



Awakened Foods - [www.KaPopSnacks.com](http://www.KaPopSnacks.com), [www.AwakenedFoods.com](http://www.AwakenedFoods.com)  
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# Ka-Pop! Overview

## ➤ Best-in-Class brand and CPG manufacturing Company with Seasoned leaders in Branding, PL Manufacturing, and R&D

- Consumer Like Test Taste Preference vs. PopChips, Beanitos, and Hippeas
- Certified Gluten Free, Vegan & NonGMO
- Free from the top 12 Allergens and NEVER anything artificial
- 5-star reviews & 60% repeat rate in e-commerce
- 90% T2B Purchase Intent
- PL Manufacturing to Thrive, Trader Joes, Whole Foods, & more

## ➤ Proven Branded performance exceeding benchmarks

- 20+ bags/SKU/Week during KS/FM test
- Fastest Growing business in Colorado - BizWest
- Accepted into KraftHeinz & 7-11 Incubators
- Winner of UNFI, Hirshberg, & Insignia Pitch Slams
- LOVED on Shark Tank!

## ➤ Deeply Experienced Team

- Leadership team with 70+ years CPG & manufacturing expertise
- Advisory Board and Investor Group representing the best of food & finance with experience building & selling brands/companies



14.9M

People Reached  
Across Airings

2.1B

Media Impressions  
Worth \$20MM in Ad  
Spend Across Airings

9 days

Sold more in 9-days  
than the entire  
previous year



**INDULGE FEARLESSLY™**



✓ **FREE FROM:**  
**GLUTEN, CORN, DAIRY**

✓ **NOTHING**  
**ARTIFICIAL**

# Clean Ingredients – Superior Nutrition



Sorghum, Sunflower Oil, Sweet Onion Seasoning  
(Tapioca Maltodextrin, Salt, Cane Sugar, Onion Powder, Yeast Extract, Garlic Powder, Natural Flavor)



Sorghum, Sunflower Oil, Vegan Cheddar Seasoning  
(Tapioca Maltodextrin, Salt, Nutritional Yeast Extract, Natural Flavors, Lactic Acid, Annatto Extract, Paprika Extract)

VS.



Yellow Cornmeal, Expeller Pressed High Oleic (Sunflower, Safflower and/or Canola) Oil, Aged Cheddar Cheese (pasteurized milk, salt, annatto extract [for color], cheese cultures, enzymes), Whey, Buttermilk, Salt, Butter (Cream), Blue Cheese (pasteurized milk, salt, cheese cultures, enzymes), Lactic Acid, Natural Flavors, Annatto and Paprika Extracts (for color), Tocopherols (antioxidants to maintain freshness).



Enriched Corn Meal (Corn Meal, Ferrous Sulfate, Niacin, Thiamin Mononitrate, Riboflavin, Folic Acid), Vegetable Oil (Corn, Canola, and/or Sunflower Oil), Salt, and Less Than 2% of the Following: Corn Starch, Sugar, Corn Flour, Buttermilk. Maltodextrin (Made from Corn), Onion Powder, Monosodium Glutamate, Hydrolyzed Corn Protein, Dextrose, Garlic Powder, Natural Flavors, and Gum Arabia  
**CONTAIN MILK INGREDIENTS**



100%  
ANCIENT  
GRAINS

TOP 12  
ALLERGEN  
FREE



GLUTEN  
FREE



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ARTIFICIAL**



# Sorghum is the Key to Ka-Pop!

## The Modern Ag Dilemma



Modern Grains GMO'd extensively to maximize sweetness and yield

Modern corn is up to 40% Sugar!

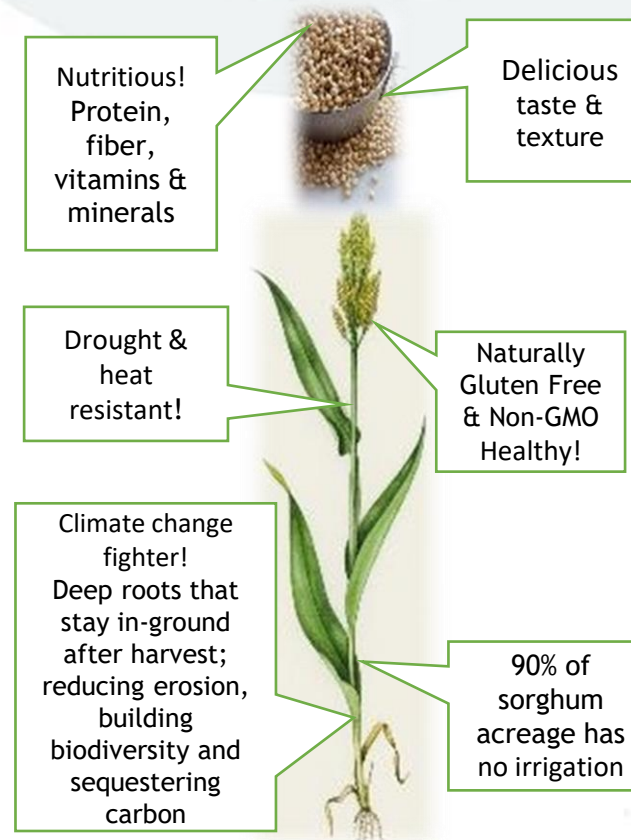
## Ancient Grains are the Solution



### Nature's Original Superfood

- ✓ No crossbreeding or hybridization
- ✓ No genetic variations (non-GMO)
  - ✓ Climate change fighters
  - ✓ Excellent nutrition

## Sorghum Leads the Way!



## Local Farmer Partnerships

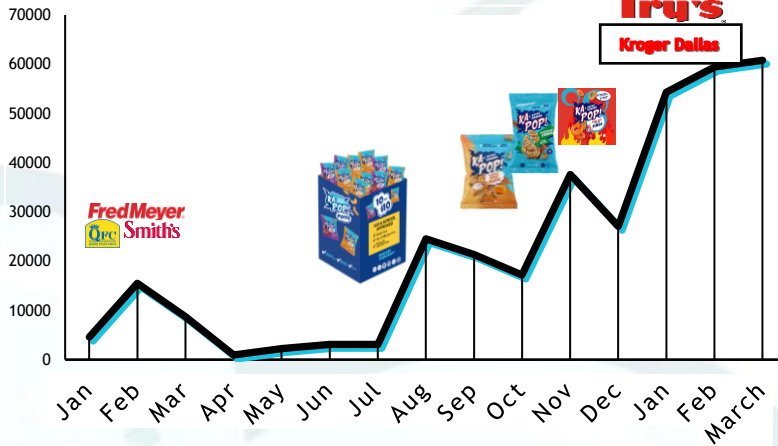
Suppes Family Farm  
(3<sup>rd</sup> Generation, Western Kansas)



Zero Irrigation  
Acreage focused on regenerative ag practices!



# Ka-Pop! Primed for Exponential Growth



## 2021 Results

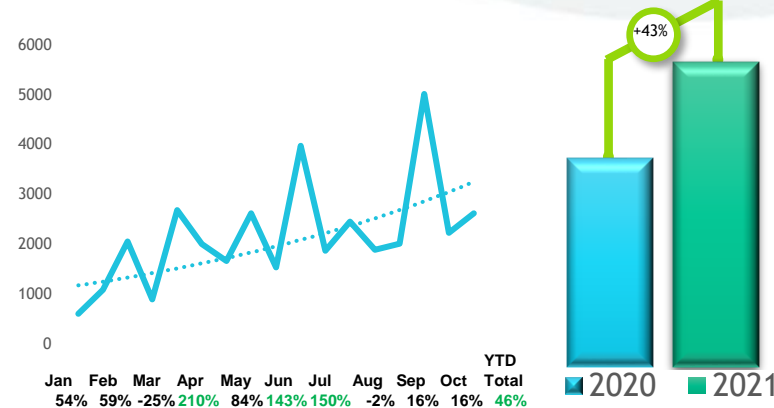
- 370% Increase 1H vs 2H
- 450 Dump Bins (11k incremental units)
- Seasonal Execution (8k incremental Units)

## January 2022

- Super Grain Rings Launch
- 5x Event 1,300 Confirmed Case Stack Display

## Feb 2022

- Fry's & Kroger Dallas Launch
- SmartWater & Hop Tea Bundle



## 2021 Results

- +43% versus PY +1.5 U/S/W
- Largest 2 Month increase EVER +150% in June/July

## 2022

- January Rings Launch - 100% ACV
- Adding Sour Cream & Onion & BBQ to sets
- 11 total Sku's!



## 2021 Results

- BBQ Launch in August - 50% ACV
- Cheddar/Churro 70% ACV up from 50% in Q1

## 2022

- Flavor and Store expansion
  - Sweet and Salty & Rings Proposed
- 2022 20-week promotional plan
  - Incremental 12 wks versus EDLP



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ARTIFICIAL



# Ka-Pop! Brand Lineup

## Puffs

1



2



3



4



## Rings

1



2



3



## Chips

1



2



3



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# PUFF SKU: Nutrition Facts & Ingredient Labels



1



Nutrition Facts	
About 4 Servings per container	
Serving Size	1oz (28g)
Amount Per Serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 6g	<b>8%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 230mg	<b>10%</b>
<b>Total Carbohydrates</b> 20g	<b>7%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 2g	
Vitamin D 0mcg	<b>0%</b>
Calcium 5mg	<b>2%</b>
Iron 0.6mg	<b>4%</b>
Potassium 0mg	<b>0%</b>
*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.	

**INGREDIENTS**  
Sorghum, Sunflower Oil, Vegan Cheddar Seasoning (Tapioca Maltodextrin, Salt, Nutritional Yeast Extract, Natural Flavors, Lactic Acid, Annatto Extract, Paprika Extract).

Made in a facility that produces dairy, soy and wheat products. Strict protocols enforced to ensure no cross contamination. Tree-nut and Peanut-Free facility. Certified gluten free by Gluten Guard.

2



Nutrition Facts	
About 4 Servings per container	
Serving Size	1oz (28g)
Amount Per Serving	
<b>Calories</b>	<b>130</b>
% Daily Value*	
<b>Total Fat</b> 5g	<b>6%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 80mg	<b>3%</b>
<b>Total Carbohydrates</b> 19g	<b>7%</b>
Dietary Fiber <1g	<b>4%</b>
Total Sugars 3g	
Includes 3g Added Sugars	<b>6%</b>
<b>Protein</b> 2g	
Vitamin D 0mcg	<b>0%</b>
Calcium 10mg	<b>0%</b>
Iron 0.6mg	<b>4%</b>
Potassium 0mg	<b>0%</b>
*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.	

**INGREDIENTS**  
Sorghum, Sunflower Oil, Cane Sugar, Cinnamon, Salt, Natural Flavors.

Made in a facility that produces dairy, soy and wheat products. Strict protocols enforced to ensure no cross contamination. Tree-nut and Peanut-Free facility. Certified gluten free by Gluten Guard.

3



Nutrition Facts	
About 4 servings per container	
Serving size	1oz (28g)
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 7g	<b>9%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 250mg	<b>11%</b>
<b>Total Carbohydrate</b> 19g	<b>7%</b>
Dietary Fiber <1g	<b>4%</b>
Total Sugars 3g	
Includes 3g Added Sugars	<b>6%</b>
<b>Protein</b> 2g	
Vitamin D 0mcg	<b>0%</b>
Calcium 10mg	<b>0%</b>
Iron 0.7mg	<b>4%</b>
Potassium 70mg	<b>2%</b>
*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.	

**INGREDIENTS:** Sorghum, Sunflower Oil, BBQ Blend (Cane Sugar, Salt, Yeast, Paprika, Tomato Powder, Yeast Extract, Molasses, Onion Powder, Natural Smoke Flavor, Paprika Extract, Garlic Powder, Spices (Black Pepper, Cinnamon, Clove), Citric Acid).

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4



Nutrition Facts	
About 4 servings per container	
Serving size	1oz (28g)
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 7g	<b>9%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 75mg	<b>3%</b>
<b>Total Carbohydrate</b> 19g	<b>7%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 3g	
Includes 3g Added Sugars	<b>6%</b>
<b>Protein</b> 2g	
Vitamin D 0mcg	<b>0%</b>
Calcium 0mg	<b>0%</b>
Iron 0.6mg	<b>4%</b>
Potassium 50mg	<b>2%</b>
*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.	

**INGREDIENTS:**  
Sorghum, Sunflower Oil, Sugar, Sea Salt, Natural Flavor, Organic Molasses

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# RING SKU: Nutrition Facts & Ingredient Labels



Nutrition Facts	
About 3 servings per container	
Serving size	1oz (28g)
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 280mg	12%
<b>Total Carbohydrate</b> 19g	7%
Dietary Fiber 0g	0%
Total Sugars <1g	
Includes 0g Added Sugars	0%
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	4%
Potassium 60mg	2%

\*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.

**INGREDIENTS:** Sorghum, Sunflower Oil, Sweet Onion Seasoning (Vinegar Powder [Tapioca Solids, White Distilled Vinegar], Salt, Tapioca Maltodextrin, Garlic Powder, Onion Powder, Yeast Extract, Garlic Powder, Natural Flavor).

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Nutrition Facts	
About 3 servings per container	
Serving size	1oz (28g)
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 5g	6%
Saturated Fat 0.5g	3%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 220mg	10%
<b>Total Carbohydrate</b> 20g	7%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.7mg	4%
Potassium 60mg	2%

\*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.

**INGREDIENTS:** Sorghum, Sunflower Oil, Dill Pickle Seasoning (Vinegar Powder [Tapioca Solids, White Distilled Vinegar], Salt, Tapioca Maltodextrin, Garlic Powder, Onion Powder, Citric Acid, Spices, Yeast Extract, Cane Sugar, Lactic Acid, Natural Flavor).

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Nutrition Facts	
About 3 servings per container	
Serving size	1oz (28g)
Amount per serving	
<b>Calories</b>	<b>140</b>
% Daily Value*	
<b>Total Fat</b> 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 220mg	10%
<b>Total Carbohydrate</b> 19g	7%
Dietary Fiber <1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.7mg	4%
Potassium 70mg	2%

\*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.

**INGREDIENTS:** Sorghum, Sunflower Oil, Fiery Hot Seasoning (Tapioca Maltodextrin, Salt, Nutritional Yeast, Cane Sugar, Spices, Habanero Pepper, Paprika Extract, Onion Powder, Garlic Powder, Citric Acid, Natural Flavor, White Distilled Vinegar).

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# CHIP SKU: Nutrition Facts & Ingredient Labels

1



## Nutrition Facts

About 3 Servings per container  
Serving Size 1oz (28g)

Amount Per Serving  
**Calories 110**

% Daily Value\*

**Total Fat** 4g 5%  
Saturated Fat 0g 0%  
Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 190mg 8%

**Total Carbohydrates** 17g 6%

Dietary Fiber 2g 7%

Total Sugars 0g

Includes 0g Added Sugars 0%

**Protein** 2g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0.4mg 2%

Potassium 75mg 2%

\*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.

**INGREDIENTS**

Whole Grain Sorghum Flour, Whole Grain Sorghum, Sunflower Oil, Vegan Cheddar Seasoning (Tapioca Maltodextrin, Salt, Nutritional Yeast Extract, Natural Flavors, Lactic Acid, Annatto Extract, Paprika Extract), Sea Salt

Made in a facility that contains Wheat, Dairy, & Soy

2



## Nutrition Facts

3 Servings per container  
Serving Size 1oz (28g)

Amount Per Serving  
**Calories 110**

% Daily Value\*

**Total Fat** 3g 4%  
Saturated Fat 0g 0%  
Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 220mg 10%

**Total Carbohydrates** 18g 7%

Dietary Fiber 2g 7%

Total Sugars 0g

Includes 0g Added Sugars 0%

**Protein** 3g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0.5mg 3%

Potassium 85mg 2%

\*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.

**INGREDIENTS**

Whole Grain Sorghum Flour, Whole Grain Sorghum, Olive Oil, Sea Salt

Made in a facility that contains Wheat, Dairy, & Soy

3



## Nutrition Facts

About 3 Servings per container  
Serving Size 1oz (28g)

Amount Per Serving  
**Calories 110**

% Daily Value\*

**Total Fat** 4g 5%  
Saturated Fat 0g 0%  
Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 230mg 10%

**Total Carbohydrates** 18g 7%

Dietary Fiber 2g 7%

Total Sugars 2g

Includes 1g Added Sugars 2%

**Protein** 2g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0.5mg 2%

Potassium 90mg 2%

\*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.

**INGREDIENTS**

Whole Grain Sorghum Flour, Whole Grain Sorghum, Sriracha Blend (Cane Sugar, Sea Salt, Spices, Garlic Powder, Green Bell Pepper, Nutritional Yeast Extract, Tapioca Maltodextrin), Sunflower Oil.

Made in a facility that contains Wheat, Dairy, & Soy



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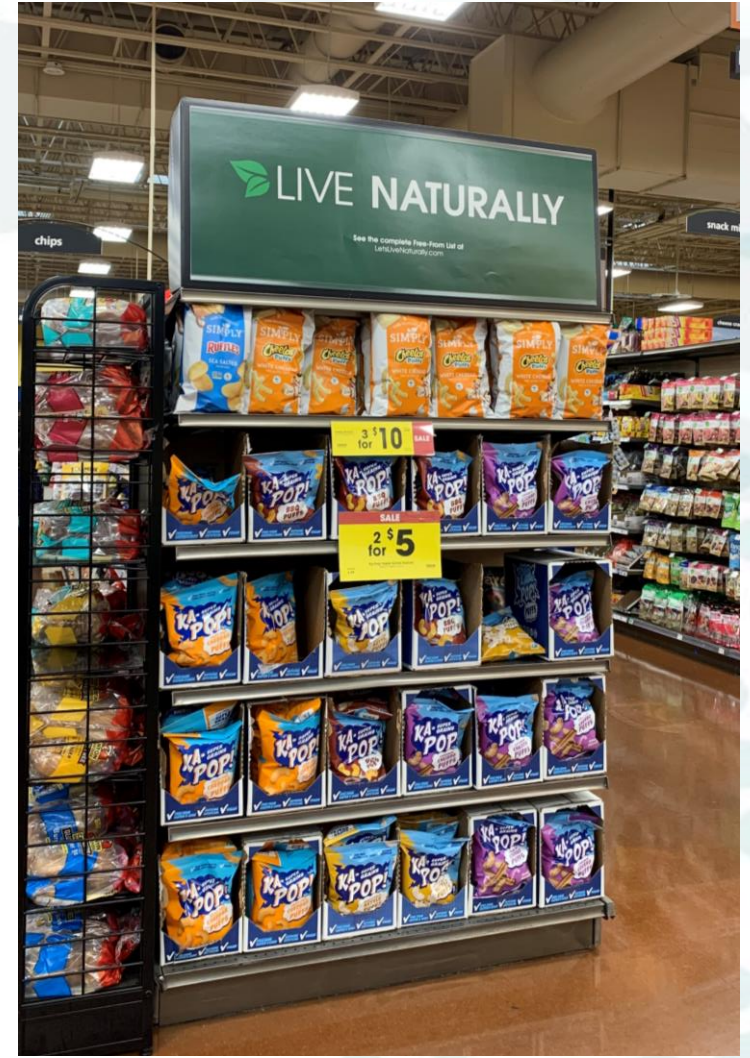
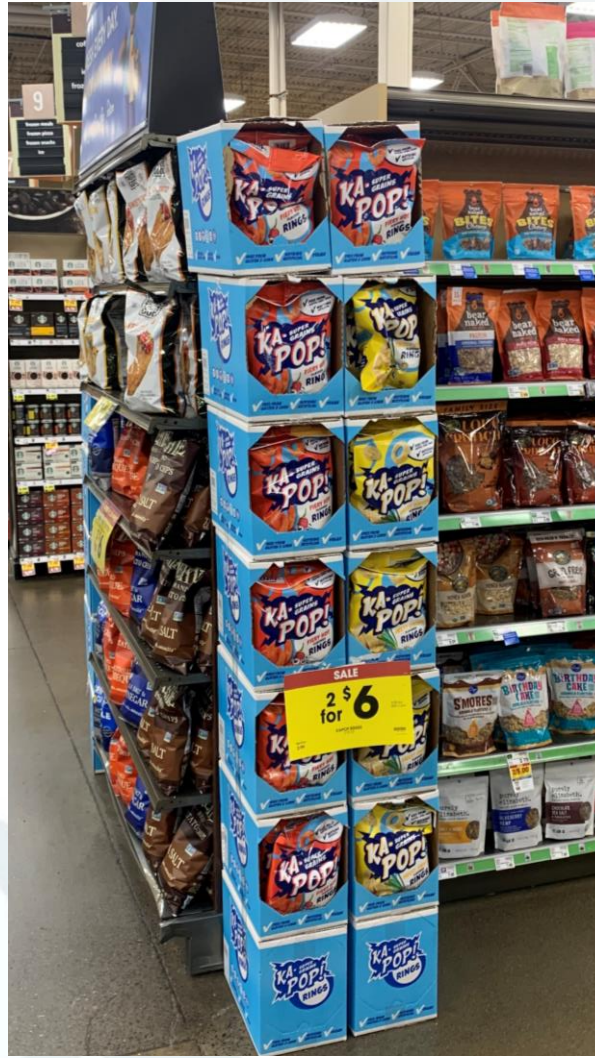
# Display Ready Cases



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# Display Ready Cases



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