



KEKOA FOODS®

KEKOA  
FOODS®

CURRY  
VEGETABLE  
MANGO

celery, carrot,  
onion, potato,  
garlic, curry

NON  
GMO

USDA  
ORGANIC

ORGANIC BABY FOOD NET WT. 3.5 OZ. (99g)

for  
adventurous  
eaters!



# The Health Crisis Problem

- For decades, the AAP was guiding parents to limit exposure to foods for infants 6 months to 2 years
- Across the US **Only 7%** of babies and children eat the RDA of vegetables
- Empty-calorie, high-sugar foods are abundantly available, convenient and cheap
- Poor and limited messaging obscure health benefits of eating a nutrient-dense, veggie-rich diet
- This is fueling an obesity and diabetes epidemic



***The AAP was guiding parents to do what was WRONG!***

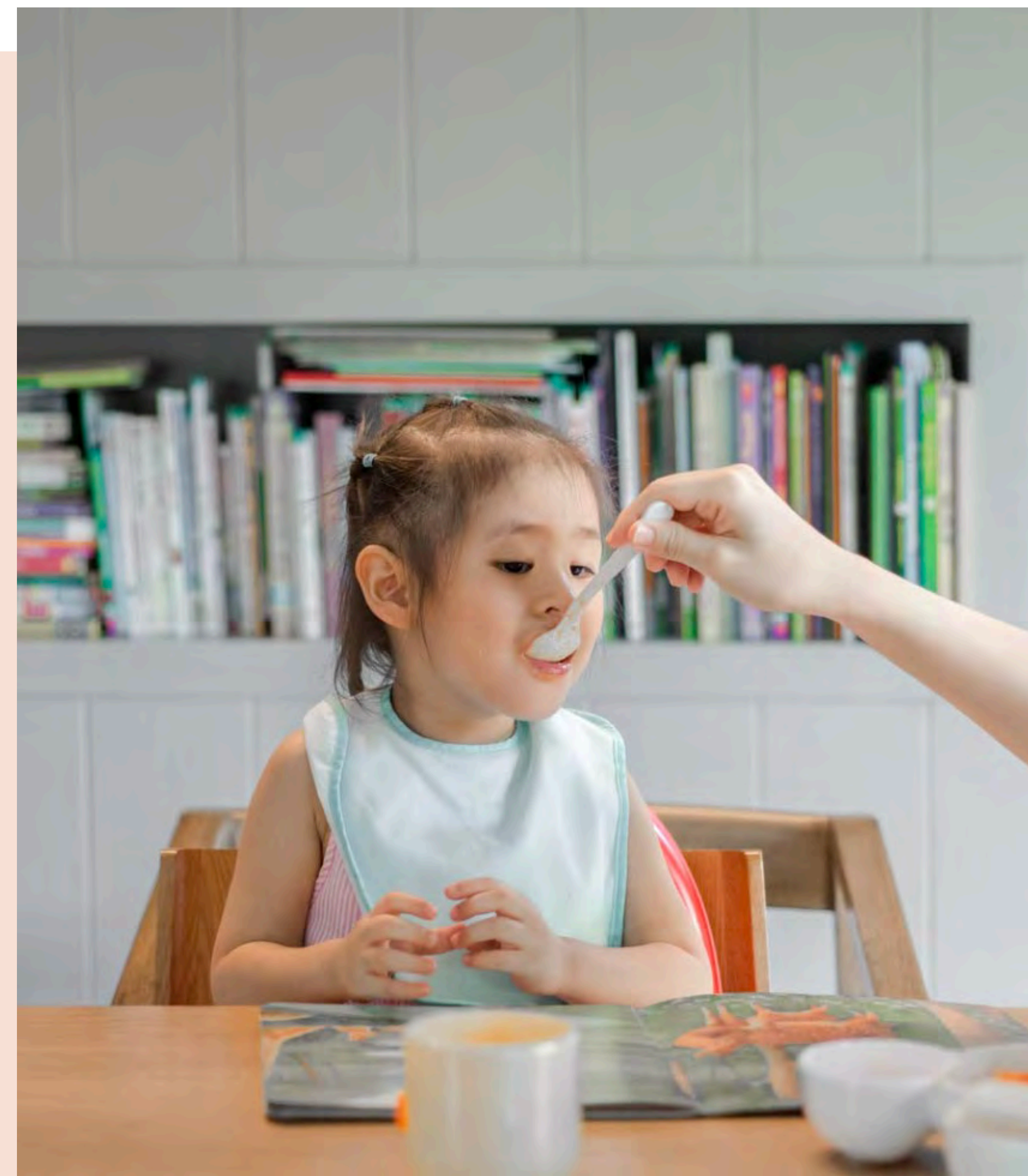
The American Academy of Pediatrics recently did an about face and now recommends starting at 6 months, to expose babies to a wide variety of **healthy and flavorful foods.**



“The idea that babies should eat only bland food is a myth that has somehow become our cultural norm. There's absolutely no science behind it.”



Seattle pediatrician, Susanna Block



# Legacy Brands Still Ascribe to Limiting Exposure Time for Parenting 3.0

## Parenting 1.0



- “Convenience”
- Low-cost, leftover ingredients
- Aggressive marketing campaign backed by Pediatricians

## Parenting 2.0



- “Organic”
- Bland & high in sugars
- Fruit-Driven

## Parenting 3.0



- Premium
- Veggie-Rich
- Nutrient-Dense
- Palate-expanding

# Kekoa Foods is the Solution

- ✓ Introduce children to palate-expanding flavors
- ✓ 100% USDA Organic & Non-GMO
- ✓ Free of the top 8 Allergens
- ✓ Plant-Based; Better-For-You

- ✓ Vegan & Vegetarian
- ✓ Herbs & Spices
- ✓ Diverse Nutritional Ingredients
- ✓ Veggie-Rich



# Current & Future Products

## Current Products



### Beets, Fennel & Kale

Ingredients: Fennel\*, Beet\*, Apple\*, Water, Leek\*, Kale\*, Black Beans\*, Basil\*, Balsamic Vinegar\*, Lemon Concentrate\*, Ground Cumin\*

\*Organic



#1



### Curry Vegetable Mango

Ingredients: Celery\* Carrot\*, Water, Apple\*, Mango\*, Potato\*, Onion\*, Garlic\*, Lemon Concentrate\*, Curry Powder\* (Coriander, Cumin, Mustard Powder, Turmeric, Ginger, Curry Leaves)

\*Organic



#2



### Apple & Ginger

Ingredients: Apple\*, Ginger\*

\*Organic



#3

## Future Products May Launch



#4



#6



#5



#7



# Compare

			
100% USDA Organic	YES	YES	YES
50% Less Sugar	YES	NO	NO
4x Nutrients	YES	NO	NO
Veggie-Rich	YES	NO	NO
Palate-Expanding	YES	NO	NO
Health-Training	YES	NO	NO
High in Plant-Based Protein	YES	NO	NO
Bland	NO	YES	NO

# Our Target Customers



## BUSY CONSCIOUS MILLENNIAL ON THE GO

- Shops at local farmers' market
- Health-minded; eats plant-based & organic
- Active, on the go family lifestyle
- Time with family top priority



## 2 PARENT EXECUTIVE FAM

- Willing to spend more on their kids than on themselves
- Stopped making food for second child
- Shops online for household staples



## THE FOOD PRO

- Loves artisan food
- Tries new recipes often
- Considers food as medicine & will try and pass this on to children
- Believes child's food to be a top priority

# Surpassing Expectations



## Healthy Savory Baby Food

I love introducing my little one to new flavors, so this pouch got my attention as something I have not seen anywhere else.

I love how nutritious and healthy the ingredients are (beets and kale in baby food - yes please!) along with some bold flavors you don't often see in baby food. Due to the black beans, this pouch also has more protein than many others (3 g) which was a plus for me.

...

SF  
05/31/2022



Beets, Fennel & Kale



## Bought it for the kids, but ended up eating it myself

I tried Kekoa because I like the idea of introducing my kids to tasty flavors like ginger, before they're ready to eat "adult food". I love ginger myself and thought it would be a cool way to get the kids use to the taste early. When it arrived, I sampled it out of curiosity and found it to be delicious. And it's just the right level of ginger too. I eat apple sauce all the time and was shocked to discover that I liked Kekoa's better than my usual Mott's! May have to order a separate box for the kids!

N. Beede  
01/13/2022



Apple & Ginger



## Nice assortment of ingredients, good flavor

For the more sophisticated babies among us, haha. I kid because I never see anything like this in stores. Ever. These are some fancy flavors, and I think it is really neat to see flavor options beyond the usual bland. Opens up a diversity of flavors, and may be more appealing (and yes, inclusive) to parents that work with these foods as part of their own cuisine. I love this. Thank you.

Probably better to work it in a little at a time, or mask the stronger flavors with something that they already like. Or it could be that they love it at the start....

Precise Disarray  
06/13/2022



Variety Pack



## This surpassed my expectations

I have been looking for something for quite some time like this product. I wanted something natural, organic, and non GMO that could spice up the taste buds a bit. My little boy is very picky with food; he devoured this. Not only did my little one devour it, I felt it important to taste-test a little as well. I went through half a pouch without realizing it. I'm going to be ordering more now. Nice job and my baby loves it!

Paul P  
01/13/2022



Curry Vegetable Mango

# Community Partnerships

- March 2022, Newark YMCA - \$10,000 worth of pre-order sales to its families; hosted a panel on the importance of nutrition early and throughout a child's life
- April 2022, Monterey, CA - Awarded grant to feed families at the Monterey Food Bank
- September 2022, Newark, NJ - Sustainable Health & Wellness Village with Caresparc Community Foundation, hosted a nutritional panel and provided families 1,500 of Kekoa Foods pouches
- October 2022, donated over 12,000 of Kekoa Foods pouches to GRACE of Summit, NJ and distributed them to ~500 families along with other grocery and pantry items



Member of the National  
LGBT Chamber of  
Commerce



Registered Small  
Business Enterprise  
(SBE)



# Team



**David Fullner**  
CEO & Co-Founder



**Daniel Auld**  
President & Co-Founder  
PhD Researcher



**Sharon Fullner**  
Director of Business  
Operations

# Advisors & Partners



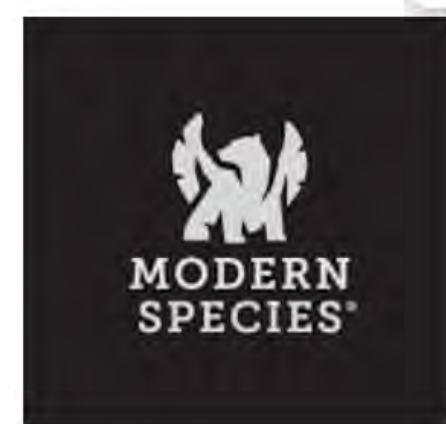
Fred Neubauer, CEO  
Broker



Daniella Carelli, Associate  
Legal



Tina Andes, President  
Advertising, Sales, &  
Social Media



Gage Mitchel, CEO  
Brand Design Agency



Kelly McDonald, Chief  
Product Officer  
Community Commerce



Heather Franks  
Finance



The next  
generation says

Thank you

