

OUTSTANDING FOODS®

2023 INTERNATIONAL PRESENTATION



OUTSTANDING AGENDA

1. Meet Outstanding
2. Why Outstanding
3. Outstanding Foods Portfolio
4. Outstanding Distribution
5. Making a More Outstanding World
6. Outstanding vs. The Competition





Outstanding Foods makes Addictively Delicious and Highly Nutritious food products that have the taste and indulgence we all love about food. Our products are 100% plant-based and free of gluten, GMO's, trans fats, and artificial ingredients. You are what you eat so Be Outstanding!

In a short period of time, we've gained distribution at several thousand retail stores including Whole Foods, Walmart, Kroger, Safeway, and 7-Eleven. Our robust online business continues to grow with our online ads approaching 1 billion impressions and our Amazon efforts have seen great success. Be a part of the Outstanding movement!

YOU ARE WHAT YOU EAT BE OUTSTANDING



Chef-Crafted by

DAVE ANDERSON

Executive Chef Behind
the Beyond Burger

100M+ Fans

Follow Our Celebrity Investors & Ambassadors

Rob Dyrdek, Snoop Dogg, Daniella Monet, Cesar Milan, Matt Higgins (Shark Tank), Emily Deschanel, Dierks Bentley, Patrick Stump & Andy Hurley (Fall Out Boy), Jared Followill (Kings of Leon), JaVale McGee, Lewis Howes and many more!



OUTSTANDING TEAM

Generated \$Billions in Value for Startups



Dave Anderson
Co-Founder & Head of R&D

- Executive Chef behind the innovative Beyond Burger, master of taste & texture
- Co-Founder of Just Foods (formerly Hampton Creek)
- Private Chef to Bill Gates, Ellen DeGeneres, Ozzy Osbourne, Paul McCartney, and Ron Howard



Bill Glaser
Co-Founder & CEO

- Entrepreneur with two 9-figure exits, expert in plant-based food movement
- Led raise of over \$250M for emerging growth companies
- Dedicated to helping people live healthier



Bobbie Turco President

- Grew revenue from \$1M to \$90M as VP of Sales at Simple Mills
- Built Enjoy Life to an \$80M brand, leading to acquisition by Mondelez



Marc Kallick Interim CFO

- Financial leadership positions at Dollar Shave Club, Beachbody, ProActiv, Fabletics, Murad & OceanX
- 6 years in leadership roles at Beachbody supporting growth from \$90M to \$1.3B
- Supported Dollar Shave Club's \$1B acquisition by Unilever



Laura Kahner VP of Marketing

- 20+ years building brands through brand strategy, brand & product marketing, digital media, and integrated marketing.
- Led brand marketing at plant-based foods pioneers, Follow Your Heart, and ice cream category disruptor, Halo Top Creamery.



Drew Lindemann VP of Operations

- Led operations at CPG food companies with similar better-for-you missions Birch Benders and Fat Snax.
- 13+ years focused on operations, logistics, purchasing and supply chain management.

OUTSTANDING MILESTONES ACROSS CHANNELS



In 2022 we launched a brand refresh across all platforms giving us an elevated, clean look to not only further connect with Gen Z and Millennials but to exemplify all that it is to be Outstanding!



WHAT MAKES US OUTSTANDING?

We believe that you
shouldn't have to
compromise between...

FLAVOR & FUNCTION
LESS BAD & ACTUALLY GOOD
CONVENIENCE & NUTRITION



OUTSTANDING NUTRITION

How are Outstanding Foods so delicious and nutritious?

We use a proprietary blend of Complex Nutrients and Phytonutrients sourced from organic fresh fruits & vegetables.

**100% ORGANIC &
RICH IN ANTIOXIDANTS**

100% NATURAL & CHEMICAL FREE

21 ESSENTIAL VITAMINS/MINERALS



Outstanding Foods “Food Sourced Nutrients” efficiently absorb vitamins and minerals into the body with no waste.

Outstanding Foods proprietary blend of vitamins and minerals are “Food Sourced Nutrients” and are **100% absorbed into the body** (unlike artificial vitamins which turn into waste!)



WE DELIVER ON INDUSTRY TRENDS



CLEAN LABELS/
SIMPLE & NATURAL INGREDIENTS

FUNCTIONAL FOODS

REAL FOOD, REAL INGREDIENTS

HEALTHY, “BETTER-FOR-YOU”

NOSTALGIA

OUTSTANDING DELIVERS

Only clean, natural ingredients: no additives, excipients, coloring, flavors, or synthetics.

Full of plant-based protein per serving
20 essential vitamins & minerals

Made with organic, whole food ingredients

100% plant-based and free of dairy, gluten,
GMO's, trans fats, soy, and artificial
ingredients

Classic, crave-worthy formats and flavors
without the bad stuff!



WHAT MAKES US OUTSTANDING?

Outstanding Foods creates great tasting, chef-crafted, functional plant-based snacks filled with protein, vitamins and minerals. You are what you eat... be Outstanding!



- ▶ 7g of plant-based protein per serving
- ▶ No sketchy ingredients
- ▶ Baked, not fried



- ▶ 7g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies



- ▶ 4g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies



- ▶ 5g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies

SALTY

SWEET

THE OUTSTANDING CONSUMER

Outstanding Foods has mainstream appeal with Millennials and growing with Gen Z looking for better-for-you options.

Modern Snacker

Always on-the-go and trying something new. Based on their friends around them they are being more conscious about what they eat. They try to have a balanced more wholesome diet, but still sometimes indulge.



Demographics



AGE
25-44



GENDER MIX
65F / 35M



EDUCATION
College Graduate



HHI
\$70,000+



MARITAL STATUS
Married



HOUSEHOLDS
Young Kids

The Millennial Mom

This urban-dwelling millennial coparents her two young children, ages 3 and 5, with her supportive partner while working full-time in advertising. She is busy juggling career and family, so she relies on product recommendations from her network when deciding what to buy.



CONSUMERS LOVE OUTSTANDING FOODS

Addictively delicious snacks good for the whole family and loved by all ages!

"The flavors are awesome tasting and the amount of protein per bag is also a major plus to these products."



"Outstanding foods flavors and textures are so amazing. It's almost unreal. I am on my second order and will continue to order for me and my family."



"I'm in the middle of a diet and when I saw these I was like ...wow 21g of protein in a bag of chips and 400 calories in the entire bag? Ordered the variety pack and they all tasted really good I'm going to be subscribed to them for a while."



"Products are great! We love them and even my 2- and 1-year old grandkids love them."



THE MARKET

Outstanding is on trend for a generation of new eaters



\$162 B

in sales expected
for plant-based
alternatives within
the next decade

\$1.4 T

in sales expected
for plant-based
alternatives
by 2050

79%

of millennials eat
plant-based meats
as they desire more
plant-based diets

88%

of consumers say
taste is the #1
driver of their
grocery purchase

9.7 B

will be the population of the
world by 2050, to meet this
challenge, the UN & USDA
recommend plant-based diets.

ON TREND FOR A GENERATION OF NEW EATERS

1

People want **plant-based food**,
it's not that hard

9/10 Millennials and Gen-Z want
more plant-based options

2x U.S plant-based food sales
grew 2x faster than overall food
sales

\$7B total U.S. **plant-based sales** in
2020, reaching all-time high
(27% sales growth YoY)

2

When someone is hungry they
snack...a lot

95% of adults snack at least once a
day, **70% 2+ times a day**

4x Increase in daily snacking,
significantly **led by millennials**

70% of millennials eat plant-based
foods weekly, **40% daily**

3

Shocker...people are looking for
food that **helps their body**

\$267B is the global market for **functional**
foods in 2020

61% say "**eating well**" means having
foods with specific benefits for
the body

50%+ trying to take in more: **fiber**,
protein, **vitamin D**, **calcium**, **whole**
grains

OUTSTANDING ACHIEVEMENTS



**Eat This,
Not That!**

**The 10
Best New
Products
We Saw at
Expo West
2022**



redbook

**17 Must
Have Road
Trip
Snacks for
Summer
2022**



**Men's
Health**

**Snack
of the
Year
2020**



**World
FOOD
Innovation
Awards
2020**

**Best
Snacking
Innovation
Finalist
2020**

AS SEEN IN

Forbes
VegNews

BuzzFeed
Women's Health

WholeFoods
Magazine
POPSUGAR.

yahoo!
finance

GENIUS KITCHEN

Entrepreneur
ELITE DAILY

ALL OF THE FLAVOR, NONE OF THE DAIRY



73%
of
Millennials
and Gen Z
purchased
dairy-free
alternatives
in 2021

68%
of the
world's
population is
lactose
intolerant

\$40B
dairy-free
market
worldwide to
surpass by
2026

OUTSTANDING CHEESE BALLS™

The next generation of cheese balls
is here and they're a plant-based,
dairy-free dream come true.

Available in: Chedda, Bacon Chedda, Jalapeño
Chedda, Garlic Parmesan.

Full Size (3 oz) & Snack Size (1.25 oz)

4g PROTEIN
PER SERVING

20 VITAMINS
& MINERALS

CHEDDA INGREDIENTS: Rice, Expeller-Pressed Sunflower Oil, Chedda Seasoning (Pea Protein, Tapioca Solids, Sea Salt, Natural Flavor*, Yeast Extract, Nutritional Yeast, Lactic Acid*, Annatto Extract, Paprika Extract), Red Lentil, Pea Protein, Brown Rice Protein, Nutrients from a Proprietary Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Cranberry, Chlorella, Maitake Mushroom, Shiitake Mushroom). *Derived from vegan sources



Nutrition Facts	
3 servings per container	
Serving size	1 oz (28g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 4g	5%
Vitamin D 2mcg	10%
Calcium 9mg	0%
Iron 2mg	10%
Potassium 47mg	2%
Biotin 3mg	10%
Folate 0.04mg	10%
Niacin 2mg	15%
Pantothenic Acid 0.5mg	10%
Riboflavin 0.2mg	10%
Thiamin 0.3mg	25%
Vitamin A 97mcg	10%
Vitamin B ₆ 0.2mg	10%
Vitamin B ₁₂ 0.3mg	15%
Vitamin C 10mg	10%
Vitamin E 4mg	25%
Vitamin K 13mcg	10%
Chromium 4mcg	10%
Copper 0.1mg	10%
Iodine 16mcg	10%
Manganese 0.3mg	15%
Molybdenum 5mcg	10%
Selenium 6mcg	10%
Zinc 1mg	10%

*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.

OUTSTANDING CHEESE BALLS™

... and consumers keep coming back for more!

★★★★★ **Best vegan 🌱 cheese snack on the planet!**

Flavor Name: Chedda | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

Absolutely delicious vegan cheese snack! I've been waiting for a vegan snack like this for a long time. It tastes better than the non vegan counterparts. If you're looking for a great tasting snack, this is it. Perfection.

★★★★★ **Nummy**

Flavor Name: Chedda | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

I recived a sample of these cheeseballs in a vegan snack box and had to order more. Really good plant based cheesy snack. I want my junk food junky but with no animal products. These are great.

★★★★★ **Delish!!!**

Flavor Name: Variety Pack | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

Okay seriously these were so good! My favorite flavor was the garlic Parmesan ! My kids loved the cheddar!

★★★★★ **Good tasting**

Flavor Name: Jalapeno Chedda | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

I can't have my hot cheetos anymore since I am lactose intolerant. These are an excellent substitution, so glad I found them! I can have my cheesy snacks again!

★★★★★ **DELISH!**

Flavor Name: Bacon Chedda | Size: 1.25 Ounce (Pack of 8) | **Verified Purchase**

I LOVE these!

I'm addicted!

I eat a bag of these (single serving 8 grams of fat) with a zevia to drink and I'm in heaven!

It's a lot in the bag, too! Will probably divide it in two when I'm being a bit healthier!

Totally feels like I'm indulging in the junkiest treat ever! Will definitely order again! Bacon cheddar are my fave!



★★★★★ **Delicious!**

Flavor Name: Garlic Parmesan | Size: 1.25 Ounce (Pack of 8) | **Verified Purchase**

These balls of flavor hit that feeling of nostalgia. The protein makes it a great snack choice

★★★★★ **Perfect!**

Flavor Name: Chedda | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

Product exceeded my expectations!

★★★★★ **Amazing!**

Flavor Name: Garlic Parmesan | Size: 3 Ounce (Pack of 3) | **Verified Purchase**

These taste great and don't upset my stomach!

CLASSIC CRUNCH MADE FOR PIGGING OUT



\$98B

in Sales for
Global
Healthy
Snack Food
Market by
2025

\$2B

in US Pork
Rind Sales

OUTSTANDING PIG OUT CRUNCHIES™

Addictively delicious, highly nutritious plant-based crunchies that are nothing short of outstanding, and available in 5 pig out worthy flavors.

Available in: Nacho Cheese, Texas BBQ, Hella Hot, Sea Salt (formerly Original), and Salt & Vinegar.

Full Size (3.5 oz) & Snack Size (1.25 oz)

7g PROTEIN
PER SERVING

NO SKETCHY
INGREDIENTS

NACHO CHEESE INGREDIENTS: Rice, High-Oleic Expeller-Pressed Sunflower Oil, Pea Protein, Yellow Pea, Nacho Seasoning (Pea Protein, Sea Salt, Yeast Extract, Natural Flavor*, Cane Sugar*, Onion Powder Tomato Powder, Spices, Vinegar Powder [Maltodextrin, White Distilled Vinegar], Garlic Powder, Green Bell Pepper Powder, Paprika Extract, Lactic Acid*, Citric Acid, Jalapeño Pepper) *Derived from vegan sources



Nutrition Facts	
3.5 servings per container	
Serving size	1 oz (28g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	9%
Total Carbohydrate 13g	5%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 7g	8%
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 1mg	6%
Potassium 49mg	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.	

THE ONLY PUFF WITH OUTSTANDING STUFF



\$529.66B
global functional
& fortified food sales
projected to reach
by 2028

OUTSTANDING PUFFS™

The plant-based puff with only the outstanding stuff, and with 5 savory flavors you won't be able to get enough.

Available in: White Cheddar, Chill Ranch, Hella Hot, Pizza Party, and Kansas City BBQ.

Full Size (3 oz) & Snack Size (1.25 oz)

7g PROTEIN
PER SERVING

20 VITAMINS
& MINERALS

WHITE CHEDDA INGREDIENTS: Rice, High Oleic Expeller Pressed Sunflower Oil, Pea Protein, Vegan White Cheddar™ Seasoning (Pea Protein, Organic Tapioca Solids, Sea Salt, Organic Flavor*, Baker's Yeast Extract, Inactive Baker's Yeast, Lactic Acid*, Onion Powder, Garlic Powder, Spices, Citric Acid), Yellow Pea, Brown Rice Protein, Calcium Carbonate, Nutrients from a Proprietary Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Cranberry, Chlorella, Maitake Mushroom, Shitake Mushroom). *Derived from vegan sources

Nutrition Facts	
3 servings per container	
Serving size	1 oz (28g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 7g	8%
Vitamin D 2mcg	10%
Calcium 126mg	10%
Iron 2mg	10%
Potassium 36mg	0%
Biotin 3mg	10%
Folate 0.04mg	10%
Niacin 2mg	15%
Pantothenic Acid 0.5mg	10%
Riboflavin 0.14mg	10%
Thiamin 0.13mg	10%
Vitamin A 96mcg	10%
Vitamin B ₆ 0.2mg	10%
Vitamin B ₁₂ 0.3mg	15%
Vitamin C 10mg	10%
Vitamin E 4mg	25%
Vitamin K 13mcg	10%
Chromium 4mcg	10%
Copper 0.1mg	10%
Iodine 16mcg	10%
Manganese 0.3mg	15%
Molybdenum 5mcg	10%
Selenium 6mcg	10%
Zinc 1mg	10%

*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.



OUTSTANDING DISTRIBUTION



E-COMMERCE

snackmagic
 goPuff
 Q QVC
 instacart
 Walmart.com
 FAIRE

INTERNATIONAL

- Scandinavia
- Middle East
- Thailand
- Israel
- Taiwan
- UK
- Hong Kong
- Mexico
- Australia
- Austria
- Singapore
- Puerto Rico

MAKING A MORE OUTSTANDING WORLD



Plant-Based is good for you and the Earth

A global shift to a plant-based diet could reduce mortality and greenhouse gases caused by food production by 10% and 70%, respectively, by 2050

source: <https://www.pcrm.org/good-nutrition/vegan-diet-environment>



CEO Bill Glaser joins PBFA Board

Plant-Based Food Association's mission is to create a world where values and business interests harmonize to create a plant-based food system that respects the dignity and health of all living beings and the planet.

OUTSTANDING FOODS IS PLASTIC NEUTRAL

In Partnership with Repurpose Global, Outstanding Foods donate a percentage of every product to fund the collection of plastic from oceans and landfills



Total Plastic Recovered To-Date



1,381,229
pounds

Collecting & ethically
disposing MLP (Multi-
Layered Plastic) used for
food & bev. packaging

265
people

Waste Workers &
Family Members
Provided with
Additional Income

CURRENT PROJECT: Laut Yang Tenang, Indonesia



OUTSTANDING CHEESE BALLS™



SERVING SIZE	1oz	1oz	1oz	1oz
CALORIES	130	150	160	150
PROTEIN	4g	4g	2g	2g
CARBS	15g	13g	20g	14g
SUGAR	0	4g	2g	2g
FIBER	0	<1g	<1g	0g
DAIRY FREE	✓	No	No	No
FREE FROM DECLARABLE ALLERGENS	✓	No	No	No
NON-GMO	✓	Yes	Yes	No
GLUTEN-FREE	✓	No	No	Yes
VEGAN	✓	No	No	No
KOSHER	✓	No	No	Yes
NO ARTIFICIAL FLAVORS	✓	Yes	Yes	Yes
NO ARTIFICIAL COLORS	✓	No	Yes	No

OUTSTANDING PIG OUT CRUNCHIES™



SERVING SIZE	1oz	1oz	1oz	1oz
CALORIES	130	130	126	150
PROTEIN	7g ★	3g	2g	2g
CARBS	13g ★	19g	19g	19g
SUGAR	0	<1g	<1g	1g
FIBER	1g	1g	1g	1g
FREE FROM DECLARABLE ALLERGENS	✓			
NON-GMO	✓			
GLUTEN-FREE	✓			
VEGAN	✓			
KOSHER	✓			
NO ARTIFICIAL FLAVORS	✓			
NO ARTIFICIAL COLORS	✓			

OUTSTANDING PUFFS™



SERVING SIZE	1oz	1oz
CALORIES	130 ★	150
PROTEIN	7g ★	1g
CARBS	12g ★	15g
SUGAR	0	2g
FIBER	1g	0g
FREE FROM DECLARABLE ALLERGENS*	✓	Yes
NON-GMO	✓	Yes
GLUTEN-FREE	✓	Yes
VEGAN	✓	Yes
KOSHER	✓	Yes
NO ARTIFICIAL FLAVORS	✓	Yes
NO ARTIFICIAL COLORS	✓	Yes

*The White Cheddar Puffs contain mustard. All other Puff varieties do NOT contain mustard.

OUTSTANDING FOODS®



THANK YOU!