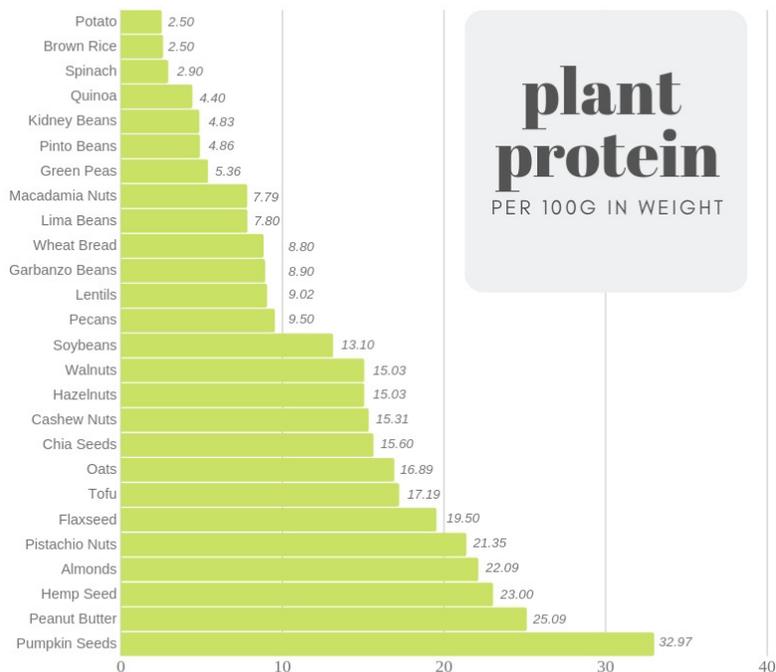
Our name is inspired by the Sanskrit word for service. We're devoted to serving you by creating innovative protein powder blends that lift your day to a new level of well-being and well-doing. So enjoy this pumpkin seed protein powder then share that joy with someone else!



no soy.
no dairy.
no nuts.
no fillers.
no binders.
all good.

Plant Protein

Pumpkin seeds, which have a distinct, subtly sweet, and nutty flavor, contain all essential amino acids and have more protein content than oats, almonds, and flax seeds. Pumpkin seeds are also a good source of zinc, iron, calcium, magnesium, manganese, potassium, phosphorus, copper, Vitamins A, B & E, unsaturated fats, and omega-3 and omega-6 fatty acids.



plant protein
PER 100G IN WEIGHT

source: plantbasednews.org

be well. do well.

Available SKUs

Power Packed

Pumpkin seeds are full of protein, healthy fats, fiber, along with minerals, like zinc, iron, and magnesium.

Benefits

Enjoy the heart healthy, bone building, and anti-inflammatory benefits of Seeva!

Merchandising

We have found Seeva protein powders do best next to other plant-based protein powder lines.

- Case size:** 4 pack (protein bags)
- Case dimensions:** 12" x 8" x 10" (L,W,H)
- Cases / pallette:** 64 cases
- Case weight:** 8lbs
- Bag size:** 1.88lbs
- Bag dimensions:** 7.5" x 4" x 12" (L,W,H)
- Shelf life:** 12 months
- Storage:** shelf stable (dry storage)
- Placement:** plant-based protein section
- MSRP:** \$49.99 / bag

100% organic ingredients

To place an order email us at orders@seevalife.com

Learn more about Seeva at



"see the difference pumpkin seeds can make - jai singh (founder)"

Activate 1.88lbs (850g)

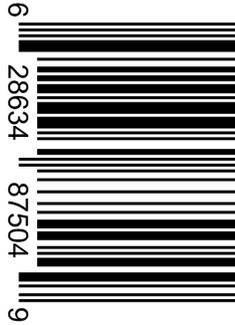


Nutrition Facts

usually 20 servings per container
Serving size 2 scoops (50g)
Amount Per Serving **170**
% Daily Value*

Total Fat 5g	6%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 8g	3%
Dietary Fiber 5g	18%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 22g	44%
Vitamin D 0mcg	0%
Calcium 104mg	8%
Iron 7.2mg	40%
Potassium 705mg	15%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Pumpkin Seed Protein*, Sacha Inchi*, MCT Oil*, Spirulina*, Moringa Leaf*, Maitake Mushroom*, Astragalus Root*, Monk Fruit*, Turkey Tail Mushroom*, Digestive Enzyme & Probiotic Blend - *Organic

Longevity 1.88lbs (850g)

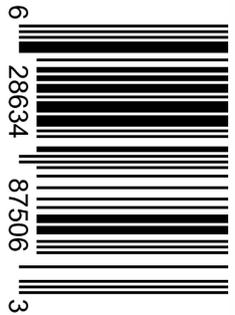


Nutrition Facts

usually 20 servings per container
Serving size 2 scoops (50g)
Amount Per Serving **160**
% Daily Value*

Total Fat 5g	6%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 7g	3%
Dietary Fiber 5g	18%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 22g	44%
Vitamin D 0mcg	0%
Calcium 78mg	6%
Iron 7.2mg	40%
Potassium 705mg	15%

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Pumpkin Seed Protein*, Sacha Inchi*, MCT Oil*, Chai Spice Blend (Cinnamon, Ginger Root, Nutmeg, Clove, Black Pepper, Cardamom)*, Mucuna Seed*, Chaga Mushroom*, Amla Berry*, Monk Fruit*, Digestive Enzyme & Probiotic Blend - *Organic

Energy 1.88lbs (850g)

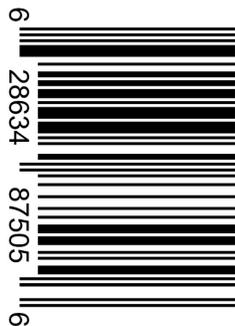


Nutrition Facts

usually 20 servings per container
Serving size 2 scoops (50g)
Amount Per Serving **170**
% Daily Value*

Total Fat 5g	6%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 11g	4%
Dietary Fiber 7g	25%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 20g	40%
Vitamin D 0mcg	0%
Calcium 78mg	6%
Iron 6.3mg	35%
Potassium 705mg	15%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Pumpkin Seed Protein*, Sacha Inchi*, MCT Oil*, Cacao*, Lucuma*, Maca Root*, He Shou Wu (Fo-Ti Root)*, Monk Fruit*, Digestive Enzyme & Probiotic Blend - *Organic



Hi We're Seeva!

Our name is inspired by the Sanskrit word for service. We're devoted to serving you by creating innovative elixirs that lift your day to a new level of well-being and well-doing. So enjoy each creamy sip of this pumpkin seed elixir, then share that joy with someone else!



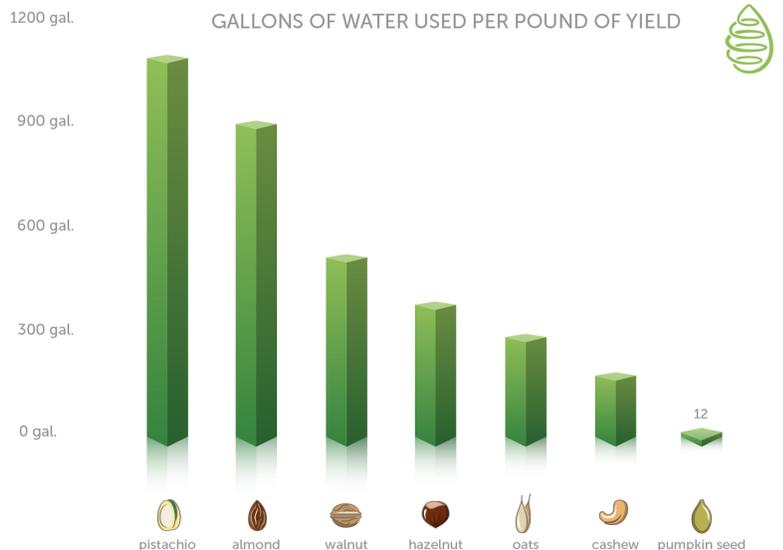
no soy.
no dairy.
no nuts.
no fillers.
no binders.
all good.



All that heart healthy, bone building, anti-inflammatory goodness is designed for one thing: to make your day the best possible!

Environmental Impact

Agriculturally, pumpkin seeds use only 12 gallons of water per pound of yield, where as almonds use roughly 900 gallons of water. This showcases the environmental benefits of consuming pumpkin seed milk over almond, oat or any other dairy-free milk alternatives in the market. Our mission is to position Seeva in the milk alternative market as providing a health experience advantage. Better for you, better for the planet.



source: (88acres.com) (waterfootprint.org)

be well. do well.

Available SKUs

Power Packed

Pumpkin seeds are full of protein, healthy fats, fiber, along with minerals, like zinc, iron, and magnesium.

Benefits

Enjoy the heart healthy, bone building, and anti-inflammatory benefits of Seeva!

Merchandising

We have found Seeva elixirs do best in the cold fridge next to other plant-based functional beverages.

- Case size:** 6 pack (cans)
- Case dimensions:** 6 13/16 x 4 9/16 x 6 1/8
- Cases / pallette:** 400 cases
- Case weight:** 4.72lbs
- Can size:** 10.5 oz (311ml)
- Can dimensions:** 2.2 x 6.129
- Shelf life:** 12 months
- Storage:** shelf stable (dry storage)
- Placement:** cold case refrigerator
- MSRP:** \$5.99 / can

100% organic ingredients

to place an order email:
orders@seevalife.com

learn more about Seeva at



FOCUS

10.5oz (311ml)

Pumpkin seedmilk* (filtered water, pumpkin seeds*, baking soda [natural acidity regulator]) dates*, turmeric*, cinnamon*, ginger*, black pepper*, rhodiola*, gluten free oats*, pink Himalayan salt, monk fruit*, rosemary antioxidant extract* - *organic

Nutrition Facts	
1 servings per container	
Serving size 10.5 oz can (298g)	
Amount Per Serving	
Calories	110
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 5g	10%
Vitamin D 0mcg	0%
Calcium 15.76mg	2%
Iron 1.8mg	10%
Potassium 282mg	6%
Magnesium 35mg	8%
Zinc 0.75mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



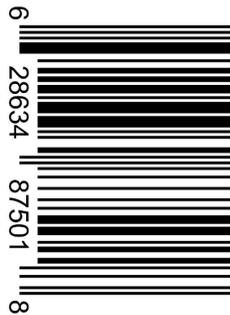
ENERGY

10.5oz (311ml)

Pumpkin seedmilk* (filtered water, pumpkin seeds*, baking soda [natural acidity regulator]), dates*, cacao*, lucuma*, he shou wu root*, maca root*, gluten free oats*, vanilla*, pink Himalayan salt, monk fruit*, rosemary antioxidant extract* - *organic

Nutrition Facts	
1 servings per container	
Serving size 10.5 oz can (298g)	
Amount Per Serving	
Calories	150
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 22g	8%
Dietary Fiber 5g	18%
Total Sugars 7g	
Includes 0g Added Sugars	0%
Protein 6g	12%
Vitamin D 0mcg	0%
Calcium 28mg	2%
Iron 2.7mg	15%
Potassium 378mg	8%
Magnesium 35mg	8%
Zinc 0.75mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



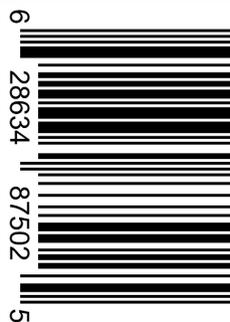
LONGEVITY

10.5oz (311ml)

Pumpkin seedmilk* (filtered water, pumpkin seeds*, baking soda [natural acidity regulator]), dates*, chai spice blend* (cinnamon*, ginger*, cardamom*, clove*, nutmeg*, black pepper*), chaga mushroom*, gluten free oats*, monk fruit*, pink Himalayan salt, rosemary antioxidant extract* - *organic

Nutrition Facts	
1 servings per container	
Serving size 10.5 oz can (298g)	
Amount Per Serving	
Calories	110
% Daily Value*	
Total Fat 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 30mg	1%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 5g	10%
Vitamin D 0mcg	0%
Calcium 15mg	2%
Iron 1.8mg	10%
Potassium 282mg	6%
Magnesium 35mg	8%
Zinc 0.75mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



"see the difference pumpkin seeds can make - jai singh (founder)"



Waygu

VEGAN

Plant-based Teriyaki Strips

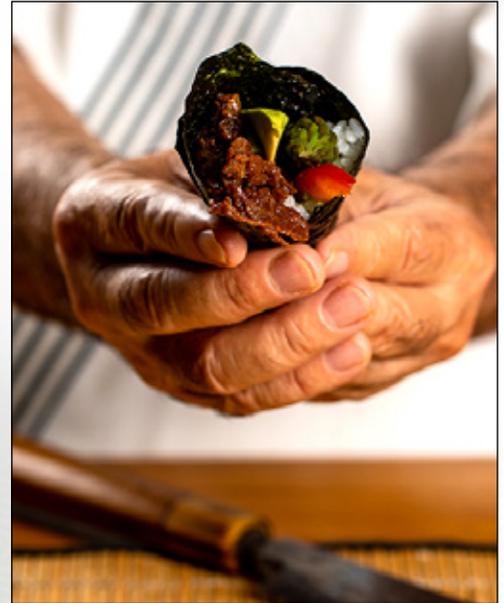


LIKE BEEF, ONLY BETTER.

**Traditional. Sustainable.
Made from plants.**

Made in Japan with traditional Japanese ingredients and cooking methods. Waygu™ Plant Based Teriyaki is the world's first alternative to Wagyu beef. These perfectly seasoned succulent teriyaki strips are perfect over rice or cooked with vegetables and have the same taste and texture as shaved beef.

**Gluten free, vegan, and using
only the finest ingredients.**



INGREDIENTS :

Defatted soybean, sugar, soy sauce, (soybean, salt, water), rice wine, vegetable oil (rapeseed), garlic paste, seasoned ginger (ginger, salt, vinegar), salt, vinegar yeast extract, thickener (hydroxypropyl starch) alcohol, caramel I (plain), water.

PACK STYLE :

1kg (precooked frozen)

SHELF LIFE :

18 months

1 KG X 12 CASE BARCODE :



10871665000202

TOP TIER FOODS
TOPTIERFOODS.COM

ADDRESS

201 - 3737 Oak St.
Vancouver, BC Canada V6H 2M4

SALES CONTACT

778.628.0015
sales@toptierfoods.com

ulivit

YOU-LIVE-IT

ABOUT US

ulivit! Scrappy startup homegrown in the Canadian prairies changing the world with Canadian made plant-based food. Dig in @ulivit to make the world a happier and healthier place!

OUR FOOD

- Innovative, delicious & first to market Plant Protein 2.0
- Fight climate change with ulivit & your dinner plate.
- 100% plant based and crazy versatile! Dig in for breakfast, lunch, snack or dinner. Not just an alternative to meat, eggs, dairy and tofu, but THE NEXT GEN plant protein.
- Soy free, allergen free, gluten free, nut free, non gmo, minimally processed, clean label and made with just 4 natural ingredients!

- Made with the most sustainable plant protein in the history of the world...Pulses (you'll know these superfoods as dry beans, peas, lentils, chickpeas and fava beans). These crops, grown by our trusted Canadian farmers are the sustainable food of the future, so much that it is the ONLY food the United Nations dedicated an entire year and world day to every year! Good for you and good for the planet.



“WAYVVVVY BETTER THAN CHICKEN.”

- Says the Chicken

ulivit

YOU-LIVE-IT

NUTRITION & INGREDIENTS

Nutrition Facts	
Valeur nutritive	
Per 1/3 package (85 g) pour 1/3 paquet (85 g)	
Calories 70	% Daily Value*
Fat / Lipides 1 g	1 %
Saturated / saturés 0.2 g	1 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 9 g	
Fibre / Fibres 2 g	7 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 9 g	
Cholesterol / Cholestérol 0 mg	
Sodium 55 mg	2 %
Potassium 175 mg	4 %
Calcium 225 mg	17 %
Iron / Fer 1 mg	6 %
*5% or less is a little, 15% or more is a lot	
*5% ou moins c'est peu, 15% ou plus c'est beaucoup	

DIG IN!

Flavour	Original Extra Firm
UPC	6 27843 44378 0
Shelf life	70 days, Refrigerated.
Product weight	255 grams
Product dimensions	6 inches (L) x 4.5 inches (W) x .75 inches (H)
Case size	6 packages
Case weight	1,5330 grams
Case dimensions	9 inches (L) x 6 inches (W) x 3 inches (H)

Ingredients: Water, Chickpea, Fava Bean Protein, Carrageenan (from seaweed), Konjac (root vegetable).



639-471-1439 | hello@ulivit.ca | www.ulivit.ca | @ulivit

"MMMEATLESS."

- Says the Cow