



Healthy Eating Begins in Childhood

2025





Born 8 weeks prematurely. From day one he fought to survive. Bravely.



Kekoa in Hawaiian means... *brave warrior*.



When it was time to start solid foods, the choices were unhealthy, unappetizing, and uninspired. So, his parents made all of his food for him.



They included fruits, herbs, spices and **LOTS** of **VEGGIES** in their all-natural, organic foods for him.

This baby boy is
OUR son, Our Kekoa.

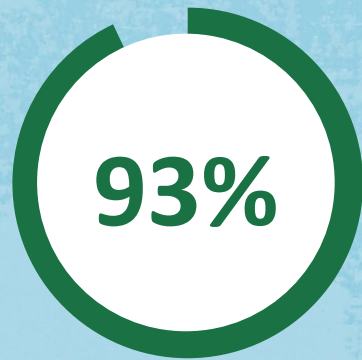
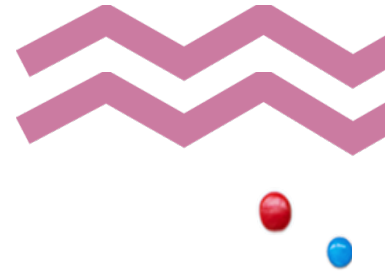
We are David & Danny the
Fathers & Founders of



The Problem...

Our national health crisis; unhealthy behaviors and diet have been normalized.

Source: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop.html>



of children in the US **DO NOT** eat the Recommended Daily Allowance (RDA) of vegetables.



of children in the US **ARE OBESE.**



A Challenge to Overcome is...

Developing adventurous eaters who love healthy food!

The Solution



- Globally-inspired, herbs & spices support Taste Training™
- Nutrient-dense, wider variety of vegetables
- Infused with healthy oils for brain development
- “Good bacteria” promoting better gut health

INGREDIENTS: Cauliflower Puree*, Apple Puree*, Avocado (Paprika, Cumin, Sumac, Cardamom, Star Anise, Juice Concentrate*, Artichoke Powder*, Organic



The Solution



These pouches **meet 100% of the RDA** for children aged 6mos. to 2yrs. & our **Taste Training™** program systemically fosters the palate towards healthy, nutrient-rich vegetables, herbs, & spices laying the foundation of better health for all.



Used alongside sleep and potty training to guide little ones as they develop and achieve early age milestones, **Taste Training** offers consistency and routine.

Eat What You Know



Our Customers, What They're Saying, & Who They Are



Mary Magdeline

★★★★★ **The Gastronomic Delight for the Diapered Diner!**

Reviewed in the United States on July 11, 2023

Flavor Name: Beets, Fennel & Kale | Size: 5 pack | **Verified Purchase**

★★★★★

04/28/2024

Dasha **Verified**

The best one to date

Our toddler's favorite flavor!

Personal record is 5 pouches in a row

★★★★★

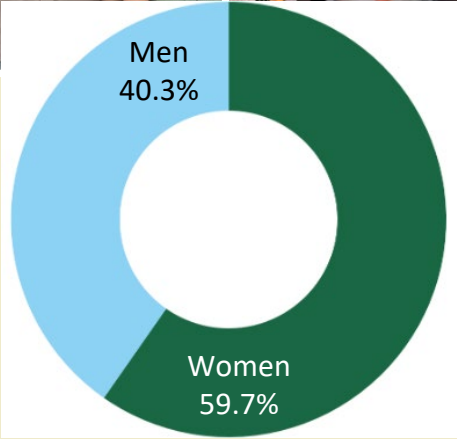
08/05/2023

Mary **Verified**

Yummy

Such a refreshing blend with a hint of spice. Little one loves this flavor. Great alternative to sweet fruit pouches.

Our brand includes moms, dads, 2 dads, 2 moms, and ALL families.



Delivering to Today's Consumer



There are more than 8 million Hispanic moms in the U.S.

As part of our commitment to inclusivity, we believe it's important to make a conscious effort to connect with the LatinX community as well as younger parents such as Gen Z and Millennials.

WORLD Flavors

This generation of parents is multicultural, well-travelled and food savvy, leading to an expectation that foods for families will offer a world of flavors.

These parents now seek to expose their kids to flavors from around the world at early ages and get them accustomed to a lifetime of flavorful eating.

VEG-FORWARD

As the newest generation of parents becomes more mindful of their own diets, they're seeking cleaner, plant-based options for the whole family.

Research shows that exposure to true vegetable flavors is an important step in developing a lifelong taste for them.

BRAIN FOOD

As parents learn more about how nutrition supports brain development, they're choosing natural foods rich in essential micronutrients to give kids the best start.

Studies show that 80% of the brain is formed by age two and that proper nutrition in childhood is essential for healthy cognitive development.

In the last 12 months, the Spanish language version of kekofoods.com has served 160 pages of our website content **18,280 times** in total. **17.5%** of the traffic to Kekofoods.com has Spanish set as their default language.

Revolutionizing the Category



Beets Fennel
& Kale



Pear Spinach
Blueberry Oat



Wild Rumpus
Avocado
Veggie Blend

Sugars	5g	8g	9g
Plant-Based Protein	3g	1g	1g
Shelf-Stable	✓	✓	✗
Excellent Source of Vitamins/Minerals	✓	✗	✗
Veggie-Rich	✓	✗	✗
Taste Training™ & Palate-Expanding	✓	✗	✗



Kekoa Foods 2024 Sales Traction Highlights

2024 Distributor Sales Data shows

- ✓ Q2 Sales Growth over Q1 = 11.38%
- ✓ Q3 Sales Growth over Q2 = 10.89%
- ✓ Q4 Sales Growth over Q3 = 13.73%



Brand Performance and Standards



PRODUCT PERFORMANCE



Current Distribution

- 1200+ Retail Doors, Shopify, Amazon, Faire, Walmart.com



OUR STANDARDS

- 100% USDA Organic
- Test for heavy metals
- AB899 compliant

For information about toxic element testing on this product, scan the Quick Response (QR) code.





Community Partnerships (2022 – Today)



Contributed ~\$350K in food, funds & time.



The Team



FATHERS & FOUNDERS

David & Danny with Kekoa
Then and Now



Advisors & Partners



Steven Kessler



Eric Schnell



Cynthia Tice



Veronica Park



Dr. Nicole Avena
Expert Pediatric Nutritionist



FINANCE & LEGAL

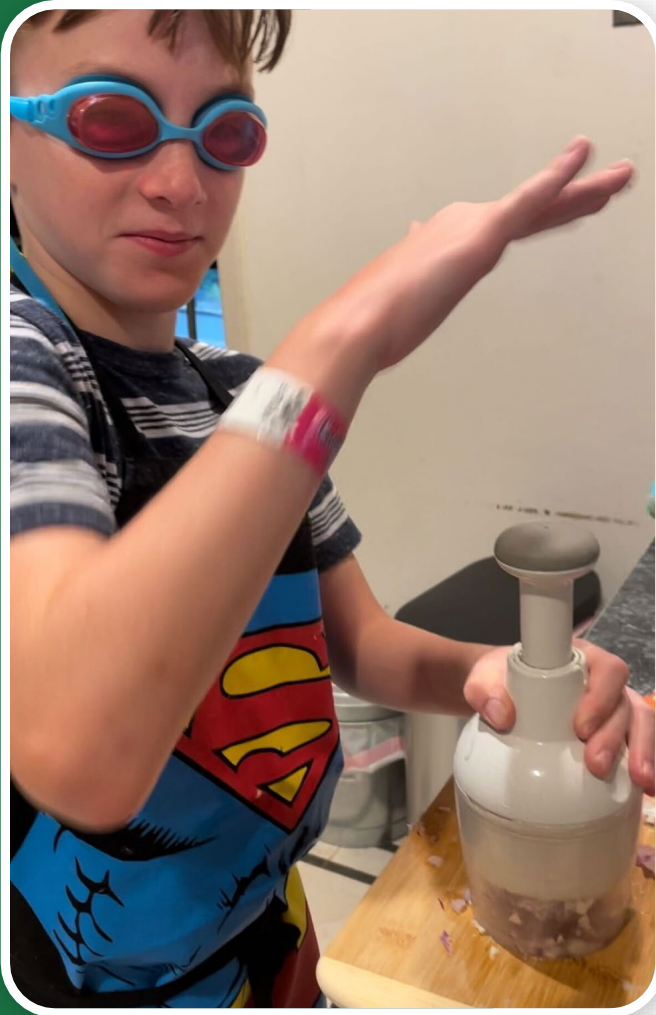


CREATIVE & MEDIA



SALES & OPS





Kekoa's Cooking Tip:

Wear your swim goggles when chopping onions to avoid crying!

KEKOA FOODS®

Healthy eating begins in childhood

Founders. Fathers.

David Fullner & Danny Auld

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Thank you

